

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

DECEMBER 6, 1947



The Golden Lady who stands atop the Capitol Building in Madison, Wis. (superimposed here on the Wisconsin State Fairgrounds), plans to shine in 1948 as she never has shone before. In 1948 Wisconsin celebrates its 100th anniversary and the State Fair, already one of the most successful in the nation, becomes the Wisconsin Centennial Exposition. Tho the Centennial seems a long way off (August 7-29 are the dates), Ralph Ammon, fair head man, has been setting plans for it since early this year. Even at the bang-up 1947 fair Ammon spent most of his time poring over building sketches, charts, layouts and contracts for the 1948 Centennial. This week he is scouting the International Association of Fairs and Expositions meetings in Chicago in quest of ideas to make the Badger State's 100th birthday show the No. 1 fair in the country.

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SOAP OPERAS' CAP AND GOWN

Stem Goes A-Gag As Stan Kenton Murders Decibels

NEW YORK, Nov. 29.—Several days after Stan Kenton's powerhouse made its ear-shattering bow at the Hotel Commodore (see Music—As Written, this week) the trade was still talking about the unconventional Kenton capers and getting a few yocks out of the strictly powerhouse-jazz-no-pop-tunes attitude. Trade gags flew thick and fast, but at least three of them were getting repeat performances in Lindy's:

(1) One pub said he heard that Capitol Records was no longer going to record Kenton on wax, but would use the Fordham seismograph.

(2) At least two visiting band leaders at the opening reportedly moved away from ringside when they felt their toupees slipping.

(3) Capitol Songs' Mickey Goldsen was rumored ready to call Peatman to see if he could get the equivalent of four plugs for Kenton's Leslie Music (which Capitol controls) because of the fact that the band had played an original *Concerto To End All Concertos* for a full 12 minutes over CBS.

Six pluggers at the Hotel Astor swore they heard Kenton that night, too.

Copyright Act Revamp To Aid Radio & Music

WASHINGTON, Nov. 29.—A move to overhaul the Copyright Act at the next regular session of Congress is being quietly prepared here by several key members of the House Judiciary Committee, it was learned this week. In addition, bills to force royalty payments for use of juke box records will be reintroduced at the regular session. Insisting that few basic changes have been made in the copyright law since its enactment in 1909 at a time when radio was unknown, leaders of the drive to overhaul the law are hoping to bring about a series of subcommittee hearings aimed to give all affected industries an opportunity to testify on the need for drastic revision. Proponents of revision are pointing out that whatever changes have taken place in the law since 1909 have been (See *Copyrights for Radio on page 9*)

Rank Org Bids For Place in Canadian Tele

MONTREAL, Nov. 29.—The J. Arthur Rank org this week made a bid to get into the Canadian television business when it conferred with officials of the Canadian Broadcasting Corporation (CBC).

To what extent Rank's bid will (See *Rank Org Bids on page 14*)

Diskers Rush To Ink Talent To Beat Ban

Wax Talent Hunt Soaring

NEW YORK, Nov. 29.—Diskers' last-minute pre-Petrillo-ban hunt for talent mounted to crescendo pitch this week with a flock of inked papers reported from waxeries across the nation.

Locally, Victor's Eli Oberstein revealed that he had signed piano stylist Eddie Heywood to a two-year waxing pact. Heywood until now waxed for Decca Records. MGM's Harry Meyerson signed a vocal group, the Beale Street Boys, for a number of sides. Decca diskery signed Marie Knight to a pact this week.

In Philadelphia the Tune-Disk (See *Disk Talent on page 18*)

Names To Get Lush Harvest Of Miami Moo

By Bill Smith

NEW YORK, Nov. 29.—The Miami winter season will be one of the most lucrative for attractions since the boom began. Names will get stratospheric salaries, but clubs will have to do what amounts to terrific business for all shows to meet the heavy nut. By the same token small acts will find jobs there fewer and fewer.

Talent offices who furnish most of the talent aren't too happy about the prospect. Tho none of the agents queried wanted their names used, they were unanimous in their conviction that the kind of dough names were asking for and getting would hurt Miami niteries for years to come.

"The acts are killing the golden goose," was one agent's comment. Another agent said he was helpless in (See *Names Get Lush on page 40*)

MGM Dickers For KLAC and KYA on Coast

HOLLYWOOD, Nov. 29.—Metro-Goldwyn-Mayer (MGM) this week was reported negotiating for the purchase of stations KLAC, Los Angeles, and KYA, San Francisco, both owned by *The New York Post* publisher, Dorothy Thackrey. Sources close to both parties refused to confirm or deny the deal, but it was learned that Howard Stark, member of the Smith-Davis radio brokerage firm, was currently huddling with MGM execs to discuss details of the sale. Stark would not disclose with whom he was dealing, nor would he confirm the reported KLAC sale.

Salient factor in sale of KLAC is the television license granted Mrs. Thackrey last year. MGM is anxious (See *MGM Dickers on page 4*)

Jocks on Mat

SALT LAKE CITY, Nov. 29.—More corn than they ever popped in their daily disk jockeying will be shucked here Friday (5) when Ed (Beetlebrow) Black and Al (Jazzbo) Collins, platter jocks for indie station KNAK, meet in a wrestling match on one of the pro mat programs of Promoter Jim Downing at the State Fair Coliseum. The match climaxes a promotional feud the rival jocks for the same station have been fussin' in. Publicity-wise the pair have acted like the grunt and groaners. Black has sported a half-sheet photo of himself on the red fire truck he uses as a passenger car, while Collins has sprouted a beard worthy of Man Mountain Dean.

A jazz band will furnish the musical background for the match. "It will be a travesty on wrestling," declared impresario Downing, who promotes mixed boy and gal wrestling bouts, audience-participation events and mud matches.

Beetlebrow and Jazzbo have the physiques for it. Black is six feet tall and weighs 230. Jazzbo is six-one and scales 220. But can they act?

Shelvey Flays 4-A's "Plot To Grab AGVA"

Denies He Is Quitting Post

NEW YORK, Nov. 29.—American Guild of Variety Artists (AGVA) situation got into second gear last week when Matt Shelvey, national administrator, now on a four-week sick leave, hurled charges at the Associated Actors and Artistes of America (Four A's), its newly formed five-man committee and other people who he and his attorney, Arthur W. Cowan, claim are at the bottom of a plot to capture AGVA.

This effort, Cowan said in speaking for Shelvey, was an attempt by some people in several "baby sister unions" such as Equity, Screen Actors' Guild (SAG), American Federation of Radio Actors (AFRA) and American Guild of Musical Artists (AGMA), to take over AGVA because it has the largest membership and is the largest talent union in the Four A's."

Shelvey began his campaign by wiring all AGVA reps denying that he had given up his powers or his rights as head of AGVA, and declaring he would resume office as soon as his physician permitted.

The five-man committee, composed of Hyman Fain (AGMA), George Heller (AFRA), Frank Reel (AFRA), Florence Marsden (SAG) and Dewey Barto (AGVA), assisted by AGVA national counsel Jonas Silverstone (See *Shelvey Hits Four A's, page 4*)

Profs Report Housewives Are Uplifted

Survey by Social Research

CHICAGO, Nov. 29.—Soap operas in general have a good effect upon the segment of the American feminine audience that listens to them and actually constitute a beneficial social effect. This is the conclusion drawn in a report on a six-month research project just completed for Columbia Broadcasting System (CBS) by Social Research, Inc., a local research org.

Altho the CBS research project, reported in a 150-page document for release next week, used the net's *Big Sister* show for its research, conductors of the project, Prof. W. Lloyd Warner, anthropologist, and Dr. William E. Henry, psychologist, both of the University of Chicago, state that general conclusions relative to all soap operas can be drawn from their research.

The project was undertaken when CBS asked Social Research to settle the controversy relative to the merits of soapers. The project used scientific techniques such as the thematic apperception test, verbal projective, direct interviews during broadcast of (See *"Love Those Soap Operas," p. 8*)

Legit To "Sell" Self to Sticks?

NEW YORK, Nov. 29.—The League of New York Theaters will consider at its December 4 meeting a plan for a publicity and propaganda bureau similar to one presented by *The Billboard* September 15, 1945. The broad purpose of the plan, initiated by Theron Bamberger, is to sell the theater as an institution, on a year-round basis, to the country.

The project, costing about 20G, would have at its helm a director of public relations who, in addition to his institutional duties, would co-operate with theater managers in organizing audiences and stimulating interest in legit nationwide. The job probably would be given to a top legit flack, but since the success of the entire plan would depend on him, (See *BALLY BUREAU on page 44*)

Jackie, in L. A. Bow, Fans: 10G

LOS ANGELES, Nov. 29.—Brooklyn's baseball star, Jackie Robinson, wound up a disastrous vaude week with a gross of only \$10,400, the lowest take on record for the Million-Dollar Theater. Average for the 2,400 seater is pegged at \$22,000. Sharing bill with Robinson was Gerald Wilson ork, Earl and Frances, Mabel Scott and Johnny Taylor. Pix were *The Case of the Baby Sitter* and *The Hat Box Mystery*.

Shelvey Hits Four A's Plot To Grab AGVA; 'Not Quitting'

(Continued from page 3)

and Mort Rosenthal, interprets the committee's powers differently. It has taken over, say these committeemen, all the functions formerly exercised by Shelvey. When the Four A's granted Shelvey his leave, it stated that for at least that minimum period, all authority would be vested in the committee.

Several members of this committee are prepared to come to the Four A's meeting Monday (1) to ask that Shelvey be permanently removed from office. These same members said that their reason for this proposal was that Shelvey administration had perpetrated too many cases of mistaken judgment in the conduct of AGVA affairs. Committeemen further charged that Shelvey's wires to reps all over the country were aimed at "disturbing" the membership, and was an effort to perpetuate himself in office, thereby undermining the authority of the Four A's and its newly appointed committee.

Shelvey's attorney charged that entrance of the Four A's into the picture was sinister, aimed at a man too sick to defend himself, and would not be tolerated. "Shelvey will not take it lying down," he said.

"Neither the committee nor the Four A's has the right to decide Shelvey's fate. Let the members (AGVA) decide who is to run AGVA, not the Four A's."

In the meantime, two employees who worked under Shelvey were no longer with AGVA. Mercedes Sano, Shelvey's private secretary, was offered "another job, not as a private secretary," by the committee. She was asked to think it over and come in to discuss it with the committee Monday (24). Miss Sano did not come in Monday, having decided that the "other job" would represent a demotion.

Ruth Schaefer, the switchboard operator, was dismissed by the committee with two weeks' severance pay.

Cowan received a letter from Miss

Sano, which led him to charge that the newly appointed AGVA committeemen had "grilled" the ex-secretary in an effort to shake her "loyalty" to Shelvey. Cowan also said the board had changed the lock on AGVA's office door, describing such action as "scummy." Cowan predicted that when Shelvey learned that Miss Sano was out, he would immediately fire Jonas Silverstone and Mort Rosenthal, AGVA counsel.

"Guns at Head"

Cowan also charged that Dave Fox, New York AGVA head and still in office, was "responsible" for the dismissal of Tess Diamond, AGVA coordinator, about a month ago. Fox told Shelvey, according to Cowan, that unless Shelvey fired Miss Diamond, he (Fox) would quit. Shelvey, according to Cowan, considered that Fox was "holding a gun to his head" in this instance, and therefore felt he "had to fire Miss Diamond."

In Shelvey's plea asking for a leave of absence it was stated that his doctor had ordered him to bed for a complete rest and he therefore was in no condition to act for himself. On Saturday (23), however, Shelvey arrived in Chicago, registering at the St. Clair Hotel. A few days later he flew to Philadelphia. Cowan, when asked how a man as sick as Shelvey could make such trips, replied that Shelvey had been "out there somewhere," but explained "he had to get out and find out what they were trying to do."

Sentiment from various AGVA reps in the field continued cautious. However, Florine Bale, Coast rep, said she would resign if Shelvey were forced out. During the latter part of last week at least three regional reps who had previously been strong Shelvey adherents arrived in New York for hurried conferences with the committee.

Hyman Fain admitted he had been offered the top AGVA job but said he hadn't made up his mind. He indicated, however, that he might take it. The convention, said Fain, probably would be postponed, subject to the Four A's approval, but it would be held in the near future, he said.

"Streetcar" Strong Advance

NEW YORK, Nov. 29. — When *Streetcar Named Desire* preems next Wednesday it will have an advance sale of from 150 to 175G in the till. About half the dough will come from 21 theater parties which have been lined up. On the basis of its out-of-town notices, the show seems to be in the hit class.

On the Wheel

NEW YORK, Nov. 29. — The Mayfair Theater with the pic, *Gentlemen's Agreement*, hasn't had so many chauffeured limousines drive up to its doors since it was the old Columbia, the big-time burlesque house, remember?

National Symphony Tour Adds 3 Stops

WASHINGTON, Nov. 29.—Three new cities have been added to the National Symphony Orchestra's tour of the Northeast early next month. Trenton, N. J.; Burlington, Vt., and Amherst, Mass., will hear the concerts this year under the direction of Dr. Hans Kindler, and Providence, R. I., will get an extra concert.

Howard Mitchell, the National Symphony's associate conductor, will baton the Neighborhood Concerts here, which will also be heard over WMAL, the American Broadcasting Company outlet in Washington.

Biz Off, San Fran's Hotels May Give Up

SAN FRANCISCO, Nov. 29.—Hotels using dance bands and shows are mulling the idea of closing their supper rooms, letting the orks go and canceling entertainment. Under the plan, the hotels would darken their rooms until after Lent.

The reason is simply that business is much worse than in months. The 20 per cent amusement tax plus the high price of music is putting the check out of sight.

However, nothing will be done until after January 1.

Wichita Spurs Barter

WICHITA, Kan., Nov. 29.—Local newspapers blurbled at the famous Barter Theater of Virginia, complete with former Broadway performers, but the locals wouldn't go for \$3 top price show without big names. The Wichita Chapter of Amvets sponsored the G. B. Shaw comedy, *Arms and the Man*, in two performances last week, but fewer than 100 persons showed for either performance. A matinee was canceled after poor advance sale.

MGM DICKERS

(Continued from page 3) to enter local tele operations, particularly since Paramount, rival pic firm, is well entrenched locally with its KTLA video outlet. Acquisition of KYA would give MGM a powerful 50,000-watter in the bay area.

Contacted in San Francisco, KYA-KLAC General Manager Don Fedder-

Taxes at Gate Off in October

WASHINGTON, Nov. 29.—Showbiz tax collections during October were spotty in comparison with October a year ago, the Bureau of Internal Revenue reported this week. Receipts from admissions to theaters and cabarets dropped \$5,500,000, while liquor taxes brought in an increase of approximately \$27,000,000. Tax collections from radio sets and disks were up slightly, while coin machine taxes showed a small decline. The cigarette levy was up about 1 per cent.

Revenue Bureau Collections were:

	Oct. 1947	Oct. 1946
Admissions to theaters and cabarets	\$ 43,078,427.94	\$ 48,597,428.08
Liquors	278,633,916.20	251,328,006.04
Cigarettes	116,329,777.95	114,883,786.97
Radio, phonograph sets and parts	5,513,131.48	4,996,201.00
Phonograph records	562,541.00	522,043.77
Coin machines	765,211.77	915,472.45

U. S. Liquor Policy To Be Stated Soon

WASHINGTON, Nov. 29.—Agriculture Department soon will make known the administration policy on future liquor controls, as an aftermath of a visit to Secretary Clinton Anderson this week by a delegation of distillers. Headed by Robert Patterson, former war secretary, the distillers asked about the prospects for the industry after the liquor-making holiday ends December 25.

Agriculture, with the implied permission of the White House, has been nudging Congress to give it authority to set up curbs on mashing operations.

son refused to confirm or deny the reported sale. It was known, however, that MGM had pitched to buy KLAC last year but was turned down by the Thackrey interests.

Sale of Thackrey's New York outlet, WLIB, is not involved at this time, it was learned, since MGM's parent company, Loew's, Inc., already owns WHN outlet in Gotham.

The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson

Publishers

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Subscription rates, payable in advance—One Year, \$10.00; Two Years, \$17.50. These rates apply in the United States, U. S. Possessions, Canada and other foreign countries sent upon request. Subscribers when requesting change of address should give old as well as new address.

The Billboard also publishes:
The Billboard Encyclopedia of Music
Vend

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NEAR YOU
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- 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
ILL 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, 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 26 to 36 in Music Section.

INDIES' GROWING AUDIENCE

"Favorite Story" Grosses Million

NEW YORK, Nov. 29.—Frederick Ziv's electrical transcription series, *Favorite Story*, starring Ronald Colman, has chalked up a sales gross of \$1,000,000, it was reported this week, with new contracts still coming in. It is said to be the highest tally ever scored by an e.t. series, especially within such a short period of time. Ziv office started selling the Colman opus a few months ago.

The \$1,000,000 total is not an annual figure, but is the gross total of signed contracts, provided they run to completion. Around 225 sponsors have bought the show, on 275 stations, some accounts bankrolling the program on more than one station.

Colman gets a \$3,000 weekly guarantee, plus percentage, with production costs estimated around \$8,000.

WOOK To Vote On Union Shop

WASHINGTON, Nov. 29.—Employees of WOOK, Silver Spring, Md., will vote soon on the question of a union shop, the station announced this week as the three-week strike by the American Federation of Radio Artists (AFRA) came to an end.

Manager Richard Eaton explained that WOOK has agreed to recognize AFRA as the sole bargaining agent for station employees. WOOK promised to take back all striking workers and to make no discriminations against them.

On its part, AFRA pledged a no-strike policy up to October 30, 1948. Both sides have agreed to an employee vote on a union shop as defined in the Taft-Hartley Act, while any future disputes between WOOK and AFRA are to be submitted to arbitration.

Red Barber's Co-Op Off CBS on Jan. 2

NEW YORK, Nov. 29.—Red Barber's co-op program over the Columbia Broadcasting System (CBS) 6:30-6:45 Monday thru Friday will fold January 2. On January 5, *Housewives' Protective League*, recently bought by CBS, probably will go into the 5:30-6 p.m. slot, a shift which will move *Lum 'n' Abner* into the time now held by Barber.

Barber, who is CBS's sports director, will continue to do spot broadcasts. Reason for the folderoo of the co-op venture is that interest in sports, except for sporadic events of national interest, is too localized. Stations prefer local sportscasters covering local sports.

Budd Hulick Takes Buffalo Jock Spot

BUFFALO, Nov. 29.—Budd Hulick (Stoopnagle and Budd) has started a new disk jockey show on WEBR here. It's an afternoon stanza, two and a quarter hours long, Monday thru Friday.

Hulick made his radio start in Buffalo, later teaming with F. Chase, his Stoopnagle.

AFRA Indies Win 20 Posts On Local Board

NEW YORK, Nov. 29.—On the heels of this week's victory in the local board elections in which they captured 20 out of 23 positions, the independent group of the American Federation of Radio Artists (AFRA) is preparing for the next campaign—election of local officers. The independents are now drawing up their petitions for nomination of officers. Petitions must be in by December 16, after which ballots go to the membership. Officers to be chosen include president, five vice-presidents, a recording secretary and a treasurer.

In the local board elections, artist committee's Alan Bunce, Ned Wever, Dwight Weist, Vinton Hayworth and Tom Shirley went down to defeat before the onrush of the independents. The only artist committee representatives remaining on the board are Prexy Clayton Collyer and William P. Adams. Genevive Rowe was the sole artist committee nominee newly elected.

Independents getting the nod among the actors were Karl Swenson, Carl Eastman, Arnold Moss, Virginia Payne, Ted Osborn, Lucille Wall and Ann Seymour; among the announcers, Ben Grauer, Nelson Case, Dan Seymour, George A. Putnam and Richard Stark; among the singers, Nancy Douglas, Julie Conway, John Naher, Edwin Lindstrom, Eugene Loewenthal and Ray Charles; for the sound effects men, Robert J. Prescott, and for the independent staff announcers, Joe O'Brien. Those elected will serve for a year.

"News" Tosses FCC a Hot One

WASHINGTON, Nov. 29.—The present sentiment at Federal Communications Commission (FCC) is against reopening the New York City FM docket in response to this week's petition by *The New York Daily News*. FCC legalists are deliberating carefully on a response—aware that rejection would be certain to result in a court test of FCC procedures.

A grant of the petition, however, is seen as opening the way for a challenge on every FCC decision made between the time National Broadcasting Company (NBC) announced the hiring of former FCC Chairman Charles Denny and his actual departure from the commission 21 days later. Much was made of the point in the *News*' petition that Denny participated in the New York FM decision denying the paper's bid after his affiliation with NBC was announced.

The petition claimed that Denny "was disqualified to vote on any matter before the commission and, more particularly, he was disqualified to vote in this proceeding." Some FCC officials, however, point out that even if Denny's vote were thrown out, it would make no difference in the decision, since the bid of the *News* was rejected in a 4-2 decision. Moreover, it is asserted that no decision made by FCC during the 21 days in dispute would be changed by eliminating the former chairman's single vote.

With Apologies

NEW YORK, Nov. 29.—Samuel Northcross, director of the radio division of Audience Research, Inc. (ARI) (George H. Gallup), suffered from a two-headed boner in *The Billboard* of November 22. In a story reporting on ARI's investigation of sponsor identification, Northcross was erroneously called Emanuel Northcross. And somehow or other, we fished up a doctorate for him, and compounded it all by calling him Dr. Emanuel Northcross.

Let this be understood: The gentleman's name is Samuel Northcross, and we're sorry.

Farm Directors Beef Over News Services' Sluff

CHICAGO, Nov. 29.—Subjects affecting farm radio programs thruout the country will come up for discussion at the annual Radio Farm Directors' Association (RFDA) meeting at the Stevens Hotel here starting today and ending Monday (1). RFDA, which has a membership of 150 radio station farm directors from coast-to-coast, expects to have an attendance of about 125 at the meeting.

Top matters to be discussed will be a complaint of farm directors that AP, UP and INS press services do not give stations the proper coverage of rural news. They complain that the usual 500-word daily rural summary is inadequate. Representatives of the press services are expected to be on hand to hear the broadcasters' viewpoints.

Television also will be considered at the meeting, in line with RFDA's belief that rural shows will play an important part in video's future. In co-operation with WBKB, group will put on a typical rural video show Monday from 3 to 4 p.m. and hear discussion of farm programming done by WGY, General Electric station.

100% Rise In Summer Day Listeners

Winter Daytime Slower

NEW YORK, Nov. 29.—Evidence that independent stations are commanding an increasing portion of the listening audience has been presented in a study made by the Compton Advertising Agency, based on Hooper survey figures. The basic point made in the study is that in four years since 1943, indies have boosted their winter daytime audiences by almost 100 per cent and their summer audiences by a few points more than 100 per cent.

The Compton study was based on Hooper figures for sets in use and share of audience and explores daytime listening only. The Hooper statistics show whether respondents (See *Indie Audience* on page 9)

Indie Aud. Trends

NEW YORK, Nov. 29.—Statistics below chart the growth of independent station audiences from 1943 until September of this year. The percentages are based on the "share of audience" figures of the Hooper program surveys, and are those segments of the audience, represented by sets in use, which reported they were listening to "other" or non-network stations.

Periods covered are October one year to March the following year, and April thru September, for individual years.

Year	Oct.- March	Year	April- Sept.
1943-'44	9.6	1944	11.3
1944-'45	10.9	1945	12.2
1945-'46	12.9	1946	17.4
1946-'47	15.8	1947	23.0

ED SULLIVAN

says:

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



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Webs Slow To Restore Music To Co-Ops Despite Ban's End

NEW YORK, Nov. 29.—Altho a few co-op shows already have added musicians or plan to do so shortly, networks this week were moving slowly in the revamping of their co-op shows following James C. Petrillo's action in ending the live music ban on such programs. The principal reason is budgetary, with webs fearing that addition of tootlers would reduce profits to the vanishing point. At the same time, however, action by the American Federation of Musicians (AFM) chief brought protests from transcription manufacturers, who charged discrimination.

While the webs were pleased over Petrillo's move as presaging possible better relations between them and the AFM, current contracts between webs and affiliates on co-op shows are based on talent costs exclusive of musicians. However, a rash of new musical co-ops may break out rather than a reshuffle of old programs.

E. T. Producers Burned

Transcription producers, who fear co-op shows as a major source of competition, believe the move was timed to coincide with the AFM December 31 recording ban. Long regarded by Petrillo as enemies of the musicians, the waxers feel that AFM action on low-priced locally sponsored web airers definitely was proffered as aid to their most important rivals.

First to take advantage of the trial period relaxation were the American Broadcasting Company (ABC) and the Mutual Broadcasting System (MBS). ABC's transcribed Abbott and Costello Show will use a 25-piece orchestra on future disks. Since recordings are made two weeks ahead, the next two Abbott and Costello programs will have only the usual chorus. MBS's *Information, Please*, however, yesterday featured pianist Joe Kahn, who led off the show with a rendition of *Say It With Music*. The recent complaint to the National Labor Relations Board (NLRB) by Dan Golenpaul, producer of *Info*, is believed to have helped precipitate Petrillo's action.

"Headline Edition" Music

Other ABC co-ops to use music will be *Headline Edition*, news show, which will insert organ bridges, and *Mr. President*, which will turn co-op early in January. At the same time Murray Grabhorn, head of web's co-op department, predicted a "vigorous expansion in co-op programming, with new musical shows added soon. Two MBS shows soon to add music are *Meet Me at Parly's*, which will also retain its chorus, and *Alexander's Mediation Board*.

The National Broadcasting Company (NBC), which has seven co-op

Groucho To Get Paar ABC Spot

NEW YORK, Nov. 29.—The Wednesday night comedy line-up of American Broadcasting Company (ABC) was reinforced this week when the web switched Elgin-American's *You Bet Your Life*, with Groucho Marx, into the seg formerly occupied by Jack Paar. Marx thus will precede the Bing Crosby show, taking over the sought-after seg.

Paar, canceled by American Tobacco, exits after his December 24 show. Marx will air his last Monday show December 22, and moves to Wednesdays December 31.

shows airing, said that none use music and no immediate plans for adding music are afoot. The Columbia Broadcasting System (CBS) has nine co-ops airing, five of which could utilize music. Hubbell Robinson, CBS vice-president and program director, did not specify plans, but hailed Petrillo's action as "a healthy move which ought to raise the entertainment level of co-op shows and open up a new field in this type of programming."

Fem Broadcasters Set Regional Meet

CHICAGO, Nov. 29.—Women broadcasters of Illinois and Wisconsin will hold their first regional meeting at the Hotel Sherman here December 12-14.

At the meeting, the gals from stations, nets, agencies and other trade segments will discuss the following subjects: "Keeping Women's Programs Sold," "New Worlds To Conquer: Television," "The Agency and the Woman Broadcaster," "Industry Reports on Women's Broadcasts," and "Adult and Youth Education."

Conference program planning committee consists of Nancy Green, director of women's programs, WTMJ, Milwaukee; Dorothy Lewis, of the National Association of Broadcasters, and Elizabeth Marshall, program director for the Chicago Radio Council and Illinois State chairman for the group.

Elfert Named WLIB Program Director

NEW YORK, Nov. 29.—Mrs. Dorothy S. Thackrey, president of WLIB, this week named Sam Elfert program director beginning Monday (1). Elfert, who will continue to head station's press department, replaces Don Martin.

Martin, 15-year veteran of radio, resigned to direct waxing of children's albums for Tiffany Productions and is completing a biography of Paul Whiteman.

Industry Music Committee May Hire Permanent Flack

NEW YORK, Nov. 29.—The newly created public relations subcommittee of the Industry Music Committee (IMC) will meet here Tuesday (2) and probably will consider appointment of a permanent public relations counsel for the organization. Meetings of the IMC legal subcommittee and executive subcommittee probably will be deferred until later in the week, inasmuch as their personnel has not yet been set. The legal group is expected to recommend legal counsel for the IMC, and the executive group then will act upon recommendations of both other subgroups, preparatory to a meeting of the full IMC. This mulling probably will begin next week-end or early the following week.

The public relations group consists of Bob Swezey (Mutual Broadcasting System), Bond Geddes (Radio Manufacturers' Association), Joseph Bailey (Lewis Collins, Inc.), Stanley Manson (Stromberg-Carlson and FM Association), Bob Richards (National Association of Broadcasters) and two other members still to be named.

Meanies

MINNEAPOLIS, Nov. 29.—A recent heavy snowstorm put WCCO here off the air for about an hour. Telephone calls immediately swamped the station switchboard, and one indignant gal protested, "The least you could do would be to have one of your announcers tell us about it."

Drive Launched For Dough Hike On U. S. "Voice"

WASHINGTON, Nov. 29.—The first move toward a greatly expanded budget for the State Department's *Voice of America* is under way in Congress with both Representative Karl Mundt (R., S. D.) and Senator H. Alexander Smith (R., N. J.) having formally launched the drive last week on the floor of their respective houses.

In a two-hour speech to the House Thursday (20), Mundt declared that "the only place America should not lose ground to the Communists is in the field of publicity and advertising." He declared that America needs a far bigger overseas program than was realized when Congress debated the issue last session.

Mundt suggested that the State's short-wave broadcasts should be supplemented in Europe by broadcasts directly over the radio system of individual European countries. The least we can ask these countries in exchange for economic aid, he said, is for them "to compensate us with time on their radios, at the best spot on the dial, so that we can broadcast in their own language the true story of America."

On the Senate side, Smith stated that an expanded overseas program is necessary to combat propaganda from Moscow. He inserted into the Congressional Record his recent newspaper article in which he said *The Voice of America* must be strengthened far beyond our previous conceptions of its size and scope.

Musical Co-Op "Green Light" Cheers Execs

NEW YORK, Nov. 29.—Relaxation of the ban on musical co-op programs by James C. Petrillo, chief of the American Federation of Musicians (AFM) is regarded by industry execs as additional evidence of a change of temper within the musicians' union. An official of the National Association of Broadcasters (NAB) this week speculated that the green light on musical co-ops might swing a certain amount of public favor in Petrillo's direction. He also pointed out that the AFM gave a considerable hypo to the growth of disk jockeys by banning musical co-ops—and perhaps the musicians chief felt the time was ripe for reversing this situation.

A spokesman for the musicians' union in New York stated that Petrillo's action in lifting the ban was motivated by only one thought—that of creating some additional employment. He added that the musicians' union estimated that the ban had cost about 150 musicians their jobs. This union official pointed out, however, that the advantages and disadvantages of musical co-ops—from the standpoint of employment—were not clearly definable. He indicated there was still a strong segment within the union which felt the disadvantages outweighed any minor gains that might accrue, particularly in view of the fact that co-ops are concentrated in Hollywood and New York and usurp air time which might be filled by local musicians.

As for the alleged changed attitude of the AFM, it was pointed out this had been indicated, too, by the accession of Milton Diamond and a group of lawyers who took over after the death of Joseph Padway. Diamond and his group, it is felt, are of the negotiating type rather than the knock-down, brawling school. This is all taken to indicate a desire on the part of the union chief to tread more easily. It also improves his bargaining position, enabling him to say, "I've done this, now what are you willing to give?"

Union's FM Outlets To Line Up Staffers

NEW YORK, Nov. 29.—Unity Broadcasting Corporation, radio subsidiary of the International Ladies Garment Workers' Union (ILGWU), which has been granted six FM licenses in that many cities, will shortly begin recruiting personnel for the outlets. Two of the stations, Chattanooga and Los Angeles, are under construction and due on the air in six months. A third, St. Louis, is being zoned. Other cities involved are New York, Philadelphia and Boston.

Unity was the only FM applicant to get the six licenses out of its six applications. Radio consultant, who is also handling the personnel set-up, is Morris Novik.

Miller in NAB Code Talk December 3

NEW YORK, Nov. 29.—Justin Miller, president of the National Association of Broadcasters (NAB), will discuss the proposed code of standards for broadcasters at a joint session of the Radio Executives' Club and the Advertising Club of New York Wednesday (3), at a luncheon in the Hotel Roosevelt.

Miller's topic is tabbed *Advertising in the Public Interest*.

NAB CHEERFUL ON CODE

NAB Report Shows Lower Profit Trend

More Outlets To Split \$

WASHINGTON, Nov. 29.—A trend toward lower net profits, reported by the Federal Communications Commission (FCC) in its recent analysis of 1946 financial statements of radio broadcast licensees, is being continued into 1947, according to a research report issued yesterday (28) by the National Association of Broadcasters (NAB). The NAB report, compiled by the association's research department, headed by Dr. Kenneth H. Baker, was based on a "projectable sample of NAB membership."

"If the over-all increase in gross revenue found in the sample were to be projected to the entire industry," Dr. Baker said, "it would seem that the 1947 non-network gross revenue would be in the neighborhood of \$275,000,000. This figure would be comparable with the \$241,000,000 reported recently by the FCC for 1946."

Lower Profits

"Since the 1947 figure applies to more than 1,400 stations, while in 1946 there were only 953, these estimates indicate that the trend toward lower profits reported by the FCC (for 1946) may be continued into 1947."

The NAB report shows an average increase of 8 per cent in gross revenue for 1947 over 1946 for all types of broadcast stations, with an average rise of 9 per cent in operating costs during the current year. Reasons for rises in operating costs ranged from "operation of non-profit FM installations" to the "meeting of increased wage demands of new labor contracts," according to Dr. Baker. Small stations showed the largest average increase in profits (10 per cent), while medium stations show the smallest increase (6 per cent), with large stations showing a 7 per cent rise.

Don Lee Slashes Block's Air Time

HOLLYWOOD, Nov. 29.—Don Lee Broadcasting System (DLBS) last week curtailed its airings of the Martin Block Show by cutting the disk jockey's Coast airings to a 15-minute seg three times weekly. Web eliminated Block's show entirely on Tuesdays and Thursdays, substituting straight platter fare with a staff announcer on 43 Coast affiliates of the Don Lee skein.

Reason for the Block cutback was said to be dissatisfaction with the disk's Coast rating, currently at a weak 1.4. Insiders maintained further that the web was disciplining Block for the caustic criticisms of records and artists which mark his airer. Don Lee will continue to carry the 15-minute commercial portion of the show, currently bankrolled by Kreml, and will pick up any future commercial sales for Coast airing. Web is substituting Mutual net programming in the previous Block time.

Views on NAB Code Changes

FOLLOWING are views of broadcasters from various sections of the country on the revised code proposed by the National Association of Broadcasters (NAB):

Cal Smith, manager, KFAC, Los Angeles, and member of the independent station committee: "The NAB will find strong feeling that no one wants station management shifted to NAB headquarters. There will be trouble if NAB attempts to put thru a code that outlines specific restrictions on management—you may call it rebellion. I feel that many stations will resign from the NAB if an attempt is made to put into effect commercial time limitations."

Bill Beaton, manager KWKW, Pasadena, Calif.: "I look upon the revised code as being wide open for further suggestions. There should be no differential between daytime and nighttime operations."

Robert Reynolds, manager KMPC, Hollywood: "Commercial time limitations are unfair and haven't taken into consideration independent operations. All we should do is set up certain limits based on good taste and good practices. It is then up to each indie station operator to determine how he can best live up to the code and how it can be adapted in his market."

Harry Maizlish, manager KFVB, Hollywood: "I don't feel that the NAB code should be making these decisions. This code should be taken up at the next convention in several forms. The form voted by the majority of membership should then be adopted."

William Ryan, manager KFI, Hollywood: "I see no need for a national code on unacceptable advertising, such as professional advertising. Western States are mostly affected by this restriction."

Ben Strouse, general manager WWDC, Washington: "I don't think the revised commercial section of the code will be hard to live with. I have only one criticism of the revisions. I see no necessity for a distinction between day and night schedules. I believe that the nighttime commercial limitation of one minute and 15 seconds for a five-minute segment should be applied to daytime also."

Wayne Coy, director WINX, Washington: "I don't see why there should be a distinction between day and night schedules."

Commander T. A. M. Craven, manager WOL-MBS, Washington: "I think we can live under the proposed revisions, altho I am not convinced that there is any necessity for time limitations, inasmuch as quality is a far more important factor."

Joseph Brechner, director WGAY, Silver Springs, Md.: "The proposed revisions in the code seem to be okay, particularly those on participation programs. However, I am opposed to the idea of a code in principle, since I don't think the industry should bind itself to anything beyond a broad creed for high standards. Going beyond that introduces the danger of censorship."

Calvert Hill, manager WEXL, Detroit: "I don't believe radio should be hampered to the extent of biting the hand that feeds it. If there is any radio that has to 'over-commercialize' beyond limits set by the code, it shouldn't be restricted. In many small towns, rates are necessarily set in competition with local newspaper advertising. One new AM Michigan station has just set up a rate card of \$9 for 15 minutes."

Gayle Grubb, manager KGO, San Francisco: "This matter should be given more study, and I believe any action should be withheld until the NAB meets next May."

Sheldon F. Sackett, president KROW, Oakland: "The code should not be adopted. While we are not adverse to a rather broad statement of broadcasting policies, we do not think that any code should be so restrictive that it tends to place determination of programs in the hands of the NAB rather than the broadcasters. It must be remembered that the individual licensee is responsible to the FCC for his operation."

Philip G. Lasky, general manager KSFO, San Francisco: "I believe the revisions are more soundly grounded than the original code and that they furnish a more stable base for stations, especially non-network stations, to pursue a course of serving the general public."

John W. Elwood, general manager, KNBC, San Francisco: "I wholeheartedly indorse the position of NBC in urging the industry-wide adoption of the NAB code. In the event some broadcasters evidence a reluctance to assume the responsibilities that the code implies, then we should certainly urge its adoption by the four networks in the hope that this move would lead eventually to its acceptance by the entire industry."

Karl Berkeley, general manager WMAL, Washington: "The changes in the code are to the good. I was pleased to see the broadening of the commercial section to accommodate such types of programming as participation shows, etc."

Theodore Streibert, WOR, New York: "We like the code and think it is sound and workable. However, the one-hour limit on a participating show is arbitrary. Who can say what is right in that type of show? I think the limit should be on the number of shows rather than the time."

Ralph Weil, WOV, New York: "I see no reason why there should be a differential between daytime and evening commercial allotment. (See Views on NAB on page 9)

No Objections On Commersh Changes Filed

Action Due in February

WASHINGTON, Nov. 29.—The National Association of Broadcasters (NAB) disclosed today that not a single protest has been received so far from NAB members on the NAB board's recent revision of the commercial section of the proposed code, even tho nearly two weeks have elapsed since copies of the revisions were mailed to members. The lack of communications of any kind on the subject is being interpreted at NAB headquarters as a token that, thus far at least, the revised commercial provisions are acceptable to the membership. It is expected, however, that communications will start filtering in as the time nears for the next meeting of the board of directors, tentatively slated for mid-February.

The next meeting of the board is expected to be held in Hot Springs, Va., instead of at NAB headquarters here. According to current plans, the board then will complete its study of the projected code, with certainty that any further revisions will again be offered to the entire membership by mail for perusal before final action is taken.

Indie Committee?

The question whether a standing committee of independent broadcasters should be created is expected to be among the highlights of the next board meeting. Pressed for time in drafting code revisions, the board at its recent meeting was compelled to by-pass the independent representation question, altho a resolution was approved thanking independents for their "co-operation."

With a number of independents continuing to urge increased recognition in NAB policy-making, several board members are indicating considerable willingness to open a full discussion of the issue, it was disclosed here this week. The board, which is more than ever economy-bent, is expected to veer away from creating a new standing committee, but there is some discussion of expanding the small stations committee to give wider representation to independents of all categories.

Protestant Radio Commish Planned

NEW YORK, Nov. 29.—A meeting last week of representatives of interdenominational religious agencies working in radio set up preliminary apparatus for a Protestant radio commission. Dr. Mark A. Dawber was named chairman of an ad interim administration committee which he will appoint. A move to affiliate the body with the Federal Council of Churches was tabled pending establishment of a functioning organization.

The administration committee was authorized to have a subcommittee conduct a survey of the religious radio situation.

"LOVE THOSE SOAP OPERAS"

"Big Sister" Guinea Pig In CBS Poll

On Worth of Tear-Jerkers

(Continued from page 3)

the program and free association interviews.

Big Sister was picked, according to Social Research, because it was one of the most successful shows and because it was considered representative.

Not Best Radio

The report does not try to hold soap operas up as best possible radio. It says they are beneficial for that class of female listener which is found among the social and economic strata representing 65 per cent of the families. For higher groups, the reports say, soapers are meaningless and uninteresting.

A preface points out that "from time to time, soap opera becomes a subject of public controversy, yet these radio programs are rarely examined factually. Few studies give any reliable evidence to demonstrate what the actual psychological interaction of the audience and daytime serial is, or show what effect a program has on the lives of the women who listen, or how these programs function for good or ill in American life."

Moral Beliefs

The report further states, concerning *Big Sister*, and thus, by indirection, all soap operas, that "the *Big Sister* program directly and indirectly condemns neurotic and non-adaptive anxiety and therefore functions to curb such feelings in its audience. The program also provides moral beliefs, values and techniques for solving emotional and family problems for its audience. Moreover, the serial directs the private reveries and fantasies of the listeners into socially approved channels of action, and increases women's sense of security by emphasizing the basic security of the marriage ties. In so doing, the *Big Sister* program has a positive and adaptive effect on the personalities of the women who listen."

Success Pattern

In one section of the report recommendations for successful soap opera formulas are given. These state: (1) Characters must be persons with whom listeners can identify themselves or acquaintances. (2) Any method which alters basic theme of story or prevents the audience from identifying itself with characters is bad. (3) Characters should be symbols which express anxieties, hopes and moral beliefs of the women as they are expressed in conduct of family life. (4) Listeners want emotional drama with which they can identify themselves. They don't want extraneous or many disturbing details. Any plot changes in a successful program will still retain psychological symbols of past. (5) Themes must be kept within context of family. (6) New episodes which take accent off basic psychological themes of story should be avoided. (7) Social significance and improvement should always be the last consideration.

Oops! Signals Off

DETROIT, Nov. 29.—The grand jury which has been indicting a number of automobile dealers for alleged sales tax irregularities nearly put the skids under *Take a Good Look*, new contest show on WJBK which opened Monday (24). The program was sold to one dealer who was named by the jury, and then had to be hurriedly resold to the Floyd Rice Agency, whose name has not been involved. Substitution of names was about all that was necessary.

L&H Chain Angels Live Music Series

CHICAGO, Nov. 29.—Lyon & Healy, Inc., a chain of radio and music stores with outlets in 14 Midwest cities and headquarters here, will begin sponsorship December 2 of a live musical series on WENR, local American Broadcasting Company (ABC) outlet, with a healthy budget and program quality unique for this type of advertiser.

Each Tuesday from 9:30 to 10 p.m. L&H will bankroll a show featuring an orchestra under the direction of Rex Maupin, the Fine Arts String Quartet, harpist Russ Crandell, George Barnes's pop instrumental octet and other talent not yet decided upon. Each show will cost between \$1,200 and \$1,500.

Altho the company's use of radio has been small to date, Bill Wilson, ABC salesman, was able to sell the idea of a large budget by exploiting the company theme, "The house that music built," with the suggestion that each show be devoted to a department of the stores, thus giving an over-all picture of the entire house.

MBS Auditions Bruce On 'Sir Oakes' Script

NEW YORK, Nov. 29.—The Mutual Broadcasting System (MBS) has auditioned a half-hour comedy show on the coast with Nigel Bruce in the lead. Titled *Sir Godfrey Oakes*, the script is by Anthony Boucher.

Station Bidders' \$ Views Much Cheerier Than FCC's

WASHINGTON, Nov. 29.—Standard broadcast applicants are displaying optimism in wide variance from the gloomy economic outlook reflected in Federal Communications Commission (FCC) economic reports, a survey of bids pending before the FCC revealed this week. A spot check revealed sharp differences of opinion on radio costs and revenues between applicants for small stations on the one side and FCC economists on the other.

This week's spot check disclosed that applicants for stations of 500 watts and under expect pre-operation construction costs to average \$23,500 as contrasted to the FCC economic survey average estimate of \$34,107. One bidder for a 250-watt station in Texas, whose application is now before FCC, estimates he can get on the air for a total cost of only \$11,550.

NBC Promises To Rid Air Of Free Product Plugs Via Broadcaster Practices Code

Web To Charge Off Gags to Regular Time Allotments

HOLLYWOOD, Nov. 29.—An end to the multitude of free product plugs on National Broadcasting Company (NBC) stanzas is promised when web puts into effect its proposed censorship and broadcast practices code early next year. NBC has outlined several stringent regulations designed to make scripters and producers think twice before inserting a Studebaker or Bulova gag.

According to a top web spokesman, NBC will charge off free plugs against regular commercial time allotments. Moreover, time losses will be rated from the beginning of a gag to its ending. For example, if a gag has a Bulova watch or Brillo payoff, and said gag has a 30-second build-up, then bankroller stands to lose 30 seconds from commercial time. Net feels, therefore, that sponsors and agencies will give finished scripts closer scrutiny to avoid penalties.

Practice Runs Wild

Web was clear to point out that ruling will not apply to "legitimate" gags in which product mentions fit into the pattern of the gag, NBC to give talent the benefit of the doubt. Reason for ruling is said to stem from web's insistence that prospective air-time buyers not be given free commercial plugs. Thinking in top web ranks is that plug practice could eventually get out of control and mean loss of revenue to the web. Spokesman points out that if Bulova watch outfit, for example, can snag plugs on top-rated shows in return for a few gift watches to scripters, producers or artists, firm is getting advertising dirt cheap. Present bankrollers, in turn, would have a legitimate gripe against net if practice is not stopped.

Question of what will happen to audience giveaway shows is still unsettled. Among top budgeted shows, such as *Truth or Consequences* or

People Are Funny, producers could get around ban by purchasing all loot and announce prizes on the air without mention of brand names. A contest such as the current *Miss Hush* gimmick on *Truth or Consequences*, would be practically ruled out, since no bankroller would want to shell out the dough to purchase giveaways included in the contest loot. A spokesman for Ralph Edwards, T-C emcee, said he would wait until NBC announced effective date of the ban before he decided what course to take.

Long-Standing Gripe

Restrictions to be adopted culminates a long-standing gripe of web's Coast toppers against agencies, writers and actors, especially comics. Efforts were made last year to kill the practice, when web Veepee Sid Strotz issued instructions to censors to kill plug mentions. Despite efforts, however, plugs continue to sneak into scripts. During a recent Coast trek, Veepee Ken Dyke discussed the problem with talent and agencies, advising them of forthcoming rulings and soliciting co-operation. Web toppers are still uncertain if ruling will end abuses, but it was indicated that net would try other restrictive measures if this ban failed to do the job.

NEW YORK, Nov. 29.—Queried as to a report that the NBC would prohibit the mention of brand names on giveaway programs, Ken Dyke, the web's programming veepee, stated yesterday that the network would not take such action apart from other webs. Such a proposal, he said, was in the proposed NAB code. NBC exec also indicated the web would be willing to take such action in conjunction with one or more of the other major networks.

Durante Crew Set For "Dimes" Tour

HOLLYWOOD, Nov. 29.—Another air show takes to the road for charity when Jimmy Durante and his National Broadcasting Company (NBC) crew go on their second annual road stint on behalf of the March of Dimes.

Going with Durante on the coast-to-coast tour will be Peggy Lee, Arthur Treacher, Candy Candido, Howard Petrie and Roy Bargy's orchestra.

Durante aggregation leaves Hollywood January 10, arriving in Chicago January 12. Regular Wednesday night broadcast will originate in the Windy City January 14. Troupe will appear in Milwaukee for the broadcast January 21, and in New York for five succeeding broadcasts, on January 28 and February 4, 11, 18 and 25.

Special March of Dimes appearances will be made by Durante and his cast at Kansas City, January 15; St. Louis, 23; Indianapolis, 24; Louisville, 25, and Atlanta, 30.

In addition to his radio chores while in New York, Durante will do a three-week personal appearance at the Copacabana.

N. Y. PRODUCTION HYPO DUE?

Indie Audience Registers 100% Rise in Summer

(Continued from page 5)

were listening to a network program or "others." The latter can only mean, of course, independent stations. It also would include affiliates broadcasting local programs, but the extent to which this distorts the figures is not believed to be appreciable.

The analysis dealt with listening from October to March the following year, beginning with 1943, and from April to September of each year, beginning with 1944. Two facts, as the recapitulation on this page shows, are obvious. They are: first, that indie listening invariably is higher in summer, presumably due to baseball broadcasts which web affiliates, in most cases, can't carry because of schedule commitments, and second, that the pattern of indie audience growth has been slow-but constant.

Indies 15.8 in '46-'47

Thus, in the October, '43-March, '44, period the webs had 90.4 per cent of the audience and the indies 9.6 per cent. This picture has changed, with the indies each year taking 10.9 in '44-'45; 12.9 in '45-'46 and 15.8 in '46-'47.

Summertime growth has been even more dramatic. Indies started in 1944 (no figures are available prior to 1943) with 11.3 and in 1945 had 12.2; in '46 they had 15.8 and this year hit 23 per cent of all listeners.

Analysis of the comparative summertime standings on an hourly basis shows indies to be strongest in the afternoons from 3 to 6 p.m., thus bearing out the baseball theory. The peak indie audience is reached in summertime between 4 and 5, with 28 per cent dialing 'em during 1947. From 3 to 4, again for 1947, indie audience totaled 25.7 per cent and from 5 to 6 was 26.5 per cent.

Agencies May Drop "Space-for-Time" Swap With Mags

NEW YORK, Nov. 29.—At least one major advertising agency is fed up with the space-for-time swaps engineered by magazines and is considering banning all such agreements. Deals offered by the different mags vary. Some, for instance, will do a story on the program in return for one or two plugs on the air. Minor mags promise the first page in return for a plug. A spokesman for one agency stated, "It's obvious the mags don't use the material because of editorial value, and it has become a nuisance to satisfy the different mags." On the other hand, it is impossible to discriminate, and therefore the agency is thinking of cutting out all such deals, according to this source.

Some of the mags have succeeded in developing a lot of animosity on the part of network execs and talent, in addition to agency people. One of the leading picture mags is considered a prime offender. The squawks are that the mag displays amazing lack of consideration, particularly in view of fact that it rarely uses pic-

Views on NAB Code Changes

(Continued from page 7)

If commercials are "bad," as some believe and as the code might imply, why lengthen them during the day; the reduced time for five-minute news spots is bad, since an advertiser can get virtually the same thing in a one-minute spot at much less money. I also favor a half-hour public service period somewhere between 7 and 10:30 at night, and I doubt that the proposed 10-second time spot limit is practical. I also believe we should be able to dramatize controversial issues."

Bernice Judis: WNEW, New York: "Our present operating standards are much higher than those expressed in the proposed code. Nevertheless, I feel it represents a more equitable approach to the problem than when originally presented."

Copyrights for Radio Ideas May Come With Law Changes

(Continued from page 3)

effected thru "piecemeal" administrative and judicial interpretation.

Keating, Lewis, Celler

Among congressional strategists in the move to overhaul the law are Reps. Kenneth B. Keating, of New York, and Earl R. Lewis, of Ohio, Republican majority members of the House Judiciary Committee, and Rep. Emanuel Celler, of New York, ranking Democrat on the committee. Expectations are that spokesmen for radio broadcast, music and record-making industries will be invited to testify at hearings which, according to current talk, may get under way early in the next season.

Several proponents of revision are arguing that it should be made possible to copyright a radio idea, and this proposal is certain to come in for careful study on Capitol Hill. According to House Judiciary Committee legalists, copyrights at present are issued only for actual "shooting

scripts," with procedure so ambiguous that most stations fail to get full protection for their material. If Congress can simplify procedure for radio, one government official explained, more radio stations will be able to take advantage of the benefits of the act. At present, he asserted, many stations are running the risk that original scripts will be tossed into the public domain after a broadcast, because of failure to file for copyright. Copyrighting radio adaptations of previously copyrighted novels and plays is something that needs clarification under the law, according to Copyright Brew on page 16)

Pulse Now Counts Noses in 4 Cities, 5,856,790 Homes

NEW YORK, Nov. 29.—The Pulse, Inc., is now measuring radio audiences regularly in four metropolitan areas. These are New York, Philadelphia, Boston and Chicago, which contain a total of 5,856,790 radio families, according to 1946 estimates of Broadcast Measurement Bureau (BMB). These families, which total 17 per cent of the radio families in the United States, number 2,814,580 in New York; 935,020 in Philadelphia; 756,360, Boston, and 1,340,830, Chicago.

In the Pulse bi-monthly reports, which compute network ratings for programs broadcast in all four areas, the individual metropolitan ratings are weighed in proportion to the number of radio families in each section.

In making its bi-monthly surveys Pulse makes the following number of interviews for individual programs: once-a-week evening programs, 1,800; Saturday and Sunday programs, 1,800; five-a-week daytime programs, 6,000; five-a-week evening programs, 9,000.

In the September-October survey, top Monday night program is Columbia Broadcasting System's (CBS) *Lux Radio Theater* with a rating of 18.1; top Tuesday night show is *Big Town*, with 9.8; Wednesday night, *Mr. District Attorney*, 16.5; Thursday, *Suspense*, 12.3; Friday, *Break the Bank*, 11.0. Top Saturday program, *Your Hit Parade* on CBS with 11.8. Top Sunday program, *Quick as a Flash* on Mutual, with 10.7. Top daytime program, five-a-week, *Breakfast Club*, on ABC, 9-10 a.m., 6.8. Top evening program, five-a-week, *Chesterfield Supper Club* on NBC, with 5.1.

Columbia To Fight V. D. With Wax Seg

NEW YORK, Nov. 29.—Columbia University has been authorized by the U. S. Public Health Service to prepare a series of transcriptions to be used in the national drive against syphilis. Series, which will include 10 quarter-hour waxes using name talent, will be made under the supervision of Erik Barnouw, radio writer who is on the Columbia faculty. Frank Papp will be the production director. Programs will be of various formats, including daytime segs for women, nighttime shows and perhaps "who-dun-its."

Barnouw has called a meeting of writers for next Thursday. Scribblers, who will participate in writing the series, will be briefed by V.D. authorities.

NBC radio recording will cut the waxes.

tures after wasting a performer's time. The chief illustration of lack of consideration occurred last year, when the mag's photographers showed up late to take some photographs in connection with a network television story. The web's cameramen had to stay overtime—with the result that the web had to pay them \$450 extra. The pix never ran and the web's video publicity department took the rap.

Agencies See Increase in Top Star Pool

"Cavalcade" Extends Stay

NEW YORK, Nov. 29.—Ad agencies booking film stars for radio guest shots report an unprecedented rash of names available in the East. Two results are considered possible—first, prices for top-ranking guests may tumble, and, secondly, agencies may originate more production in the East. In line with the latter, DuPont, sponsor of *Cavalcade of America*, via Batten, Barton, Durstine & Osborn (BBD&O), has decided to extend program's stay in New York until mid-February. Show, which normally broadcasts from the Coast (after starting here but going to the Coast to get names for the leads), came here in mid-October. The extension to February will make program's Eastern visit the longest it has ever had.

During the remainder of *Cavalcade's* stay in the East, only one program will originate outside of New York. This will be the Christmas show December 22, which will be broadcast from the plant in Wilmington, Del. While in the East *Cavalcade* has had such names as Lee Bowman, Helen Hayes, Van Heflin (who also did *Mystery of the Week* Thursday (27), George Tobias, Thomas Mitchell and Robert Montgomery.

Other pic names available for Eastern radio appearances include Humphrey Bogart, Lauren Bacall, Greer Garson and Fred MacMurray, due in next week.

There are various angles to the film star influx. One is that film grosses have been dropping—a factor which has motivated producers to encourage appearances of stars in radio, particularly while the films are being exhibited. Another angle is recent probe of Hollywood by the House Un-American Activities Committee. The probe not only resulted in bringing stars east; it motivated film companies to encourage radio appearances in order to curb unfavorable propaganda about Hollywood and the pic industry.

Meanwhile Eastern radio's hopes that New York might be given a talent hypo continue to crop up recurrently following the report of Mayor O'Dwyer's desire to develop Gotham as a film center. Latest is that Mike Curtiz, independent film producer, will do a series of pix, possibly eight, in New York. Bret Morrison, radio's *Shadow*, has already been signed for one of the leads. Another straw in wind is fact that *Gentlemen's Agreement* was filmed in New York, with other producers considering similar Eastern activity.

In connection with the brighter outlook in the matter of pic star availability in New York, it is interesting to note the recent move among directors to plug this city as a point of origination. Idea, brought up by Ira Ashley at a meeting of the Radio Directors' Guild, proposes announcements identifying New York as the origination center and playing up the city's importance as a talent mecca.

Part I CONTINUING PROGRAM STUDIES

A. C. NIELSEN COMPANY
Nighttime Program Data

Based on Nielsen Radio Index for October 19-25, 1947.

TOTAL AUDIENCE

Rank	Program	Current Rating	Points Change	Previous Rank
1	FIBBER MCGEE AND MOLLY	24.8	+1.2	1
2	AMOS 'N' ANDY	23.8	+1.1	3
3	CHASE & SANBORN PROGRAM	23.1	+3.5	11
4	TRUTH OR CONSEQUENCES	22.8	+3.9	17
5	BOB HOPE	22.5	-0.4	2
6	FITCH BANDWAGON	22.5	+3.0	19
7	FRED ALLEN SHOW	22.3	+1.7	6
8	LIFE OF RILEY	21.6	+1.5	7
9	JACK BENNY	21.3	+2.1	13
10	DUFFY'S TAVERN	20.5	+3.4	(G)
11	RED SKELTON	20.3	+0.3	8
12	MY FRIEND, IRMA	19.5	-3.0	4
13	ADVENTURES OF SAM SPADE	19.5	+0.3	14
14	DATE WITH JUDY	19.5	+2.1	(G)
15	INNER SANCTUM	19.3	-0.6	9
16	GREAT GILDERSLEEVE	19.3	+2.5	(G)
17	YOUR HIT PARADE	19.1	+0.7	20
18	KRAFT MUSIC HALL	19.0	+0.8	(G)
19	BLONDIE	18.9	+1.6	(G)
20	MR. DISTRICT ATTORNEY	18.7	-3.2	5

AVERAGE AUDIENCE

Rank	Program	Current Rating	Points Change	Previous Rank
1	FIBBER MCGEE AND MOLLY	20.5	+0.8	1
2	AMOS 'N' ANDY	19.3	+1.4	3
3	CHASE & SANBORN PROGRAM	17.7	+2.5	9
4	BOB HOPE	17.6	-0.5	2
5	TRUTH OR CONSEQUENCES	17.4	+2.8	13
6	JACK BENNY	16.7	+1.7	11
7	FRED ALLEN SHOW	16.4	+2.3	15
8	RED SKELTON	16.1	+0.2	8
9	LIFE OF RILEY	15.9	+0.9	10
10	FITCH BANDWAGON	15.4	+2.0	20
11	MY FRIEND, IRMA	15.1	-2.4	5
12	MR. DISTRICT ATTORNEY	14.9	-3.0	4
13	BIG TOWN	14.6	-0.3	12
14	DUFFY'S TAVERN	14.5	+2.6	(G)
15	ADVENTURES OF SAM SPADE	14.3	+1.0	(G)
16	BLONDIE	14.3	+1.4	(G)
17	YOUR HIT PARADE	14.3	+0.6	18
18	KRAFT MUSIC HALL	14.3	+0.4	17
19	INNER SANCTUM	14.1	+0.2	16
20	GREAT GILDERSLEEVE	14.1	+1.5	(G)

NRI HOMES PER DOLLAR

Rank	Program	NRI Homes	Points Change	Previous Rank
1	CURTAIN TIME	572	+195	18
2	BIG TOWN	490	-7	2
3	FAMOUS JURY TRIALS	458	+80	13
4	FAT MAN	456	-21	3
5	NICK CARTER	455	-54	1
6	DATE WITH JUDY	455	+48	12
7	GANG BUSTERS	447		(G)
8	CRIME PHOTOGRAPHER	442	+19	9
9	INNER SANCTUM	435	-14	6
10	BREAK THE BANK	423	-52	4
11	ADVENTURES OF SAM SPADE	416	+6	11
12	MY FRIEND IRMA	398 (1)	-61	5
13	MANHATTAN MERRY-GO-ROUND	366 (1)	+27	20

(Continued on opposite page)

*Cumulative Audience reveals the percentage of the total market that is reached (one or more times) in four weeks. These ratings range from 1.8 to 7.1 times the total audience reached by each broadcast, and the average number of commercials received per home (in four weeks) ranges from 2.2 to 15.5 for the cumulative audience of individual programs. See NRI regular report.
Program selections for Cumulative Audience ranking are necessarily made from those programs which were broadcast during each of the latest available four measured weeks. At certain times of year, this type of ranking is impracticable, because of the large number of program and time changes.
(G) Not ranked in "Top 20" in preceding report.
(1) Computation is based on non-contiguous rate, altho sponsor is earning the lower, contiguous rate.
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Part II CONTINUING PROGRAM STUDIES

A. C. NIELSEN COMPANY
Daytime Program Data

Based on Nielsen Radio Index for October 19-25, 1947.

TOTAL AUDIENCE

Rank	Program	Current Rating	Points Change	Previous Rank
1	RIGHT TO HAPPINESS	10.2	+0.8	2
2	PEPPER YOUNG'S FAMILY	9.5	+0.9	5
3	OUR GAL, SUNDAY	9.3	-0.5	1
4	BACKSTAGE WIFE	9.3	-0.2	4
5	WHEN A GIRL MARRIES	9.1	-0.5	3
6	ROSE MARY	9.0	+0.2	12
7	WENDY WARREN	8.9	+0.1	13
8	HELEN TRENT	8.8	-0.3	7
9	BIG SISTER	8.7	-0.3	9
10	STELLA DALLAS	8.6	-0.3	10
11	AUNT JENNY	8.5	-	14
12	ROAD OF LIFE	8.5	+0.7	17
13	WIDDER BROWN	8.4	-0.3	6
14	MA PERKINS (CBS)	8.1	-0.7	11
15	MA PERKINS (NBC)	8.1	-0.2	15
16	PORTIA FACES LIFE	8.0	-1.1	8
17	LORENZO JONES	7.5	-0.7	16
18	JOYCE JORDAN	7.5	+0.8	(G)
19	BREAKFAST CLUB (PHILCO)	7.3	+1.0	(G)
20	LIFE CAN BE BEAUTIFUL	7.2	-0.4	15

AVERAGE AUDIENCE

Rank	Program	Current Rating	Points Change	Previous Rank
1	RIGHT TO HAPPINESS	9.3	+0.7	2
2	OUR GAL, SUNDAY	8.4	-0.5	1
3	PEPPER YOUNG'S FAMILY	8.4	+0.2	5
4	BACKSTAGE WIFE	8.1	-0.3	4
5	WHEN A GIRL MARRIES	8.0	-0.5	3
6	ROSE MARY	7.7	+0.2	13
7	HELEN TRENT	7.7	-0.3	7
8	STELLA DALLAS	7.7	+0.1	12
9	BIG SISTER	7.6	-0.4	6
10	AUNT JENNY	7.6	-	10
11	WIDDER BROWN	7.2	-0.8	8
12	MA PERKINS (CBS)	7.1	-0.7	9
13	ROAD OF LIFE	7.1	+0.4	17
14	WENDY WARREN	6.9	-0.3	14
15	MA PERKINS (NBC)	6.6	-0.4	15
16	PORTIA FACES LIFE	6.5	-1.1	11
17	LORENZO JONES	6.5	-0.4	16
18	JOYCE JORDAN	6.4	+0.4	(G)
19	DR. MALONE	6.1	-0.2	20
20	GUIDING LIGHT	6.1	+0.1	(G)

CUMULATIVE AUDIENCE (4 WEEKS)*

Rank	Program	Rank	Program
1	LUM 'N' ABNER	11	MA PERKINS (NBC)
2	WENDY WARREN	12	LORENZO JONES
3	JACK BERCH	13	WHEN A GIRL MARRIES
4	PEPPER YOUNG'S FAMILY	14	BREAKFAST CLUB (PHILCO)
5	STELLA DALLAS	15	BREAKFAST IN H'YWOOD (KELLOGG)
6	BACKSTAGE WIFE	16	ROAD OF LIFE
7	RIGHT TO HAPPINESS	17	LORA LAWTON
8	BREAKFAST IN HOLLYWOOD (P&G)	18	MA PERKINS
9	OUR GAL, SUNDAY	19	BIG SISTER
10	WIDDER BROWN	20	TODAY'S CHILDREN

NRI HOMES PER DOLLAR

Rank	Program	NRI Homes	Points Change	Previous Rank
1	BIG SISTER	1264 (1)	+14	1
2	AUNT JENNY	1184		4

(Continued on opposite page)

*Cumulative Audience reveals the percentage of the total market that is reached (one or more times) in four weeks. These ratings range from 1.8 to 7.1 times the total audience reached by each broadcast, and the average number of commercials received per home (in four weeks) ranges from 2.2 to 15.5 for the cumulative audience of individual programs. See NRI regular report.
Program selections for Cumulative Audience ranking are necessarily made from those programs which were broadcast during each of the latest available four measured weeks. At certain times of year, this type of ranking is impracticable, because of the large number of program and time changes.
(G) Not ranked in "Top 20" in preceding report.
(1) Computation is based on non-contiguous rate, altho sponsor is earning the lower, contiguous rate.
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Low Budget Shows Strong In \$ Homes

Based on Nielsen Data

NEW YORK, Nov. 29.—The most popular U. S. nighttime half-hour radio program in the October 19-25 period was Fibber McGee and Molly (Johnson's Wax), which also had the largest Nielsen Radio Index (NRI) average audience. Program with the most NRI homes per time and talent dollar was *Curtain*



Time (Mars, Inc.). These are two standout facts contained in the October 19 NRI, released this week by A. C. Nielsen Company, of Chicago, together with other data regarding the 20 top-rated NRI programs. The feature is presented in chart form on the opposite page as part of *The Billboard's* Continuing Program Studies (CPS). Daytime data are presented in Part II of CPS.

Nielsen data, as explained in greater detail on this page, present the top 20 programs from the standpoint of total audiences, average

audiences, cumulative four-week audiences and homes-per-dollar. Evening programs rated are only half-hour programs, since programs of smaller or greater time are either handicapped or given an unfair advantage in comparison with 30-minute offerings.

Homes-Per-Dollar

Since the comparative total and average audience ratings are shown in the charts, it is not necessary to comment on them here. Perhaps the most eloquent of the Nielsen data stems from his figures on homes-per-dollar, which show that program popularity varies greatly from program effectiveness in terms of audience-reaching value. Thus, *Curtain Time*, *Big Town*, (Sterling Drug), *Famous Jury Trials* (General Mills), *Fat Man* (Norwich Pharmacal) and *Nick Carter* (Cudahy Packing) rate, in that order, as the first five programs in homes-per-dollar. Yet, measured purely on a popularity basis, none would rank, for none are included in the top 20 total audience programs.

Examination of the other NRI homes-per-dollar list of 20 offers additional evidence in this same direction, for with but a few exceptions the leading dollar-home programs are not included in the roster of largest audience shows. Most, in other words, are modest budget programs which, while they may not compete with big-star shows, more than compensate dollarwise.

In the daytime division only one non-serial program placed in the

Nielsen To Release Standings; Raps Industry's Overemphasis On Phone Survey 'Ratingitis'

NEW YORK, Nov. 29.—In a reversal of a five-year-old policy which hitherto has restricted research material gathered by A. C. Nielsen Company to its subscribers, the firm's president, A. C. Nielsen, this week began bi-monthly release of its Top 20 Nielsen Radio Index (NRI) ratings. In a letter to *The Billboard* explaining his move, Nielsen stated that, while he is anxious not to "aggravate the chronic radio industry ailment of 'ratingitis,'" the NRI data release is designed to avoid overemphasis of the telephone coincidental survey ratings, which he described as "inaccurate" and "inadequate." Without mentioning exponents of such rating systems by name, Nielsen said that at present, "The entire industry has available to it only a form of rating which is inaccurate in concept and inadequate in coverage."

Nielsen attributed part of his pre-

vious reluctance to divulge NRI material to the fact that his firm's investment is approaching the \$5,000,000 mark and he is "still a long way from a break-even basis." Also, he added, his firm has tried not to "give encouragement to the misguided and potentially costly industry thinking that accepts sheer size of program audience as a complete measure of a program's value."

Nielsen said that availability to the radio industry of only quantitative ratings has "played hob with advertisers' budgets, and with their faith in radio; has injured the satisfactory relations of agencies, networks and stations with their clients, and limited the creative development of radio talent and programming—all of which are fundamental to radio progress."

Publication of NRI's Top 20 list, Nielsen predicted, will furnish "projectible ratings" of audience size without limitation to large cities and telephone homes. NRI, with its electronic meters, audits homes of all types, each in proper proportion, he said. He hoped the material would convince radio execs that no single rating can furnish a basis for complete or wholly fair program appraisal. Finally, he stressed, no program rating alone, however accurate, can point directly to the means of improving a show either audience-wise or sales-wise, and urged greater interest in other diagnostic material besides ratings.

Explanation of Nielsen Data

NEW YORK, Nov. 29.—On the opposite page are two charts summarizing data as to the Top 20 programs in various categories as shown in the A. C. Nielsen Company report for the week of October 19-25, 1947. An explanation as to these Nielsen Radio Index (NRI) features, from information provided by that organization, follows:

"NRI TOTAL AUDIENCE": This is the audience during all or any part of the program, in per cent or NRI homes, including the audience to repeat broadcasts. According to Nielsen, "Generally, this is the most useful rating." Total Audience includes part and full program listeners, altho, according to the Nielsen theory, short-time listeners are small in number but important because they are usually exposed to the opening or closing commercial. For most programs, average listeners included in Total Audience ratings hear from 60 to 85 per cent of the entire program. In explaining Total Audience data, Nielsen declared that such figures are available only from NRI data, claiming that the coincidental telephone method does not provide them because it operates only in 36 large cities and applies only to telephone homes in those centers, and because the phone system moves across program duration. This accounts, Nielsen holds, for loss of listeners who may have changed stations.

"Average Audience"

"NRI AVERAGE AUDIENCE": This is the audience during the average minute of a program, in per cent of all NRI homes. This computation has the effect of counting a half-program listener as a half home. This measurement and the coincidental telephone technique are alike in statistical method, but cannot be compared, despite efforts to do so, because of the fundamental differences cited under Total Audience explanation. In addition, the coincidental measurement, according to Nielsen, represents "20 per cent of the nation's radio homes," with tastes differing substantially from those of the average family. NRI Average Audience is proportioned in relation to various listener-group strata.

"Cumulative Audience"

"NRI CUMULATIVE AUDIENCE": Is the per cent of total market reached one or more times in four weeks. It is confined to rankings, not actual ratings. According to Nielsen, Cumulative Audience ratings range from 1.8 to 7.1 times the total audience reached by each broadcast and the average number of commercials per home in four weeks ranges from 2.2 to 15.5. Nielsen believes that this provides a basis for the effective use of radio in terms of reaching markets.

Cumulative Audience program selections are made from those programs broadcast during each of the latest available four weeks. Such ranking is not practical when program and time changes affect schedules.

"Homes Per Dollar"

"NRI HOMES PER DOLLAR": This measures, on a total audience basis, the number of homes reached per dollar for time and talent, on estimated expenditures.

NRI Top 20 are confined to once-a-week 30-minute programs and daytime serials, so as to avoid giving handicaps or advantages to other programs (hour shows, etc.) Measurements as to program efficiency in moving merchandise are now being made available to NRI subscribers.

NRI homes-per-dollar category, this being the Philco-sponsored segment of *Breakfast Club*. This, too, is the only program which ranks in the top 20 total audience list, rating 19th in the latter group and 18th in the former. Top 20 average audience list consists exclusively of serials, altho the cumulative (four-week) audience top 20 include *Lum 'n' Abner*, *Jack Berch*, *Breakfast in Hollywood* and *Breakfast Club*, all non-serial-type offerings.

A. C. NIELSEN COMPANY Nighttime Program Data

(Continued from opposite page)

14—TRUTH OR CONSEQUENCES	382 (1)		(G)
15—LIFE OF RILEY	379 (1)		(G)
16—WALTZ TIME	372 (1)	—25	14
17—GRAND OLE OPRY	372		(G)
18—DUFFY'S TAVERN	370 (1)		(G)
19—MURDER & MR. MALONE	367		(G)
20—MR. DISTRICT ATTORNEY	366 (1)	—62	7

A. C. NIELSEN COMPANY Daytime Program Data

(Continued from opposite page)

3—OUR GAL, SUNDAY	1145 (1)	—60	2
4—MA PERKINS (CBS)	1144 (1)	—49	3
5—HELEN TRENT	1108 (1)	+36	5
6—ROSE MARY	1069	+25	8
7—GRAND SLAM	1040	+85	11
8—RIGHT TO HAPPINESS	1008 (1)	+56	10
9—WHEN A GIRL MARRIES	1000 (1)	—55	6
10—DOCTOR MALONE	996 (1)	—55	7
11—PEPPER YOUNG'S FAMILY	969 (1)	+52	15
12—BACKSTAGE WIFE	917 (1)	—18	13
13—PORTIA FACES LIFE	872 (1)	—120	9
14—STELLA DALLAS	859 (1)	—29	18
15—GUIDING LIGHT	857 (1)	+38	20
16—WIDDER BROWN	845 (1)	—111	12
17—FRONT PAGE FARRELL	835 (1)		(G)
18—BREAKFAST CLUB (PHILCO)	819 (1)		(G)
19—MA PERKINS (NBC)	808 (1)	—17	19
20—JUST PLAIN BILL	806 (1)	—120	14

Dentyne Tune #1 Gum B. R. Identifier

Wrigley, Beech-Nut Losing

NEW YORK, Nov. 29.—Twelve different brands of chewing gum now are using radio advertising, as against seven last April, with four of those which have covered the last seven months showing a drop in sponsor identification. These figures were revealed in a survey recently completed by The



Pulse, research organization, comparing chewing gum brand remembrance in November with that of last April. The surveys, made in metropolitan New York, asked: "Have you heard any chewing gum advertising on the radio lately? Either spot announcements, or programs, or jingles or songs. Which brands of gum?"

Each survey was conducted on a base of 500 interviewees, with a significant number of those questioned unable to identify correctly any of the brands. In April, nearly half of those interviewed were unable to recall accurately one of the gum plugs, when 214 subjects, or 42.8 per cent, failed to identify a single brand. With the increase in number of firms using radio, a slight rise in inability to identify a brand also was noted. Thus, in November, 237 interviewees, or 47.4 per cent could not remember any brand.

The adjoining chart shows that of the brands using radio last April, Dentyne, Charcoal and Mint Cocktail were the only ones to show an increase in recognition, with the largest gain racked up by Dentyne, which jumped from 21 per cent to 25.8 per cent. On the other hand, four brands dipped from their April ratings. Chiclets, Wrigley's, Beech-Nut and Topps all fell, with greatest percentage loss suffered when Chiclets fell from 33 per cent to 23.4 per cent.

Significant is the fact that two of the leading manufacturers, Wrigley's and Beech-Nut, were among those showing declines at the same time. It is smaller firms, such as Bub bubble gum, Yank and Chooz, which now are leaping aboard the jingle band wagon. A recent Adams jingle now mentions several brands made by the firm, including Beeman's pepsin and clove besides the well-known Chiclets and Dentyne. It is therefore possible that some who identified one or more of the Adams brands based their recall on the single platter.

Part III CONTINUING PROGRAM STUDIES THE PULSE, INC. Chewing Gum Announcement Identification

Based on a New York City survey by Pulse.

Brand	April, 1947			November, 1947		
	Number	Per Cent	Rank	Number	Per Cent	Rank
ADAMS' DENTYNE	105	21.0	2	125	25.8	1
ADAMS' CHICLETS	105	33.0	1	117	23.4	2
PETER PAUL CHARCOAL	22	4.4	4	32	6.4	3
WRIGLEY'S	45	9.0	3	21	4.2	4
WARREN'S MINT COCKTAIL	7	1.4	7	17	3.4	5
BUB BUBBLE GUM	—	—	—	16	3.2	6
BEEMAN'S PEPSIN (ADAMS)	—	—	—	11	2.2	7
CHOOZ	—	—	—	10	2.0	8
BEECH-NUT	20	4.0	5	9	1.8	9
YANK	—	—	—	8	1.6	10
TOPPS	16	3.2	6	6	1.2	11
ADAMS' CLOVE	—	—	—	1	.2	12
MISCELLANEOUS BRANDS	22	4.4	—	7	1.4	—
NONE REMEMBERED	214	42.8	—	237	47.4	—
TOTAL PERSONS INTERVIEWED	500	100.0	—	500	100.0	—

New Owners Take Over WKBW, Buffalo

BUFFALO, Nov. 29. — Ownership of WKBW Tuesday (25) was formally transferred to Broadcasting Foundation, Inc., by the Buffalo Broadcasting Corporation. The action brought to a close more than seven years of legal controversy between the foundation, headed by Dr. Clinton H. Churchill, and the former owners.

The purchase represented a financial transaction of more than \$1,000,000, \$375,000 of which was in cash, and more than \$700,000 in contractual settlements and other considerations. WKBW, a 50,000-watt station, is an ABC affiliate. Arthur Simon, formerly of WLIB, New York, executive vice-president of Broadcasting Foundation, Inc., has taken over general management of WKBW.

NBC Issues Kits To Hypo Web Segs

NEW YORK, Nov. 29.—The National Broadcasting Company (NBC) is distributing to stations a *Parade of Stars* kit designed to promote web programs via block plugging. The first kit going out has promotion material on Wednesday night's programs, including Dennis Day, *Gildersleeve*, *Duffy's Tavern*, *Mr. District Attorney*, *Big Story* and *Jimmy Durante*. Similar kits are being prepared for Thursday, Friday and Saturday evenings, and weekday mornings.

The kits, aimed at increasing overall audience over long time periods rather than for a specific program, contain mats, ads featuring Sam Berman's caricatures, glossy prints for newspaper and lobby use, on the air announcements, posters and releases.

B. DAVIS TO 'HIT PARADE'

HOLLYWOOD, Nov. 29.—Beryl Davis, London imported RCA Victor recording thrush, was signed late yesterday to replace Doris Day on *The Hit Parade*. Miss Davis joins the *Lucky Strike* seg Saturday (6) and will follow it to the Coast when show moves here the following week.

Eva Peron Opens Yankelevich Illegal Stations With 6M

BUENOS AIRES, Nov. 29.—Recent return from a European tour of Mrs. Eva Duarte Peron, wife of the Argentine dictator, coincided with a return to grace of radio magnate Jaime Yankelevich, who recently had been charged by the Argentine Army as conducting illicit broadcasting operations. Yankelevich, who owns a network headed by the Radio Belgrano station, was alleged to have controlled a great many radio stations ostensibly run by concessionaires who turned out to be fictitious. Upon return of Evita, as she is commonly known, Yankelevich "permitted" her to buy a partnership in Radio Belgrano for \$6,000,000, and those stations of his network which had been closed suddenly renewed service.

Despite the size of her investment, Evita is expected to reap a huge profit thru government advertising on the station and in her newspaper, *Demo Cracia*. Another facet of the deal was the turning over by Yankelevich of Radio Argentina, one of his illegally operated outlets, to deputy Eduardo Colom, who owns the newspaper *La Epoca*. Colom, too, is expected to dip heavily into the gravy bowl.

Another result of Evita's entry into broadcasting has been a heavy squeeze applied to competitors. The *El Mundo* interests, for example, are being deprived of newsprint for their daily paper, and their radio station now is being subjected to a steady flow of abuse from the Peron-Yankelevich outlets.

3-Way Division Of Opinion Re Institute Scope

CHICAGO, Nov. 29.—Radio industry members, educators and civic leaders who have attended the Ohio State University Institute for Education by Radio are divided in their opinions over whether the institute should be a conference with guts or a watered-down confab, a recent survey by the university has disclosed. Dr. I. Keith Tyler, head of radio for Ohio State and chief of the conference, told *The Billboard* this week that results of a September post card survey among 1,200 who attended last's year's conference shows a three-way division of opinion as to whether the conference should pass strong resolutions affecting radio-educational problems.

Dr. Tyler said about one-third were in favor of passing strong resolutions, one-third were in favor of modified resolutions, and one-third were in favor of passing no resolutions. Altho decisions will not be made until the meeting of the conference planning board which will get together between now and Christmas, Tyler said the indication now is that the conference will pass only resolutions which are of general public interest (such as last year's stand in favor of governmental foreign broadcasting) and will ignore subjects of trade interest only. Tyler also said that a final decision on conference format would be affected by opinions he gets from industry leaders when he makes a swing of principal trade centers in December and early January.

Settling speculation as to whether the conference date would change this year because of possible conflict with the West Coast meeting of the National Association of Broadcasters in May, Tyler stated that the April 30-May 3 dates would have to stand because hotel accommodations made a year ago could not be changed. Tyler hopes that trade members will attend his conference and then go on to the Coast for the NAB meeting.

Rap at Virginia Mayo Sends Jock A-Goin'

MINNEAPOLIS, Nov. 29.—Alleged badgering of guest star Virginia Mayo on his 5-5:30 p.m. slot Monday (24) brought the ceiling down on Sev Widman, top disk jockey here, resulting in his resignation the following morning from KSTP, 50 kw, NBC affiliate.

The RKO actress was in town plugging *Secret Life of Walter Mitty* screener and after the interview, left the studio crying. Soon after the KSTP switchboard lit up like a yule tree as listeners phoned protests.

Called on the carpet, Widman lammed. Ben Leighton immediately was shoved into the 5-5:30 p.m. five-night weekly matinee slot, while Don Hawkins was assigned to the 11:10-2 a.m. six nights weekly seg.

NO AMUSEMENT TAX!

Though my big "box-office-attraction," glossy photo reproductions always bring smiles of satisfaction and there's no added 20% for the pleasure!

8x10's, 5c ea. (in quantity)
POSTCARDS, 2c ea. (in quantity)

Mounted Blow-Ups on heavy board, 20x30, \$2 ea.; 30x40, \$3 ea.

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The Life of Riley

Reviewed November 15, 1947
PROCTER & GAMBLE COMPANY
 W. R. Ramsey, Dir. of Radio
 Thru Benton & Bowles, Inc.
 Robert F. Lusk, Acct. Exec.
 Via NBC

Saturdays, 8-8:30 p.m.
Estimated Talent Cost: \$9,000; producer-director, Irving Brecher; writers: Alan Lipscomb, Reuben Ship, Jack Brecher; announcer, Ken Carpenter; music, Lou Kosloff and orchestra; cast: William Bendix (Chester Riley), John Brown (Jim Gillis and Digger O'Dell), Barbara Eiler (Babs), Tommy Cook (Junior), Paula Winslowe (Peg Riley).
 Current Hooperating of the program...11.8
 Average Hooperating for shows of this type (Dramatic)...9.3
 Current Hooperating of show preceding ("Curtain Time")...7.0
 Current Hooperating of show following ("Truth or Consequences")...15.2
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
 ABC: Sustaining...None
 CBS: "First Nighter"...4.8
 MBS: ("Twenty Questions")...5.7

ABOUT THE ADVERTISER

Procter & Gamble is radio's foremost advertiser, the firm's billings in 1946 totaling approximately \$17,500,000. This fabulous investment has paid off for P&G, for thru the years the company has continuously hiked its radio budget. In 1943, for example, the figure was close to \$11,000,000 for time alone; in 1944, slightly over \$13,000,000; and in 1945, close to \$15,000,000. Most of this, of course, is spent in daytime radio. P&G's expenditures in magazines have been heavy, but in recent years they have been less than one-third as great as the radio budget. In 1946, for instance, the mag space called for an expenditure of slightly over \$5,000,000, as compared to approximately \$4,500,000 in 1945. Commercials for Prell, a shampoo product plugged on "Life of Riley," are quite expensive, exhibiting the aggressive technique used by P&G on most of its programs.

Three script writers are credited as having a hand in Riley's life, and in this instance anyway it may be said that three are better than one. For Riley, as a character, has dimension and form—much more so than the run-of-the-mill comedy character in radio.

Of course, William Bendix, playing the role of Riley, deserves a maximum of credit for putting life into the lines the writers have given him—but any way you look at it the program shapes up as a happy combination of good writing and good delivery by Bendix and a cast of thespians strong on creative ability. This being so, the family situation portrayed on this show was replete with a comic quality which never got out of hand.

Riley, as usual, played the role of a husband short on brains but with the best of intentions. Granted that the situations he found himself in were at times ludicrous enough to border on the unrealistic, it must nevertheless be admitted that Riley strikes a responsive chord. And it is this touch of veracity in his character that makes plausible all the nonsense dreamed up by script writers Alan Lipscomb, Reuben Ship and Jack Brecher.

On this particular program, Riley nearly won an automobile via a contest guessing the number of beans in a bowl, a stunt he nearly accomplished by filing a bowl of the same size with beans. Mrs. Riley, unfortunately, served the beans to dinner guests, causing Riley to moan, "They're swallowing my Buick!"

P&G uses a heavy commercial pattern on the program, plugging Prell, a shampoo product. The technique includes mixed voices; in both straight and singing blurbs. They are attention-getters, altho

Part IV

CONTINUING PROGRAM STUDIES

**NETWORK PROGRAM
 Reviews and Analyses**

Rating figures supplied by O. E. Hooper, Inc. Advertiser expenditure estimates compiled by The Billboard.

Dorothy Fuldheim

Reviewed November 15, 1947

**BROTHERHOOD OF RAILROAD
 TRAINMEN**

A. F. Whitney, President

Thru William von Zehle & Co.
 William von Zehle, Acct. Exec.

Via ABC, originating in Cleveland
 Saturdays, 5:45-6:30 p.m.

Estimated Talent Cost: \$300; producer-director-announcer, Stanley Peyton; writer-commentator, Dorothy Fuldheim.

Current Hooperating of the program (Started November 15)...None
 Average Hooperating for shows of this type (New Commentary)...6.3
 Current Hooperating of show preceding and following (Sustaining)...None
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
 CBS: Sustaining...None
 MBS: "Jan Austin Show"...3.0
 NBC: "King Cole Trio"...3.2

ABOUT THE ADVERTISER

Sponsorship of Dorothy Fuldheim marks the first radio bankrolling by the Brotherhood of Railroad Trainmen. The union has been most interested in reaching the public with its story ever since its abortive labor dispute was cut short by President Truman last year. At that time, A. F. Whitney, president of the Brotherhood, indicated his intention of putting together a publicity and public relations machine. Radio sponsorship thus obviously becomes one facet of this campaign.

Possessing a pleasing voice and felicity of expression, Dorothy Fuldheim, veteran Cleveland journalist, may turn out to be an interesting addition to the string of commentators on the air. With the number of out-and-out liberals diminishing, Miss Fuldheim's appearance adds strength to that school, albeit she showed signs of being something of a maverick. Her initial program pleaded for a federated Europe, with no tariff boundaries. She called for relinquishment of national sovereignties in the interest of common action for peace and recovery. She also upheld the Walter Lippmann doctrine that Russia has lost the cold war and is physically unable to start a shooting war, so everyone can calm down now. Finally, she took a swipe at the feudal customs carried over in Britain's royal wedding, and its anachronistic House of Lords, which requires two years to take action on legislation.

The show was opened with a message from A. F. Whitney, president of the sponsoring Brotherhood of Railroad Trainmen. Whitney spoke for nearly four minutes, detailing the history and struggles of the union, and stressing the fact that railroad men are just like anybody else. His obvious nervousness detracted from the earnestness of the message, and the length of the "commercial" tended to weaken its impact. Future commercials also will be in the way of institutional messages. *Sam Chase.*

some aspects of the copy is annoying—particularly references to the medical profession.

In general, however, it's a good show with plenty of entertainment and commercial impact.

Paul Ackerman.

**Borden's Canadian
 Cavalcade**

Reviewed November 11, 1947

BORDEN COMPANY, LIMITED

J. W. Lawrence, Advtg. Mgr.

Thru Young & Rubicam, Ltd.

Robert Simpson, Acct.-Exec.
 Via CBC Trans-Canada

Tuesday, 8:30 to 9 p.m. EST.
 Producer-director, Rai Purdy; emcee, Cy Mack; announcer, Herb May; Mart Kennedy and his orchestra; Norma Locke, Roy Roberts, Nan Merriman.

Current Hooperating for program (started September 30)...14.3
 Current Hooperating of show preceding ("Big Town")...14.3
 Current Hooperating for show immediately following ("Amos 'n' Andy")...20.7
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
 "Fun Parade," CFRB (Independent)...13.4
 Toronto Symphony—Dominion CBS.No rating

After a successful year with the Cavalcade as a Hobby Lobby type of show, presenting people with unusual hobbies or vocations, Young & Rubicam convinced Borden's to let them tamper with a hit. The result is a beautifully paced musical show, with a guest star brought from the United States every week and the interviews reduced to one—with the insistence that that one be a stand-out.

Mart Kenny, one of the leading Canadian orksters for the last few years, handles the music in masterful fashion. Arrangements by Jack Fowler are simple and tuneful and restrained, but with a bouncy beat. For the broadcasts, Kenney has augmented his Royal York Hotel band with three violins, a viola and cello, and Fowler makes full use of this leaven in pop numbers and show tunes.

Norma Locke, Kennedy's regular vocalist, is always given choice spots for light numbers on the show, and in addition to a solo spot, joins with the new crooner, Roy Roberts, for duets, or with Kenney, Fowler and trumpeter Gordon Braund in the Bordenaires Quartet. American concert talent of the caliber of Jessica Dragenette, Nan Merriman, Hollace Shaw, et al., is booked for one-time guest appearances thru Columbia Concert Artists. On the show caught, Nan Merriman sang *You Are Free*, early in the program and returned for *Through the Years* for the closing number.

The show's outstanding attribute is a tight, smoothly moving pace of wide appeal, achieved with complete relaxation. Music, interviews, solo spots and commercials blend naturally into the pattern. Guest stars frequently comment on the lack of "ulcer tension" in production, mainly thanks to Canadian radio veteran Rai Purdy.

Kenney, who introduces a specially arranged medley every week, has an easy microphone manner and is an established radio personality, while Cy Mack has a friendly informal way of putting interviewees at their ease. Herb May is among Canada's best known announcers.

This Armistice Day show brought Lieut. Col. George Arthur (Tiger) Welsh, minister of travel and publicity in the Ontario government and hero of both world wars, to talk on his war experiences. The blow-off was his plea for assistance to veterans, done without corn or flag waving, but nonetheless, or because of it, a moving appeal.

Clever, rhyming commercials on

Beulah

Reviewed November 28, 1947

THE PROCTER & GAMBLE CO.

Gil Raltson, Night Supr. Radio

Thru Dancer-Fitzgerald-Sample, Inc.

Gordon Johnson, Acct. Exec for Drefl
 Via CBS

Monday thru Friday, 7-7:15 p.m.

Estimated Talent Cost: \$4,000; producer-director-script editor, Tom McKnight; writers: (Team 1) Hal Kanter, Arthur Julian, Howard Leeds; (Team 2) Arthur Phillips, Chuck Stewart; organist, Charles Stevens; announcer, Marvin Miller; cast, Hattie McDaniel (Beulah), Hugh Studebaker (Harry Henderson), Mary Jane Croft (Alice Henderson), Henry Blair (Danny Henderson), Ernest Whitman (Bill).

Current Hooperating for the program (Started November 24)...None
 Average Hooperating for shows of this type (Dramatic)...10.0
 Current Hooperating of show preceding ("Lowell Thomas")...7.2
 Current Hooperating of show following ("Jack Smith")...9.2
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
 ABC: "Headline Edition"...2.0
 MBS: "Fulton Lewis"...4.3
 NBC: "Supper Club"...10.5

ABOUT THE ADVERTISER

Refer to "Life of Riley" review in this issue for information about the sponsor, Procter & Gamble.

Beulah, caught Friday (29), had a facile script and some good characterizations. Hattie McDaniel, the new Beulah, showed a flair for comedy situations in the role of the maid and she projected more than merely a mike voice. In fact, it would seem that Miss McDaniel is the best Beulah since the late Marlin Hurt, who created the role. Prior to the CBS version of the program, the American Broadcasting Company (ABC) aired *Beulah* as a 30-minute sustainer, with Bob Corley playing the lead.

Current *Beulah* program has two writing teams, as indicated in the credits above. On Friday's program Arthur Phillips was given credit for the verbiage, and truth to tell, it was quite good—lively and possessing that quality of naturalness which is noticeable in all good dialogue. On a five-a-week show, it is tough to maintain such a standard, but with five writers in on the deal perhaps it can be done. Friday's script was built around a topical theme—what to do with the turkey the day after Thanksgiving, a time when the household had plenty of the bird left but nobody with appetite enough to eat it.

Good Cast

Supporting Miss McDaniel was a competent cast, including Ernest Whitman as Bill, the boy friend; Hugh Studebaker and Mary Jane Croft as the Mr. and Mrs. of the house, and Henry Blair as the young son. Blair, incidentally, benefited by first-rate lines, well delivered.

The commercial pattern on this show seemed somewhat lighter than is P&G's wont. There was a fairly brief opening plug, with a second at the close. Chief theme was "If you hate to wash dishes you'll love the new Drefl." Plugs stressed the ease of washing dishes with the product, which does not require scouring and is "better than the best soap." Made a messy job sound almost inviting. *Paul Ackerman.*

a light note ease this important part of the program over without interrupting the mood set by music and friendly feeling achieved by actors and emcee.

William Brown-Forbes.

Dual Scanning of H'w'd Santa Parade Ideal Tele Eye-Holder

HOLLYWOOD, Nov. 29.—Dual scanning of Hollywood's Santa Claus Lane Parade by Paramount's KTLA and Don Lee's W6XAO marks the first time in Coast tele history that both video outlets simultaneously focused cameras on the same event. The annual pre-yuletide parade, sponsored by the Hollywood Chamber of Commerce and featuring National Broadcasting Company's airshow names, proved an ideal eye-holder for tele. Products turned in by Don Lee and Paramount were strong arguments in tele's favor and will definitely boost set sales during the yule season. Another first, thanks to perfection of the image orthicon, this was the first time the event had been covered via tele.

Don Lee Vantage Point

Don Lee, scanning its first special event outdoor remote since pre-war days, scored solidly. Outlet's lens boxes enjoyed a vantage point superior to that held by KTLA, enabling it to deliver full longshots down tree-decorated Hollywood Boulevard as well as sharp close-ups of floats that passed in revue and radio and pic personalities they carried. Don Lee, operating a comparatively short distance from its transmitter (atop Mount Lee in the Hollywood Hills), was able to put thru a picture that was superior in quality. Actually, this was the best pic quality ever seen from Don Lee. Camera work and cutting from one lens to the other was capably handled. Commentary, handled by Stewart Phelps and Bob Anderson, was Don Lee's weakest point by comparison with the other station, but this was more than compensated for by the high quality of its shooting and picture.

Lane Scores

Paramount, shooting from a position at Hollywood and Vine (10 blocks east of Don Lee's spot), suffered by comparison in that it could not deliver a full longshot of the boulevard. Outlet's pic quality, invariably topnotch, fell below its usual par this time, possibly due to lack of sufficient light at the particular location and possibly because of relay difficulties. (KTLA's transmitter is atop Mount Wilson, 20 miles away.) Paramount's Dick Lane, however, was in fine form as commentator, injecting an air of excitement that comes with a parade, thereby adding to the enjoyment. Scanning was sponsored on a participating basis, with Lane slipping in spot announcements for local merchants whenever the opportunity pre-

sented itself. Camera work and cutting were handled with skill. All in all, scanning proved that competition is good for tele, for with both outlets shooting the same event, both were straining at the cables to deliver the best. Lee Zhitto.

Know Your New York

Reviewed Thursday (20), 8:45-9 p.m., via WABD, New York. Sponsor, Bonded Auto Sales Company, Sam Streiner, advertising manager. Agency, William Warren; Steve Jackson, account executive. Writer-producer-director, Bill Monsees. Technical director, Frank Bunetta. Station producer, Bobby Melville. Set designer, Rudy Lucek. Cameramen: Ed Bezarez, Len Messina. Sound man, Bill Wallace. Quiz master, Don Roper. Roper's assistant, Evelyn Peterson.

Television producers have been fascinated with the possibilities of translating the quiz shows, a big item on radio, into visual terms for television. For years, one experiment after another along these lines has paraded before the cameras. Now, one of the simplest and most compact is *Know Your New York*, a low-budget ailer sponsored over WABD-DuMont by a local car sales outfit, Bonded Auto Sales. In the few weeks it has been on, the show has paid off with numerous actual sales of high-priced cars traceable directly to the program.

None of the ideas in the program is essentially new, but they are well put together and run off smoothly. Quiz master Don Roper and his attractive assistant, Evelyn Peterson, plucked the names of several viewers who wrote in, out of a bowl, and

phoned each for the answer to a question. The questions all were based on slides of historic buildings or landmarks in New York, which were to be identified. Winners received \$5 and a turkey, losers just got the bird. The we'll-phone-you gimmick has been in use for several years on tele, as a refinement of radio's call-us technique. Roper spoke with viewers by phone, registering proper enthusiasm for winners and sympathy for losers, but occasionally mugged a bit too much.

Camera work was completely static, focusing directly on Roper and Miss Peterson, with no change of pace except for the slide-questions. A little more originality in this respect would liven up the program. Transcribed music, supposed to be held below Roper's description of the places shown on the slides, occasionally came thru much too noisily, and offered too much competition. Also, Roper had a tendency not to repeat answers of the phoning contestants. These are relatively minor flaws, however, which could be worked out of the show without too much strain. Otherwise, it is a watchable program and obviously tuned to the budget of the medium local advertiser.

Commercials at start and finish featured slides on video with appropriate audio comment. Signature was a replica of a bond, with the firm's name on it. Another slide had three cartoon figures, representing customers desiring to buy, sell or rent a car; this seemed too cluttered to make suitable impact. Another commercial was worked into the fabric of the show by showing a slide of a big car parked outside the door of the sponsor—car being the "jackpot offer of the week." One contestant was asked to identify the car, which offered plenty of opportunity to plug its qualities.

Know Your New York would seem a good example of why more local sponsors are becoming video minded. Sam Chase.

FCC Asks One TV Huddle For Applicants in Five Areas

WASHINGTON, Nov. 29.—In a move to smash a bottleneck of television bids in five major metropolitan areas, the Federal Communications Commission (FCC) late yesterday ordered a consolidated hearing here January 5 on all video applications in Boston, Detroit, Cleveland, Dallas and Cincinnati.

The consolidated video hearing, the largest of its kind ever to be scheduled by the commission, will involve 14 individual applicants. The proceeding is intended to resolve a controversy which has been seething for months in the race for channels in a strategically important number of metropolitan centers. The FCC will seek to determine "the stock ownership and management interests of Paramount Pictures, Inc., in the following companies among others competing for channels: Allen B. DuMont Laboratories, Inc.; New England Theaters, Inc.; United Theaters Corporation; Balaban & Katz Corporation; Interstate Circuit, Inc., and Television Productions.

Only Five Stations Legal

The commission indicated it is finally ready to conclude its inquiry into whether Paramount and the above-named corporations are eligible to bid for the video channels under Rule 3,640, which prohibits ownership of more than five video stations by any single group or affiliated corporation. DuMont Laboratories already has licenses for two video stations and construction permits for two others. Balaban & Katz has one station, and Television Productions has a permit

for another. New England Theaters wants a conditional permit in Boston, the United Detroit Theaters wants one in Detroit and the Interstate Circuit, one in Dallas.

In tossing all these applicants into a single consolidated hearing, the FCC is seen as establishing a precedent which is likely to speed final decisions on these video bids and encourage bidding in some of the more open spots in the nation. The Securities Exchange Commission (SEC) may be among witnesses at the consolidated hearing in presenting testimony aimed at clarifying the status of Paramount's relationship with five video bidding companies. The FCC indicated that final decision on the bids in the affected areas will be made as soon as the stock status of Paramount is clarified. Commissioners Hyde and Jones dissented from the order for the consolidated television hearing.

Meanwhile, the FCC this week (28) issued a construction permit to Memphis Publishing Company for a new commercial video station in Memphis on Channel 4.

Rank Org Bids For Place in Canadian Tele

(Continued from page 3)

make an impression and what is intended by it is uncertain now. What is known is that a G. D. West, of London, top-ranker in Cinema Television, was over and spoke to the CBC men.

One top-notch CBC official told *The Billboard* that the so-called bid was nothing of the sort. He said that the Rank outfit was naturally interested in lining up the market here for flicker video, and West came over to ease the lay of the land.

Two of Rank's companies are now producing tele equipment. Cinema Television does research and makes cameras and transmitting equipment. Bush Radio makes television receivers.

The fact that a Rank official was over speaking to CBC may cause quite a bit of beefing among those who have been trying to get CBC to give them video broadcast permits. The contention will be set forth that it's unfair to give Rank the open market while those at home are kept on the waiting list. Actually, while the CBC man denies that he knows anything about any intentions of Rank to televize in Canada, the assumption is that those are just his aims. If, as the CBC man says, West was over here to line up the movie video market, he was naturally here to see what and how he could broadcast. Even an enterprising man like Rank wouldn't think of building the Cinema Television theaters and depending on British broadcasts alone to keep Canadians entertained. The broadcasts would have to be Canadian.

Another angle to be watched is that while there are few tele receivers in Canada, and while those that are here are produced in the U. S., it is fairly certain that Rank would be deeply interested in supplying these sets to Canadians. This would, of course, mean that U. S. manufacturers would suffer.

However, video progress in Canada has been extremely slow. CBC officials' excuse for this is that equipment is being developed every day and they don't want to invest if the equipment they buy today is going to be obsolete next week. If Rank can make a deal with CBC to perk up tele progress here, and if his bid is accepted, there may be some surprising changes in the field in a few months.

McNaughton Gets Bremer WATV Post

NEWARK, N. J., Nov. 29.—The Bremer Broadcasting Corporation's video outlet WATV, today (29) signed James L. McNaughton as head of production for the station, which will commence test-pattern broadcasts after New Year's. McNaughton will rejoin Paul Belanger, WATV's program manager, with whom he formerly teamed at DuMont and the Columbia Broadcasting System (CBS).

McNaughton was recipient of the American Television Society's 1945-'46 award for "the year's outstanding excellence in television productions" for his work at CBS. He has designed as many as 400 shows in a single year and was largely responsible for installing new methods of scene painting for video sets.

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One Roll . . . \$ 1.35
Ten Rolls . . . 5.94
Fifty Rolls . . . 21.72
Rolls 2,000 Each
Double Coupons
Double Price.
No C.O.D. Orders Accepted.

KEY TV MARKETS WIDE OPEN

Pug Pilot Asks Restraint Order Against Don Lee

HOLLYWOOD, Nov. 29. — Restraining action against telecasting of boxing matches was launched Friday (28) when fight manager George Parnassus filed for an injunction against Don Lee Broadcasting System and American Legion Stadium (The Billboard, November 29). Parnassus, thru attorney Jules Covey, asked for an injunction preventing video airing of the forthcoming Favella Chavez-Buddy Jacklich fray, skedded for December 12 at the stadium.

Injunction demand charged that Don Lee had no authority to televise matches without consent of participants, and that doing so without consent "constituted an invasion of privacy and appropriation of fighters' services and property rights without compensation." Covey hopes to establish his contention that fighters must share in tele rights take. Case is expected to be aired within 10 days.

NBC Finally Gets "Apley" OK From 20th

NEW YORK, Nov. 29.—Twentieth Century-Fox this week finally granted permission to the National Broadcasting Company (NBC) to televise *The Late George Apley*, by J. H. Marquand, early in December, in conjunction with the Theater Guild.

Negotiations for the video rights to the Marquand piece were carried on by the top level brass of both the web and film company, with 20th Century ultimately giving the okay after having first refused (The Billboard, November 29). The deal was taken to indicate how tough it will be to clear video rights to top properties controlled by pic companies, and how important it is to establish a body of precedent in clearing such rights.

NBC had first obtained a clearance from Max Gordon, legit producer, but the latter subsequently told the web that Fox would be the final hurdle.

GE GETS HUB CONTRACT

BOSTON, Nov. 29.—The Yankee Network's chairman, John Shepard III, inked an equipment contract Tuesday (25) for complete television transmitting equipment with General Electric on behalf of WNAC here.

WNAC-TV, which will go on the air in 1948, will have television facilities in suburban Medford.

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TV Channel Scoreboard

WASHINGTON, Nov. 29. — Situation concerning television channels in the top 25 areas rated highest in sales by Television Broadcasters' Association is shown below. Further details are in the story on this page.

City	No. of Channels Assigned by FCC	No. of Grants	No. Operating	Channels Still Open	Bids Pending
New York	Seven	Seven	Three	None	None
Chicago	Seven	Four	One	One	Two
Los Angeles	Seven*	Six	One	One	One
Philadelphia	Four	Three	Two	One	Two
Boston	Five	Three	None**	Two	Three
Detroit	Four	Three	One	One	Two
San Francisco	Six	Three	None	Three	One
Pittsburgh	Four	One	None	Three	One
Cleveland	Five	Three	None	Two	Three
St. Louis	Five	One	One	Four	None
(Minneapolis (St. Paul)	Four	Two	None	Two	None
Washington	Four	Four	Three	None	None
Baltimore	Three	Three	One	None	None
(Buffalo (Niagara)	Four	One	None	Three	None
Milwaukee	Four	One	None***	Three	None
Cincinnati	Four	One	None****	Three	One
Kansas City	Four	None	None	Four	None
Providence	One	One	None	None	None
Seattle	Four	One	None	Three	None
(Hartford (Waterbury)		None	None	Three	Seven
Houston	Four	None	None	Four	One
Portland, Ore.	Five	One	None	Four	None
(Albany (Schenectady (Troy)	Five	One	One	Four	None
Indianapolis	Five	Two	None	Three	None
Atlanta	Four	None	None	Four	None

*In Los Angeles, Don Lee is telecasting experimentally, with a hearing due soon on qualifications. In the event of disqualification, Channel 2 will be open again.

**WBZ-TV due on the air in six months or so.

***WTMJ-TV to debut December 3.

****WLWT to begin service around February, 1948.

New England T&T Intra-City Carrier Rate Fixed by FCC

WASHINGTON, Nov. 29.—Federal Communications Commission (FCC) this week approved intra-city television rates in the area serviced by New England Tel & Tel. The carrier rate, which is the same as that now in force in New York City and nine other areas, is \$20 a month per one-quarter circuit mile. This charge applies for local video transmissions only; city-to-city transmission, whether by microwave relay or coaxial cable, is still on a no-charge, experimental basis.

The first planned use of New England T&T facilities is via WBZ-TV, due on the air in a few months. The station already has a deal with Fenway Park to pick up sports events originating there.

Local channel use is on a 24-hour daily charge basis. The American Tel & Tel, in its original proposal for coaxial cable charges, sought \$40 monthly per circuit mile, on an eight-hour-day basis. This was withdrawn when broadcasters kicked, and is under reconsideration by AT&T.

Sock 'Em, Tommy!

NEW YORK, Nov. 29.—First big league ball player to take an active part in the television business is Tommy Holmes, outfielder of the Boston Braves. Holmes, one of the league's leading hitters last year, will work during the off-season as assistant sales manager of Cleervue Television Corporation, recently formed receiver manufacturing outfit. The company's other exec personnel comprises Irving Kane, president; Ray Bennuchi, veepee; Eugene Welsh, secretary and treasurer; Irving Hirshfield, sales manager, and Milton Grudin, chief engineer. Kane, formerly head of Viewtone Television, which manufactured a low-priced line of receivers, is now sold on the idea that cheap sets just won't work in video because low-priced parts essential to such sets won't stand up. The Cleervue line therefore is strictly in the upper-middle brackets.

Only 5 Cities Set; Choice Spots Beggin'

Sixty-Four CP's Issued

WASHINGTON, Nov. 29.—Despite a recent rush for video stations at the Federal Communications Commission (FCC), choice frequencies still remain unassigned in all but five of the nation's 25 largest sale centers, a survey revealed this week. Channels in New York, Los Angeles, Washington, Providence, R. I., and Baltimore are sewed up, but vacant channels are still available in the other top-money cities, and 22 States are completely lacking both television grants and bids.

In some top-money cities such as Philadelphia and Boston, pending bids are already in for remaining frequencies, and bidders are gradually closing in on several of the other big market areas, but until FCC makes grants, late-comers can still get in their bids. Several sales centers which are regarded as economically attractive, such as Kansas City and Atlanta, have been virtually ignored by video applicants and remain wide open for comers, along with the nation's rural States which appear to be regarded as having no immediate future for television.

As shown in the box on this page, approximately one-half of the channels allotted to the top metropolitan markets remain open, with the FCC having made grants for 52 of the original 113 channels allotted. The FCC is studying 24 additional bids for channels in these top cities, but only 15 can possibly be granted, since the others are mutually exclusive.

In addition, pending bids in Cleveland, Cincinnati, Boston and Dallas by Paramount subsidiaries may be rejected if the FCC determines that Paramount already controls the five video bids allowed a single licensee.

The FCC video count now shows 64 construction permits issued thruout the country, with 35 bids on hand and 17 of these designated for a hearing. Seven of the bids in hearing concern the Hartford-Waterbury, Conn., area, where only three channels are open. Five others represent the bids of Paramount subsidiaries. In both Philadelphia and Harrisburg, Pa., two competing bids for the only channel left are in a hearing status, and so—technically—is the Los Angeles bid of the Don Lee Broadcasting System. Don Lee, however, is televising experimentally on an assigned channel and an official grant apparently is due soon.

Pending bids on hand outside of the 25 top sales cities are for frequencies in Fall River and Sharon, Mass.; Louisville; Trenton, N. J.; Memphis (2) and Miami Beach.

K&E Adds Grayson To Tele Department

NEW YORK, Nov. 29. — Mitchell Grayson, who recently joined the television department of Kenyon & Eckhardt, has been commissioned to prepare a new television series for the agency. K&E has a couple of clients in mind.

COPYRIGHT BREW PERKS ANEW

Plan Move for Act Overhaul At Congress Session; Fees From Ops, Stat. Rate Raise?

Juke Fees May Win House Okay; Senate Expected To Balk

(Continued from page 9)

According to key strategists in the revision move.

Another major part of the Copyright Act in need of revision, it is argued, is the provision fixing at 2 cents per record the royalty price paid by disk manufacturers to the holder of music copyrights. How the provision should be amended is a

matter of dispute. Some congressmen feel that this rate should be raised to a flat 3 or 4 cents per disk, while others think a graduated rate should be provided, depending on the sale of the individual record. One congressman, who preferred to remain unidentified, told *The Billboard* he felt the royalty should be left open to contract negotiations.

The so-called "juke box" and "interpretation" bills, on which extensive hearings were held last summer, are expected to be introduced again shortly after the new session begins in January. At present the Judiciary Committee plans to hold no further hearings on the measure. It will decide later whether to vote on them separately or hold them for inclusion in an over-all copyright study.

In either event the "interpretation" measure is considered to have no chance of getting out of the committee for floor action. This bill would grant copyright privileges to artists on their method of playing a particular piece of music. Vigorously supported by National Association of Performing Artists (NAPA), the bill is condemned by most other segments of the music industry. Feeling of most committee members is that such a provision would be too difficult to administer.

Given an even chance of congressional passage is the "juke box" bill, which would permit holders of music copyrights to collect royalties on records played in juke boxes. Majority committee sentiment on this bill appears to be on the side of American Society of Composers, Authors and Publishers (ASCAP), which is sponsoring the legislation. A favorable report on the "juke box" bill by the Judiciary Committee would assure House passage, but the measure would still face a rocky road in the Senate.

Among the leading foes of the bill in the upper house is Sen. Homer Capehart (R., Ind.), long associated with juke box manufacturing. Capehart, an influential Republican member, may be able to drum up sufficient opposition to block the bill should it be sent to the Senate by the House.

MPPA-SPA Form Extended Again

NEW YORK, Nov. 29.—With negotiations deadlocked between the Music Publishers' Protective Association (MPPA) and Songwriters' Protective Association (SPA) over terms for a new contract (*The Billboard*, November 22), orgs this week sent out forms extending the series of extensions of the old contract still another month. This was to keep pubs and SPA-ers covered while new-pact bickering remains in hiatus.

While no new meeting date had been set by press time (and despite the rather stubborn breakdown of bargaining at the confab last week), musickers here were confident that another meeting would be called before long.

Whoops, Follow Me!

NEW YORK, Nov. 29.—Crooner sensation Vic Damone, who claims to have worked as an usher at New York's Paramount Theater, this week was finding his early crowd-herding techniques still not enough to cope with the eager teenagers chasing him. In preparation for a p. a. at Baltimore's Hippodrome Theater, where the Damone devotees were said to be eagerly on the prowl, the kid singer's handlers this week engaged a new kind of boyguard—a girl. With New York's hectic Paramount next on the schedule, Damone's handlers were already contacting the Burns Detective Agency in search of some powerful Katinka who would be an expert at handling over-active members of her own sex and thus be a good running guard for the new swoon prince.

ASCAP Going In Huddle on Tele Dec. 2

Calls End to Temporizing

NEW YORK, Nov. 29.—The American Society of Composers, Authors and Publishers (ASCAP) finally is getting around to television. First sign that the org was abandoning its "watch and wait" policy came when last Tuesday's board of directors' meeting set a special confab for this Tuesday (2) at which the various problems attending the use of music over video are scheduled to be aired in a general pot-boiler discussion.

The society's directors, it is understood, have come to the conclusion that tele's advances have been so rapid and extensive that it no longer appears feasible to postpone licensing the video field. Tuesday's confab is expected to open-air different pub opinions as to how best to handle music uses over video, with preliminary strategies hoped to evolve.

No More Stalling

Since nearly all major music publishers (only the Loews-Robbins group is a hold-out, along with some smaller pubs) have assigned collection rights for video music to ASCAP, the board members are reported to believe the tele question must be settled—at least in some degree—without any further procrastinating.

Problems due to be stewed about in the conversation pot come Tuesday include:

"Do all tele performances of music represent 'grand rights' and/or 'small rights' . . . Does it depend on nature of performance, etc.?"

"What kind of rate structure should apply to tele? A blanket and/or per program formula akin to current radio-licensing practice, or something more elastic to provide for unforeseen contingencies, or what?"

Tie-Ins With Pix

"What about music pubs tied in with major motion pic studios? With film magnates not too sure of video's future effect on exhibitor box office or its possible application to films, the studio-connected publisher has extra angles to consider. These are important since the Loews-Robbins group has not turned over performance rights to ASCAP, and other pic-pubbers may not want to commit themselves any further than the Loews' interests, who would not be bound to any ASCAP decisions."

"What about pubs with legit show scores? Do they have clearer claims to 'grand rights' if tele uses show extracts or even if music is used in another type video presentation?"

Tagliavini Signs Victor-Cetra Deal

NEW YORK, Nov. 29.—The Italian opera tenor, Ferruccio Tagliavini, has been signed to record for RCA Victor, by arrangement with Cetra Records of Italy. Under the arrangement Victor will have access to the masters that Tagliavini made for Cetra in Italy.

Likewise, Cetra will have access to the singer's American masters and will continue to record him in Europe.

AFM Says Mac Can Flee Maj.; Red Tape Seen?

NEW YORK, Nov. 29.—American Federation of Musicians' (AFM) Executive Secretary Rex Ricciardi is reported to have handed down a verdict Wednesday (26) favoring band leader Ray McKinley in the month-old fight of the band leader to win his release from a Majestic Record contract. On Friday (28) an AFM decision had not been conveyed to Majestic, said Sid Harris, attorney for the firm. Other Majestic spokesmen have indicated that in the event of an adverse AFM decision, the matter might be passed to Civil Court. An RCA Victor spokesman, who has shown interest in McKinley, said that he would not touch the artist until the case had been cleared entirely of all legal entanglements.

Monday Huddle

Ricciardi's ruling in favor of McKinley is said to have followed a Monday (24) meeting at the AFM during which Willard Alexander, Doc Richardson and Janet Tremaine, of the General Artists Corporation (GAC) represented the band leader and attorney Sid Harris and Majestic President Guy Lemmon spoke for the diskery. McKinley's claim for a breach of contract was based on his assertion that Majestic had not fulfilled its production guarantee and that, according to his contract, he was able to sever relations after 30 days' notice on that count alone. Majestic Records countered with the claim that two contracts were in effect with the band leader and that the second paper superseded the original guarantee. Ricciardi decided in favor of the first contract and stated that the band leader had filed charge of contract breach October 26.

Trade sources pointed to a parallel of the artist-waxery fireworks in the year-old fight between Jan August and Diamond Records, citing the fact that the case is still entangled in legal red tape, with the pianist-band leader unable to record until a final verdict is reached. It may be the same with McKinley.

NLRB Dismisses Bargains Minus Anti-Red Papers

WASHINGTON, Nov. 29.—A CIO union's petition for collective bargaining at RCA's Victor Division in Camden, N. J., was dismissed by National Labor Relations Board (NLRB) this week because CIO officials have refused to submit anti-Communist affidavits. The petition had been filed by CIO's United Office and Professional Workers.

The dismissal was one of about two dozen made by NLRB affecting CIO unions around the country. Under the precedent established, NLRB will not consider any CIO pleas until such time as the union leaders file documents stating that they owe no allegiance to the Communist Party.

PRMA After More Members

NEW YORK, Nov. 29.—Jack Pearl, temporary chairman of the Phonograph Record Manufacturers' Association (PRMA), this week revealed that the org was laying plans to inaugurate a concentrated drive to round up additional membership. The org this week added several new disker members including the Rainbow and Bibletone waxeries. PRMA, before its current plans were made, had claimed some 35 disker members.

Meanwhile the org is waiting further developments from the Industry Music Committee (IMC)—the NAB-sponsored group conferring on the Petrillo situation—before it makes any move either pro or con that group.

Decca Borrows Four Million

Midwest Orks Cutting Out of Biz; Fewer Spots, Small Ops And Pick-Up Bands Cut Takes

CHICAGO, Nov. 29.—A survival of the fittest cycle is evolving among territory and major agency bands here, with the indication that beginning next spring the current crop of orks will be cut considerably. Bookers and promoters say the Midwest is overloaded with traveling musickers. Seemingly, the only solution would be numerous withdrawals from the field.

Overcrowding conditions first showed up early last summer when promoters and band leaders found locations losing patrons because another agency had a band in the same vicinity on the same evening or a day or two before or after. Talent had cut crowds at each job in the area. With higher cost of living cutting out more of the luxury buck each day, biz was hit still harder when fall approached. Recently the pinch has gotten to the point where too often a leader from a given agency must buck another band from the same agency in the same vicinity.

Pick-Up Bands

Surplus of bands in the Midwest has been heightened even further by the rise of numerous small orks (four to seven pieces) that specialize in hinterland weddings and fraternal dances. The outfits are mostly non-

union pick-up crews and, while they are no competition musically, they work for extremely low salaries (\$4 to \$7 per man). The result is that any layman can turn dance promoter by renting a small hall, which will bring in enough people to pay off the band with ducats going for 35 to 50 cents. In many instances, operators claim, these one-time promoters overlook federal or State taxes and provide such lures as rock-bottom prices for liquor and admission of youngsters of any age. While such dances rarely knock off grosses that hit three figures, the 100 or more people they pull away often spell the difference between profit and loss for the established promoter. Some territory bands, it's reported, that have been finding it hard to keep booked steadily, are starting to play these dates and the draw of their regional name is really cutting into ballroom grosses.

Small Ops Drop Out

Territory band business in the Midwest, stretching from the Dakotas to Iowa, is really finding tough sledding, with hinterland ork skedders reporting that the smaller ballroom and one-night promoters who worked the bands previously getting out of the business after a series of bad boxes. (See MIDWEST ORKS on page 21)

Bank Extends Credit Over 6-Year Period

"Increase Working Capital"

NEW YORK, Nov. 29.—Decca Records this week completed arrangements for a \$4,000,000 loan from the First National Bank of Boston. Credit was extended for a six-year period. The diskery intends to use \$2,000,000 initially. Decca prexy, Jack Kapp, says he negotiated the loan "to increase working capital and to provide additional funds for the expansion and development of Decca Records and its subsidiaries."

Negotiations for the loan were made by Decca veepee, Milton R. Rackmil, with the bank's veepee, Serge Semenenko. The loan is said to be Decca's only outstanding bank credit.

The last released financial statement showed Decca's net income still in healthy status, altho running some 17 per cent below a comparable period for last year. The net income for nine months ended September 30, 1947, stood at \$1,116,483.

Pays Heavy Dividends

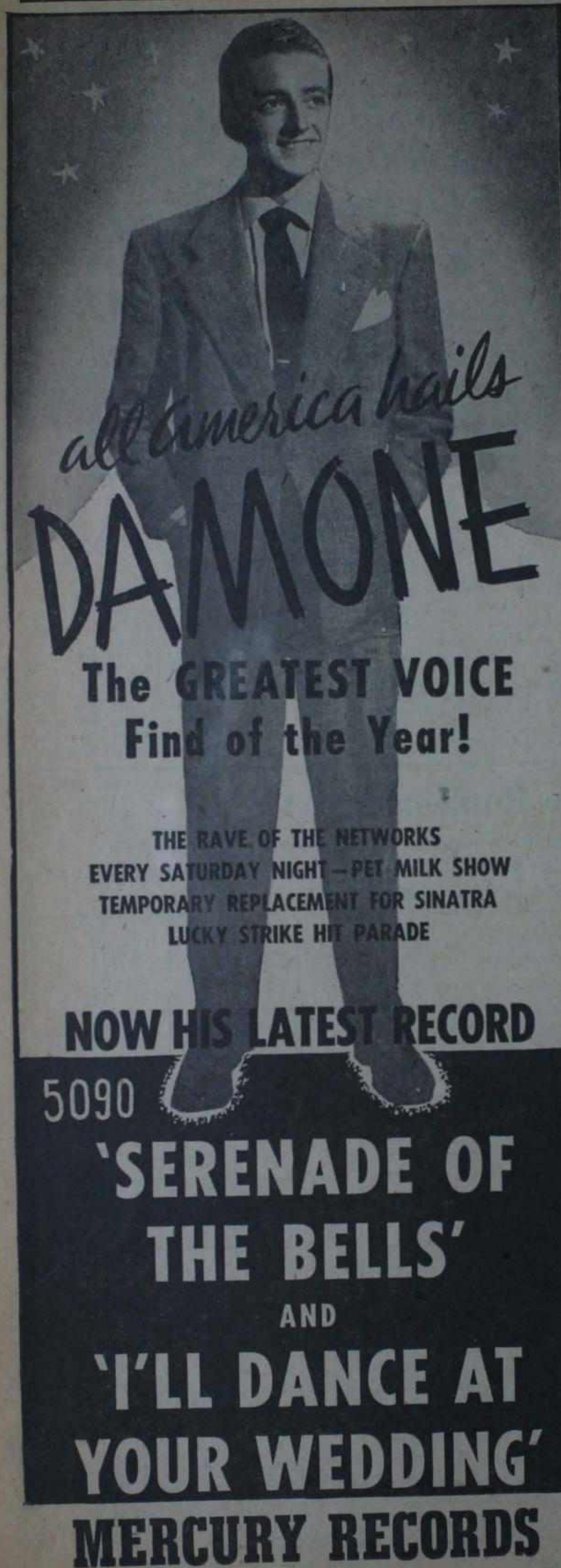
Trade observers here point out, however, that Decca has consistently (See Decca Borrows on page 21)

How Many Disks Do Publishers Get?

An analysis of the number of published popular songs recorded by major record companies for the period from September 7, 1946, thru November 15, 1947. Publishers are listed alphabetically with those firms linked within one business management indicated under one heading with sub-totals indicated.

PUBLISHER	CAPITOL	COLUMBIA	DECCA	VICTOR	TOTAL	PUBLISHER	CAPITOL	COLUMBIA	DECCA	VICTOR	TOTAL
Adams, Vee & Abbott			1		1	Brooks			1		1
Alba				3	3	Campbell-Porgie	3	2		5	10
Algonquin		1			1	Capitol Songs					
American	1		1	3	5	Capitol Songs	12	3	3	3	21
Barton	4	5	3	6	18	Criterion	7	2	2	2	13
Beaux Arts	1				1	King Cole	2	1			3
Bel-Air						Leslie	5			1	6
Berlin	7	7	19	6	39						43
Martin Block		2		2	4	Cedille				1	1
Bloom		1	1	1	3	Charles				1	1
BMI	2	2	1	6	11	Chelsen		1			1
Bocsey & Hawkes			1	1	2	Colonial	1		1	1	3
Bourne-Bogat-AEG						Crescendo		1			1
AEG	1	2	1	1	5	Crystal	1	4		1	6
Bogat		1			1	Oliver Ditson				1	1
Bourne	6	6	10	8	30	Dorsey-Embassy					
					36	Dorsey	3	1	1	7	12
						Embassy		2	1	4	7
											10
Bregman-Vocco-Conn						Dreyfus Group					
Bregman-Vocco-Conn	2	7	9	14	32	Chappell	9	12	15	18	54
Lombardo		1	2	3	6	Crawford	6	9	11	12	38
James V. Monaco			2	2	4	De Sylva, Brown & Henderson				1	1
Supreme	1	2	3	3	9	Gershwin				1	1
Triangle	2	4	4	3	13	T. B. Harms	1	1	8	4	14
					64	Mutual	2	7		3	12
						Williamson	3	3	4	4	14
Brightlights				1	1						
Broadway	1	1		1	3						134

(Continued on page 36)



all America hails

DAMONE

**The GREATEST VOICE
Find of the Year!**

THE RAVE OF THE NETWORKS
EVERY SATURDAY NIGHT—PET MILK SHOW
TEMPORARY REPLACEMENT FOR SINATRA
LUCKY STRIKE HIT PARADE

NOW HIS LATEST RECORD

5090

'SERENADE OF THE BELLS'

AND

'I'LL DANCE AT YOUR WEDDING'

MERCURY RECORDS

Disk Talent Wheel Spins Madly; Heywood to Victor; Carroll, Davis to Decca

Coast Signs Jones, Zito, Fio Rito, Lamour

(Continued from page 3)
waxery (which has contracted with some music publishers to finance record dates—BMI org is rumored as having already put up \$200 per side with four sides cut and more to come) pacted Ray Eberle, Ray Anthony and Sonny Dunham orks for sides to be cut before the Petrillo ban goes into effect. Each orkster will do at least eight sides, with all deals being set by General Artists Corporation.

Carroll Gets One-Year Deal

HOLLYWOOD, Nov. 29.—Decca's Dave Kapp last week pacted vocalist Bob Carroll to a one-year deal, marking the first time the plattery has added a male singer since the firm inked Bob Eberle. Carroll is a former Jimmy Dorsey ork crooner and is currently working the nitery belt and doing air shots. Balladeer is slated for early waxing sessions, with strong emphasis on top plug tunes, to be followed by a heavy build-up. Carroll gets a break tunewise in that the Petrillo ban forces the waxery to give the lad hot tunes which cannot be cut by Bing Crosby or Dick Haymes because of heavy cutting skeds already set up.

Kapp is also set to sign Martha Davis, Negro pianist-vocalist to a one-year deal.

Coast Eyes Pop Field

HOLLYWOOD, Nov. 29.—Coast Records, Hollywood independent, has begun a drive to penetrate the pop disk field with acquisition of a raft of waxing talent. Firm kicked off with the waxing of two Isham Jones pop albums, and last week set a deal for a series of sides with the new

Commodore Orks Set Thru April

NEW YORK, Nov. 29.—The Hotel Commodore's Century Room, which was shuttered during the past summer, will remain open during the summer of '48, according to the hotel's booker, Willard Alexander. Alexander also revealed that the hotel had pacted the Woody Herman ork for a four to six-week engagement beginning April 20. The spot's line-up is complete thru mid-March now with the Mel Torme-Sonny Dunham package due to follow the current tenant, Stan Kenton, while Eddy Howard follows for 10 weeks. Herman goes in after a four-week gap which will be filled shortly. The summer period's selections will soon be mullied.

ARNOLD ADDS E.T.'S

CHICAGO, Nov. 29.—Eddy Arnold has added an open-end e. t. series to his coast-to-coast Checkerboard Jamboree for Purina, which will jump from three to five times per week after January 1. Arnold will also wax a series of Victor cuttings before the first of the year. Transcribed shows are handled thru Brown Productions, Nashville.

He is also setting up a deal with a major Hollywood studio to cut either one major or five minor flickers during 1947. Arnold is currently working with only Roy Wiggins, steel guitarist, as his accompaniment, having dropped the remainder of his string group.

Jimmy Zito ork. Plattery toppers Charles Washburn and Bill Abel said a verbal pact had been closed with film star Dorothy Lamour for several albums and that a similar deal will be set with orkster Ted Fio Rito. Plattery is also skedding sessions with Raphael Mendez, trumpeter, formerly under contract to the now defunct Pan American Records.

Already in the Coast pop family are balladeer Curt Massey and batoneer Mark Warnow. Jones will cut several new albums as well as handle musical director's chores for the waxery.

Court Action Unites 1909 Copyright Test Suits; Trial Not Set

NEW YORK, Nov. 29.—New York Federal Judge John C. Knox this week ordered a consolidation of the "test suits" filed by heirs of Victor Herbert, Glen MacDonough and Henry Blossom, who seek an interpretation of the Copyright Act of 1909. The motion for consolidation, presented by the defendants in the suit, the Radio Corporation of America, Decca Records and Columbia Records, was granted without opposition.

The action, filed in 1944, charges the three diskeries with recording tunes copyrighted prior to 1909 by Herbert and the others without payment of royalties. The questions involved in the actions are whether a copyright owner, under copyright laws existing prior to the 1909 act, obtains the rights and benefits granted from the 1909 act, under which his copyright had been renewed and extended and whether or not the defendants complied with the act's provision of filing notice of mechanical reproduction or licensing.

Among the songs which the diskeries allegedly used and incorporated new arrangements for are Moonbeams and The Streets of New York, written by Herbert and Blossom, and March of the Toys and Toyland, which Herbert and MacDonough clefted. The publisher of the tunes, M. Witmark & Sons, are also defendants in the action for refusing to join the heirs as party plaintiffs. No date has been set for the trial.

Mus-Art Opening Office in K. C.

CHICAGO, Nov. 29.—Mus-Art agency execs revealed this week that they are opening the first of a series of regional offices in Kansas City. Currently the booking combine has been established in New York, Hollywood and Chicago.

The Kaycee office was set by the agency's Chicago chieftains, Russ Fachine and Howard Christiansen. It will be headed by Johnny Sandusky, former general manager of the McConkey Music Corporation in that area, who will concentrate on building a small unit biz and also book big bands in the Kansas City area. Prior to going with Mus-Art, Sandusky was personal manager for orksters Phil Levant and Dick Barrie and for 11 years served as a traveling contact man for Robbins Music.

MUSIC—AS WRITTEN

New York:

The Buddy Rich band goes into New York's Roseland Ballroom December 18 for three weeks. . . . Cleffer Frank Loesser has signed with MGM for a pic score. . . . Hillbilly disk jock, Zeke Manners, airing over 200 ABC stations from California, is in New York. . . . Johnny Mercer's upcoming show score is set with Chappell. . . . MGM's A & R boss, Harry Meyerson, is off to Chi for a three-day visit. . . . Dizzy Gillespie is to do a concert at Town Hall December 27. . . . Vic Damone is set for the Christmas week's Paramount Theater show with Stan Kenton's band.

Ira Mangel has replaced Joe Dale as manager of the Gene Krupa ork. . . . Arnett Cobb and his jazz and recording combo open for a week's stand at the El Cino Club in Detroit. . . . The Dean Martin disk of *Oh, Marie* will be designated on all Hirsch-operated juke boxes as the "Eddie Gallagher Moondial Record of the Week" in Washington. . . . Nellie Lutcher into College Inn of Chi's Hotel Sherman for a month's engagement December 19.

Phil Spitalny was forced to cancel out a one-nighter in Atlanta due to a back injury suffered while pushing a piano onto an improvised platform. The accident took place in Columbia, S. C., but the maestro did a show-must-go-on turn before 2,800 Thanksgiving Columbia concert-goers.

Bill Harris Quintet opened at Three Deuces Friday (28) for a two-week stand. . . . Illinois Jacquet follows into the Three Deuces December 11. . . . Joe Mooney Quartet started two-week run Friday (28) at the Club Downbeat. . . . Sarah Vaughn into the Onyx December 11.

Don McGrane ork, an 802 crew, winds up an eight-weeker at the St. Anthony Hotel, San Antonio, December 10. After two weeks of one-nighters thru the Lone Star State, combo plays Christmas week at the Tulsa Club, Tulsa, Okla., and January 7 moves into the Muehleback Hotel, Kansas City, Mo., for a four-week stand.

Pat Collier, former Mercury Records flack, has joined London Records to push disk-jock exploitation. . . . Frankie Carle, Gene Krupa and the Charioteers this week join the Columbia cutting spree. . . . Lee Wiley opens at the Village Vanguard Thursday (4). . . . Charlie Barnet's band plays the Fred Robbins one-night stand at Town Hall Saturday (6) midnight. . . . Will Bradley cut the four 12-inch sides of the Nat Schildkret *Concerto for Trombone*, which may be peddled to a major label.

RCA Victor's Steve Sholes back from the Coast. . . . Ethel Barrymore to record for Victor. . . . George Shearing, jazz pianist and London Records artist, is on his way to the U. S., and is expecting to make this his permanent home.

Opening night notes: Stan Kenton literally and figuratively opened a three-week Hotel Commodore engagement with a solid blast Tuesday (25). The 10 brass blew Kenton's "progressive jazz" true and loud—too loud was

the general feeling among tradepeople present after the ball was over—but while they were there they swelled around the bandstand and gave out with hearty mitting. The Kenton crew set a new fashion note for costumes, sporting black and gray striped ascots with pearl tiepin to match. The pubber crowd was split between dinner and supper, but the music biz celebrities were there all night—Nat Cole, Ray Block, Johnny Bothwell, Bobby Sherwood, Frances Wayne, Connie Haines, Janette Davis, Glenn Wallis, Bob Thiele, Boyd Raeburn, Ginnie Powell, Beryl Davis, Doris Day, Skitch Henderson, Vic Damone and Noro Morales. Opening represented probably one of the greatest freeloading fetes of all time what with two flacks, Wayne Varnum and Milton Karle, and Capitol Records picking up tabs for disk jockeys, jazz aficionados, daily press, trade press, disk salesmen and distribs, etc.

MGM Records to do a promotion campaign on Bob Houston's upcoming *Cutest L'il Redheaded Doll* and Majestic Records getting up steam for Rose Murphy's inaugural platter, *I Can't Give You Anything But Love*. . . . Johnny Desmond back into town Monday (1). . . . King Cole recorded his recent concert specialty, *Nature's Boy*, for Capitol.

Sam Donahue's ork will support Frankie Laine on the bill opening at the Adams Theater, Newark, beginning January 1. . . . Chirp Sarah Vaughan opens December 11 at the Onyx Club for four weeks. . . . Allentown Records will not go into vinylite kidisk pressings as originally reported but will continue to do regular pressing for diskery accounts.

Marshall Young's ork set for a four-week stand at Frank Dailey's Meadowbrook beginning December 29. . . . Bregman, Vocco, Conn pubbery will handle a new tune with words and music by chanter Frankie Laine tabbed *It Only Happens Once*. . . . Ziggy Elman is skedded to cut a couple of MGM dates with a studio ork when he hits town with Tommy Dorsey's ork some time in mid-December.

Leo Pieper leaving Donahue's December 12 for one-nighter tour, returning to the New Jersey spot January 20. . . . Jack Olsen cutting eight sides for Cord. . . . Organist Eddie Daniels doing two albums for Banner Records. . . . Johnny Long into Ansley Hotel, Atlanta, for four weeks, starting December 10.

Singer Joe Dosh has left the Continental label and has been pacted for Regent Records.

Chicago:

Red Ingle and the Natural Seven replace Jose Melis' ork at the Sherman Hotel's College Inn December 19. Inn drops its CBS-remote wire next week. . . . Helsing's Vodvil Lounge has taken a 15-minute remote wire across the board for Billy Chandler's band. . . . Gay Claridge reportedly

(See *Music As Written* on page 25)

TO ALL RECORDING COMPANIES

Here Are Our Plug Songs for the Months to Come:

ALL DRESSED UP WITH A BROKEN HEART

THERE'LL BE SOME CHANGES MADE

MIAMI BEACH RUMBA

I KNOW IT

EVERY DAY'S MY BIRTHDAY

GILLY GILLY WISH WASH

BELOVED, BE MINE

PLAY THE PLAYERA

TIME AND AGAIN

SILLY NO—SILLY YES

EDWARD B. MARKS MUSIC CORPORATION

RCA Building Radio City New York

HAROLD LEE, General Professional Manager

the House of Malageuna, Parade of the Wooden Soldiers, Paper Doll, Peanut Vendor, Song of the Islands, I Wonder Who's Kissing Her Now, El Rancho Grande, Breeze and I (Andalucia), Play Fiddle Play, Jazz Me Blues, Poinciana, Sari Waltz, Amapola, Frasquita Serenade, Yours, Tango of Roses and hundreds of other hits, ripe for recording again.

AFM Committee Planning Public Relations Department

PORTLAND, Ore., Nov. 29.—The American Federation of Musicians (AFM) is making plans to speak up in public thru establishment of a public relations department. AFM President James C. Petrillo has appointed a committee of five international executive officers to work out establishment of the department, with Herman D. Kennin, president of Portland's Local 99, AFM, as committee chairman.

Kennin announces the committee will meet in New York December 9 to prepare a report to be submitted to the AFM executive board January 16. Other committee members are J. W. Parks, Dallas; Oscar F. Hild, Cincinnati; George V. Clancy, Detroit, and Walter M. Murdoch, Toronto.

"We are not interested in propaganda, but we feel we have a story to tell and so far have been unsuccessful in calling it to the public's attention," said Kennin.

The AFM is understood to be seeking a combination journalist-attorney type of publicist to head the department, the problem being as much legal, owing to the Taft-Hartley law, as it is publicity.

Is It Only Routine?

Whether Kennin and company may finally effect an AFM public relations set-up this year remains to be seen. A public relations office has

long been championed by various locals in the national org, but Prexy Petrillo has postponed such establishment for just as long a period on grounds that it would be expensive and not worth-while. At the last AFM convention Petrillo presented his objections to a resolution urging a p. r. set-up but succumbed to membership wishes that the exec board consider the proposal. Considering that at the 1946 convention a similar proposal had been made and Petrillo as head of the national had "stalled off" positive action, it was considered not too certain by tradesmen here that the December 9 meet will be more than a formal adherence to routine. Most music men go along with Kennin in the premise that AFM needs a p. r. office, but most feel that unless Petrillo feels the Taft-Hartley law now presents special exigencies not met during the last recording ban, an AFM p. r. org will stay in the tabled stage.

Weeks To Jockey at WCOP

BOSTON, Nov. 29. — Hub band leader, Ranny Weeks, takes over a disk jockey stint at WCOP in Boston, Monday (1), replacing Bill Hickok who has gone to join WCON, Atlanta. Weeks will handle two shows daily and will continue with his band at the Latin Quarter.

Como Seg To Air Como Disk Hits

NEW YORK, Nov. 29.—RCA Victor added a new twist to disk jockey promotion when they tied up with the sponsor of Perry Como's *Supper Club* show for live airings of new Como platters based on the votes of disk jockeys in various cities thruout the country.

A weekly panel of five disk jockeys in each city will select a Perry Como Record of the Week, which will be telegraphed to the sponsor and scheduled by Como for a live shot the following week.

MCA Acquires Cross; 26 Weeks at Roseland

NEW YORK, Nov. 29.—Music Corporation of America (MCA) this week signed the Chris Cross band after Cross obtained his release from booker Harry Moss, now associated with the Willard Alexander office. The deal was set by MCA's Ery Brabec, who announced that the Cross band had already been set for 26 weeks' booking at New York's Roseland Ballroom.

The outfit returns to Roseland January 8 and will work on a six weeks in and six weeks out of the terp palace schedule.

Keynote's 2 New Foreign Deals; Shrug Vox Clash

NEW YORK, Nov. 29.—John Hammond, prexy of Keynote Records, returned from Czechoslovakia last week to state that he had settled two more foreign deals for Keynote. Hammond says he has completed negotiations for English Decca to press and distribute Keynote's domestic product in England beginning around the first of the year. Initial English imports will be the Keynote Stravinsky-conducted *Dumbarton Oaks Concerto* and the firm's recording of the Vaughn Williams *Oboe Concerto*.

Hammond also revealed that he had set a deal to import finished Czech disks for the Bohemian and Slovak market in the United States. Disks will sell here for under a dollar list and will be marketed direct to some 50 or 60 retail outlets in about five weeks. The Czech aim is to raise American dollars (similar to the English Decca American label's objective) for native diskeries, who in turn intend to purchase disk-making equipment and materials with the money.

Hammond also threw further light onto the claims made by George Mendelsohn, Vox diskery prexy, that both Keynote and Vox may have available similar lines of foreign wax (*The Billboard*, November 22) due to current European political complications. Hammond admits that both diskeries have access to some 6,000 old German Telefunken masters—Vox thru its French Polydor deal and Keynote thru its deal with the Czech Gramophone Industries. However, Hammond claims that the Czechs hold the original masters, while Vox records masters from pressings. He also adds that the only masters Polydor (Vox outlet in Europe) can deliver date back prior to 1938, at which time the Polydor pressing and distrib deal with Telefunken for France was terminated.

Hammond added that Keynote intends to make small use of the old Telefunken waxings under its current pressing and distribution deal with Mercury Records in the States. He says that only one quarter of the Keynote Classics releases will be from the older disks, with the remainder being drawn from newly recorded material to which Vox and Polydor will not have access. These new waxings, Hammond revealed, will include new works by Prokofieff and Shostakovitch (performed or conducted by the composers) which are now being waxed by the Czechs. He added that the Czech deal will also open the way for Keynote to get some Russian waxings, mainly in the classical field.

The Keynote prexy explained that he, as did Mendelsohn, had the approval of the Allied Control Commission in conducting his business with the Czech Gramophone Industries. Hammond felt that it would be highly unlikely that Vox and Keynote would run into conflicts in releasing titles but admitted that the possibility existed. He further stated that the Czech masters for which he had contracted had been sold in other non-European countries, mainly in South America, previously.

FILA FORMS COMBO

NEW YORK, Nov. 29.—Alec Fila, ex-trumpeter for the Elliot Lawrence ork, is forming a seven-piece dance combo. His wife, Dolores (Dodie) O'Neil, will chirp the ballads for the group. Arrangements to be contributed by Frank Hundertmark, who will continue to work for Lawrence, holding down both jobs as long as possible. The personal manager for the Fila combo will be disk jockey Bob Horn, of Mutual's Philly Station WIP.



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Selections Include: MY BEL AMI—I WAS LUCKY—ONE LOOK AT YOU—
—I'LL BE SEEING YOU—ASK YOUR HEART—I'M
GOING TO SEE YOU TODAY—DECCA ALBUM No.
A-541—A DECCA PERSONALITY SERIES ALBUM

ASCAP To Turn \$46,839 of AKM Dough to Gov't

NEW YORK, Nov. 29.—The American Society of Composers, Authors and Publishers (ASCAP) must turn over \$46,839.54 (which the government claims is due to AKM, Austrian performing rights society) to Attorney General Tom C. Clark, acting as successor to the Alien Property Custodian (APC). The final decree was signed by Federal Judge Alfred C. Coxe in the U. S. District Court this week.

Both ASCAP and the Attorney General consented to the entry of this decree in the government suit to collect a total of \$392,958 as escrow money held by ASCAP for AKM, SACEM (French society) and STAGMA (German society). Suits to recover moneys due the French and German societies are still pending.

Both parties agreed to the final order which directed ASCAP to pay the 46G to the government, which will retain the money for AKM under Section 17 of the Wartime Trading-With-the-Enemy Act. However, ASCAP retains all of its rights under the same act to file a claim to recover royalties for Austrian use of American songs.

Propper's Motion Nixed

The decree was granted despite the objections of Henry M. Propper, who claimed the royalty money as receiver for AKM under a New York Supreme Court order in 1941. Propper's motion, to be declared the proper party entitled to the AKM money, recently was denied in U. S. District Court. An appeal was dismissed by the Circuit Court of Appeals.

ASCAP, thru attorneys Schwartz and Frohlich, had opposed Propper's motion and agreed that the APC, succeeded by Attorney General Clark, was the proper party to maintain the action for royalty money. But the attorneys contended that thru reciprocal agreement with AKM, made in 1933, the Austrian society owes ASCAP more money than the sum the American society will pay under the current decree.

HARP BOOK UPCOMING

NEW YORK, Nov. 29. — Robert Maxwell, swing harpist currently featured at the Blue Angel, was signed to a writer's contract by Mills Music this week. Maxwell will turn six original compositions over to the pub in addition to writing a handbook for harp. The textbook, according to Mills, will fill a long-standing need for such technical information among students of the harp and for ork arrangers, who usually have little savvy for harp voicings.

MIDWEST ORKS

(Continued from page 17)

office dates. They have small investments and never make a mittful off any dates, so a couple of losses easily drives them out.

Orksters from major agencies, well stocked with bands, are starting to murmur about the heavy competition they are getting within their own sphere, with the result that it's likely some pressure will be brought to bear on weaker bands within the office to drop out voluntarily. Better grossing orks are crabbing plenty about the dates assigned to cohorts, and bigger names don't like the sparse Monday to Wednesday bookings which have resulted. In the case of the territory bands, plenty of leaders are expected to throw in the towel before April 1 because the high traveling and maintenance costs connected with a territory ork make it imperative that they work at least five days per week to write off the period in black ink.

Tracy Still on Stand in Stock-Holder Lawsuit

NEW YORK, Nov. 29.—A suit by stockholders of Automatic Products Corporation against E. A. (Gene) Tracy, chairman of the board of Majestic Radio & Television Corporation, continued in its second week, with the defendant taking the stand early this week.

Tracy testified that Majestic stock (which had been owned by DuMont Laboratories) was not offered to the Automatic Products Corporation as charged but rather to himself who had an option on the stock. Tracy said that in turn he had given Automatic directors and key Majestic execs opportunity to participate in the purchase of the Majestic stock. His testimony was supported by Paul Rayburn, treasurer of DuMont Lab and Paramount Pictures.

In the course of the trial the court

has ruled that the stock purchase could not be construed as "Automatic corporate opportunity."

Tracy's attorney, Charles Sylvester, states that the plaintiffs did not charge Tracy with using Majestic's corporate funds to make personal profits but that the complaint referred to Automatic Products Corporation, which holds 225,000 shares of Majestic stock, making it the major stockholder in the Majestic corporation. The attorney also maintains that the complaint does not mention specific figures being sought by the plaintiffs but instead asks for an accounting. The suit, however, is a triple-derivative action which, in the event of victory on the part of the plaintiffs, might compel the defendant to pay off three times the amount of profit gained from the exchange of stock.

Sylvester further pointed out that the plaintiffs are stockholders in British Type Investors, Inc., which holds stock in Allied International Investing Corporation, which in turn holds stock in Automatic Products Corporation.

DECCA BORROWS

(Continued from page 17)

paid out heavy quarterly dividends on its 776,650 shares of stock which may account for its need for \$4,000,000 bucks to improve its cash position over the next six years. Some tradesmen also advance the belief that Decca, which owns its own distrib branches, has encountered the general tendency among retailers to delay payments on bills far longer than usual. Such a condition backing up from the distrib branches may have put the diskery in the position of having solid accounts receivable but with actual cash taking too long to flow in. Many distrib-owned disk companies have admitted to such delayed cash receipts, but whether Decca has felt this condition is strictly conjectural on the part of some disk biz observers. Decca gross sales this year, particularly in the pop album field, have been going along at record pace. The amount of artist royalties being shelled out, moreover, seemingly substantiates a wholesome biz picture.



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ON THE STAND

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

Charlie Spivak

(Reviewed at Cafe Rouge, Hotel Pennsylvania, November 19. Booked thru William Morris Agency. Personal manager, Louis Zito.)

TRUMPETS: Frank D'Annalfo, Harry Calm, Paul Fredericks, Buddy Yannon.
TROMBONES: Frank D'Annalfo, Harry DiVito, Walter Schultz, Rusty Nichols.
SAXES: Charlie Russo, Johnny Piazza, Alex Massey, Vincent DiVittorio, Joe Rickey.
RHYTHM: Bob Carter, piano; Tubby Phillips, bass; Bobby Rickey, drums.
VOCALIST: Irene Daye, Tommy Mercer.
ARRANGER: Fred Norman.
LEADER AND TRUMPET: Charlie Spivak.

Fronting a nice, careful band, Charlie Spivak has been playing it straight down the middle for many a moon. Such a policy is bound to pay off. Nowadays, with the accent more and more on straight dance tempi with few frills, cherubic Charlie does okay. Leaning more heavily than ever on the sirup and spotlighting his own horn on all but a few numbers, Spivak's commercial potency overshadows his musical merit by a mile. The biggest feather in Charlie's cap from a box-office standpoint is a book heavily loaded with up-to-the-minute material easily identified with record success and played prettily with a certain amount of taste. The few gems that show thru—such as Walter Gross's lovely ballad *Tenderly*—simply trace that lack of brilliancy in a band such as Spivak's to the products offered today rather than the performances.

Charlie's Show

Musically, it's almost entirely Charlie's show, with the two vocalists coming in for a heavy share of attention. Irene Daye is tops, looking plenty svelte, showing great poise and chirping in a showmanlike way. She helps the band immeasurably.

Tommy Mercer shows a pleasant, unassuming manner and a nice set of pipes. The three-man rhythm section makes out all right, carefully avoiding a pronounced beat, but the reed section showed signs of the trouble involved with breaking in new men. Brass-wise, the band shows its leader's top schooling in that department and comes off very well. The five-man trumpet passages are, perhaps, the most impressive features aside from Charlie's own sensationally sweet solos. Musically as well as commercially, Spivak could well consider brightening up the whole output with a few gimmicks and bright tunes. Too much sweet—even when played, as in this case, by the best—is as hard to take as constant ear-shattering music. A quality of contrast would serve to point up Charlie's expert and sellable way with a fine ballad.

Bob Beck.

George Paxton

(Reviewed at the Century Room, Hotel Commodore, New York, November 18. Personal manager, Joe Glaser. Booked by the Associated Booking Corporation.)

TRUMPETS: Bob Kennedy, Chubby Kuster.
TROMBONE: Mervyn Gold.
FRENCH HORN: Tony Miranda.
REEDS: Harry Weiss, Gene Morello, Artie Kruger.
ACCORDION: Jimmy Ericson (double trumpet).
VIOLINS: Charles Rhoeder.
RHYTHM: Andy Ackers, piano; Jack Purcell, guitar; George Shaw, bass; Harry Jaeger, drums.
VOCALS: Dick Merrick.
ARRANGERS: Freddie Weismantel, Danny Hurd.
TENOR SAX, ARRANGER AND LEADER: George Paxton.

Some six months ago George Paxton came back from Florida with a

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new band idea and a rabbit's foot. The idea was just a little too all-embracing musically and the performance was a bit uncertain. But this is six months later and that rabbit's foot got Paxton an opportunity to display the polished result in his short run at the Hotel Commodore. It emerges as something that is refreshingly different in the dance band field.

Paxton's is a band which stresses melody and perfect dance tempi at all times, but at the same time it strives for new sounds tonally. For depth there's the trombone, tenor sax, bary sax, French horn combine. For middle register melodies and riffs there's an intriguing vibes-electric guitar duo, while the reeds, doubling-woodwinds, and muted trumpets with an accordion make for the upper tones. It all adds up to a type of melodic freshness that is unusual in band biz.

Jaeger the Spark

The biggest difference in the Paxton band is the presence of veteran skin beater Harry Jaeger. He sparks the ork by providing a light, relaxed yet steady beat. Chanter Dick Merrick, too, stands out with his strong bary pipings, and fronter Paxton is engaging as a leader besides being a fluent musician and arranger.

The ork's book is loaded with familiarity in Paxton dress—plug tunes, standards, originals and rehashed classics filling it out.

The beauty of this ork is that it makes all of that good music with only 13 men plus Merrick. The nut is down and so is the price, which makes Paxton a good bet for any type of location but best for hotel rooms. Paxton now has an MGM diskling pact with an initial release soon due to hit, which should aid his cause considerably.

Paxton's definitely got the stuff. It's up to Joe Glaser to sell it properly.

Hal Webman.

Billy MacDonald

(Reviewed at Casino Gardens, Ocean Park, Calif., November 26. Booked thru Music Corporation of America.)

VIOLINS: Hy Davidson, Hixson Baranfan and Mort Herbert.
TRUMPETS: Lanny Hayton, Ralph Santogdo and Danny Balfour.
TROMBONES: Norris Hurley.
SAXES: Marty Prince, Frank Derringer and Leydon Swenning.
RHYTHM: Seth Storm, piano; Ernie Barrell, bass, and Al Kramer, drums.
ARRANGER AND VOCALIST: Billy MacDonald.

Booker-turned-batoner Billy MacDonald is back on the stand churning out terp tempos. MacDonald shelved his baton when outbreak of the Pacific war caught him and his musicrew playing a hotel date on the Islands. Since then, he had worked as band booker for Frederick Bros. on the Coast, and more recently for William Morris in Chicago.

MacDonald is combining the know-how of a booker and musician to formulate the ork's style. With an eye on trends and budget slashes, he has fashioned an ork to please customers as well as ballroom operators.

Arrangements are fashioned strictly for dancing, emphasizing an easy, moderate beat with an unadulterated melody line retaining the upper hand. Strings blend with saxes in conventional manner, backed by subdued brass to provide tonal body. Result is a commercial brand of sugar-coated music making that falls easily on ears and tempts couples to the floor. Since this was the ork's kick-off date, the occasional clinkers were to be expected. They will disappear as the crew gets more ensemble work under its belt.

MacDonald has developed a trademark gimmick for his arrangements, working in a refrain of *Loch Lomond*, ork's theme, into each tune as part

(See Billy MacDonald on page 24)

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Signature Works Out Fox Deal; Buys Wax Back

NEW YORK, Nov. 29.—Signature diskery topper, Bob Thiele, late this week reported that the firm had worked out a "satisfactory agreement" with publishers' agent Harry Fox whereby the waxery will pay off the \$60,000 in back royalties it owes Fox's office. Thiele stated that Signature had paid Fox some 50G in royalties in the past year and that the firm had always managed to square up with Fox. He added that Signature would not be sold and that he intended to stay in business despite pessimistic trade talk.

He also disclosed that Signature and Nat Cohn's Modern Music, the firm's new New York distrib, had bought some 10,000 platters from the recently dropped New York General Electric Supply distrib. Thiele admitted that G-E still should have some 40,000 sides on hand and may be selling them out at manufacturers' cost price (*The Billboard*, November 29) but said that he doubted if G-E had more than a couple of hundred "salable" Signature cookies. He said that in any exchange of distrib, "someone had to get hurt."

Thiele added that this week he had cut an album of French nursery rhymes featuring Connie Haines. Sung in French (with English dialog in between tunes) they are written by Perry Safferty, scripter of the *Block Party* airer.

BILLY MacDONALD

(Continued from page 23)
of the intro. Book contains items representing the current plug crop as well as a smattering of oldies and standards. Fronter handles ballad lyrics capably. *Lee Zhito.*

Universal Records To Convert Acetate Masters to Wire

CHICAGO, Nov. 29.—Universal Recording Studios, local cutting facilities operated by Bill Putnam, this week inaugurated its converting equipment to run off acetate masters onto wire, with Mercury, Aristocrat and Tower already having their catalog run off on wire. After listening to diskers complain about the fragile nature of an acetate master library, Putnam, a recording engineer, worked out wire recording equipment which would insure highest fidelity. The chief benefits of the wire recorded master library over the acetate surplus non-inflammable quality of wire, are easier handling and less fidelity loss. While an acetate master loses its fidelity as the needle proceeds toward the end of the cutting, wire remains consistent. Eight masters can be put on a half-hour roll, about the size of the doughnut, which makes for considerable less storage space.

The price of the conversion to a wire master catalog is economical, according to presseries which have contracted for its use.

CAP SENDS GATELY WEST

NEW YORK, Nov. 29 — Mickey Goldsen, Capitol Songs prexy, this week announced the transfer of his New York professional manager, Bud Gately, to the West Coast to replace Pete Cameron. The move, said Goldsen, reflects ever-growing West Coast plug importance as far as his pub firm is concerned.

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Music—As Written

(Continued from page 19)

has received his release from the William Morris Agency, but, as yet, he has made no other agency affiliation. . . . Bert Braub has switched his plugging to Remick Music.

Frankie Masters makes his first Eastern stay in years, opening at the Hotel Syracuse, Syracuse, N. Y., December 9. . . . Will Back, who went with Mus-Art several weeks ago, will play his five-month stay at Melody Mills, Riverside, Ill., starting in March, with MCA collecting the full commission. . . . Nick Stewart, whose work has worked the West Coast for years, makes his Midwest bow at the Schroder, Milwaukee, January 27. . . . Lester Young playing the Argyle Lounge. . . . Contrary to an earlier report, Rosemary Wayne will continue over WJJD with a disk jockey shot of a half hour daily.

Hollywood:

Coast Records, local indie, is making a strong pitch for a place in the pop field. Already set with the firm are Mark Warnow, Isham Jones, Raphael Mendez and Curt Massey, with deals pending with Dorothy Lamour, Jimmy Zito and Ted Fio Rito. . . . Ernest Ohman has joined the Morris-Gervis Agency, bringing his brother Phil into the firm as his first client. . . . Balladeer Herb Jeffries has been pacted to an MCA paper by personal manager Maurice Duke. . . . Hadda Brooks cut short a tour to return to Hollywood for Modern Records waxing dates.

Matt Dennis, ex-Capitol Records song man, played his first local date since 1941 when he opened at the Haig November 26. . . . Monte Proser has purchased four tunes from Roc Hillman and Barclay Allen for his New York nitery. Hillman is the composer of *My Devotion*. . . . Kay Kyser cutting latest George Tibbles-Ramsey Idriss tune, *Worry, Worry*. . . . Bert Shelter's original album, *American Caricatures*, will be released in early December by United Artists Records. . . . Harry Long, assistant to Earl Carroll, is at Cedars of Lebanon Hospital with pneumonia.

Haydn Broughton, arranger for the new Mickey Rooney band, is building his own 13-man crew. . . . Hadda Brooks, Gene Phillips and Willy Jackson set to wax this week for Modern Records. . . . Thrush Helen Forrest and Paul Holohan exchange marriage vows December 7. . . . Balladeer Herb Jeffries has been pacted to an MCA paper by Personal Manager Maurice Duke.

Buddy Bernard, formerly with Harry Goodman, has switched to Bobby Worth Music pubbery as assistant to Ellis Allan.

Detroit:

Staff Record Company, newest of Detroit's small diskeries, bustling with a flurry of pre-December 31 platters. Organized a few weeks ago by Idessa Malone, Staff is leaning heavily on jump records; initial disks include Ted Buckner's work with *Frolic Jump* and *Maybe*, and Milton Hinton's band on *If I Should Lose You*, *Oo-La-Fee* and *Cle-Hops*.

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3. HAND AND HAND Sammy Kaye (Laura Leslie-Dan Cornell) . . . Victor 20-2482
4. DON'T YOU LOVE ME ANY MORE? Buddy Clark (Mitchell Ayres Ork) . . . Columbia 37920
5. SERENADE OF THE BELLS Sammy Kaye (Don Cornell-Choir) . . . Victor 20-2372
6. SWISS BOY Lawrence Duchow's Red Raven Ork . . . Victor 25-1079

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TEMPO SOUTHERN 11 Avondale Road Avondale Estates, Ga.

Turntables are turning with ...

A Novelty Sensation

FRANK SINATRA

with the Pied Pipers singing

THE DUM DOT SONG

(Dye Dut Da Denny In Da Dum Dot)

on Columbia Record No. 37966

OTHER RECORDINGS ON THE WAY

Coming Up Fast

THEY'RE MINE THEY'RE MINE THEY'RE MINE

by SONNY KANE and JACK PLEIS

RECORDED BY

BUDDY CLARK	Columbia
CONNIE HAINES	Signature
SAMMY KAYE	Victor
GUY LOMBARDO	Decca
SOFT WINDS	Majestic

Sinatra Songs, Inc.

NEW YORK • CHICAGO • HOLLYWOOD

The Billboard

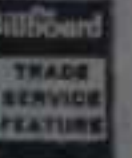
MUSIC POPULARITY CHARTS

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 28



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 1601; Larry Green Ork, Victor 20-2421; Elliot Lawrence, Columbia 37538; Alvino Rey, Capitol B-452; Andrews Sisters, Decca 24171; The Audiotones, Rainbow 10025; Dolores Brown-Audiotones, Sterling 3001; Victor Lombardo, Majestic 7263; Lonzo and Oscar and Their Winston County Pea Pickers, Victor 20-2502; The Audiotones, Rainbow 10025; Four Bars and a Melody, Savoy 657; Vic Lombardo, Majestic 7263; Glenn Davis, Midwest Recorded Specialties 268; (Dick Ton) Baker, Mercury 5066; Flash and Whistler, Universal U-6.
 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 5084; Vaughn Monroe, Victor 20-2361; Dinah Shore, Columbia 37567; 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 126; 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** 4
By Jack Owens and Carroll Lucas
Published by Supreme (ASCAP)
 Records available: Bing Crosby-Carmen Cavallaro, Decca 24101; John Lauren, Mercury 5069; Vaughn Monroe, Victor 20-2523; Jack Owens, Tower 1258; Dinah Shore, Columbia 37932; D. Farney, Majestic 1179; B. Andrew-E. Bleck, Hollywood Rhythms 1651; Jimmy Atkins, Continental C-11004.
 Electrical transcription libraries: Eddy Howard, World.
- 5. BALLERINA** 5
By Bob Russell and Carl Sigman
Published by Jefferson (ASCAP)
 Records available: Jimmy Dorsey, MGM 10025; Vaughn Monroe, Victor 20-2423; Jerry Shelton Trio, Mercury 5075; Mel Torme, Musicraft 15116; Buddy Clark, Columbia 38040; Eric Madriguera, Decca 24265.
 Electrical transcription libraries: Lenny Herman, Lang-Worth; Norman Chostler, NBO Thesaurus; Jan Garber, Standard; Shep Fields, Lang-Worth; Charlie Spivak, World.
- 6. CIVILIZATION** 6
By Bob Hilliard and Carl Sigman
Published by E. H. Morris (ASCAP)
 Records available: Woody Herman, Columbia 37885; Danny Kaye-Andrews Sisters, Decca 23940; Ray McKinley, Majestic 7274; Murphy Sisters, Apollo 1059; Sy Oliver Ork, MGM 10083; Jack Smith, Capitol B465; Louis Prima, Victor 20-2400.
 (No information on electrical transcription libraries available as The Billboard goes to press.)
- 7. TOO FAT POLKA** 7
By Ross MacLean and Arthur Richardson
Published by Shapiro-Bernstein (ASCAP)
 Records available: Blue Barron, MGM 10106; Arthur Godfrey, Columbia 37921; Dick (Two Ton) Baker and His Music Makers, Mercury 5079; Slim Bryant and His Wildcats, Majestic 6027; Accordion Masters, Standard T-135.
 (No information on electrical transcription libraries available as The Billboard goes to press.)
- 8. —AND MIMI** 8
By Jimmy Kennedy and Nat Simon; published by Shapiro-Bernstein (ASCAP)
 Records available: Frankie Carle, Columbia 37819; Jerry Cooper, Diamond 3083; Dinning Sisters, Capitol B466; Ray Dorey, Majestic 7362; Dick Haymes-Gordon Jenkins Ork, Decca 24172; Art Land, MGM 10062; Charlie Spivak, Victor 20-2422; Mel Torme, Musicraft 15114.
 Electrical transcription libraries: Eddy Howard, World; Sweetwood Serenaders-Charlie Jordan, NBO Thesaurus.
- 9. THE WHIFFENPOOF SONG** 8
By Meade Minnigerode, George S. Paneray and Ted R. Galloway
Published by Miller (ASCAP)
 Records available: Bing Crosby-Fred Waring, Decca 23910; Art Kessel, Mercury 5068 & Vogue B770; Charles Kullman-Metropolitan Opera Ork, Julius Burger, Dir., Columbia 4500-M; Monica Lewis, Signature 15130; Robert Merrill, Victor 16-1312; George Paxton Ork, Majestic 7324; Lawrence Welk Ork, Decca 23981.
 Electrical transcription libraries: Bob Eberly-John Gort Trio, World; Len Murray Ork, World; David Rose, World; Lawrence Welk, Standard; George Wright, NBO Thesaurus.
- 10. GOLDEN EARRINGS** 8
By Jay Livingston, Ray Evans and Victor Young
Published by Paramount (ASCAP)
 From the Paramount Film "Golden Earrings."
 Records available: Anita Ellis, Mercury 5072; Jack Pina Ork, MGM 10085; Peggy Lee, Capitol 15009; Dinah Shore, Columbia 37932; Charlie Spivak, Victor 20-2365.
 Electrical transcription libraries: Sweetwood Serenaders, NBO Thesaurus.

THIS WEEK'S **RCA VICTOR** RELEASE

THE THREE SUNS
Sweetheart Serenade

Suns' sure-fire instrumental magic. It's like "Moonlight Serenade."

Who Were You Kissing

(When You Kissed Me Last Night)
Gay and bouncy with a swell Artie Dunn vocal.
RCA Victor 20-2567



LOUIS PRIMA

My Little Donkey

Terrific novelty treatment of a familiar Italian song.

Valencia

An oldie slated for a new ride, as Louis and the gang chorus go all out with their rocking, rollicking version.

RCA Victor 20-2549



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. CIVILIZATION

LOUIS PRIMA

RCA Victor 20-2400

8. —AND MIMI

CHARLIE SPIVAK

RCA Victor 20-2422

9. THE WHIFFENPOOF SONG

ROBERT MERRILL

RCA Victor 10-1313

10. GOLDEN EARRINGS

CHARLIE SPIVAK

RCA Victor 20-2585

DENNIS DAY

with Charles Dant and his Orchestra

Sincerely Yours and Melancholy

RCA Victor 20-2574



JEAN SABLON

with Russ Case and his Orch.

A Tune for Humming

A Frank Loesser tune tailor-made to show off Jean's Parisian style.

Falling in Love Again

(Can't Help It)

A famous Dietrich hit, ripe for revival.

RCA Victor 20-2568



LESLIE SCOTT

with Luther Henderson and his Orchestra

Blue and Sentimental

Scott's interpretation of a famous Count Basie ballad is a sure coin bet. Tenor Sax solo by Budd Johnson.

So Long

RCA Victor 20-2571



SONS OF THE PIONEERS

Everybody who sees their new Republic film "The Last Round-up" will want to hear these numbers again.

A Hundred and Sixty Acres

and

The Last Round-Up

RCA Victor 20-2569



SINGIN' THE BLUES (RCA Victor Album P-192)

LOUIS ARMSTRONG and his Hot Six
Blues for Yesterday and Blues in the South
RCA Victor 20-2456

MILDRED BAILEY with The Ellis Larkins Trio
That Ain't Right and I Don't Want to Miss Mississippi (Any More)
RCA Victor 20-2457

JACK TEAGARDEN'S Big Eight
St. Louis Blues and Blues After Hours
RCA Victor 20-2458

ETHEL WATERS with The Herman Chittison Trio
Careless Love and Blues in My Heart
RCA Victor 20-2459

THE BLUE SKY BOYS (Bill and Earl Bolick)
Garden in the Sky and There's Been A Change
RCA Victor 20-2570

ARBEE STIDHAM with accompaniment
My Heart Belongs to You and I Found Out for Myself
RCA Victor 20-2572

JOE BIVIANO
Varsoviana—Polka and Viennese Polka
RCA Victor 25-1104

STEFANO LOMBARDI
Un Saluto A Mamma and Serenata del Cuore
RCA Victor 25-7090

MICKEY KATZ and his Kasher-Jammers
Halm Afen Range and Yiddish Square Dance
RCA Victor 25-5081

RAQUEL MENDOZA
Sentimientos—Bolero and Infatuación—Bolero
RCA Victor 23-0731

SOFIA ALVAREZ
Bajo El Sol de Jalisco and El Robozo Mexicano
RCA Victor 23-0739

WATCH THESE CLIMBERS:

TWO LOVES HAVE I Perry Como

RCA Victor 20-2545

SWISS BOY Lawrence Duchow

RCA Victor 25-1079

THERE'LL BE SOME CHANGES MADE

Vaughn Monroe
RCA Victor 20-2607

CIVILIZATION

Louis Prima

RCA Victor 20-2400

SLEEPY TIME GAL

The Three Suns

RCA Victor 20-2513

WITH A HEY AND A HI AND A HO HO HO!

Louis Prima
RCA Victor 20-2515

THE STARS WHO MAKE THE HITS ARE ON



RCA VICTOR RECORDS



BMI Pin Up SHEET

Hit Tunes for December

On Records

A GIRL THAT I REMEMBER (BMI)

Tex Beneke—Vic. 20-2497 • Victor Lombardo—Maj. 7269
Tommy Tucker—Col. 37941

AS SWEET AS YOU (Regent)

Art Lund—MGM 10072 • Freddy Stewart—Cap. 479
Bill Millner—United Artist*

FORGIVING YOU (Mellin)

Harry James—Col. 37588 • Sammy Kaye—Vic. 20-2434
Jerry Cooper—Diamond 2084 • Johnny Johnston—MGM 10076

HILLS OF COLORADO (London)

Guy Lombardo—Dec. 24179 • Robert Scott—Mercury 3069

I WONDER WHO'S KISSING HER NOW (Marks)

Ferry Como—Vic. 20-2315 • Ted Weems—Perry Como—Dec. 25078
Jean Sablon—Vic. 25-0101 • Danny Kaye—Dec. 24110
Joe Howard—DeLuxe 1036 • Frank Froeba—Dec. 23602
Dinning Sisters—Cap. 433 • Ray Noble—Col. 37544
Four Vagabonds—Apollo 1055 • Jerry Cooper—Diamond 2082
Bobby Doyle—Sig. 15057 • D'Artega—Sonora 2012
Foy Willing—Maj. 6013 • Jack McLean—Coast 8002
Joseph Littau—Pilotone 5132 • Marshall Young—Rainbow 10002
Ben Yost Singers—Sonora 1084

LET'S BE SWEETHEARTS AGAIN (Campbell-Porgie)

Margaret Whiting—Cap. 15010 • Victor Lombardo—Maj. 7269
Blue Barron—MGM • Shep Fields—Musicraft*
Guy Lombardo—Monica Lewis—Dec.*

MADE FOR EACH OTHER (Peer)

Xavier Cugat—Buddy Clark—Col. 37939 • Dick Farney—Maj. 7273
Monica Lewis—Sig. 15105 • Enric Madriguera—National 9028
Desi Arnaz—Vic. 20-2550 • Machito—Cont. 9003
Rene Cabel—Dec. 50006 • Maria Lina Landin—Vic. 70-7245

MY RANCHO RIO GRANDE (Harwell-Criterion)

Jack Smith—Cap. 473 • Shep Fields—Musicraft 522

SMOKE! SMOKE! SMOKE! (That Cigarette) (American)

Tex Williams—Cap. 40001 • Phil Harris—Vic. 20-2370
Lawrence Welk—Dec. 24113 • Deuce Spriggins—Coast 263
Johnny Bond—Col. 37831 • 101 Ranch Boys—Security 1001

THERE'LL BE SOME CHANGES MADE (Marks)

Dinah Shore—Col. 37263 • Peggy Lee—Cap. 15001
Ted Weems—Dec. 25288 • Eddie Condon—Dec. 18041
Fats Waller—Vic. 20-2216 • Vaughn Monroe—Vic.*

THE STORY OF SORRENTO (Pemora)

Buddy Clark—Xavier Cugat—Col. 37507
Bobby Doyle—Sig. 15079

ZU-BI

Victor Lombardo—Maj. 7263 • Sammy Kaye—Vic. 20-2420
Tommy Tucker—Col. • Art Mooney—MGM*

*Soon to be released.

COMING UP

ALL DRESSED UP WITH A BROKEN HEART (Marks)

- FOOL THAT I AM (Hill & Range)
- MIAMI BEACH RUMBA (Marks)
- NINA NANA (Encore)
- PASSING FANCY (BMI)
- PENNY (Vanguard)
- RHUMBA FANTASY (Pemora)
- ROSALINDA (Cherio)
- THE JUNGLE RHUMBA (Duchess)
- WHO'S GOT ALL THE DOUGH? (Alvin)
- WHY DOES IT HAVE TO RAIN ON SUNDAY? (Johnstone)



BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 19, N. Y.
New York • Chicago • Hollywood

The Billboard

MUSIC POPULARITY CHARTS

PART II

Sheet Music

Week Ending
November 28



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 light musical; (R) indicates tune is available on records.

Weeks to date	POSITION		Song	Publisher
	Last Week	This Week		
14	1	1	NEAR YOU (R)	Supreme
11	2	2	YOU DO (F) (R)	Bregman-Vocco-Conn
4	6	3	—AND MIMI (R)	Shapiro-Bernstein
5	5	4	WHITE CHRISTMAS (R)	Berlin
6	3	5	HOW SOON (R)	Supreme
14	7	6	THE WHIFFENPOOF SONG (R)	Miller
5	8	7	CIVILIZATION (R)	E. H. Morris
17	4	8	I WISH I DIDN'T LOVE YOU SO (F) (R)	Paramount
4	9	9	BALLERINA (R)	Jefferson
17	11	10	AN APPLE BLOSSOM WEDDING (R)	Shapiro-Bernstein
17	12	11	FEUDIN' AND FIGHTIN' (R)	Chappell
3	14	11	SERENADE OF THE BELLS (R)	Melrose
2	17	12	TOO FAT POLKA (R)	Shapiro-Bernstein
4	10	13	SO FAR (M) (R)	Williamson
7	—	14	KATE (R)	Berlin
20	16	15	I WONDER WHO'S KISSING HER NOW (F) (R)	E. B. Marks
12	—	16	THE LADY FROM 29 PALMS (R)	Martin

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

ENGLAND'S TOP TWENTY

Weeks to date	POSITION		Song	English	American
	Last Week	This Week			
18	1	1	NOW IS THE HOUR	Keith Prowse	Leeds
26	2	2	COME BACK TO SORRENTO	Ricordi	Public Domain
6	3	3	AN APPLE BLOSSOM WEDDING	Campbell-Connolly	Bernstein
17	3	4	THE LITTLE OLD MILL	Irwin Dash	Shapiro-Bernstein
8	3	5	I'LL MAKE UP FOR EVERYTHING	Peter Maurice	*
9	4	6	MY FIRST LOVE, LAST LOVE AND ALWAYS	Irwin Dash	*
8	3	7	THERE'S DANGER AHEAD, BEWARE	Yale	*
15	5	8	GUILTY	Francis Day	Feist
14	9	9	CHI-BABA, CHI-BABA	Sun	Oxford
24	6	10	DEAR OLD DONEGAL	Leeds	Leeds
4	7	10	PEG O' MY HEART	Ascherberg	Robbins
13	8	11	A GARDEN IN THE RAIN	Campbell-Connolly	Melrose
2	10	12	CHRISTMAS DREAMING (A Little Early This Year)	Leeds	Leeds
2	9	13	BOW BELLS	Kassner	*
8	12	14	MY LOVELY WORLD AND YOU	Cinephonic	*
6	13	15	THAT'S MY DESIRE	Feldman	Mills
1	—	16	ALL OF ME	Francis Day	Bourne
4	14	17	FEUDIN' AND FIGHTIN'	Chappell	Chappell
21	11	18	ON THE OLD SPANISH TRAIL	Peter Maurice	Peter Maurice
45	16	19	ANNIVERSARY SONG	Campbell-Connolly	Mood
4	15	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		SONG	Rank Order According to	
	CMS	GVT		CMS	GVT
I WONDER WHO'S KISSING HER NOW	1	10	TOO FAT POLKA	15	12
CIVILIZATION	2	—	—AND MIMI	16	9
NEAR YOU	3	1	ALL MY LOVE	17	—
BALLERINA	4	—	JE VOUS AIME	18	—
I WISH I DIDN'T LOVE YOU SO	5	15	I STILL GET JEALOUS	19	—
AN APPLE BLOSSOM WEDDING	6	3	HOW LUCKY YOU ARE	20	—
WHEN YOU WERE SWEET SIXTEEN	7	5	PEG O' MY HEART	—	4
WHAT ARE YOU DOING NEW YEAR'S EVE?	8	—	YOU DO	—	6
WHITE CHRISTMAS	9	—	NAUGHTY ANGELINE	—	7
SO FAR	10	—	KOKOMO, INDIANA	—	8
JUST PLAIN LOVE	11	—	ANNIVERSARY SONG	—	11
SERENADE OF THE BELLS	12	—	I HAVE BUT ONE HEART	—	13
THE LADY FROM 29 PALMS	13	—	TWO LOVES HAVE I	—	14
HOW SOON?	14	2	CHI-BABA, CHI-BABA	—	16
			ALMOST LIKE BEING IN LOVE	—	17
			AFTER YOU	—	18
			THE LITTLE OLD MILL	—	19
			DON'T YOU LOVE ME ANYMORE?	—	20

The Billboard
MUSIC POPULARITY CHARTS
PART III
Radio Popularity

Week Ending
November 28



SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, November 21, 8 a.m., and ending Friday, November 28, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 40 per cent) alive.

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

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The Top 30 Tunes (plus ties)

Title	Publisher	Lic. By
—And Mimi (R).....	Shapiro-Bernstein	ASCAP
Ballerina (R).....	Jefferson	ASCAP
Civilization (R).....	E. H. Morris	ASCAP
Don't You Love Me Anymore? (R).....	Oxford	ASCAP
Golden Earrings (F) (R).....	Paramount	ASCAP
Hills of Colorado (R).....	London	BMI
How Lucky You Are (R).....	Peter Maurice	ASCAP
How Soon (R).....	Supreme	ASCAP
I Have But One Heart (R).....	Barton	ASCAP
I Still Get Jealous (M) (R).....	E. H. Morris	ASCAP
I Wish I Didn't Love You So (F) (R).....	Paramount	ASCAP
I'll Dance at Your Wedding (R).....	George Simon	ASCAP
Love Is So Terrific (R).....	Mellin	BMI
My, How the Time Goes By (R).....	Chappell	ASCAP
Near You (R).....	Supreme	ASCAP
Papa, Won't You Dance With Me? (M) (R).....	E. H. Morris	ASCAP
Pass That Peace Pipe (F) (R).....	Crawford	ASCAP
Serenade of the Bells (R).....	Melrose	ASCAP
So Far (M) (R).....	Williamson	ASCAP
The Best Things in Life Are Free (F) (R).....	Crawford	ASCAP
The Gentleman Is a Dope (M) (R).....	Williamson	ASCAP
The Lady From 29 Palms (R).....	Martin	ASCAP
The Little Old Mill (R).....	Shapiro-Bernstein	ASCAP
The Stanley Steamer (F) (R).....	Harry Warren	ASCAP
The Whiffenpoof Song (R).....	Miller	ASCAP
They're Mine, They're Mine, They're Mine (R).....	Sinatra Songs	ASCAP
Too Fat Polka (R).....	Shapiro-Bernstein	ASCAP
Two Loves Have I (R).....	Miller	ASCAP
What Are You Doing New Year's Eve? (R).....	Famous	ASCAP
You Do (F) (R).....	Bregman-Vocco-Conn	ASCAP

Remaining 19 Songs of the Week

Ain'tcha Ever Comin' Back (R).....	Sinatra Songs	ASCAP
Almost Like Being in Love (M) (R).....	Sam Fox	ASCAP
Feudin' and Fightin' (R).....	Chappell	ASCAP
Forgiving You (R).....	Mellin	BMI
Home Is Where the Heart Is (R).....	Advanced	ASCAP
I'm Sorry I Didn't Say I'm Sorry (R).....	Shapiro-Bernstein	ASCAP
It Happened in Hawaii (R).....	Remick	ASCAP
Kate (R).....	Berlin	ASCAP
Kokomo, Indiana (F) (R).....	Bregman-Vocco-Conn	ASCAP
Lazy Countryside (F) (R).....	Santly-Joy	ASCAP
Let's Be Sweethearts Again (R).....	Campbell-Porgie	BMI
Sincerely Yours (R).....	Leeds	ASCAP
That's My Desire (R).....	Mills	ASCAP
The Freedom Train (R).....	Berlin	ASCAP
There'll Be Some Changes Made (R).....	E. B. Marks	BMI
Those Things Money Can't Buy (R).....	Robbins	ASCAP
Why Should I Cry Over You? (R).....	Felst	ASCAP
With a Hey and a Hi and a Ho Ho Ho (R).....	Republic	BMI
Zu-Bi (R).....	Republic	BMI

RECORDS MOST-PLAYED ON THE AIR

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,300 disk jockeys throughout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

Weeks to date	Last Week	This Week	Title	Artist	Lic. By
18	1	1	NEAR YOU	Francis Craig	Bullet 1001—ASCAP
5	2	2	BALLERINA	Vaughn Monroe (Vaughn Monroe)	Victor 20-2433—ASCAP
8	5	3	HOW SOON (Will I Be Seeing You?)	Jack Owens (Eddie Ballantine Ork)	Tower 1255—ASCAP
6	3	3	TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat for Arthur Godfrey)	Archie Bleyer Ork	Columbia 37921—ASCAP
4	4	4	GOLDEN EAR-RINGS (F)	Peggy Lee (Dave Barbour Ork)	Capitol 15009—ASCAP
9	7	5	I WISH I DIDN'T LOVE YOU SO (F)	Dinah Shore (Sonny Burke Ork)	Columbia 37506—ASCAP
5	6	6	YOU DO (F)	Margaret Whiting (Frank DeVol Ork)	Capitol 438—ASCAP
5	10	7	YOU DO (F)	Vic Damone (Jerry Gray Ork)	Mercury 5056—ASCAP
11	8	8	I WISH I DIDN'T LOVE YOU SO (F)	Vaughn Monroe (Vaughn Monroe)	Victor 20-2294—ASCAP

(Continued on page 31)

SIGNATURE SPINNER
JOE MAGGIO

Joe Maggio is heard in Boise, Idaho and has built up a substantial audience in the north-west. Joe and his platters are heard over KIDO.



Connie Haines

with Ray Bloch and his Orch.

CONNIE STARTS OFF WITH A BANG!

Sig 15167

BUT WHAT ARE THESE
THEY'RE MINE, THEY'RE MINE,
THEY'RE MINE

Sig 15168

WILL YOU STILL BE MINE
YOU MADE ME LOVE YOU

Currently at the Paramount Theatre, New York. Recently at Ciro's famous night club in Hollywood. Star of Universal shorts.

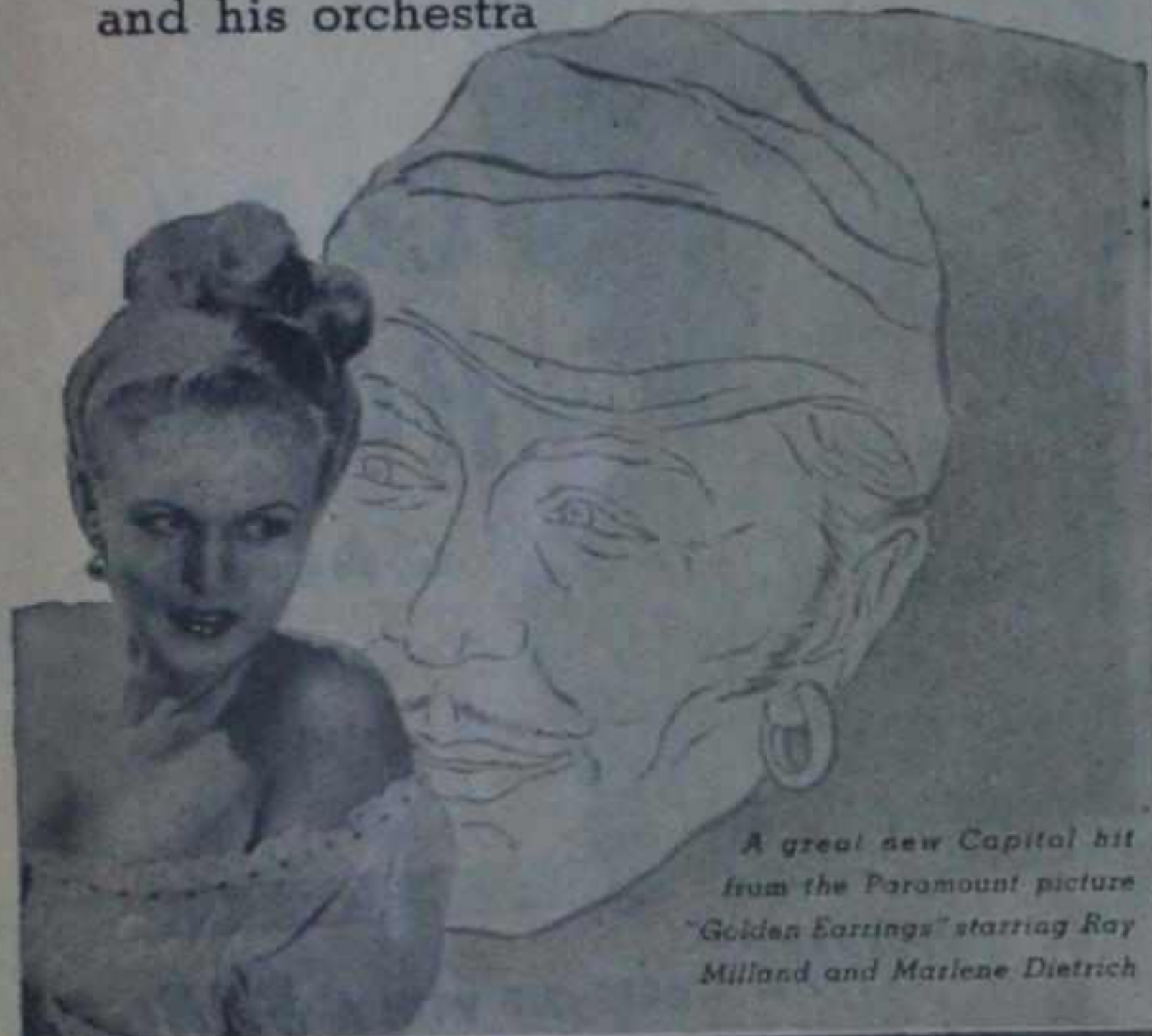
Connie Haines is an exclusive Signature artist.

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

The jukes
are jingling with
Capitol's "Earrings"!

Peggy Lee

with DAVE BARBOUR
and his orchestra



A great new Capitol hit
from the Paramount picture
"Golden Earrings" starring Ray
Milland and Marlene Dietrich

**"GOLDEN
EARRINGS"**

flipover:

**"I'LL DANCE AT
YOUR WEDDING"**

CAPITOL RECORD 15009



The
Billboard

MUSIC POPULARITY CHARTS

PART
IV

Retail Record Sales

Week Ending
November 28



BEST-SELLING POPULAR RETAIL RECORDS

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

POSITION		Weeks Last This to date		Record	Label
14	1	1	1	1. NEAR YOU Francis Craig	Bullet 1001
5	2	2	2	2. BALLERINA <i>Red Rose</i> <i>The Stars Will Remember</i>	Vaughn Monroe... Victor 20-2433
5	5	3	3	3. TOO FAT POLKA (I Don't Want Her, You Can Have Arthur Godfrey (Archie Bleyer Her, She's Too Fat for Me) .. Ork)	Columbia 37921
5	6	4	4	4. HOW SOON (Will I Be Jack Owens (Eddie Ballantine Seeing You)? .. Ork)	Tower 1258
9	4	5	5	5. NEAR YOU Larry Green	Victor 20-2421
3	7	6	6	6. CIVILIZATION <i>Pic-a-Nic-In</i> <i>Bread and Butter Woman</i>	Andrews Sisters-Danny Kaye... Decca 23940
4	11	7	7	7. THE WHIFFENPOOF SONG Bing Crosby-Fred Waring and His <i>Kentucky Babe</i> Glee Club	Decca 23990
12	3	8	8	8. I WISH I DIDN'T LOVE YOU SO (F) .. Vaughn Monroe (Vaughn Monroe- Tallahassee (F) .. Moon Maids)	Victor 20-2294
5	8	9	9	9. YOU DO (F) .. Vaughn Monroe (Mood Maids) .. <i>Kohomo, Ind.</i>	Victor 20-2361
9	9	10	10	10. NEAR YOU Andrews Sisters (Vic Schoen <i>How Lucky You Are</i> Ork)	Decca 24171
6	9	10	10	10. YOU DO (F) .. Margaret Whiting (Frank DeVol <i>My Future Just Passed</i> Ork)	Capitol 436
2	11	11	11	11. GOLDEN EARRINGS (F) .. Peggy Lee (Dave Barbour Ork) <i>I'll Dance at Your Wed- ding</i>	Capitol 15009
1	—	11	—	11. HOW SOON (Will I Be Bing Crosby-Carmen Cavallaro... <i>Seeing You)?</i> <i>You Do (F)</i>	Decca 24101
1	—	11	—	11. WHITE CHRISTMAS (F) .. Bing Crosby .. <i>God Rest Ye Merry Gen- tlemen</i>	Decca 23778
3	12	12	12	12. SERENADE OF THE BELLS Sammy Kaye (Don Cornell-Choir) <i>That's What Every Girl</i> <i>Should Know</i>	Victor 20-2372
4	15	13	13	13. YOU DO (F) .. Bing Crosby-Carmen Cavallaro... <i>How Soon (Will I Be</i> <i>Seeing You)?</i>	Decca 24101
3	14	14	14	14. HOW SOON (Will I Be Vaughn Monroe (Vaughn Monroe- <i>Seeing You)?</i> Moon Maids)	Victor 20-2523
4	10	15	15	15. CIVILIZATION Louis Prima (Louis Prima Ork) .. <i>Forsaking All Others</i>	Victor 20-2400

BEST-SELLING POPULAR RECORD ALBUMS

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

POSITION		Weeks Last This to date		Album	Label
6	1	1	1	1. Merry Christmas Album Bing Crosby	Decca A-550
4	2	2	2	2. Dorothy Shay (The Park Avenue Hillbilly) Goes to Town Dorothy Shay	Columbia C-155
2	3	3	3	3. Merry Christmas Music Perry Como	Victor P-161
7	4	4	4	4. Glenn Miller Masterpieces (Volume II) Glenn Miller	Victor P-189
33	5	5	5	5. Dorothy Shay (The Park Avenue Hillbilly) Sings Album Dorothy Shay	Columbia C-119

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

POSITION		Weeks Last This to date		Record	Label
113	2	1	1	1. Clair De Lune Jose Iturbi	Victor 11-8851
127	1	2	2	2. Chopin's Polonaise Jose Iturbi	Victor 11-8848
86	3	3	3	3. Jalousie Boston Pops; Arthur Fiedler, conductor	Victor 12160
102	4	4	4	4. Warsaw Concerto Boston Pops; Arthur Fiedler, conductor; Leo Litwin, pianist	Victor 11-8863
25	—	5	—	5. The Whiffenpoof Song Robert Merrill	Victor 10-1313

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

POSITION		Weeks Last This to date		Album	Label
119	1	1	1	1. Rhapsody in Blue Oscar Levant, Philadelphia Ork; Eugene Ormandy, con- ductor	Columbia X-251
44	4	2	2	2. Tchaikowsky Nutcracker Suite Eugene Ormandy conductor, Philadelphia Ork	Victor DM-1020
64	3	3	3	3. Rachmaninoff Concerto No. 2 in C Minor Artur Schnabel, pianist, NBC Ork; Vladimir Golsch- mann, conductor	Victor 1075
22	—	4	—	4. Tchaikowsky Nutcracker Suite New York Philharmonics Symphony Ork, Redzinski, con- ductor	Columbia MM-627
31	2	5	2	5. Rhapsody in Blue Paul Whiteman	Signature GP-1

The Billboard

MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

Week Ending November 28



MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	POSITION	Record	Label
1	Last	This	
Week	Week	Week	
14	1	1	NEAR YOU Francis Craig Bullet 1001
5	8	2	HOW SOON (Will Jack Owens (Eddie Ballantine Ork) Tower 1258
11	2	3	I BE SEEING YOU? Vaughn Monroe (Moon Maids) Victor 20-2294
5	5	4	LOVE YOU SO (F) Vaughn Monroe (Vaughn Monroe) Victor 20-2433
10	4	5	BALLERINA Vaughn Monroe (Vaughn Monroe) Victor 20-2433
5	3	6	NEAR YOU Andrews Sisters (Vic Schoen Ork) Decca 24171
5	9	7	TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat for Arthur Godfrey (Archie Bleyer) Columbia 37921
7	7	8	YOU DO (F) Vaughn Monroe (Vaughn Monroe-Moon-Maids) Victor 20-2361
2	11	9	MICKEY Ted Weems Mercury 5062
9	6	10	(Air Lane Trio, DeLuxe 1119; Blue Barron, MGM 10106; The Brooks Brothers, Decca 24207; Dennis Day (Charles Dant Ork), Victor 20-2551; Tiny Hill, Columbia 37987; Tu-Tones, Aristocrat 501)
4	9	11	CIVILIZATION Andrews Sisters-Danny Kaye Decca 23940
2	12	12	NEAR YOU Larry Green Victor 20-2421
6	10	13	YOU DO (F) Bing Crosby-Carmen Cavallaro Decca 24101
5	9	14	HOW SOON (Will Vaughn Monroe (Vaughn Monroe-Moon-Maids) Victor 20-2523
2	13	15	I WISH I DIDN'T LOVE YOU SO (F) Dick Haymes Decca 23977
			I WISH I DIDN'T LOVE YOU SO (F) Dinah Shore (Sonny Burke Ork) Columbia 37506
			LOVE YOU SO (F) Vic Damone (Jerry Gray Ork) Mercury 5056

MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	POSITION	Record	Label
1	Last	This	
Week	Week	Week	
18	1	1	I'LL HOLD YOU IN MY HEART (Till I Can Hold You in My Arms) Eddy Arnold and His Tennessee Plowboys Victor 20-2332
28	3	2	IT'S A SIN Eddy Arnold and His Tennessee Plowboys Victor 20-2241
5	2	3	TO MY SORROW Eddy Arnold and His Tennessee Plowboys Victor 20-2481
2	—	4	FAT GAL Merle Travis Capitol Americana 40026
24	5	5	SMOKE! SMOKE! SMOKE! (That Cigarette) Tex Williams Western Caravan (Tex Williams-Trio) Capitol Americana 40001

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	POSITION	Record	Label
1	Last	This	
Week	Week	Week	
9	2	1	SNATCH AND GRAB IT Julia Lee and Her Boy Friends (Julia Lee) Capitol Americana 40028
15	1	2	BOOGIE WOOGIE BLUE PLATE Louis Jordan Decca 24104
10	4	3	HE'S A REAL GONE GUY Nellie Lutcher Capitol Americana 40017
3	3	4	EARLY IN THE MORNING Louis Jordan Decca 24155
11	—	5	HURRY ON DOWN Nellie Lutcher and Her Rhythm Capitol Americana 40002
8	—	5	SINCE I FELL FOR YOU Paul Gayten and His Trio (Annie Laurie) DeLuxe 1082

RECORDS MOST-PLAYED ON THE AIR

(Continued from page 29)

6	13	9	YOU DO (F) Dinah Shore (Sunny Burke Ork) Columbia 37587—ASCAP
11	9	10	I WISH I DIDN'T LOVE YOU SO (F) Betty Hutton (Joe Lilley Ork) Capitol 409—ASCAP
8	12	11	NEAR YOU Larry Green Victor 20-2421—ASCAP
2	—	12	CIVILIZATION Ray McKinley Majestic 7274—ASCAP
10	15	13	NEAR YOU Elliot Lawrence (Rosalind Patton) Columbia 37838—ASCAP
1	—	14	I'LL DANCE AT YOUR WEDDING Buddy Clark-Ray Noble Columbia 37967 (Helen Forrest (Harold Mooney Ork), MGM 10095; Peggy Lee (Dave Barbour Ork), Capitol 15099; J. Leitt, Decca 24266; Tony Martin (Earl Hagen Ork), Victor 20-2512)
12	11	15	NEAR YOU Alvino Rey (Jimmy Joyce) Capitol B-452—ASCAP
1	—	15	YOU DO (F) Bing Crosby-Carmen Cavallaro Decca 24101—ASCAP



Frankie

Carle and his Orchestra

In these New hits

(I'm A-Comin' A-Courtin')

"CORABELLE"

Vocal by Gregg Lawrence

"WHO WERE YOU KISSING"

(When You Kissed Me Last Night)

Vocal by Marjorie Hughes

Columbia 37972

HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

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



LENA HORNE'S

First Release

ON M-G-M RECORDS



Orchestra conducted by Luther Henderson

I FEEL SO SMOOCHIE TAKE LOVE EASY

(from "Beggar's Holiday")

M-G-M 10108

4

MORE SPARKLING NEW HITS ON M-G-M RECORDS

BOB HOUSTON

Orchestra conducted by Hugo Winterhalter

A FELLOW NEEDS A GIRL
(from "Allegro")

THE CUTEST LITTLE RED-HEADED DOLL

M-G-M 10109

BLUE BARRON

and his Orchestra

TOO FAT POLKA
Vocal by Clyde Burke

MICKEY

Vocal by Clyde Burke and Ensemble

M-G-M 10106

HELEN FORREST

Orchestra conducted by Harold Mooney

DON'T YOU LOVE ME ANY MORE

DON'T TAKE YOUR LOVE FROM ME

M-G-M 10105

CARSON ROBISON

with The Pleasant Valley Boys

SHADY VALLEY WALTZ

**SOME DAY YOU GOTTA MAKE UP
YOUR MIND**

M-G-M 10110

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Record Possibilities

Week Ending
November 23

TRADE
SERVICES
FEATURE

THE BILLBOARD PICKS:

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

PASSING FANCY Vaughn Monroe Ork. Victor 20-2573

Here is one of the prettier new ballads of the day, a Bob Hilliard-Dave Mann tune that may well catch via this interpretation. The Monroe vocal, assisted by the Moon Maids, finds the maestro piping more warmly than usual. Flip, "In a Little Book Shop," gets good treatment and should prove a nickel enticer when they turn over "Passing Fancy."

GONNA GET A GIRL Tony Pastor Ork. Columbia 37973

By far the best treatment to date, this platter sells itself with a catchy vocal arrangement featuring Pastor, the Clooney Sisters and the boys in the band. A natural for the coin boxes. Reverse is title tune from the pic "Your Red Wagon," another novelty which makes for better-than-average juke attention.

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. I'LL DANCE AT YOUR WED- Peggy Lee (Dave Barbour Ork) Capitol 15009
DING
2. PASS THE PEACE PIPE Margaret Whiting (The Chiefs-Frank De-
Vol Ork) Capitol 15010
3. TWO LOVES HAVE I Frankie Laine (Carl Fischer Ork)
Mercury 5064
4. PEGGY O'NEIL Frankie Carle (Gregg Lawrence)
Columbia 37930
5. THE GENTLEMAN IS A DOPE .. Jo Stafford (Paul Weston Ork)
Capitol 15007
6. EARLY AUTUMN Claude Thornhill (Fran Warren)
Columbia 37593
7. THE DUM DOT SONG Frank Sinatra (The Pied Pipers-Axel Stor-
dahl Ork) Columbia 37966
8. NOWHERE Red Ingle-The Natural Seven Capitol 476
9. GOLDEN EARRINGS Dinah Shore (Sonny Burke Ork)
Columbia 37932
10. THOSE THINGS MONEY CAN'T
BUY King Cole Trio Capitol 15011
10. DON'T YOU LOVE ME ANY- Buddy Clark (Mitchell Ayres Ork)
MORE? Columbia 37920

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. OOH, LOOK-A-THERE, AIN'T Buddy Greco-The Three Snaps
SHE PRETTY? Musicraft 515
2. THE DUM DOT SONG Frank Sinatra (The Pied Pipers-Axel Stor-
dahl Ork) Columbia 17966
3. I'LL DANCE AT YOUR WED- Buddy Clark-Ray Noble Columbia 37967
DING
4. TWO LOVES HAVE I Perry Como (Russ Case Ork) Victor 20-2545
5. I'LL DANCE AT YOUR WED- Tony Martin (Earl Hagen Ork)
DING Victor 20-2512
6. HAND IN HAND Sammy Kaye (Laura Leslie-Don Cornell)
Victor 20-2482
7. DON'T YOU LOVE ME ANY- Buddy Clark (Mitchell Ayres Ork)
MORE Columbia 37920
8. HERE COMES SANTA CLAUS .. Gene Autry Columbia 37942
9. NOWHERE Red Ingle-The Natural Seven Capitol 476
10. PASS THE PEACE PIPE Kay Kyser Columbia 37956
10. PAPA, WON'T YOU DANCE
WITH ME? Doris Day (Lou Brigg Ork) .. Columbia 37931

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. I'LL HATE MYSELF IN THE Sammy Kaye (Laura Leslie-Don Cornell)
MORNING Victor 20-2524
2. I LOVE YOU, YES I DO Bull Moose Jackson King 4181
3. GOLDEN EARRINGS Peggy Lee (Dave Barbour Ork)
Capitol 15009
4. SUGAR BLUES Johnny Mercer (Paul Weston Ork)
Capitol B-448
5. I STILL GET JEALOUS Three Suns Victor 20-2469
6. TWO LOVES HAVE I Frankie Laine (Carl Fischer Ork)
Mercury 5064
7. I'LL DANCE AT YOUR WED- Buddy Clark-Ray Noble Columbia 37967
DING
8. TWO LOVES HAVE I Perry Como (Russ Case Ork)
Victor 20-2545
9. I HAVE BUT ONE HEART Vic Damone Mercury 5053
10. HAND IN HAND Sammy Kaye (Laura Leslie-Don Cornell)
Victor 20-2482

The Billboard MUSIC POPULARITY CHARTS

PART VII

Record Reviews

Week Ending November 23



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.

ROBERT MERRILL (Victor 11-9794)
Di Provenza Il Mar—V.
Toreador Scene—V.

Employing the full range of his baritone voice, and singing with an intense feeling for the dramatic content of the selections, Robert Merrill providing full 12 inches of lyrical enjoyment as he sings two everlasting operatic favorites. With Jean Paul Morel conducting the RCA Victor Orchestra, Merrill puts his voice into full play for "Di Provenza Il Mar" from "La Traviata," singing in German. Singing in French, with Erich Leinsdorf conducting the orchestra and Robert Shaw the choral group, makes it just as engaging for the "Chorus," "Song of the Toreador" and "Exit of the Toreador" from "Carmen." Latter side was originally included in the "Carmen Recordrama" album set. Worthy addition to the home library of operatic gems.

ELLIOT LAWRENCE (Columbia 37954)
My, How the Time Goes By—FT; VC.
Baby Boogie—FT; VC.

A jingle ditty fashioned in an eight-beat frame, Elliot Lawrence has an effective boogie-woogie rhythm novelty in his own "Baby Boogie." The band laying down a solid rhythm background and cutting in with playful jingle figures, Rosalind Patton pipes it in pert rhythmic style, with the maestro at the piano styling the melody in honky-tonky eight-beat fashion. Plenty of rhythmic contagion on the companion cutting as well with Miss Rosalind and Jack Hunter making an effective boy-belle combination for "My, How the Time Goes By," their singing spaced by the one-fingered piano gambols of the maestro. "Baby Boogie" rich in coin appeal.

BLANCHE THEBOM (Victor 11-9795)
La Cieca's Romanza—V.
Erda's Warning—V.

The mezzo-soprano voice of Blanche Thebon, with Frieder Weisman conducting the RCA Victor Orchestra for the stellar musical accompaniment, rings out with full brilliance for both of these operatic selections spinning on a 12-inch track. Sings it tenderly with reserve and deep feeling in Italian for the highly melodic "La Cieca's Romanza" from "La Gioconda." And her singing is just as sensitive and sincere for the demanding "Erda's Warning" from "Das Rheingold," sung in German. Excellent single for the opera shelf of recorded music.

HELEN FORREST (MGM 10095)
I'll Dance at Your Wedding—FT; V.
That's All I Want To Know—FT; V.

The soulful singing by Helen Forrest, framed by the soft arings and sustained rhythms of Harold Mooney's music, rings out expressively in tasteful lyrical fashion for both of these sides. Most effective is Miss Helen's lyrical projection for "That's All I Want To Know," a litting slow ballad melody, altho the songbird is as much at home with the "Wedding" rhythm ditty taken at a more moderate pace. Song popularity will help attract attention to the sides.

DUKE ELLINGTON (Columbia 37957)
The Wildest Gal in Town—FT; VC.
Put Yourself in My Place, Baby—FT; VC.

Returning to the label, Duke Ellington turns completely commercial for his first pairing. The musical subtleties and tonal effect that characterize the Ellington music are just as pronounced. However, the instrumental aspects are entirely restrained with the result that Dolores Parker's piping for "Wildest Gal in Town" is much more forceful in the selling than the maestro's music. The restraint is even more pronounced for "Put Yourself in My Place," with the solo trumpet keeping to a close melodic line in face of the biting riff figures backgrounding. For the vocal, it's the thin pipes of Kay Davis, as shallow as the music. Both rhythm ballads taken at a moderate beat, and if nothing else, the spinning is danceable. Ellington fans will hide their time.

ARNOLD WILEY (Apollo 391)
Wiley's Boogie—FT.
Plain Food Blues—FT; V.

His rugged blues shouting as forthright and rhythmic as his eight-beat piano pounding, Arnold Wiley impresses with his own race blues doggerel, "Plain Food Blues." For the flip, knuckles the keyboard with a

rock rhythm for his own "Wiley's Boogie," which he fingers blue and cuts clean in fine race style at a lively clip. Race spots will favor "Plain Food Blues."

JOSE CURBELO (Victor 23-0691)
Rumba Mejoral—FT; VC.
Clarinet Samba—FT.

The band's pronounced Latin beats making the hip-awaying all the more inviting, with the piano interpolations lending instrumental color, the music of Jose Curbelo is just what the rumba addicts seek out for making the boxes. Curbelo sets a moderate rumba tempo for "Rumba Mejoral," adding the crisp and spirited tenor voice of P. Tito Rodriguez to add to the rhythmic frenzy of the side. For the flip, "Clarinet Samba," it's an instrumental spinning to the lively samba beats with low-register clarinet to start and finish the side. Both sides stack up strong where they seek out the Latin rhythms.

NIUSIA NOBISOWNA (Dana 1013)
Christmas at Matthew's—V.
The Carolers—V.

Entirely in the Polish tongue and keyed to the holiday season, both sides spin out the Yuletide chatter of the caroleers. Niusia Nobisowna adds her fem voice to the male members, whipping up holiday cheer with their chatter and polishing off each side with the lusty singing of a Christmas carol. For the nationality record buyers.

FLASH AND WHISTLER (Universal 6)
That's My Desire—FT; VC.
Near You—FT; VC.

With the current trend toward hokey hillbilly versions of the current pops, Universal comes up with a smacking good double-header in this first pairing by Flash and Whistler, of Missouri radio fame. Backed by guitar and mandolin, the twosome offers its corned-up version of two prime favorites, with the special asides during the renditions doing plenty to enhance its chances with rustic crowds. Tho it's getting heavy compish from other labels, this duo offers a sure-fire pairing for its first effort. Strength of tunes plus novel presentation will draw coin.

VINCE DiMAGGIO (Universal 21)
El Relicario—Instr.
Mandolin Polka—Instr.

The Vince DiMaggio combo, whose masters for Rocket records and contract was just purchased by Universal, shows up as a versatile international series group, who can do well with nationality favorites. "El Relicario" is the Castilian favorite by Manuel Padilla that gets such a big play in fiesta scenes in the flickers and the DiMaggio foursome gives it a pertinent going over for this needling. Reverse is pointed more toward Polish and Slavic listeners, with DiMaggio featuring his own squeeze box and a mandolin on an original polka that sports the shouts and whistling that make for plenty of listening.

For locations that pipe to foreign elements.

YAYO PEQUERO (Seeco 616)
Olviate De Mundo—FT; V.
Borinquenita—FT; V.

Altho there is romantic appeal in the tenor voice of Yayo Pequero, there is little melodic attraction in either of these Latin songs spinning at a moderate bolero beat. Moreover, there is very little spirit in his singing, and even less in the playing of A. Coen's full band, their rhythms little pronounced and their intonation far from making pleasant ear harmonies. Nothing here to excite coin interest among the rumba fans.

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

1st across the Music-Disk Board

Vol. 59. No. 46 Billboard November 22, 1947

The World's Foremost Amusement Weekly

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 ILL HOLD YOU IN MY HEART (I'll 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 scores on all music-disk popularity in Music Popularity Charts, pages 24 to 33 in Music Section.

And Now CRAIG Has Another Smash Hit!

"I'M LOOKING FOR A SWEETHEART" and "BEG YOUR PARDON"

on BULLET RECORD NO. 1012

Order from your nearest distributor

BULLET RECORDS

POSTOFFICE BOX 1002

NASHVILLE, TENNESSEE

ONE OF KING'S UP-AND-COMING HITS SIGNED SEALED and DELIVERED

Backed by OPPORTUNITY IS KNOCKING AT YOUR DOOR

Featuring **COWBOY COPAS**

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OKLAHOMA CITY
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CHICAGO
DALLAS

COLUMBIA RECORDS INC.
A SUBSIDIARY OF COLUMBIA BROADCASTING SYSTEM INC.
700 SEVENTH AVENUE AT 52ND STREET, NEW YORK 19, N.Y.
CIRCLE 8-7200

November 21, 1947

Mr. Harry James
Beverly Hills
California

Subject: Columbia record #37929 -
"I Still Get Jealous" (backed by
"Sentimental Souvenirs")

Dear Harry:

It looks like you have another big hit. At the rate your recording of "I Still Get Jealous" is selling, it won't be long before it reaches the 1,000,000th record.

Congratulations!

ESsr

HARRY JAMES on One-Nighters

Nov. 18—White City Ballroom, Ogden, Utah...	\$4478.50
Nov. 20—Plamor Ballroom, Kansas City...	\$5234.00
Nov. 21—Casa Loma Ballroom, St. Louis...	\$4866.50
Nov. 23—Devine's Million Dollar Ballroom, Milwaukee	\$6299.00
Gross	\$20,878.00

NOV. 22 — HARVEST MOON FESTIVAL, CHICAGO — ATTENDANCE, 28,000

Direction MCA Personal Management Frank "Pee Wee" Monte

The Billboard MUSIC POPULARITY CHARTS PART VIII

Advance Information

Week Ending November 25

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 Lonely Song
A. Massey (Bonds of) Metro
 - Adam Takes a Wife
H. Russell Ork (I Miss) United Artist
 - All Dressed Up With a Broken Heart
G. Van-The Vanguards (Cindy) Universal
 - An Old Sombrero
P. Brito (Where Do) Mustcraft
 - At the Candlelight Cafe
The Three Suns (Love Is) Victor
 - Ballerina
B. Clark (It Had) Columbia
 - Bed of Roses
S. Kaye (Pool That) Victor
 - Beg Your Pardon
F. Carle (The Dream) Columbia
 - Believe Me
Esquire Trio (My Rancho) United Artist
 - Blue and Sentimental
Count Basie (Don't You) Victor
 - Bonds of Love
A. Massey (A Lonely) Metro
 - Born to Love You
B. Berry (That's the) DG
 - Boulevard of Memories
B. Millner Ork (Gonna Get) United Artist
 - Carloca
S. Fields Ork (Let's Be) Musicraft
 - Cindy
G. Van-The Vanguards (All Dressed) Universal
 - Dancing With Tears in My Eyes
K. Smith (It Had) MGM
 - Deep Purple
B. Light (Love Nest) Tempo
 - Don't You Want a Man Like Me?
Count Basie (Blue and) Victor
 - Dottie
H. Miller Ork (Until You) Apollo
 - Dry Bones Album
Delta Rhythm Boys . . . Victor
 - Dry Bones
East of the Sun and West of the Moon
Ev'ry Ting We Say Goodbye
If You Are But a Dream
One o'Clock Jump
St. Louis Blues
September Song
Take the "A" Train
 - Engagement Waltz
L. Herman Ork (My Muchachs) Manor
 - Every Little Movement
E. Gilbert (They Always) Metro
 - Fool That I Am
S. Kaye (Bed of) Victor
 - Gonna Get a Girl
B. Millner Ork (Boulevard of) United Artist
 - Good News Album
French Lesson (June Allyson-Peter Lawford) MGM
 - Good News . . . Joan McCracken
He's a Ladies' Man . . . Peter Lawford
Just Imagine . . . June Allyson
Lucky in Love . . . Patricia Marshall-Peter Lawford-June Allyson
Pass That Peace Pipe . . . Joan McCracken
The Best Things in Life Are Free . . . June Allyson-Peter Lawford
The Varsity Drag . . . June Allyson-Peter Lawford
 - Hooray for Hollywood
J. (Scat) Davis (How Can) Universal
 - How Can You Pretend?
J. (Scat) Davis (Hooray for) Universal
 - I Don't Want to Meet Any More People
J. McLean Ork (Who Put) Coast
 - I Miss Those Little Things
H. Russell Ork (Adam Takes) United Artist
 - I Never Loved Anyone
G. Paxton (The Best) MGM
 - I Never Loved Anyone
A. Wayne (Too Late) Gold Seal
 - I Want a Girl
The Four Grand (Let Me) Metro
 - I'll Get By
B. Light (It Had) Tempo
 - I'm Gonna Quit Saturday
D. Jones Ork (Joomph Girl) Coast
 - I'm Waiting for Ships That Never Come In
A. Mooney (Pass That) MGM
 - In a Little Book Shop
P. Masters (Loaded Pistols) MGM
 - It Could Be True
Esquire Trio (Svenska Flicka) United Artist
 - It Had To Be You
B. Light (I'll Get) Tempo
 - It Had To Be You
B. Clark (Ballerina) Columbia
 - It Had To Be You
K. Smith (Dancing With) MGM
 - Joomph Girl
D. Jones Ork (I'm Gonna) Coast
 - Lassus Trombone
E. Howard (Love Tales) Majestic
 - Let Me Call You Sweetheart
The Four Grand (I Want) Metro
 - Let's Be Sweethearts Again
S. Fields Ork (Carloca) Musicraft
 - Loaded Pistols, Loaded Dice
P. Masters (In a) MGM
 - Love Is Fun
The Three Suns (At the) Victor
 - Love Nest
B. Light (Deep Purple) Tempo
 - Love Tales
E. Howard (Lassus Trombone) Majestic
 - My Muchacha
L. Herman Ork (Engagement Waltz) Manor
 - My Rancho Rio Grande
Esquire Trio (Believe Me) United Artist
 - No One Knows, No One Cares
K. Carson (On the) United Artist
 - On the Alamo
K. Carson (No One) United Artist
 - Pass That Peace Pipe
A. Mooney (I'm Waiting) MGM
 - Planissimo
M. Carson (What Do) Musicraft
 - Saxology
J. Lunceford's Ork (Scratch My) Manor
 - Scratch My Back
J. Lunceford's Ork (Saxology) Manor
 - Self-Taught Spanish Album
Coast
 - Silent Night; Adeste Fidelis
R. Martiere (Sweet and) Universal
 - So Far
B. Millner Ork (Too Marvelous) United Artist
 - Svenska Flicka
Esquire Trio (I Could) United Artist
 - Sweet and Lovely
R. Martiere (Silent Night) Universal
 - That's the Least You Can Do
B. Berry (Born to) DG
 - That's the Way He Does It
D. Day (Why Should) Columbia
 - The Best Things in Life Are Free
G. Paxton (I Never) MGM
 - The Dream Peddler
F. Carle (Beg Your) Columbia
 - The Gentleman Is a Dope
C. Spivak (You Are) Victor
 - They Always Pick on Me
E. Gilbert (Every Little) Metro
 - Too Late for Conversation
A. Wayne (I Never) Gold Seal
 - Too Marvelous for Words
B. Millner Ork (So Far) United Artist
 - Mel Torme Album
M. Torme . . . Musicraft
Fine and Dandy . . . Musicraft
I Can't Give You Anything But Love, Baby
I'll Always Be in Love With You
Love, You Funny Thing
The Day You Came Along
Three Little Words
 - Until You Say You're Mine
H. Miller Ork (Dottie) Apollo
 - What Do You Want to Make These Eyes at Me For
M. Carson (Planissimo) Musicraft
 - Where Do You Work-A John
P. Brito (An Old) Musicraft
 - Who Put That Dream in Your Eye
J. McLean Ork (I Don't) Coast
 - Why Should We Both Be Lonely?
D. Day (That's the) Columbia
 - You Are Never Away
C. Spivak (The Gentleman) Victor

CHILDREN'S RECORDS

- Boomer the Bass Drum (12")
Two Ton Baker . . . Mercury
- Johnny-Round-the-Block Album (3-10")
Dave Perry-Ray Porter's Bachelor's-Bachelor's Gocher Ork . . . Vox
- Little Songs on Big Subjects Album (3-10")
Ray Porter's Bachelors . . . Vox
- New Uncle Remus Fables Album
J. Scribner . . . United Artist
- Brer Rabbit's Ghost
Mud Pies
- Rudolph Album (2-12")
P. Wing . . . Victor
- Rumpelstiltskin Album (3-10")
Let's Pretend . . . Columbia
- Teeny, the Elephant Detective Album (2-10")
- The Doll in the Grass; the Lad and the North Wind Album (4-10")
G. Thorne-Thomsen . . . Victor
- The Pied Piper of Hamelin Album (3-10")
A. Templeton . . . Victor
- The Ugly Duckling Album
R. Liss . . . Musicraft
- Parts 1 and 2
Parts 3 and 4
- Why the Chimes Rang Album (4-10")
T. Malone-D. Liebert . . . Victor
- Wild Bill (Rides Again) Album
V. Jory . . . Signature
- *Re-Issue.

(Continued on opposite page)

ADVANCE RECORD RELEASES

(Continued from opposite page)

FOLK

- Bubbles in My Beer
B. Willis and His Texas Playboys (Spanish Pandango) MGM
Calfish, Take a Look at That Worm
S. Burnette (Swamp Woman) United Artist
Cowboy Blues
Cass County Boys (Texas Sandman) United Artist
Don't Be Ashamed of Your Age
C. Walker (Monkey Business) United Artist
Down the Aspen Trail
The Plainsmen (West of) Coast
Hawaiian Cowboy
R. Rogers (Make Believe) Victor
Hominy Grits
S. Burnette (It's My) United Artist
I Can't Get My Foot Off the Rail
R. Hogged and His Rainbow Riders (Tell a) Coast
I'm Tired of Playing Santa Claus to You
Cowboy Copas (Jamboree) King
It's My Lazy Day
S. Burnette (Hominy Grits) United Artist
Jamboree
Cowboy Copas (I'm Tired) King
Make Believe Cowboy
R. Rogers (Hawaiian Cowboy) Victor
Monkey Business
C. Walker (Don't Be) United Artist
Near You
Flash and Whistler (That's My) Universal
Never Trust a Man
R. Allen-The Black River Riders (Take It) Victor
See That You're Born in Texas
Cass County Boys (The Angel) United Artist
Spanish Fandango
B. Willis and His Texas Playboys (Bubbles in) MGM
Swamp Woman Blues
S. Burnette (Calfish, Take) United Artist
Take It Back and Change It for a Boy
R. Allen-The Black River Riders (Never Trust) Victor
(Don't Telephone, Don't Telegraph) Tell a Woman
R. Hogged and His Rainbow Riders (I Can't) Coast
Texas Sandman
Cass County Boys (Cowboy Blues) United Artist
That's My Desire
Flash and Whistler (Near You) Universal
The Angel Song
Cass County Boys (See That) United Artist
West of the Wasatch
The Plainsmen (Down the) Coast

RACE

- Christmas Blues
Gatemouth Moore (Teasin' Brown) King
Come Sunday
G. Wilson Ork (You Better) United Artist
Don't Come Knockin' at My Door
D. Washington (I Love) Mercury
Groovin' High
G. Wilson Ork (Moon Rise) United Artist
I'm Fer It
M. Davis (The Be-Bop) United Artist
I Love You, Yes I Do
D. Washington (Don't Come) Mercury
Juke Joint Mama
L. Johnson Ork (Move It) 3 Minutes
Levin' Blues
M. Davis (Why Am) United Artist
Lynne's Blues
H. Mitchell and His Mad Men (Tenacious Chick) Manor
Mean, Mistreating Mama
L. Johnson Ork (Not Now) 3 Minutes
Moon Rise
G. Wilson Ork (Groovin' High) United Artist
Move It on Over
L. Johnson Ork (Juke Joint) 3 Minutes
No Special Rider
Washboard Sam and His Washboard Band (Ramblin' With) Victor
Not Now, I'll Tell You When
L. Johnson Ork (Mean, Mistreatin') 3 Minutes
Ramblin' With That Woman
Washboard Sam and His Washboard Band (No Special) Victor
Teasin' Brown
Gatemouth Moore (Christmas Blues) King
Tenacious Chick
H. Mitchell and His Mad Men (Lynne's Blues) Manor
The Be-Bop Bounce
M. Davis (I'm Fer) United Artist
Why Am I?
M. Davis (Levin' Blues) United Artist
You Better Change Your Way of Lovin'
G. Wilson Ork (Come Sunday) United Artist

CLASSIC & SEMI-CLASSICAL

- America the Beautiful
R. Shaw, Dir.; RCA Victor Chorals (The Freedom) Victor
Bach Organ Preludes and Fugues Album, C. Weinrich... Muscraft
Fugue in A Minor
Fugue in A Minor
Fugue in A Minor
Prelude in A Major
Prelude in A Major
Prelude in A Major
Beethoven: Symphony No. 4 in B-Flat Major, Op. 60 Album
The Cleveland Ork; G. Szell, Dir. . . . Columbia
Lewis Carroll: Alice in Wonderland Album (4-12")
J. Powell-C. Dragon Ork . . . Columbia
Franck: Sonata in A Major for Violin and Piano Album (4-12")
Z. Francescatti-R. Casadesu . . . Columbia
Franck: Symphony in D Minor Album (4-12")
L'Orchestre De La Societe Des Concerts Du Conservatoire De Paris . . . Decca London
Handel-Harty: The Water Music-Suite Album (2-12")
The London Philharmonic Ork . . . Decca London
Mahler: Symphony No. 5 in C-Sharp Minor Album (8-12")
B. Walter, Dr., Philharmonic Symphony Ork of N. Y. . . . Columbia
Moussorgsky: Boris Godounov (Nursery Scene)
The London Symphony Ork (D. Baraham-G. Palmer-N. Lumsden; S. Robinson, Dir.) Decca London
Ponchielli: La Gioconda—Scene and Duet
R. Stevens-E. Pinza; F. Cleve, Dir. Metropolitan Opera Ork (Thomas Mignon) Columbia
Roussel: Petite Suite, Op. 39 Album (2-12")
L'Orchestre De La Societe Des Concerts Du Conservatoire De Paris . . . Decca London
Schubert: Die Junge Nonne, Op. 43, No. 1
K. Ferrier (Schubert: Gretchen) Decca London
Schubert: Gretchen Am Spinnrade, Op. 2
K. Ferrier (Schubert: Die) Decca London
Silent Night
L. Melchior (O Holy) MGM
Thomas: Mignon—Swallow Duet
R. Stevens-E. Pinza; F. Cleve, Dir. Metropolitan Opera Ork (Ponchielli: La) Columbia
Tchaikovsky: Nutcracker Suite, Op. 71a Album (3-12")
A. Kostelancz . . . Columbia
Thomas: Raymond—Overture
City of Birmingham Ork, G. Weldon, Dir. . . . Columbia
Wagner: Tristan Und Isolde—Love Duet Album (2-12")
H. Traubel-T. Ralf-H. Glas-P. Busch, Dir. Metropolitan Opera Ork . . . Columbia
Weber-Berlioz: Invitation to the Dance, Op. 55
The National Symphony Ork . . . Decca London
Weber: Der Freischutz—Overture, Op. 77, Parts I and II (12")
The Philadelphia Ork, E. Ormandy, Dir. . . . Columbia
*Re-issue.

LATIN-AMERICAN

- Adios Ingrata (Ungrateful Love)
Cuarteto Marari (Ay, No!) Victor
Ay, No! Ay, No!
Cuarteto Marari (Adios Ingrata) Victor
Borinquenia
Yayo Peguero (A. Coen Ork) Olvidate Del) Secco
Cielos Locos
Bobby Capo (Por Eso) Secco
Don Jose
B. Caracas Boys Ork (El Adios) Victor
El Adios Del Mar
B. Caracas Boys Ork (Don Jose) Victor
El Cuerudo
Trio Tarracuri (Sones Viejos) Victor
El Figurin
Orlando Guerra (Casino de la Playa Ork) (Pallito De) Victor
El Hijo de Juan Charrasqueado
Las Mochitecas-Mariachi San Pedro
Juan Charrasqueado) Victor
Es Mejor (It's Better)
Jose Luis Monero (Serenata Africana) Standard
Jig in G
Emilio Caceres (Club Aguila Ork) (What's the Use?) Victor
Juan Charrasqueado
Las Mochitecas-Mariachi San Pedro (El Hijo) Victor
La Empalza
Armando and His Jack's Band (Chapu-seaux) (Ya Todos) Secco
Olvidate Del Mundo
Yayo Peguero (A. Coen Ork) (Borinquenia) Secco
Pallito de Tenedera
Orlando Guerra (Casino de la Playa Ork) (El Figurin) Victor
Fin Pan Pon
E. Gomez (Sevilliana) Victor
Par Eso Ahora
Bobby Capo (Cielos Locos) Secco
Que Mas Me Da
Lope Balaguer (Pepito Torres Siboney Ork) (Que Triste) Secco
Que Triste Estoy
Lope Balaguer (Pepito Torres Ork) (Que Mas) Secco
Recuerdos
Conjunto Imperial (Sofia) Secco
Serenata Africana
Jose Luis Monero (Es Mejor) Standard
Sevillana
E. Gomez (Pin Pan) Victor
Sofia
Conjunto Imperial (Recuerdos) Secco
Sones Verjes
Trio Tarracuri (El Cuerudo) Victor
What's the Use?
Emilio Caceres (Club Aguila Ork) (Jig in) Victor
Ya Todos Paso
Armando and His Jack's Band (Chapu-seaux La Empalza) Secco

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(A Summer Night) GILLINGE-HAMBO FRANZEN & ERIKSSON Accordionists w/accomp.

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(Flirtation Waltz) REGENBOGEN POLKA (Rainbow Polka) GEORG ORCHESTER

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(Emperor Waltz) MEI MAUTTERL WAR A WEANERIN MAX HELMUT WESSELS Vocalist w/Orch.

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(Continued from page 17)

PUBLISHER	CAPITOL	COLUMBIA	DECCA	VICTOR	TOTAL
Dreyer		3	1	2	6
Dreyer Warock				4	4
					9
East-West	1				1
Edwards			1		1
Elliot		3			3
Emery		1	1		2
Enterprise		1		1	2
Famous-Paramount					
Beverly	1	4	5	1	11
Famous	11	9	9	14	43
Paramount	4	7	5	4	20
					74
Farrow	1	1			2
Carl Fischer-Composer's Music					
Composer's Music	1				1
Carl Fischer		1	1		2
					3
Forster	1	3	3	1	8
Wallace Fowler	1		1	1	3
Sam Fox	2	3	2	3	10
General	1	1	2	1	5
Goldmine				2	2
Gotham			1		1
Green Bros. & Knight		1			1
Handy Bros.		1			1
Harman		2			2
Harmony			2		2
Chas. K. Harris		1		1	2
Hill & Range		2		1	3
Hilliard-Currie	1				1
Hudson	3	1	1	2	6
Jefferson-Valliant					
Jefferson	3	3	1	1	8
Valliant			1	1	2
					10
Jewel-Encore					
Encore	1	1	1	6	9
Jewel	1	3	2	10	16
					25
Jill				1	1
Johnstone			1	1	2
Kit				1	1
Leeds					
Duchess	3	2	1	2	8
Leeds	8	19	18	13	58
Olman			1		1
Peter Maurice	4	5	6	2	17
					84
J. L. Lester	1	1		2	4
Lincoln				1	1
London	1	1	4	1	7
Lorenz			1		1
Luckinbar		1			1
Luz Bros.	1			2	3
Maestro			1	1	2
Main Street Songs			1		1
E. B. Marks	3	5	8	7	23
Mario				1	1
Martin	4	2	1	4	11
Mellin	1	2		3	6
Milene				2	2

(Continued on opposite page)

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(Continued from opposite page)

PUBLISHER	CAPITOL	COLUMBIA	DECCA	VICTOR	TOTAL
Mills		1	4	1	6
American Academy of Music		1			1
Lawrence	7	5	16	7	34
Mills					41
Monterrey	1				1
E. H. (Buddy) Morris					
Burke-Van Heusen	9	10	10	11	40
Charling		3			3
Mayfair		2	6	2	10
Melrose	5	7	7	4	23
E. H. Morris	7	16	14	23	60
Sinatra Songs	6	10	2	6	24
Woodward	1			3	4
					164
Boris Morros-Stanley				1	1
Boris Morros				1	1
Stanley					2
Music Makers		1			1
New Era			1		1
New World			2		2
Normandy			1		1
Northern			7		7
Owl				1	1
Avery Parrish			1		1
Patmar				1	1
Paull-Pioneer	1	2	2	1	6
Pemora		4			4
Pic-Preview			1		1
Champagne			1		1
Pic		1	3		4
Preview					6
Plymouth			2	1	3
Theodore Presser		1			1
Regent		1	2	1	4
Leon Rene			1	1	2
Renown		1			1
Ritchie			1	1	2
Robbins-Fetst-Miller					
Fetst	13	11	18	14	56
Miller	4	10	8	7	29
Robbins	10	14	14	17	55
Harry Warren	3	5	1	5	14
					154
Royal	1				1
Rytvoc			1		1
Santly-Joy					
Oxford	4	5	5	7	22
Santly-Joy	6	12	10	17	45
Select			4		4
					71
Saunders			1		1
Schirmer	1	1	2		4
Schuberth	1	1	7		9
Shapiro-Bernstein					
Mood	2	5	10	4	21
Shapiro-Bernstein	11	13	15	12	51
					72
George Simon	3	5	2	9	19
Sinclair				3	3
Skylar		1			1
Skylark				1	1
Sky-Mel				1	1
Southern-Peer					
Peer	1	4	8	9	22
Southern			2	2	4
					26
Larry Spier			1	1	2

(Continued on page 38)



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(Continued from page 37)

PUBLISHER	CAPITOL	COLUMBIA	DECCA	VICTOR	TOTAL
Sptna-Green		1	1	2	4
Starlight	1		1	1	3
Stass			1		1
Stept	3	2		2	7
Stevens	1	1		5	7
Stone				1	1
Sun	1		7		8
Swing & Tempo			1		1
Peter Tinturin				2	2
Thomas			1		1
Tune Town Tunes				2	2
United	1	2	2		5
Vanguard	2	1	1	1	5
Vogue		1	1		2
Harry Von Tilzer		1			1
Warner's MPHC					
Advanced	2	5	5	4	17
Ager, Yellen & Bornstein		1	1		2
Harms, Inc.	5	14	18	15	52
Remick	3	6	8	6	23
Witmark	5	7	9	5	26
					120
Wemar		1		1	2
Western			1		1
Clarence Williams	1		5		6
Winfield				5	5
Words & Music			2	1	3
World-Republic					
Republic		1	2	3	6
World	1	4	1	4	10
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Widman Switches to WMIN

ST. PAUL, Nov. 29.—Disk jockey Sev Widman switched activities this week from the NBC outlet KSTP to the local independent Station WMIN and will do three shows daily. Widman only two years ago had been staff announcer at WMIN.

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IN SHORT

New York:

Leo Lindy is being asked to have a pad of AGVA contracts at the counter for agents who have to make a deal quick-like. Some guy suggested also having release forms for acts who don't want to "call at the office next day." . . . Kitty Kallen walked out of the Harem show because the management wouldn't give her co-star billing with Myron Cohen. . . . Al Kelly, Willie Howard's double-talking partner, got the first testimonial dinner in his history Sunday (29) at the Latin Quarter.

Irwin Corey goes back to the Vanguard December 4 on an old contract. . . . Copa Lounge, Miami Beach, has put on a \$2 minimum. Customers waiting to hear and see Barry Gray are now told to "wait in the main room until a lounge table is available."

Johnny Blower's club did a folderoo because of ". . . bad business." . . . Johnny Raymond Trio set Ruban Bleu date (January 1), Sunday air shots over WINS and De Luxe Records date all in one week. . . . Many AGVA reps hightailing it to New York to find out what the Shelvey thing is all about. Rodriguez and Phyllis formed their dance act in Hollywood after he got out of army and deny vehemently that routines were borrowed.

Chicago:

Shorty Balkan, former nitery op who had the Ball of Fire and other spots here, is operating a chicken ranch in Homewood, Ill. . . . Francisco Rio, of Rio and Rita, has dropped his dancing chore to work in the local McConkey act department. . . . Mary Himmel is readying a series of tele shows over WBKB, built around the panto-record bits he did with the Three Make-Believes.

West Coast:

Ben White, head of AGVA's Phoenix, Ariz., office, quit suddenly last week. Phoenix AGVA affairs are temporarily being run by Florine Bale out of Hollywood headquarters until new AGVA rep is named. . . . Merry Macs head for England in January, opening at the Palladium, London, February 2. . . . Pat Robbins, William Morris booker, recovering from minor facial surgery. . . . Louis Jordan will lay off for three months on doctor's orders after he closes at Billy Berg's December 8.

Betty Bradley, ex-Rudy Vallee air show thrush, returns to Hollywood after a year in Gotham, opening at the Starlit Room on the Strip.

Here and There:

Split-week floorshows have started at the Sunset Restaurant, Hartford, Conn. The restaurant is using three acts on Thursday, Friday and Saturday nights. Jack Gordon is booking. . . . Hotel Texas Den, Fort Worth, has closed for two months of remodeling. . . . Morris Nelson's Texas Swingtime Revue, after a string of indie dates in Texas, is making the Paramount Nace houses in Arizona.

Andrew J. Cook, a newcomer in the nitery field, is taking over the Jamaica Show Bar, Detroit, formerly owned by Tony Scaloni. . . . Thaddeus S. Proctor, Richard J. Golan and Walter Ziemniak are taking over the Club Stevadora, one of Detroit's leading pre-war night clubs, from Vincenzo (Jimmy) Cipriano, and are planning to rebuild its following with a new-style continental appeal.

Sun Books 60-Show Series for Sticks

DETROIT, Nov. 29.—A deal for a series of 60 shows for International Harvester before rural audiences in Ohio was signed this week by Eda Rae, of the Gus Sun booking office here. The shows will be put on as a part of the draw at a series of implementation shows held by each local international dealer in his own community. The usual locale will be a gymnasium, school or lodge hall, with a few shows slated for the dealers' own salesrooms.

The shows start January 5, running thru April 30. The entire circuit will be handled as a package deal, with the unit including Freddie Maher, ventriloquist; Balsonte's Marionettes; Eleanor Emanuel, skater, and Ronnie Walker, accordion.

Club Plantation, St. Louis, Reopens With New Policy

ST. LOUIS, Nov. 29.—Club Plantation, one of this city's oldest night clubs, opened for the fall season November 14. The club had been closed for several months on account of the recent Missouri set-up law.

Under the new dine and drink policy, the spot will charge an admission fee at the door, with no cover and no minimum.

Opening show includes Eddie Polo, Ray DeVinney's orchestra, Lalla Bauman's chorus, Sonny Richards, Linda and Rathaël, and Jesse and James. Club will be managed by Charles Ryan, with Enoch Whiteside serving as maitre d'.

Toledo Nitery Loses 30G in Holiday Fire

TOLEDO, Nov. 29.—A \$30,000 fire wrecked the interior of Ka-See's night club, Toledo's largest, early Friday morning, 30 minutes after the last Thanksgiving night patrons had left.

The blaze was discovered by a cook who traced smoke to a dressing room used by performers. Most of the damage was confined to the dance floor area, the stage and dressing rooms, but flames ate thru the ceiling to the cocktail lounge on the second floor. Among the property destroyed were the wardrobes of six performers. Kay Howard, a singer, was the heaviest loser, with 18 gowns, shoes, etc., valued at \$2,000, destroyed. She also lost her music (which she valued at "much more"). A television receiving set and about \$5,000 in liquor likewise were destroyed.

The club, redecorated early this fall, will be repaired and ready for reopening by Christmas.

Chatterbox Loss 100G

AYER, Mass., Nov. 29.—An early-morning fire November 19 destroyed the interior of the Chatterbox night club.

Simon Slarskey, Chatterbox manager, was rescued from his room by firemen when the blaze spread to the second floor of the next door building.

The damage was estimated at \$100,000. The fire is believed to have started from a cigarette thrown into a booth near the stage. Discovered at 4 a.m., the fire spread quickly thru the wooden building before firemen arrived.

The Chatterbox stock of liquor and food and Slarskey's personal belongings were a total loss. The old American Bar in the adjoining building suffered water damage.

Admish Fees Grow in Bushes

CHICAGO, Nov. 29.—The use of an admission charge into a night club is being successfully followed by small, hinterland bistros, according to Roemar T. Feeley, act booker for McConkey Music here. Feeley, who has been cornering a part of the market of the back-bush niteries since joining McConkey eight months ago, reports that five of his clubs are now using the pay-as-you-enter plan with good results. These are the New Saratoga Club, Litchfield, Ill., 90 cents, week-ends; the Club Winchester, Olmstead, Ill., \$1.50, week-ends; the Club Seville, Grand Rapids, 50 cents nightly; Kenny's Turf Club, Austin, Minn., 50 cents nightly, and the Venetian Room, Des Moines, 60 cents nightly.

Most of the clubs have had the admission policy for at least six weeks, and owners report the charge is really covering the talent nut, especially on week-ends, when most of the town turns out. Thus far, the ops report, the door charge hasn't hurt their sales. Some also say they are able to lower drink and food charges because they're sure of the entrance fee.

Pylypchuk Buys Compo Inn

WESTPORT, Conn., Nov. 29.—Mrs. E. Pylypchuk, of Norwalk, is the new owner of Compo Inn here, one of Connecticut's oldest niteries, purchased at a reported \$80,000. She is the mother of Betty Phillips, former secretary to Patrick A. Powers, former movie executive and Longshore club owner.

H'w'd Niteries Fight Attempts At Close-Downs

HOLLYWOOD, Nov. 29.—Hollywood nitery ops and trade unions have banded together to fight blue-nose attempts to shutter Hollywood Boulevard niteries (The Billboard, November 22). Joint action was called for last week by Florine Bale, West Coast chief of American Guild of Variety Artists (AGVA), following police commission's refusal to renew entertainment license of Sardi's Restaurant-Lounge. License was rejected on grounds that numerous complaints had been lodged with authorities concerning operation of the spot.

At press time, Miss Bale sent out a call to all Hollywood club owners and heads of trade unions, including culinary alliance, stagehands, and musicians' union, to meet early next week and decide united strategy. Altho not yet touched by threatened drive to shutter smaller spots, management of Earl Carroll's, Florentine Gardens, Billy Berg's and several other off-the-boulevard spots indicated they will join the fight. Hollywood Businessmen's Association has also pledged support in the drive to defeat shuttering move.

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What Flavor?

NEW YORK, Nov. 29.—Abner Greshler needed a Latin act in a hurry for a club date. He called Jerry Rosen, who submitted Julio and Kayo. "Wait a minute," said the cagey Greshler, "this is a high class Jewish audience in Boston. Can the act do the glass of water on the head routine?" "Glass of water on the head!" shouted Rosen. "This act played the Catskills all last summer. They used seltzer!"

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NAMES GET LUSH MIAMI \$

C. of C. Says Biz Will Drop, But Beach Clubs Bid High; Fewer Jobs for Small Acts

Rebuilding and High Nut Cut Club's Profits

By Bill Smith

(Continued from page 3)

the situation. An act of his was offered \$5,000 by one club op, but no sooner was the offer made than a competing nitery came along and offered \$6,000. The agent admitted he was caught in the middle. He tried to talk the act into taking the first offer, but he couldn't talk off \$1,000 difference. When the deal was finally signed it was for \$6,500.

Can't Stop Bids

This bidding up for acts is now a common practice in Miami. There is little or nothing that can be done about it, say percenters. In previous years there were pre-season attempts by ops to join together and agree not to bid against each other for attractions, but agreements were broken by one club and another until they were all back in the market scrambling for names.

Some performers concede that salaries are high, but they insist a great deal of their upped salaries go for hotel rooms, meals, etc. The majority of actors, admitting that some niteries may go broke paying out the kind of dough they're trying to get, frankly say: "I want mine; I don't care what happens afterwards."

The Miami Chamber of Commerce figures that resort biz will be about \$200,000,000 for the coming season. Last season it was over \$250,000,000. To give the clubs a chance to make a buck the city of Miami is allowing them to stay open to 5 a.m. instead of 3 a.m.

So far biz hasn't been anything to brag about. Some believe the recent warm spell kept early tourists away from Miami. Others claim that the yarns about the hurricane and the damage it did kept away the early season's customers.

Actually the damage to Beach spots

Copa Signs Durante on 4-Week Deal

NEW YORK, Nov. 29.—Jimmy Durante will open at the Copacabana February 4 on a four-week deal. Last time he played the spot was in 1944 for what by today's standards, was considered small money. For the return date the dough will be in excess of \$15,000, tho the figure was unrevealed.

When Durante worked for Proser (who, incidentally, was once his press agent) in 1944, Durante was supposedly washed up. It was the Copa job that is believed to have started Schnozz back on the road, and the February date is in the nature of a repayment to Proser.

Dean Martin and Jerry Lewis are also tentatively set for the club to start after Peter Lind Hayes closes. The latter winds up January 7 to open at the Beachcomber, Miami Beach.

was comparatively small. Already signs of the hurricane are obliterated with buildings going up all over town. About a half dozen new hotels are going up, over 100 new apartment houses and many private homes. Arthur Murray is building his own dance studio on 41st Street and Danny Davis, who sold his Airliner, is looking at plans for his new hotel at Surfside.

But if there is a lot of dough going into building, the nitery ops are also in there with out-of-the-world budgets. The Beachcomber will lay out about \$120,000 for its shows during the season. It will open with Belle Baker, Joey Adams, June Taylor line (in for the season) and other acts. The next show will have Mitzi Green and Joey Adams. Then Adams goes out and Rudy Vallee goes in with Mitzi Green. Jerry Lester may also be on this bill. The show following will have Sophie Tucker and Peter Lind Hayes, with Tucker staying on the remainder of the season. The Ritz Brothers and Harry Richman join her in the latter end of the season.

To meet this competition, the Copa (with new bookers, Beckman and Pransky) started off with plans to spend about the same dough as the Beachcomber. It teed off with Hildegarde, followed by semi-name acts, and will open the season with George Jessel followed by Maurice Chevalier, Kay Thompson and the Williams Brothers. The Copa, unlike the Beachcomber, hasn't lined up its shows for the full 10 weeks when the spenders are expected. The result is that it has many weeks open between dates and is trying to get movie names and other attractions that will mean box-office. The club has the Wally Wanger line in for the season, too. Right now it is dickering for a package built around Katherine Grayson and Johnnie Johnston.

Colonial Inn Signs Two

The Colonial Inn has Danny Thomas, Ray Bolger and Joan Edwards for the opening show with Joe S. Lewis, Jane Froman and Jack Cole dancers set to follow. It expects to get picture names and may come up with the Grayson-Johnston package. Colonial Inn's problems, however, are not comparable to the non-gambling clubs.

Other clubs are also pitching for names but most of them have to be satisfied with smaller acts. Lesser acts, however, also want, and get, more dough than last year. Their reason for hiked salaries is the high cost of living.

Cafe ops are optimistic, believing there will be enough business to let them make a buck. But if the chamber of commerce figures mean anything they indicate a cut in tourist spending of \$50,000,000. With everything else costing more in this palm tree hot spot, showbiz insiders shake their heads glumly. They hope for the best—they fear the worst.

Stage Waits—No. 3 in a Series

Buster Astor Lands a Job; The Gay Goose Hangs High 12 Miles From Jacksonville

An exchange of correspondence between Jay Marshall (magician, ventriloquist) and his friend, Buster Astor (the best comic in the low price field): Jacksonville, Fla., November 23, 1947.

Dear Jay:

I am not in Jacksonville six minutes before I get an offer. . . . As I walk thru the RR station, I am approached by a hustler (male) who recognizes me from the last time I played Jax and is surprised that I dare to return. . . . He asks me which club I am going to work at, but I tell him I just come South for a vacation as who would expect an offer at 10 a.m. . . . In a RR depot. . . . From him? "Well," he says, "here is my card—if you decide to work give me a call."

I find things are tight and business is off almost everywhere, but this is scarcely news to me; and I think I will give this guy a call. I do not want him to think I am anxious, so I do not call him until about 4 p.m. He says the only place he can use me is to emcee a floating crap game, so naturally I tell him that is pretty much out of my line, I never do anything like that, I will not consider such an offer, how much does it pay and when do I start?

I drop over to his office about 10 minutes later, and he tells me the deal—it is not as bad as it first sound, so I tell him I will take it and that is how come I am working for the past two weeks.

I am living at the joint (the Gay Goose) which is about 12 miles from Jax (in the heart of the low rent district). There are three other acts on the bill and we call the spot a dormitory built over a crap table. The show is only fair, a dance team (boorish and crass) he is a bald wrestler and dances like one, but she is such a doll nobody looks at him anyway. I always wonder what dolls like her see in goons like him, but I don't care to talk with him, and because of him, I don't dare to talk to her, so like hash, it will forever be one of life's mysteries. The singer (Aphonia Thrush) looks like a fat Sophie Tucker and sings like a braying porpoise. If you ever see her billed, don't see her—you'll be saving and finally there is a magic act (DeMent). I tell him I know you, and I find you are regarded as a frustrated comedian, by the magicians. If I may speak on behalf of the comics I'd say you are a frustrated magician. . . . You, of course, can argue that you are working. I'm holding up my end of the show here pretty well and it looks like I may get another two weeks. Remember, you can always write to your friend, the best comic in the low price field.

BUSTER ASTOR.

The Blue Angel
New York City
November 26, 1947

Dear Buster:

I am not surprised to hear that business is off out of town, for that is the complaint of most spots even on the Stem. At the Blue Angel it has been sensational, however; and it is impossible to get into the room after 10 p.m., without a reservation. I didn't think I would be as big a draw this time (since it is the second time in four months that I have played the room). I mentioned this, and they told me I was not. As a matter of fact there is a rumor current among the waiters that my act is used to clear the room; so there will be a turnover in the crowd for the second show. But as you put it: "I'M WORKING."

I owe some of my success in this respect to Ed Wiener, the press agent for the BA. Week after week he has successfully managed to keep my name out of the papers; I am thus inflicted on an unsuspecting public. Ed Wiener has pulled a great stunt on the populace in another respect—a gag that keeps the room full to overflowing. No mention is made of this in the papers, but he has started a grapevine rumor all over town that they give away money every other night at the Blue Angel. This, of course, is not true, and every pay day I become increasingly aware of the magnitude of this erroneous rumor.

The present show consists of Pearl Bailey, Alice Pearce and Mark Lawrence, Robert Maxwell, the Ellis Larkin Trio, Harold Cooke and Jay Marshall. When I write to you again, I will tell you how they run the shows here, since there is no other room like it to my knowledge, but right now I must dash off to play a benefit for the underprivileged democratic children. That show you describe in Jacksonville sounds like a turkey; and reminds me to wish you a Happy Thanksgiving.

JAY MARSHALL.

Gervis Expands Coast Office

HOLLYWOOD, Nov. 29.—Talent Agent Bert Gervis will enlarge his agency biz by the addition of pix, radio and music departments, augmenting his current activities in cocktail field. Gervis last week announced formal merger with Al Morris, Southern California nitery owner, with the agency to be known as Morris-Gervis office.

Howard Bruce, top Frederick Bros.' act booker, shifts to a similar post with Gervis. Jimmy Doolittle, an-

other FB talenter, will head the radio department in the Morris-Gervis set-up. Ernie Ohlman handles movie talent, with Bob Helm set for the music department.

AGVA Situation

NEW YORK, Nov. 29.—The latest details on the American Guild of Variety Artists (AGVA) situation will be found on page 3 of this issue.

VAUDEVILLE REVIEWS

Loew's State, New York (Friday, November 28)

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 holiday week-end packed the early show with the family trade who ate up everything offered, especially the two sight acts. Jackie Gleason had the parents chuckling thru-out, while the children inquired whether his nonsensical stories were true. Bob Howard wrapped up his spot with four encores, while Betty Reilly had to come back twice and beg off. It was the softest touch for any bill in several months.

Gleason, who probably will go over better at the evening performances, kept all adult ears alert with a smart continuous chatter of quips good for a laugh a line. His radio commercials routine and his satiric mimicry of names for any occasion found the mark with regularity.

Pricard and Lord

Ann Pricard and Jack Lord, in the opening slot, delighted with a clever ballet vs. tap routine. House manager rated a nod for an unusual set which showed off the team to advantage. The other silent act on the bill, Ladd Lyon proved a hand-stander of rare talent. Biggest kick was bringing a stooge from the audience for some difficult balancing feats. Both acts got long and deserved mitting.

Betty Reilly, in a neck-high to ankle, gray sequined gown, vibrantly chirped an adult selection of tunes, including a pop, two Latin numbers and a couple of novelty dialects. The dialects went over best, indicating the audience's flair for the unusual. Miss Reilly was in fine voice and a cinch for the later shows.

Reg Kehoe

Reg Kehoe closed the show with xylophone arrangements backed up by six fems playing the same instrument plus a man on bass. Act had

Million Dollar, Los Angeles (Wednesday, November 26)

Capacity, 2,400 seats. Prices: 55-98 cents. Four shows daily. House booker, Bill McElwain. Show played by Barbara Nelson ork.

The years have in no way impaired Bill Robinson's ability to win his audience. His dancing style is still as relaxed and effortless as ever. In addition to his hoofing, Robinson chats easily with his audience, pulling a few gags to intro his routines.

Spotlight is shared by the Maxellos, tumbling foursome, and Ray Royce, cycle balance act. The Maxellos have lost none of their snap. Came on with a punch and built to an ever-greater pitch. People from the audience participating in their act left the customers in the aisles.

Ray Royce, who combines juggling and cycle work, could trim his act to advantage. Lad took too much stage time, slowing revue considerably. Barbara Nelson, fronting an all-male ork (16), backed show adequately. Of the ork specialty numbers, the Benny Carter arrangement of *Let Your Conscience Tell You So* and a jive-paced version of *Old Man River* revealed the newly formed ork to have plenty on the ball. Miss Nelson's own sax solo work was noteworthy, possessing a full clean-cut tone seldom found in a fem. Her vocal work passed the ear test.

Biz, good. Pic, *Bowery Buckaroos*.
Lee Zhitto.

plenty of flash, bringing the final curtain down to a nice hand.

Bob Howard's old-time piano-vocal numbers held them in his palm clamoring for more until his fourth encore. Then a serious build-up for Jolson's *Sonny Boy* got a tremendous yock with the playing of *The Butcher Boy*.

Louis Basil's pop arrangement of *I Wish I Didn't Love You So* was a fitting overture selection for the holiday gathering.

Pic, *The Wistful Widow of Wagon Gap*.
Jack Tell.

Roxy, New York (Friday, November 28)

Capacity, 6,000. Prices, 80 cents-\$1.80. Five shows daily, six Saturdays. House booker, Sam Rutch. Show played by Paul Aah's house band.

Dan Dailey got every support possible for his personal appearance, flanked by H. Leopold Spitalny's Choral Ensemble and the Paul Ash ork and with the house line draped in the back, but Dailey's best number was his dance bit with the line. The personable chap came on in a king-size straw hat and cane for *New York Is My Home Town*, followed by *You Do* from his last film, and *You Were Meant for Me*, plugging his next. In between Dailey reminisced about other former Roxy employees who went places. Everything he said, sang and danced was received politely, causing no hysterics. Dailey could use a hepped-up continuity and some gags spotted for earnest yocks without relying solely on his film rep to get by.

Dance Satire

Harrison and Fisher struck pay dirt with the first burlesque gesture, and it was a walk from then on. The team hadn't lost a thing since last caught. It was terps at its satirical best. They encored with a modern dance version of the African bongo for a solid send-off.

The Three Swifts had Dailey with them for the come-on, then got substantial results with their standard juggling routine for lengthy mitts.

Norman Young baritoned a long-hair number showing a powerful pair of lungs, and Milton Kaye capably handled the 88 in *Tonight We Love*. Both were backed by the ensemble and both went over okay.

The Gae Foster Roxyettes came up with their walking-on-the-ball routine for a novel chorus offering.

Pic, *Thunder in the Valley*.
Jack Tell.

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New York:

Rain, Shopping Hurt Stem; MH 115G, Cap 77, Roxy 45

NEW YORK, Nov. 29. — Sleeting rain plus pre-Thanksgiving Day shopping were some of the reasons given why the six Stem vaude-pic houses took a \$19,000 dip this week to \$371,000, from the previous week's \$390,000, which in turn represented a \$53,500 slump. Tail-enders at the Roxy and Strand also were factors in the low take.

Radio City Music Hall (6,200 seats;

Boston:

Turkey Shows Lay 24G Egg at Boston

BOSTON, Nov. 29.—The expected soggy business that hits the box office before each Thanksgiving did its usual job on grosses at the Boston for the week ended Wednesday (26). The top bracket variety bill headed by Betty Bruce and including six other solid acts racked up only \$24,000 for the week. Pic attraction, *Black Gold*, snagged equally good reviews but proved no help box-officewise.

Vaughn Monroe and ork got the current show stanza off to a strong start Thursday (27) in spite of the holiday date, doing turn-away biz at all except the early p.m. show. Pic: *Killer at Large*.

average, \$100,000) held at a fair \$115,000 for the third week after opening for a juicy \$145,000, followed by \$124,000. Total for the run so far is \$380,000, with Stan Kavanagh, Lucile Cummings, Brian Sullivan, Ben Dova and *Cass Timberlane*.

The Voice Pulls 77G

Capitol (4,627 seats; average \$72,000) hit a fair \$77,000 for Frank Sinatra's first full week after a sulky \$55,000 caused by the singer's three-day sick leave. The two-weeker brought the take to \$132,000. In addition to Sinatra, the bill has Lorraine Rognan, Skitch Henderson, the Will Maston Trio and *Her Husband's Affairs*.

Paramount (3,654 seats; average, \$85,000) registered \$65,000 after a \$75,000 opener, to total \$140,000 for the King Cole Trio, Connie Haines, Randy Brooks and ork, Bobby Lane and Claire, Bob Evans and *Wild Harvest*.

Roxy (6,000 seats; average, \$85,000) stumbled thru a \$47,000 fifth session after opening with a sock \$162,000, followed by a substantial \$133,000, a good \$108,000 and a slow \$70,000, for a total of \$520,000. The show had Veloz and Yolanda (replaced by Mario and Floria after the first week) and Sid Caesar. Pic, (See New York Grosses on page 43)

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NIGHT CLUB REVIEWS

Copacabana, New York

(Wednesday, November 26)

Capacity, 610. Prices, \$3-44 minimum. Operator, Montie Proser. Booker, non-exclusive; publicity, George Evans. Estimated budget this show, \$7,000. Estimated budget previous show, \$9,000.

The six-day postponement of Peter Lind Hayes's preem, due to illness, apparently gave the gate a terrific boost. The ropes went up early, the room was choked with big flicker names the presence of whom brought out flocks of autograph hunters to mob the front door. Around the kids were cops and behind them the street was jammed with double-parked cars and a long cab line which stretched around the corner.

The sharply chiseled-featured Hayes excelled even his best performance, tho in the truest sense of the word he is not a comic, no matter what the ads say. He is an actor, a good actor, with a precise diction and material that capture the essence of comedy and enable him to paint word pictures and portray characters whose misadventures give the audience a feeling of superiority. With it he interwinds pathos which gets tears amidst yocks. He sells the whole thing so competently that even the customers in left field—the non-bottle buyers—raised blisters on their palms.

Mary Healy (his wife), in her first Stem date with Hayes, made an excellent partner. She, too, can take lines and make them live. In the various vignettes the couple worked in, the effect was about everything actors dream of but seldom get. The *Commissary Complex* was a fine example of teamwork. It takes a hometown boy, just out of the army, into a studio commissary to meet his girl who is in pictures and has gone Hollywood in a big way. The routine was chock full of rapier-like lines mixed with human touches that were touching and at the same time delightful to listen to. Hayes's *Punchy Callahan*, the addle-brained pug, had pathos and yocks intermingled. The Hayes-Healy nostalgic routine about adolescence, with typical youthful malaprops, was another gem.

The *Hildegard* routine was effective but needs improving. Instead of explaining the plot, Hayes might try bringing on Miss Healy with a simple intro and then get into the act as a "surprise." As caught, the intro gives the whole thing away. Also, on the wind-up, Miss Healy does about eight bars of Hildegard's theme song, detracting from the yock finish. Cutting this to about two bars would give it added zest. Hayes's French singer routine misses, even tho the cigarette-in-the-nose bit gets laughs. But the bit is neither subtle nor clever. Hayes is a master of satire and high comedy. Low comedy is not for him.

In an after bit, Van Heflin joined Hayes for a yock-provoking Western, to be followed by Grace Hayes (Peter's mother). What she did to Berlin's *There's No Biz Like Showbiz* was nothing short of sensational. She pulled all the stops with her reminiscences of showbiz, until there was hardly a dry eye in the house.

Blair and Dean, charming young ballroomologists, had a tough time working on a jammed floor. They overcame it with a beautiful routine of three numbers, getting attention from a crowd which at first was barely interested. Their cake-walk finish pulled a juicy hand.

Ray Arnet, boy production dancer, filled his spot excellently with a series of flashy ballet tricks. The short, pleasant lad displayed a winning personality and good technique.

Jet MacDonald, girl production singer, has a big voice, but her phrasing was poor. Her punchy style, which didn't vary all the way, de-

Paradise Room, Henry Grady

Hotel, Atlanta

(Saturday, November 23)

Capacity, 700. Price policy, \$1 minimum. Owner, Cecil Cannon. Manager, John Barr. Booker, Monk Arnold. Estimated budget this show, \$2,750. Estimated budget last show, \$2,500.

Show opened with Woody and Bobby, a skating team that performed an intricate routine in a small space. Interplay between the two showed evidence of good showmanship and performance and received a healthy reaction from a large number of customers. Climax of the act was reached when one partner whirled the other around an 18-inch table raised above the floor level.

Barbara Blaine, a combo singer, dancer and contortionist, got a great reception here, but the over-all effect was that the gal was trying too hard. To create a lasting effect on big-time audiences, she should stick to one routine.

High spot of the show was Herb Shriner, a comic who, if he keeps up the quality of his act, will stay in the chips for a long time. This lad's dry, subtle routine is strongly reminiscent of the late Will Rogers. His smooth patter, coupled with trick harmonica playing, pulled roars so that he had to give 'em three encores. Shriner is young in years but old in showmanship and should have no trouble selling to either naive or sophisticated trade. His stuff appeals to both.

Dwight Gordon, singing emcee, came thru with a good standard performance. *Herb Bailey*

Havana-Madrid, New York

(Tuesday, November 25)

Capacity, 320. Price policy, \$3.50-44.50 minimum. Shows at 8:30 and 1. Owner-operator, Angel Lopez; executive booker, Mill Deutsch; publicity, Ed Weiner. Estimated budget this show, \$1,150. Estimated budget last show, \$1,500.

The only change in format in the remaining Latin Club on the Stem is Joaquin Garay, short, dark punchy emcee-singer, who played his last New York date some years ago at the Roxy and in recent years had his own club on the Coast. As an emcee he was gracious and pleasant, now speaking unaccented English, a rarity in this spot.

But if Garay's emceeing chores were well handled, it was in his own spot that he did an outstanding job. The boy had a tough time with a noisy crowd in for the amateur rumba contest, but over the din he impressed as a solid performer. Routine consisted of Latin tunes segueing into English versions plus some Al Jolson songs, winding up with *Mamma Ya Quiero* to a big finish. At times he seemed to have trouble with the music, but he did such a solid job that the over-all effect was socko.

Senor Pablo, tall, thin, dark magician with long, graceful hands, did well with standard tricks. Work was smooth but selling needs hyping.

Elicia Hernandez, black-haired Afro-Cuban dancer, opened the show with characteristic terps. The gal, a looker, gave the tee-off a fast pace and wound up to a good hand.

Sacasas played the show. Noro Morales's rumbas jammed the floor. *Bill Smith.*

tracted from her selling. Chances are her orders were to belt each bar out to the back rows. Whether it was orders or her own idea, the effect wasn't good.

Production numbers are holdovers. Michael Durso cut the show without a hitch, backing acts and productions skilfully. Fernando Alvarez's Latin stuff filled the floor between shows. *Bill Smith.*

Chez Paree, Chicago

(Wednesday, November 26)

Capacity, 100. Shows at 9:30, 12 and 2. Price policy, \$3.50 and \$5 minimum. Operators, Joe Jacobson and Mike Tritzel. Publicity, Bob Currier. Production, Olive Bernard. Estimated budget this show, \$9,000. Booking policy, non-exclusive.

Revue's biggest disappointment was balletmaster Paul Draper, returning here after five years of concert work. While Draper showed great improvement in his cleating and routing, he'll have to become more commercial before scoring in bistros. His aesthetic numbers failed to register, as did lengthy repartee between numbers. His rhythmic number, a Trudi Schoopish parody on a windy politician, and his earthy dance-hall routine are more in the nitery metier.

Jean Darling, introed as former ingenue of *Carousel*, has everything that would make for a Petty girl, but poor choice of material and a mediocre voice were drawbacks. Gal did a medley from *Carousel* and two semi-classical tunes. She'd be sock if she inserted some risqué material along with her looks and provocative delivery.

Paul Sydell and his balancing dogs got the show off to an excellent start. Sydell put the mutts thru their paces at shoulder height, making it possible for all to see the action in this untiered room. Smart routines won rapt attention.

Dean Martin and Jerry Lewis were a pleasant surprise, showing none of the nervousness that marred their first Chi date a year ago. Working the wind-up spot, the youthful pair went thru a routine that is new here, and it sparkled because of its variety. Lewis's mugging and screwy delivery is a fine contrast to Martin's straightening. Their work panicked the crowded opening-night house and won them a bow-off mitt.

One of the three good production numbers could be cut, for the bill ran almost two hours. Marty Gould's ork played a top-notch show. *Johnny Sippel.*

Cafe Society Uptown, New York

(Tuesday, November 25)

Capacity, 300. Shows at 9:30 and 12:30. Price policy, \$3.50 minimum. Owner-operator, Barney Josephson. Booker, non-exclusive. Publicity, Marvin Kohn-Tibel Nord. Estimated budget this show, \$3,500. Estimated budget last show, \$2,000.

Larry Adler, an immaculately-talented, serious minded gent, approached the mike and blew into his harmonica, while the crowd sat in rapt attention. The concert atmosphere was set by John Colman, pianist, who backed him beautifully.

With the *Hora Staccato* opening Adler commanded respect and held it thru *Malaguena*. A pop series followed leading to a sizzling *St. Louis Blues*.

That Adler is an accomplished harmonicist is an established fact. His attempts at humorous asides however got equally good results.

Joan Merrill opened the dual-act show with a rhythm arrangement of *The Gent Is a Dope*. Her slow special intro made *The Man I Love* more than just another song, while *Summertime* in a novelty swing tempo proved a good walk-off number to a lengthy all-out mitt. The show-wise chirp followed the same pattern with three encores, *How Did He Look, Send Me A Man and Last In His Arms*. The big hand almost created a difficult exit, but Miss Merrill eased her way off pleasantly.

Abbey Albert and his ork backed the singing in commendable fashion, as they did in Adler's opening number. Thereafter they backed against the wall like props while the virtuoso and his 88-er took over. Albert and Ed Hall's band spelled each other in well-handled dance assignments. *Jack Tell*

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Frank Palumbo's Cabaret-Theater, Philadelphia

(Tuesday, November 25)

Capacity, 800. Price policy, no cover or minimum. Shows at 8:30 and 11:30. Owner-operators, Frank and Walter Palumbo. Booking policy, non-exclusive. Publicity, Moss Schwartz. Maitre d', Pete Giononi. Estimated budget this show, \$2,000.

While other nitery ops are pruning their shows, Walter Palumbo, who oversees this mass nitery for Frank Palumbo, is spending dough. As a consequence, the room, arranged in theater style with full stage, lighting and drops, is one of the few in town still holding fast to the full-fashioned variety show formula. And from the size of the house at the late Tuesday show, policy pays off.

The show ran for 75 minutes without padding and at a fast pace, largely attributed to tying together by (Marty) Collins and (Harry) Peterson. Old hands at comedy and mugging, with Peterson straightening for Collins, the two have an easy time of it sustaining laughs for the family trade that takes in this room. Their delivery counts more than their gag material, and without resorting to blue, they keep up a stream of stuff that holds the revue together. On their own, Collins's mugging and trumpet tootling, coupled with Peterson's minstrel-style singing, scores for a personal triumph.

Molly Picon

Also on the winning side is Molly Picon, another vet at selling. Arrayed

in sparkling evening gown and looking as fresh and saucy as a soubrette, Miss Molly scores handily with a roundelay of character and comedy songs which run the gamut from the "New Yawk wokin' goil" to the Park Avenue deb. Some of her material borders on entendre that isn't even double, and considering her dramatic talents it is hardly necessary. She had to beg off after six songs.

For the romantic song selling, it's the young and handsome Jack Curtis who projects his song personality across the foots with medleys of show tunes, adding a current pop ballad for the call back.

The Manhattan Steppers, two personable Negro lads, add a pleasant interlude of tapology. They evoke more interest when taking turns in a challenge session, but they make all their fancy footwork look too easy.

The Unabelle Howard Dancers

NEW YORK GROSSES

(Continued from page 41)

Forever Amber. New show (reviewed this issue) has Dan Dailey, Harrison and Fisher, Three Swifts, Norman Young and Thunder in the Valley.

Strand Weak 30G

Strand (2,700 seats; average, \$40,000) wound up a three-weeker with a poor \$30,000 after a \$58,000 opening followed by \$41,000 for a total of \$129,000 with Frankie Carle, Jack E. Leonard, Olsen and Joy and Escape Me Never. The spot goes into a flicker revival policy with Anthony Adverse and Jezebel, sans flesh.

Loew's State (3,500 seats; average \$25,000) rang the gong for a good \$30,000 with Georgie Price, Maxine Sullivan, Think-a-Drink Hoffman, Rodriguez and Phyllis, the Debonairs, the Kanazawa Trio and The Wistful Widow of Wagon Gap. New show (reviewed this issue) has Jackie Gleason, Bob Howard and Betty Reilly. Pic held over the second week.

(8), sprightly and slightly ponies with plenty of leg appeal in their prancing, give the revue flavor in starting the proceedings. They return with a novelty dance design inspired by Lonely Little Petunia in an Onion Patch and ring down the rag in rous-

ing fashion with a timely football dance specialty.

Rocky Valentine, trumpeting maestro, and his eight-piece band provide show background and make it inviting for the folks to dance.

Maurie Orodener.

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N. Y. League's Project

(Continued from page 3)

much care would have to be exercised in his choice.

Headquarters for the scheme would be either the League of New York Theaters, the United Booking Office or the American National Theater and Academy (ANTA), with the first-named the natural choice. ANTA thru Vinton Freedley, its prexy, has assured the League of its co-operation.

Weekly Fees

The 20G would be raised by adding \$5 or \$10 to the \$10 weekly fee which shows on the Stem pay to the League. This would be enough for the salaries of the director, his secretary and the director's expenses.

The committee recommending the plan (composed of Bamberger, Freedley, Richard Aldrich and Herman Levin) believes that attendance on the road can be improved by intelligent and co-ordinated effort. For example, it claims that attendance can be increased in bad show towns by educating house managers, enlisting the support of local societies—Rotary Club, Chamber of Commerce, etc.—and studying the methods pursued in cities where legit goes over solid, such as St. Louis and Des Moines.

Furthermore, it points out, legit has no central co-ordinating bureau such as the flicker companies have and when a manager in one town hits on a good idea there is no central office to pass it on to other cities. The committee cites the example of Boston's First Night Club, which assures a good Hub opening for every show. This idea, it feels, could well be employed in Philadelphia and other cities to help sell out a first night. However, at present there is no one available to introduce or work out the details of this scheme in other cities. An increase of \$500 on opening nights in Philly alone would justify the employment of a full-time secretary there.

Other Ideas

Other suggestions were mentioned by the committee. (1) Theaters in key out-of-town cities could maintain mailing lists for circularization of women's clubs, schools, etc. Such lists to be made available for press agents' reference in New York. (2) Information could be kept on file about conditions in various road cities; for the use of managers, producers and flacks. (3) Regular radio programs about legit could be promoted in various cities while the show was on tour. (4) A weekly press release could be sent to all sorts of newspapers in the country, with news glamorizing the theater. (5) There could be a speakers' bureau to furnish lecturers on legit to various orgs in the nation. (6) The concert field could be studied to determine how this medium has managed to mass-organize its audience.

The committee has already met with a group of press agents who heartily indorsed the plan. They chipped in with a scheme for an annual national legitimate theater week during which the theater would send stars out to the key cities in an effort to make people legit conscious. Flacks have claimed that many shows which flopped on the road this season and in the past might have been saved thru proper promotion.

Window Displays

An idea of how the director would work was given by the committee.



BROADWAY SHOWLOG

Performances Thru November 29, 1947

Dramas

	Opened	Perfs.
A Young Man's Fancy... (Corl Theater)	4-29, '47	247
An Inspector Calls... (Booth)	10-21, '47	47
Born Yesterday... (Lyceum)	2- 4, '46	768
Command Decision... (Fulton)	10- 1, '47	69
Druid Circle, The... (Morosco)	10-22, '47	45
First Mrs. Fraser... (Shubert)	11- 5, '47	29
For Love or Money... (Henry Miller)	11- 4, '47	31
Happy Birthday... (Broadhurst)	10-31, '46	448
Harvey... (48th Street)	11- 1, '44	1,302
Heiress, The... (Biltmore)	9-29, '47	72
John Loves Mary... (Music Box)	2- 4, '47	342
Man and Superman... (Alvin)	10- 8, '47	61
Medea... (National)	10-20, '47	48
Voice of the Turtle, The... (Martin Beck)	12- 2, '43	1,519
Winslow Boy, The... (Empire)	10-29, '47	37

DRAMA REVIVALS

Burlesque... (Belasco)	12-25, '46	399
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Musicals

Allegro... (Majestic)	10-10, '47	59
Annie, Get Your Gun... (Imperial)	5-16, '46	644
Brigadoon... (Ziegfeld)	3-13, '47	200
Call Me Mister... (National)	4-18, '46	679
Finian's Rainbow... (46th Street Theater)	1-10, '47	371
French Revue... (Playhouse)	10-30, '47	26
High Button Shoes... (Century)	10- 9, '47	69
Music in My Heart... (Adelphi)	10- 2, '47	68
Oklahoma... (St. James)	3-13, '43	2,116

ICE SHOWS

IceTime of 1948... (Center)	5-23, '47	243
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OPENED

Antony and Cleopatra... (Martin Beck)	11-26, '47	5
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CLOSED

Eastward in Eden... (Royale)	11-18, '47	15
Saturday (29)		
This Time Tomorrow... (Ethel Barrymore)	11- 3, '47	32
Saturday (29)		

COMING UP

A Streetcar Named Desire... (Ethel Barrymore)	12- 3, '47	
(Week of December 1, 1947)		

He might organize simultaneously at the start of the legit season window displays in all the top department stores in New York, Boston, Philadelphia and other large cities. The director would divide his time between Broadway and the road and should be a good enough speaker to appear before any org to talk about legit. The committee emphasized that its plan was a long range one and that results could not be obtained overnight. Only hard, intensive work could swing it, the members said.

200G on D'Oyle Carte

NEW YORK, Nov. 29.—Definitely set to open December 29 at the Century Theater, the D'Oyle Carte Company has racked up an advance sale of about 200G, with another month to sell. The initial seven weeks are just about sold out, with another seven-week stint already skedded for the Gilbert-Sullivan troupe.

ET and Grips Settle Disputes On Stagehands

NEW YORK, Nov. 29.—The wrangle between the stagehands and the Experimental Theater has been settled temporarily by agreeing to use the three heads of departments and one extra all-around man from now on until the end of *Galileo*, the first production, December 14. After that the groups will consult with each other and try to work out a settlement.

Agreement was reached after officials at the American National Theater and Academy, the parent body of the ET, sent a letter to the grips apologizing for a phrase in a previous communication which stated that the grips tactics "bordered on feather-bedding."

The initial difficulty was the result of the deckhands' demand that the four union men be employed from December straight thru to May at the Maxine Elliot Theater whether there was work there or not. The ET wanted to employ them only while production was going on. The claim of the stagehands was that 11 men were employed at the theater previously. However, it seems as if the trouble is over. The grips have even decided to allow the ET to have evening performances during the week instead of matinees which will strengthen the already healthy demand for ducats to the Charles Laughton starrer.

Gosch Joins Foes Of Press Tix Cuts

NEW YORK, Nov. 29.—Martin Gosch, co-producer with Eunice Healey of *The Gentleman From Athens*, which bows in at the Mansfield December 9, is the latest to go on record as completely opposed to the recent cuts in the first-night press lists made by the League of New York Theaters. Both Gosch and Michael Myerburg, owner of the house, are not members of the league and consequently are not bound by its restrictions. The producer has announced his preem night lists as including 75 newspapermen and radio commentators and denies the league's right to dictate to him in a matter which he considers strictly within his own province.

A further protest of curtailment action was presented at an emergency meeting of the league Tuesday (25) by a committee representing the Association of Theatrical Press Agents and Managers (ATAM), at which the former agreed to re-examine cases of individuals struck from the first-night list, with a view to restoring those whose publication problems make their attendance necessary. League will meet December 4 to consider the matter.

'Caribbean Carnival' Wage Claims Filed

NEW YORK, Nov. 29.—American Guild of Variety Artists (AGVA) is filing a claim against Adolph Thernstead, the producer of *Caribbean Carnival*, for salaries for Margo Lee, Bob Fitzgerald, Nancy Howard, Jacqueline Hopkin, Tiny Temple and about 20 other performers who were slated to be in the show when it was to have a book. The musical is now a revue.

The artists charge they held themselves in readiness for production and read for the producers for two weeks before they were told that no jobs would be forthcoming. *Carnival* is slated to open December 5.

Needed: A Needle To Make This One A 'Pins & Needles'

NEW YORK, Nov. 29.—A move that might presage the birth of another *Pins and Needles* took a bow Monday (24) thru Wednesday (26) at the Central Needle Trades High School, when the New York Department Store Joint Board, affiliated with the Congress of Industrial Organizations (CIO), presented a musical, *Thursday Till 9*, with a cast drawn from some nine local emporiums. Unfortunately, *Thursdays* had neither the wit nor the polish to become another *Needles*, but it did unveil some promising amateur talent and might well be the forerunner of a better effort.

The book and lyrics, by Henry Foner and Norman Franklin, were devoted to a lampoon of department store working conditions and doubtless may be much more amusing to those in the know than to the general public. Most of it seemed pretty ponderous and slow-moving, particularly inasmuch as Franklin saw fit to include some 19 musical numbers, including some reprises. It seemed as tho somebody was pausing to burst into song practically all evening. However, at least four of the tunes had considerable merit, *House of Dreams*, *I'm Not in Love With You*, *Low Down* and a novelty number, *Ballad of the Bra*.

Beth Pettigrew and Bill Judd handled the boy-girl love assignments with much credit. June Ferrari distinguished herself as the slinky villainess and Charles Cain was a properly stuffy store proprietor. Dancing was adequate as far as it went and Paul Petroff's sets showed imagination.

What *Thursdays* lacked, however, was real wit and a fresh approach. The group probably will improve with age. *Bob Francis*

Waldron, Refusing Non-Red Pledge, Quits Union Helm

NEW YORK, Nov. 29.—Walter Waldron, prexy of the Scenic Artists Union, an affiliate of the American Federation of Labor (AFL), has resigned because he doesn't want to sign the non-Communist pledge required by the Taft-Hartley Act. Charles E. Lessing is now acting prexy.

Waldron felt that the union, because it was in the entertainment field, was not subject to the law. However, execs there have to work with the National Labor Relations Board (NLRB) whenever they need an election in the shop and could not chance difficulties with the labor board.

The non-Communist affidavit was supposed to have been inked by all officers by November 15, but the other execs did not sign because they believed the prexy's signature was needed first. Under these conditions the union may get an extension. Nominations for prexy will be in by December 1 and the election will be held within six weeks.

Gaither To Rehearse "Halo"; "Mrs. Fraser" Weak B. O.

NEW YORK, Nov. 29.—Gant Gaither intends to put *Halo*, a script which he and Lex Richards co-authored, in rehearsal within the next six weeks. Script is slated for a three-week break-in before it hits the Stem. Gaither's production of *The First Mrs. Fraser* is having trouble at the b. o. and may have trouble getting another house when it vacates the Royale Theater for *High Button Shoes*.

Broadway Opening

ANTONY AND CLEOPATRA

(Opened Wednesday, November 26, 1947)

MARTIN BECK THEATER

Tragedy by William Shakespeare. Staged by Guthrie McClintic. Settings, Leo Kerz. Men's costumes, John Boyl. Women's costumes, Valentina. Music, Paul Nordoff. General Manager, Gertrude Macy. General Stage Manager, James Neilson. Press Representative, Francis Robinson. Presented by Katharine Cornell.

Philo.....Alan Shayne
Demetrius.....Theodore Marcuse
Antony.....Godfrey Tearle
Cleopatra.....Katharine Cornell
A Messenger.....David J. Stewart
Dolabella.....Robert Duke
Proculeius.....Charlton Heston
Bras.....Maureen Stapleton
Charmian.....Lenore Ulric
Alexas.....Oliver Cliff
Dionides.....Eli Wallach
Enobarbus.....Kent Smith
Mardian.....Joseph Wiseman
Octavius Caesar.....Ralph Clanton
Lepidus.....Ivan Simpson
Agrippa.....David Orrick
Pompey.....Joseph Holland
Menas.....Martin Kingsley
Varrus.....Barnett Biro
Ventidius.....Bruce Gordon
Octavia.....Betty Low
Candilus.....Dayton Lummis
Eros.....Douglass Watson
Silius.....Charles Nolte
Thyreus.....Robert Carricart
Taurus.....Gilbert Reade
Gallus.....Rudolph Watson
An Old Soldier.....Bruce Gordon
Scurus.....Anthony Randall
Euphronius.....Ernest Rowan
Dercetas.....Martin Kingsley
A Clown.....Oliver Cliff

There is no question that the current revival of *Antony and Cleopatra* is the best to come to Broadway in a generation. It makes the Tallulah Bankhead fiasco of 10 years back look like a child's play. It is impeccable both in production and acting, and Katharine Cornell as the siren of Egypt sets up another landmark in her career in the theater. The result is an important addition to the Stem scene in this or any other season.

However, in this reporter's opinion, matters at the Martin Beck present one serious flaw. Miss Cornell and Guthrie McClintic have elected to put on the play practically uncut. It is done in two acts with one short intermission and on opening night ran a minute or two over three hours. This is long sitting, and while many of the shorter scenes are played grouped into one in order to keep the pace moving, it would seem that some judicious cutting and telescoping might be in order to lop perhaps 15 minutes to a half hour off the playing time. In any event, trimming probably would have no particular effect on the future success ratio of the play, since real bard-lovers have a yen to see and hear the master's work intact and the rest of the customers will go to see Miss Cornell. And Miss Cornell's *Cleopatra* is really something to see.

Every Inch a Queen

Cleopatra is a tough assignment in any actress's book. She can be made merely a conniving strumpet or she can be endowed with flashes of that greatness that made her a major political factor of her day. Miss Cornell attacks the role from the latter angle, and while she gets in plenty of seductiveness, there is never any question that her siren is every inch a queen. She is barbarically regal in anger, as when she receives word of Antony's second marriage, and by turns humbly pliable in Antony's hands, but always she subtly impresses that *Cleopatra* is looking out for No. 1, and the Egyptian throne. It is a splendid portrait of a selfish, earthy woman, defeated by her infatuation for an aging shell of a once-great soldier.

Godfrey Tearle's Antony more than bears out his British reputation as a Shakespearean actor, and he makes a splendid teammate for Miss Cornell. He builds a steadily engrossing portrait of advancing mental and moral decay, a fine nature gone soft until

Barter To Troupe "John Loves Mary"

NEW YORK, Nov. 29.—The road will get its first actual look at *John Loves Mary* when one of the Southern companies of the Barter Theater troupes it thru about 50 small towns in Virginia, North Carolina and South Carolina. Richard Rodgers and Oscar Hammerstein released the road rights to the show to get the Barter Theater out of the difficulty it was in because *Hasty Heart* rights were withdrawn.

The latter show is to be trouped thru the small towns by James C. Kling and David Jones, who have just bought the rights to it causing the Barter Theater's withdrawal. However, the Barter Theater will stay far away from United Booking Office towns where playing time may be had once the New York company takes to the road.

"Mrs. Fraser" To Go Without Her Piano

NEW YORK, Nov. 29.—Because of a complaint by Local 802, American Federation of Musicians (AFM), Gant Gaither, producer of *The First Mrs. Fraser*, has agreed to stop using an actor as a pianist onstage at the beginning of the show. From now on the play will begin without music.

The union felt that if the producer wanted to have a non-union pianist on the boards he must pay for a union musician in the pit even if the latter did not play. Since the music is not essential to the show, Gaither decided to dispense with it.

"I Lay in Zion" Bought

NEW YORK, Nov. 29.—Margaret Webster and Carly Wharton have purchased *I Lay in Zion*, a one-acter by Will Gibson. Script was agented by Leah Salisbury.

nothing is left but flashes of old valiance and generosity. His Antony is all he should be, a man's man, weak where his appetites are concerned, but always human and pitiable.

A third excellent contribution is Ralph Clanton's Octavius. He gives Antony's nemesis an arrogant, calculating aloofness which is exactly the right contrast to the former's easy-going self-indulgence. Octavius is essentially a stuffy character; Clanton brings him down to earth, leaving him with just enough strut to carry conviction. Of similar outstanding merit are the Enobarbus of Kent Smith and the Lepidus of Ivan Simpson. Both give fine, telling performances.

As a matter of fact, Miss Cornell and McClintic have assembled a nearly perfect cast of classic players all the way down to the bits. Lenore Ulric adds a characteristically competent performance as the faithful Charmian, and sound support stems from contributions by David Orrick, Joseph Holland, Douglass Watson and Oliver Cliff.

Except for its length, as noted, *Cleopatra* is also nearly faultless productionwise. McClintic's staging is of his best and Leo Kerz's settings are brilliantly conceived. John Boyl has devised colorfully right costumes for male cast members, surpassing anything that Valentina has been able to do for the fem contingent.

Just what the success quotient may be for *Cleopatra* is a question. It is an expensive show, with a reported operating nut of over 19G. However, opening night put the advance sale at \$100,000, so it would appear that for once a substantial run may be in order for a play that has never been financially profitable. At all events, if *Cleopatra* can ever be made to tick, this production has the wherewithal.

Bob Francis.

Out-of-Town Opening

THE HOUSE OF BERNARDA ALBA

CORONET THEATER, HOLLYWOOD

(Reviewed November 19, 1947)

A drama by Federico Garcia Lorca, translated by Richard O'Connell and James Graham Lujan. Directed by Vladimir Sokoloff. Settings by Eugene Lourie. Costumes by Kate Drain Lawson. Special music composed by Darius Milhaud. Musical director, Peter Jona Korn. Press representative, Irving Rubine. Presented by Pelican Productions.

Criada, 2d Servant.....Bertha Carlisle
Poncia, 1st Servant.....Mary Servoss
Beggar Woman.....Marian Beeler
Bernarda Alba.....Helen Freeman
Angustias, Bernarda's Daughter.....Ruth Sanderson
.....Marjorie Nelson
Amelia, Bernarda's Daughter.....Frances Rey
Martirio, Bernarda's Daughter.....Ona Munson
Adela, Bernarda's Daughter.....Ann Pearce
Maria Josefa, Bernarda's Mother.....Gertrude W. Hoffmann
Prodenca, a Neighbor.....Mary Redfern Brown
Women in Mourning.....Rhea Goodman, Carol Saffholm, Sonia Rifkin, Beulah Hubbard, Phyllis Bargman, Rose Perlman, Joyce Romney, Julia Kent, Vida Aldana.

In line with a penchant for presenting unusual legit offerings, Pelican Productions is offering the American preem of *The House of Bernarda Alba*, the last important play by the late Spanish playwright-poet, Lorca. By any standard, the play rates as an impressive writing job, packed with emotional impact. It is doubtful, however, that Alba can prove a commercial success, since its stark realism and morbidity makes it a hard pill to swallow. Few playwrights can equal Lorca's poetic approach in capturing the frustration and mental deterioration of his characters. By the same token, few would attempt such a task.

The play is in essence a character study of the Alba family. Ruled by a fanatic mother, Bernarda, the household is filled with hate and bitterness. Obsessed by a hysterical regard for doing the right thing and adhering to severe conventions, Bernarda Alba sets her family apart from the world. Her five daughters, denied any contact with men for fear of being tainted, grow up to be neurotic, frustrated, sexless creatures.

When her husband dies, Bernarda Alba declares an eight-year period of mourning. Cooped up for endless days under the watchful eye of the

Goodhue Joins McConkey

NEW YORK, Nov. 29.—Bob Goodhue, head of Frederick Brothers legit department, is moving over to McConkey Music's New York office, where he will stay until January 1. After that he will shift to Hollywood to take over McConkey's motion picture and artist department.

ANTA and Grips Agreements Clear Plans for Benefits

NEW YORK, Nov. 29.—Given the green light by the stagehands, the American National Theater and Academy is considering a program of benefits at the Maxine Elliot Theater during the time the theater will be dark between Experimental Theater productions—roughly a week and a half each month. Martha Graham has volunteered the services of herself and her dance troupe for one week beginning January 15 for a benefit. Her first week at the Ziegfeld drew 39G last year, and she is expected to help fill ANTA's empty offers.

Agnes De Mille and Anna Sokolow have pledged dance recitals. An acting group led by Mildred Dumnock has also agreed to give benefit performances if called upon by ANTA, who has also decided to produce a program of benefit one-acters there if good enough scripts can be found.

All these benefits will be given to help build up a war chest for ANTA so that it can finance the spread of legit thruout the country by subsidizing theater. ANTA is also going to hold a series of benefits in other theaters this season. The first one will be scenes from plays with the top thespians in the business performing them at the Ziegfeld January 18.

ROUTES

Dramatic and Musical

All My Sons (Erlanger) Chicago.
Angel Street (Biltmore) Los Angeles.
Angels in the Wings (Forrest) Philadelphia.
Anna Lucasta (Cox) Cincinnati.
Annie Get Your Gun (Shubert) Chicago.
Carousel (Cass) Detroit.
Chevalier, Maurice (Curran) San Francisco 4-5.
Chocolate Soldier (Blackstone) Chicago.
Dream Girl (Mayfair) Portland, Ore., 3-4; (Temple) Tacoma, Wash., 5-6.
Fatal Weakness, with Ina Claire (Civic Aud.) Fresno, Calif., 3-4; Stockton 5; (Jr. College Aud.) Sacramento 6.
Firefly, The (Boston O. H.) Boston.
Gentleman From Athens (Plymouth) Boston.
Harvey (English) Indianapolis.
I Remember Mama (Locust St.) Philadelphia.
Jones, Spike (Studebaker) Chicago.
Lady Windermere's Fan (Colonial) Boston.
Late Christopher Bean, with Zasu Pitts (Shubert Lafayette) Detroit.
Medium and the Telephone (Majestic) Boston.
Musical Repertoire (Nixon) Pittsburgh.
Oklahoma (Ford) Baltimore.
O Mistress Mine, with Lunt and Fontanne (Selwyn) Chicago.
Private Lives, with Tallulah Bankhead (Harris) Chicago.
Red Mill (American) St. Louis.
Showboat (Shubert) Philadelphia.
Song of Norway (Erlanger) Buffalo 3-6.
State of the Union (Melba) Dallas, Tex., 3-4; (Paramount) Austin 5; (Texas) San Antonio 6.
Sweethearts, with Bobby Clark (Shubert) New Haven, Conn.
Tonight at 8:30, with Gertrude Lawrence (Shubert) Boston.
Voice of the Turtle (Davidson) Milwaukee 3-6.



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Magic

By Bill Sachs

IT APPEARS unlikely that Harry Blackstone, forced by illness to halt his tour recently at Akron, will resume with his show at Columbus, O., shortly after Christmas, as was recently announced by Lon Ramsdell, Blackstone's manager. Blackstone, who went to Mayo Bros.' Hospital, Rochester, Minn., for observation and treatment, has been advised by physicians to take a long rest, which undoubtedly will mean cancellation of the remainder of his tour. In the meantime, Ramsdell hopped to Halifax, N. S., to meet the Donald Woolfolk Shakespearean Company, which arrived there on the Empress of Dorchester, November 26. He is carded to pilot the troupe to the Coast and return. . . . Duke Montague suffered considerable loss recently when a car crashed into the front of his house trailer on the highway near Lincoln, N. C. Fortunately no one was injured. However, because the highway patrolman claimed that Montague's trailer clearance lights did not meet North Carolina standards, the Montagues were stuck with the damage of both vehicles. "Kangaroos are not confined entirely to Australia and zoos," Montague opines. . . . "Why all the fuss over suit-case magicians?" asks C. Thomas Magrum from Guthrie, Okla. "There are plenty of excellent magicians who might be called cigar-box magicians. Many of our leading night club performers carry just that amount of equipment and give a real program. Regarding those recent exposures, such things have happened time and time again. No one ever does anything about it and it looks as tho it always will be an evil. It is up to the pro magi to cease such exposures. Why not have a bill passed in Congress to that effect? How about appointing a committee, Marquis?" . . . Ray and Adel Ewing, of Miami, presently playing schools thru the Carolinas, recently were relieved of their Cadillac car, which was sold to satisfy a claim against them as a result of a highway accident in September. Fortunately, they had left their house trailer in a court, or they might have lost that, too. They have since acquired another car. . . . Paul Duke opens at the Olympia Theater, Miami, Wednesday (3) with his *Symphony of Smoke* turn.

REGISTRATIONS totaling 550 for 11th Annual New England Magicians' Convention held at Statler Hotel, Boston, November 22-23, with Boston Assembly No. 9, Society of American Magicians, as hosts, set a new attendance record for such affairs in the area. A night-before party at Huntington Chambers Hall, November 21, had Ace Gorham emceeing a show that included Dick Rice, Roger Wheeler, the Whithills, Art Lyle, Lee Smith and Bill Gourd, the Wills and Manny Williams, with Steve Simpson at the piano. Dealers' exhibits included those of Fred Poole, Herman Hanson, Conrad Haden, Satan, Raymonde, Jack Chanin, Fleming Book and Ernie Simons. Contest for manipulation, originality and presentations, had numerous contestants, with prizes awarded the following: Originality: First, Reverend Willard Smith; second, Rev. J. Wayne Haskell. Presentation: First, Frank

Children's Theater In T-H Complaint

WASHINGTON, Nov. 29.—The National Labor Relations Board (NLRB) is investigating charges by the local Children's Museum that the Washington branch of International Alliance of Theatrical Stage Employees (IATSE) violated the Taft-Hartley Act by demanding feather-bedding pay.

The museum, which puts on plays in conjunction with the Children's Theater of New York, charges that it has been forced "on a number of occasions" to pay IATSE \$262 a day for "unwanted and unneeded services by union stagehands."

The latest example, the museum claims, came this week during production of *Mrs. Wiggs of the Cabbage Patch*. According to the museum, it had arranged for students to shift scenery, but on demand of IATSE, had to pay for five union stagehands.

Peace With Tootlers Nears

NEW YORK, Nov. 29.—Indications of a healing of the breach between Local 802, American Federation of Musicians (AFM), and the League of New York Theaters came from a union spokesman after a meeting between the two yesterday. The musicians had previously threatened to discontinue all dealings with the League because of the theaters' failure to put an ork into the National Theater. Local 802 claims that the League gave its word orally that the ork would be installed, but the producers say this isn't so. However, the confab indicates approaching harmony.

'Camille' Tryout in Hoboken

NEW YORK, Nov. 29. — Stanley Gilkey is prepping a production of *Camille* with Clare Luce as the star. The show will open at the Rialto Theater in Hoboken. It is figured that a production in the Jersey town can be mounted for much less than one on Broadway, and naturally if the script clicks it will be brought to the Stem.

Clinton (thumb tie); second, Georgie Price (4-ring Chinese ring routine). Manipulation: First, Lowell Getz, second, John Hamilton. Only public show, Saturday evening in New England Mutual Hall, was a sellout several days in advance. With Tommy Tucker as emcee, bill included Antoni and Company, Joe and Ann Karson, Charles and Madeleine RossKam, Silent Mora, Hal Sayers, Frank Clinton and Company, and Bill Williston. Highlight Sunday afternoon was Dai Vernon's two-hour-and-45-minute lecture to magicians only, with Slydini, Bert Allerton and Silent Mora following with demonstrations of close-up magic. Banquet and show Sunday night was emceed by Harrison Hoyt in the absence of Al Baker, unable to appear thru illness. Program included Morino Sisters, Leslie P. Guest, Slydini, Antoni and Company, George Jason, Tung Pin Soo (Al Wheatley and wife) and Al Flosso, Springfield, Mass., won the bid for the 1948 convention. Herman Hanson was general chairman of convention committee.

Burlesque

By UNO

JANE VITALE, emcee, and Sunny JSlane and Bubbles Yvonne, strips, are doubling between Manhattan clubs and Gibbie McClosky's Isle of Capri nitery in North Arlington, N. J. . . . The Lessers, Albert and Irene, of Playland, Manhattan, operated by Abe Seskin and Chick Guelfi, celebrated their second wedding anniversary November 30. . . . Lester Mack, ex-burly straight man, now doubling in clubs and pix, and Hazel Helen, movie actress and air stunt pilot, were partied by friends in Manhattan following their marriage November 13 in Elkton, Md. Reception's star guest was bride's aunt, Hazel L. Kempf, manager of Cape movie house in Capac, Mich. . . . Vickie Porter back in the dancing lines at the Gayety, Cincinnati. . . . Dolly Malone returned to Milwaukee and night club dates. . . . Mildred Franklin is attending seriously ill mother at her home in Walled Lake, Mich. . . . Lisa Swanson, whose dad is Lew Orth, Boston booker, is not only first-timing in burly but also is a first-time stripper, co-featured with Al Anger on the Hirst Circuit. Prior engagements were in the vaude and nitery fields as a singer and dancer under the name of Swansona. . . . Dorothy Hale (Mrs. Al LeRoy) is doubling as parade girl and strips over a Hirst tour in the Anger-Connelly cast.

MARGIE DAVIS, recovered from an appendicitis operation in Cleveland, returned to hubby Al Anger's unit in Boston November 27, relieving sister Babs David. Babs goes to the Casino, Boston, for a few weeks and then back to the Hirst wheel. . . . Gloria Glad opened November 28 for four weeks at the Red Barn, Miami, thru Dave Cohn. . . . Georgianna is starring at the Club Milwaukeean, Milwaukee. . . . Buddy Lasher returned to the Gayety, Norfolk, as house singer and straight man. . . . Sudden death of Pat Daly in Detroit last week followed closely on the passing of two other burly comics, Eddie Gerlock and Lee Q. Murray. . . . The cast of the Avenue, Detroit, feted Pat Burns, straight man, and Cissy Gee, chorine, formerly a Muriel Asche girl, right after their marriage last week. Buffet supper was served at the Backstage Club by Irwin and Sandra Chad. Helping in the festivities were John Head, Scurvy Miller, Frances Parks, Bozo Snyder, Bob Lee, Lou Devine, Florida Fuller and Arthur Clamage. Les Nichols, human mocking bird, of vaude and burly, annexed a rave by Bert Hanley about his hobby of making billfolds in November *Profitable Hobbies* mag. . . . Harry J. Connelly switched from the Midwest to the Hirst. Opened November 27 at the Howard, Boston, opposite Al Anger, who starts his second tour of the Eastern houses minus Fred Frampton, who jumps to the Midwest at the Fox, Indianapolis, for a November 28 opening. Last time Anger and Connelly comicked as a team was 18 years ago. Their cast includes Al LeRoy, straight, who also continues for a second Hirst tour as does Lisa Swanson.

Passo Set for San Bernadino

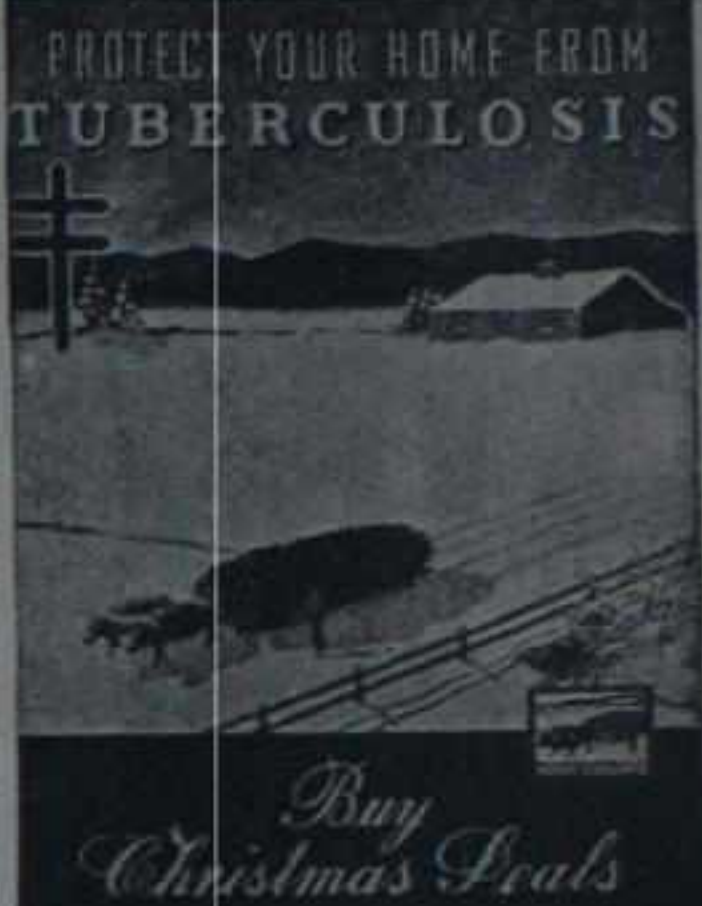
SAN BERNADINO, Calif., Nov. 29.—Ray Passo, whose Derbyshow last Sunday (23) concluded a successful seven-week run at Mission Ballroom, San Diego, Calif., has a new contest opening at the Orange Show Building here December 10. In the heart of the citrus country, the area has a drawing power of around 400,000 people. Passo, one of the most successful of the post-war derbyshow promoters, will follow the San Bernadino show with one in Los Angeles and then will head back for the Midwest.

Barter May Close 'Arms'; Weak B. O.

NEW YORK, Nov. 29.—Robert Porterfield, managing director of the Barter Theater, is considering closing the national company because of bad business on the road. *Arms and the Man*, the show which the national troupe is now performing, played to 147 people in Tulsa, Okla.

The evident reason for the lack of customers is the way the show was booked. Instead of working on guarantees, the way the other two companies are trouping thru the South, *Arms* took dates without them, and as a result no one worked on whipping up ticket sales. The two Southern companies are getting strong b. o. play.

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THE FINAL CURTAIN

GREY—Gloria, 38, former stage and screen actress, in Hollywood November 23 after a five-month illness. She first appeared in films at the age of 12 in *The Girl of the Limberlost* and appeared on the stage and screen until her retirement in 1941. Survived by her husband, Ramon Romero, playwright; her mother and a daughter.

In Memory
of
ROY GRAY
"My Old Captain"
Who passed away Dec. 4th, 1944.
LOUIS BRIGHT

GROH — Mrs. Edward, native of England and in vaude with her husband for many years, November 14 in Bradenton, Fla. She operated the Rose Edward Hotel in Manchester, N. H., for many years.

HAAS—Floyd A., former dramatic stock and rep actor in the Midwest, recently in Berkeley, Calif., of a heart ailment. In recent years he had lectured in schools in California. Survived by his widow, Edna; a daughter, Phyllis, of Berkeley, and his mother, Annie, of Parsons, Kan.

HAYES—Charles C., concessionaire on Omar's Greater, Pikes Amusement and Blue Grass shows for several years, November 23 in Oakland City, Ind. Survived by his widow. Burial in Oakland City.

HILL—Walter K., 79, former press agent for Buffalo Bill Cody and twice president of the Theatrical Press Agents of America, at his home in Jacksonville, Fla., November 23.

HINSHAW—William W., 80, one-time leading baritone in the New York Metropolitan Opera, and father of Rep. Carl Hinshaw, in Washington November 27. From 1903 to 1907 he was president of the Chicago Conservatory of Music; from 1910 to 1913 he sang in the Met. Hinshaw made over 5,000 appearances in this country and abroad, produced operas on Broadway and appeared in leading roles with the Castle Square Opera Company of Boston. He also served as president of the Society of American Singers. Survived by his widow and three sons.

HOFFMAN—John T., 72, whistler and trombonist, November 16 in Parkersburg, W. Va. He was formerly with John W. Vogel's Minstrels.

HUCK — Rufus E., vet outdoor showman, November 19 in Navarro Clinic, Corsicana, Tex., of a heart ailment. Since 1938 Huck had been with Hennies Bros.' Shows, where he had charge of the neon department. Prior to that he was a glass blower on Johnny J. Bejano's Side Show on the old Morris & Castle Shows. Survived by his widow, Jessie, Oklahoma City; a son, Maurice, Corsicana; two daughters, Lillian, and Mrs. Adell McAuliff, Oklahoma City, and one sister, Mrs. Fred Bailey, Mendota, Ill. Burial in Corsicana November 22.

LATHROP—William S., 74, former road manager of Lillian Russell, Louis Mann and Clara Lipman, November 18 in Chicago.

LEGUERE—George, 76, former actor, November 21 in New York. He played in rep companies in the South, in stock in Denver, and later appeared on Broadway in *Just Suppose*, *Palmly Days* and *Voltaire*.

MCCAMON—Mrs. Edgar R., 54, one of the first radio artists to perform over CJCJ, Calgary, Alta., at her home in that city November 4.

PARKS—Mrs. Dora E., 42, wife of Ora Parks, press agent for Cole Bros.' Circus, November 17 at her home in Marion, Ind.

O'BRIEN—Nell, of the vaude team Morelli and O'Brien, recently in Placerville, Calif. She retired in 1942. Burial in Holy Cross Cemetery, San Francisco.

PAYNE—John Leo, 66, song plugger and orchestra leader, November 13 in Winthrop, Mass.

PEACH — Mrs. Lydia Jane, 76, cookhouse worker for many years with various carnivals, November 19 in Leipsic, O., of complications resulting from a hip fracture sustained November 8. She and her husband, John, had been on the road over 40 years. Besides her husband, she leaves three daughters, Mrs. Mabel McCoy, Leipsic; Mrs. Lora Martin, Lima, O.; Mrs. Elizabeth Birkel, Springfield, O., and two sons, Harry, Fremont, O., and John, Leipsic. Burial in Sugar Ridge Cemetery, Leipsic.

REHAUSER—John W., 68, conductor, arranger and composer in vaude, musical comedy, light opera and radio, November 26 in Forest Hills, L. I. He composed music for vaude acts such as Gus Edwards and Mabel McCain; conducted the Weber and Fields musicals and orchestrated the *Ziegfeld Follies* and others. Rehauser also composed and arranged music on radio for the Ed Wynn show, the *Ford Hour*, *Cavalcade of America* and *Bell Telephone Hour*. His widow and two sons survive.

ROBERTS—Jack, member of the former Carl Roberts Trio, family comedy act, November 21 in New York. Survived by his widow, Mayme. Burial in Kensico Cemetery, New York.

In Memory
Of My Dear Brother
(JOE) ASGER SORENSEN
Who passed away December 9, 1946.
ROBT. SORENSEN & FAMILY

SHEVLIN—Bernard M., 56, Merry-Go-Round horse carver, November 22 at his home in Buffalo. Survivors include his widow, Leonora. Burial in Buffalo November 26.

WALTER—Frank B., 79, president of the American Federation of Musicians Local 14, November 21 in Albany, N. Y. He was a former violinist-leader in Albany theaters for traveling and stock shows.

WHITTLE—Charles R., 73, music hall star, November 27 in London.

Marriages

BUCK-SERGEANT—Lester Buck, drama critic of *The Wichita (Kan.) Beacon*, and Maxine Sergeant, non-pro, November 22 in Wichita.

COHEN-SHOR — Si Cohen, non-pro, and Betty Ann Shor, disk jockey on Station WIP and formerly overseas in *Panama Hattie*, November 27 in Philadelphia.

COLLURA-RYDER — Francisco Collura, nonpro, and Phyllis Ryder, actress, now appearing in *The Voice of the Turtle*, November 24 in New York.

LOEWUS-CONHAIM — Frederick E. Loewus, vice-president of Lissen Records, Inc., and Jean Conhaim, November 21 in New York.

RATLEY-SCHMIDT — Claire F. Ratley and Ruth Schmidt, both of the Conley riding act, in Cincinnati November 24.

STRADER-BROWN—James Strader and Nellie Brown, in Riceboro, Ga., November 15.

H. Paul Stroud, owner of World Theater, in St. Louis, to Alvina Berthoff, World cashier, in that city November 15.

USHER-VANDA — Al Usher and Sue Vanda, band singer and sister of Benay Venuta, November 22 in Las Vegas, Nev.

WHITTIER-DONOVAN—David H. Whittier, newsman, and Hope Marie Donovan, secretary to W. D. Little-

ford, co-publisher of *The Billboard*, November 26 in New York.

WILLARDS-RUSSELL—Ted Willards, assistant bull man with Stevens Bros.' Circus last season, and Christine Russell, ticket taker with the same show, November 17 in Fairfield, Minn.

Births

Girl to Mr. and Mrs. Fred Johannmeyer November 8 in St. Louis. Father is assistant manager of Loew's Orpheum Theater, that city.

A daughter, Susan Marie, recently to Mr. and Mrs. Jack Capell at General Hospital, Muskogee, Okla. Father is one of the owners of the Capell Bros.' Shows, and mother is a daughter of Mr. and Mrs. Earl Pounds, well known in the outdoor show world.

A daughter, Constance Rose, to Connie and Dolores Hoppe November 24 in St. Anthony Hospital, Milwaukee.

Divorces

Mildred Graham, Hollywood radio actress, from A. Vance Graham, radio announcer and commentator, in Los Angeles November 25.

Ralph Bellamy, stage and screen actor, from Ethel Smith, organist, in Gooding, Idaho, recently.

BERNARDA ALBA

(Continued from page 45)

matriarch, the love-starved daughters give vent to their frustrations and fears often and violently. To marry off her eldest daughter, Angustias, at the age of 39, Bernarda sponsors a love affair with a youth in his early 20's from the village. The lad, however, is interested only in Angustias' inheritance and carries on a dull under-the-window courtship while secretly enjoying a passionate affair with the youngest and prettiest of the sisters, Adela. Martirio, another loveless sister, secretly yearns for the lad, satisfying her love by such childish gestures as stealing his photo and putting it under her pillow.

The inevitable tragedy comes when Adela's clandestine love affair is discovered. The lover is banished, Adela hangs herself, and the girls once again resign themselves to spinsterhood. The key to mother Alba's fanaticism is shown when she triumphantly claims that her daughter died untainted and unloved, altho fully aware of the affair which brought on the tragedy. Her punishment, of course, is that she must live with the knowledge that a child of hers had sinned despite her fierce and perpetual vigilance.

Vladimir Sokoloff, noted screen thesp, directed the all-female cast. Any shortcomings are due to the writing rather than direction, for while the theme requires shading, the scripting prevents variation in the high pitch of the play. In several passages, the cast could not convincingly sustain the tenseness. In other portions, the play was unnecessarily tight and strained.

The cast performs with uniform excellence, with Helen Freeman carrying the heaviest load as the cruel, tyrannical mother. Ruth Sanderson as the homely Angustias is the essence of pity and despair. Ann Pearce, the sinner, and Ona Munson, who would like to sin, both give deft performances. Bertha Carlisle, Marjorie Nelson, Frances Rey and Mary Redfern Brown are all effective in lesser roles. Gertrude W. Hoffmann, making her professional debut at 76, deserves special kudos for her portrayal of the insane grandmother. Mary Servoss is well cast as the outspoken, loyal servant.

Kate Drain Lawson's costumes and Eugene Lourie's sets are authentic and effective. Original music by Darius Milhaud, played by Peter Jona Korn, helps to set the mood.

Alan Fischler.

C&W GETS IONIA ANNUAL

Other Shifts Are Rumored

Carnival reps on scene early — Sherman lobby thick with conjecture

By Herb Dotten

CHICAGO, Nov. 29.—On the eve of the outdoor conventions here, the tune *There'll Be Some Changes Made* seemed quite fitting as the theme for the confabs, in which, among other things, contracts for carnivals to play the major fairs of this country and Canada will be signed.

The official lid-lifter on the sessions comes tomorrow, but one major change in carnival routing became known officially today, when execs of the Ionia (Mich.) Free Fair announced that the Cetlin & Wilson Shows had been signed.

To be sure, this revelation was not a complete surprise. It had been worded about, but execs of the Ionia annual and of the C & W unit had declined confirmation up until today.

No Decision on Indiana

The Ionia date last year was filled by the Cavalcade of Amusements. For C & W it marked the second Midwestern fair that the Eastern railroad outfit has snared in two years. Last year, the C & W aggregation, with R. C. McCarter, general agent, doing an intensive job in advance, grabbed off the lush Indiana State Fair contract. As of today, no decision on the Indianapolis midway contract for '48 had been announced.

Indications are that all railroad shows playing the Midwest territory will undergo some route changes this year. The air in the lobby of the Hotel Sherman, scene of the confabs, is thick with conjecture.

Carnival representatives arrived here especially early this year. Some checked in as early as last week. The start of this week brought a big influx and this was swelled Friday and today as showmen from distant points arrived. Arrivals today and late Friday included many showmen who attended the banquet and ball of the National Showmen's Association in New York.

In the early vanguard, too, was a heavy representation of attraction people—bookers, thrill show operators, auto race promoters, etc.

Sedlmayrs on Hand

Noted among the arrivals thru Friday (28) were Carl Sedlmayr Sr., owner of the Royal American Shows; his son, Carl Jr., and Bob Lohmar, that show's general agent; Harry Hennies, owner of the Hennies Bros. Shows; J. C. McCaffery, general agent of that org; E. Lawrence Phillips and Morris Lipsky, top men in the Johnny J. Jones Exposition Shows; Ralph Lockett, general agent of that org; Al and Hattie Wagner, of the Cavalcade of Amusements; R. C. McCarter, general agent of Cetlin & Wilson; Bill Fleming, general agent for the James E. Strates Shows and Bobby Kline, general agent for the John R. Ward Shows.

Noted, too, were Louis Berger, general agent of the Hennies org; (See C&W Gets Ionia on page 70)

Thanksgiving Pee-Rades Use Pro Talent in Three Cities

NEW YORK, Nov. 29.—R. H. Macy & Company's 21st annual Thanksgiving Day Parade Thursday (27) was favored by sunny weather and witnessed by one of the largest crowds (estimated at 2,000,000) ever to turn out for the department store's fun—the crowd around Times Square was almost as dense as a New Year's Eve or election night throng, but was kept in check by wooden barricades and a large force of coppers.

In the parade down the Stem to the Macy store at 34th Street were 6 giant balloon figures, 6 bands, 17 floats, 50 clowns and scores of figurants and marchers. Most striking musical unit was the elaborately costumed Ferko String Band from Philadelphia. The parade mixed a circus theme with a Santa Claus motif—one of the balloons carrying a huge trapezist, a real trampolinist bounding on a float, an animal cage float, a Funny Ford and a revolving miniature Merry-Go-Round.

NEWARK, N. J., Nov. 29.—L. Bamberger & Company's Department Store staged one of the largest Thanksgiving Day parades in the country, with 500 marchers, 46 floats and 12 bands in line. One of the features of the parade was the brilliantly costumed Silver Moon Brigade String Band from Philadelphia.

Wapakoneta '48 Site for County Cent.

Event Set for Fairgrounds

WAPAKONETA, O., Nov. 29.—Plans for Auglaize County Centennial, to be observed here July 4-7, 1948, with a varied program highlighted by amusements, are well under way.

Scene of centennial activities will be Auglaize County Fairgrounds, which offers a grandstand seating 5,000 and other necessary facilities. Plans call for grandstand shows, midway and parades.

Harry Kahn, for the past 14 years secretary of the fair, has been named to head arrangements for rides and concessions. County commissioners of the fair appointed an over-all committee consisting of 28 persons. Each township in the county has two representatives in this group.

The sum of \$2,500 has been set up for preliminary work. A fund-raising campaign is planned to boost this to \$10,000.

Once the gateway to the Midwest, Auglaize County is rich in historical lore. Much of the history will be tied in closely in the programing of various events. In the publicity campaign, letters will be sent to former residents of the county to give the centennial a homecoming celebration aspect.

More than 200,000 spectators jammed the line of march from suburban East Orange to the store in midtown.

PHILADELPHIA, Nov. 29.—Over 700,000 persons crowded downtown streets to watch Gimbel Bros.' annual Toyland parade Thursday (27). Usual floats, bands and gaily costumed marchers were in line.

M'polis Solons Give Bingo O.K.

MINNEAPOLIS, Nov. 29.—Bingo, outlawed here nearly two years ago despite a State law permitting it, was voted back Friday by the city council, 16 to 10.

In approving the return of bingo, the council set up strict regulations under which the game will operate in the city. Sponsorship is limited to charitable, service and church organizations. No organization may run more than two games weekly, with four-hour sessions daily the maximum time. Games are to be played in applicant's regular lodge room or hall only. The fire prevention bureau and police morals squad must be notified in advance of each game. Only actual members of applicant organization are permitted to operate games.

Applications will be granted only after a thoro investigation of permit seekers by the police department and the council health and hospital committee, with recommendation of both groups necessary before permits are approved.

Alderman Glen Wallace, opponent of the measure, gave notice he will introduce an ordinance at the next council session requiring a \$2 fee for each four hours of bingo operation and a ban on minors in places operating games and penalty of \$100 fine or 30-day workhouse term for violation of any regulations.

Arizona Grandstand Show Is King Opus

LOS ANGELES, Nov. 29.—William H. King, head of William King Productions, who this year produced and directed the grandstand show at the Arizona State Fair, headlined by Jimmy Wakeley with Spade Cooley's band, has announced that his company is now offering Judy Canova and Spade Cooley for national fair bookings. King said he also has available the famed Goldwyn Girls for similar events.

King, 22-year-old former co-director of the Fanchon and Marco organization, for which he produced the stage show at the National Orange Show this year, recently formed his own producing company.

The *Western Jamboree*, starring Wakeley and Cooley's band, was featured during the last five days of the Phoenix event. First half, also produced by King, was headlined by Harold Peary, *The Great Gildersleeve*, of radio fame.

49G Payment To Utah Cent. By State Fair

Improvements Aid Annual

SALT LAKE CITY, Nov. 29.—The Utah State Fair board has agreed to pay the Utah Centennial Commission \$49,255 to settle a claim against it of \$67,139, and thereby to wipe out its last deficits connected with the staging of the Utah Centennial Exposition for 16 weeks during the Utah Centennial Celebration last summer.

Sheldon R. Brewster, secretary-manager of the fair, who also was production manager of the exposition which replaced it, has requested a deficiency appropriation to cover the amount. While the payment makes a healthy hole in the annual's operating fund, the fair board fared not so badly in the whole.

Accounts Receivable to Fair

For \$49,255 it received \$311,641 in capital improvements to the plant, made by the centennial commission and takes over the accounts receivable for the fairgrounds operation which includes \$16,961 from the Beehive Midway Corporation (now in litigation) and another thousand due from the Western Service Company, food concessionaire, plus \$17,864 worth of equipment such as tractors, trucks, wiring, lights, etc., all bought at a favorable State inventory.

Thru the settlement, Gus P. Backman, centennial director, will be enabled to return to the State of Utah nearly \$30,000 in excess of the \$500,000 he promised to return to the State from an appropriation of \$1,361,000. The income from gates, including full amounts where produced by the centennial commission, or the percentages when played thus, amounted to \$819,319 with returns satisfactory from all attractions except the exposition.

Fair Below Estimates

Over-optimism of the exposition management accounted for its financial troubles, as was revealed by the table of estimates submitted to the centennial commission and the actual receipts, a report released to the local press.

These showed: Gate receipts \$240,000 estimated, \$95,771 actual; receipts from attractions, \$400,000 estimated, \$265,910 actual; from exhibit space, \$50,000 estimated, \$4,607 actual; from refreshments, \$80,000 estimated, \$39,673 actual; from rides, games, shows, \$96,000 estimated, \$20,677 actual; from exhibitors' fees, \$10,000 estimated, \$3,929 actual. The estimate on attendance was 1,200,000, whereas actual attendance was 690,479. Very bad weather marred the first 10 days of the exposition—all of it unparalleled in the local weather bureau history, which contributed something of an alibi but not enough to make up the wide differences.

St. Louis Ed Opens Battle To Force Nets

R-B Mishap Is Cited

CHICAGO, Nov. 29.—Kenneth D. Toocill, editor of the editorial page of *The St. Louis Star-Times*, has started a one-man campaign to get circus owners to abolish the practice of permitting aerial performers to work without nets.

In a letter to *The Billboard*, Toocill, who encloses a copy of a lead editorial in *The Star-Times*, says:

"The attached editorial, written by me, is a part of a running editorial policy that will not be abandoned so long as the practices complained of continue. A letter has gone to John Ringling North carrying the request that he, as the most prominent figure in the circus world, take the leadership in banning high altitude acts without the traditional nets, on the theory that most of show business will follow.

"Our campaign is in behalf of the men, women and children who constitute circus audiences as much as for the benefit of performers. We believe that the typical circus audience does not want this sadistic touch with its entertainment," Toocill wrote.

The editorial, entitled "Back to Nero," follows:

Addresses North

"John Ringling North has lately been made chief impresario of 'The Greatest Show on Earth' and as such is looked upon as the mentor of that branch of show business employing circus acts. He could, and should, start immediately to abolish, by example, the practice of permitting aerial performers to work without nets.

"A Nero complex seems to have seized circus moguls during the past decade that is not reflected in public demand. Even if patrons of circuses did want to witness the ever-increasing tragedies of performers plummeting to their deaths from high apparatus, managers would have the responsibility for nipping such sadistic mass tendencies.

"At a performance of Mr. North's circus in Miami, two young acrobats (See *St. Louis Editor* on page 59)

Davies in Wisconsin; Closing for Holidays

CINCINNATI, Nov. 29.—Ayes and Kathryn Davies Circus, which opened its second season at Ottawa, Ill., is in its fourth week. Now in Northern Wisconsin, it is scheduled to close for the holidays December 13 and re-open about January 15.

The program runs an hour and a half and org moves on seven units. Kathryn Davies is manager and Ayes Davies is on the advance. Sixteen people are with the unit. Shorty Adkisson and Paul Zallee are again in clown alley. Walter Rodenbush has the props and Edna Earl again has the concessions.

Program follows in order: Riding dogs and monkeys; Paul Zallee, comedy juggler; Betty Tilton, contortionist; clowns, water gag; Patsy Lee's dogs; clowns, trap shooting; Tama Frank Jr., rope spinning; Tama Frank and Patsy, whip cracking and rope spinning; Heerdink and Tilton, horizontal bars; Capt. Eugene Christy's lions; clowns; Tama Frank, manage horse; Heerdink and Tilton, balancing; clowns; Tama Frank and Patsy, knife throwing.



LEN HUMPHRIES AND DICK CLEMENTS, business manager and lion trainer, respectively, of the Hamid-Morton Circus, are pictured with some of the lion cubs born during the org's 1947 tour which ended in Atlanta last week. Clements is holding cubs only a month old, while Humphries is cuddling cats five months old. Clements has signed a H-M contract for the 1948 season which begins February 14 in Memphis.

R-B Seats Being Built in Memphis

MEMPHIS, Nov. 29.—The new portable grandstand seats for Ringling Bros. and Barnum & Bailey are being manufactured here. The Lewis Manufacturing Company, selling thru the Lewis Diesel Engine Company, is building the equipment, according to Fred Muller, vice-president and general manager.

"The portable element comes in a wagon-like steel frame and there will be 250 seats on each wagon," Muller said. He said his company expected to complete the first 28 such wagons in the next 45 days. "It will go to Sarasota for final approval before we complete the order," Muller said.

Two of Alzanas Are Reported Much Improved

MIAMI, Nov. 29.—Charles Davis and his son, Harold, who, together with their daughter and sister, Hilda, were seriously injured here Wednesday (19) during their performance with the Ringling Bros. and Barnum & Bailey Circus, are reported showing great improvement. Both Charles and Harold are able to be up and around, altho Harold is encased in a body cast which he will have to wear for at least two months.

Hilda Davis is still in serious condition, attending physicians report.

The Davis family, billed as the Alzanas Troupe, was honored by Jimmie Fidler, Hollywood columnist and radio commentator, on his broadcast Sunday (23) and was featured on *We the People* broadcast Tuesday (25). The *We the People* broadcast, featuring the Davises, was broadcast from Jackson Memorial Hospital, where the Davises are patients.

Since the mishap, the Davises have been presented with \$500 from the personnel of the R-D show and gifts from the Miami Showmen's Association and the Charles Sparks Tent, Circus Fans of America.

Polack Heavy 3-Day Draw At N. Y. Stand

POUGHKEEPSIE, N. Y., Nov. 29.—Polack Bros.' Circus, under Tri-Po-Bed Grotto auspices, closed a three-day run at the New York State Armory tonight. Show opened Thursday (27) and, favored by weather, drew a big Thanksgiving Day attendance.

The Armory's seats were increased to 2,000 by bleachers. Near-capacity attendance was assured by advance sales of blocks of tickets to firms that partied more than 1,000 poor kids.

Running time for the 25-act bill was held to slightly over two hours, all acts working solo in one ring. Featured were Polack's Elephants; Truzzi, juggler; the Sidneys, trick cyclists; Frank Cook, high wire; Ray Wilbert, hoops, and Maree's dogs and ponies.

This was Polack Bros.' first showing here.

Clyde Draws 10,000 On Stand at Topeka

TOPEKA, Kan., Nov. 29.—Clyde Bros., playing a four-day stand here under auspices of the Arab Temple Shrine, drew 10,000 persons.

Org opened here Monday (17) and the sponsoring org got things off to a big start with a parade by the Arab Shrine Patrol. Special guests opening night included kiddies from the Capper Crippled Children's Home and from the Boys' Industrial School.

The show received page 1 publicity the second day in *The Topeka State Journal* when clowns appeared at the Randolph Grade School. Another visit was made to Winter General Hospital for war veterans.

Walter K. Hill Dies at 79

ST. PETERSBURG, Fla., Nov. 29.—Walter K. Hill, 79, former press agent for Buffalo Bill (William Cody) Wild West Show, died at his home here Saturday (22). Hill served two terms as president of the Theatrical Press Agents of America.

Macon Shrine Draws 15,200 In Three Days

Event Hampered by Rain

MACON, Ga., Nov. 29.—Playing to 15,200 admissions during the three-day run, the Macon Shrine Circus was termed by Shrine leaders as "highly successful." Event's attendance was hampered by steady rainfall thruout engagement, but souvenir program, advance ticket sale and special promotional events brought a good profit into the Shrine treasury, Potentate J. P. Kennington said.

Performance, produced by Karl and Helen Wallenda, won rave notices, and was by far the most elaborate presented in the 14 years history of Shrine shows here. W. E. Franks, Macon carnival owner, promoted the event.

Ticket Resistance Felt

Resistance was felt in ticket sale because in the past, gate charges have ranged from 10 cents to 25 cents with a car giveaway. In those years grosses came largely from operation of gaming concessions. This year the admissions ranged from \$1.20 to \$2.40 but a much larger show was offered.

Matinee attendance was affected by the rain but all three night crowds were big. Largest single day's attendance was registered Saturday (22) when 2,890 attended the matinee and an overflow 4,600 was recorded at night.

Visitors were plentiful. Bob Morton, who ended the Hamid-Morton run in Atlanta a day after the local opening, spent a day with the Wallendas and other friends. He was (See *Macon Shrine Lures* on page 59)

Mills Bros. Sign Schuler for Press

CIRCLEVILLE, O., Nov. 29.—Jack Mills, before his departure for home in Cleveland, announced that he had signed Charles B. Schuler (Tiffany) to handle the boss press job for Mills Bros.' Circus. The newly organized press department will comprise a crew of four agents with cars, working two weeks ahead of the show, Mills says.

Schuler and his wife, Virginia, have been associated with the Clyde Beatty and Cole Bros. shows and came over to the Mills org mid-season this year to handle press and promotional duties. Schuler will devote full time to his press duties next season. He is at present in quarters here to reorganize the department. Virginia will handle promotional assignments next season.

Bert and Marie Pettus are remaining in quarters and giving big Burma daily workouts in the ring barn. They also have started rehearsing the elephant in new routines.

Native enthusiasm in Circleville is high and the local paper has given the Mills show space almost daily since its arrival in quarters. Jack Mills has announced that just as soon as quarters are ship-shape, the natives will be invited to visit the fairgrounds free.

Harry Mills has gone to Cleveland to complete arrangements for his concessions at the Grotto Circus.

King Winters in Macon

MACON, Ga., Nov. 29.—King Bros.' Circus, which closes its present Florida tour in mid-December, will winter here.

Advance Flack Light For Ft. Worth Show

FORT WORTH, Nov. 29.—The fifth annual Moslah Temple Shrine Circus, which opened at the Will Rogers Coliseum here Friday night (21), is playing to fair sized crowds. There was not a sellout over the week-end and the matinee audiences were small—less than half of the seats being taken. The Coliseum seats 6,400. Prices are \$1.20, reserves, and \$2.40, boxes. Children enter for 60 cents.

The circus lacked advance publicity but got generous reviews from the dailies. Show continues thru Sunday night (30).

Staff includes John L. Andrews, producer; Leo Hamilton, director; Bill Nippo, in charge of props, and Izzy Cervone, musical director.

The line-up of acts follows: Juanita and Champs, Royal Rockets skaters; Terrell Jacobs, animals; Ethel D'Arcy; De Kohl jugglers; the Plunkett troupe, trampoline; Slivers Johnson and his Austin; Herbert Weber, foot slide; Verne Corriell, head slide; Canestrelli and Zoppe, ladders; the Anteleks; Albert's, Sonny Moore's and Minnie Rooney's dogs; the Great Fussner; Herbert Weber and Bert Dearo, wire; Aerial ballet, featuring Elly Ardely; Jim Wong and his Canton Chinese acts; La Tosca; the Sensational Kays, high wire; the Flying Zacchins and Flying Valentines; Zaveetta riding act; Victory Zacchini, cannon, and clowns under direction of Joe Lewis.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Mowed Clover, Vt.,
November 29, 1947.

Dear Editor:

Two weeks ago Manager Upp announced that the Won, Horse & Upp Circus would, with money permitting, stay out all winter playing the cream of indoor dates. The word "cream" gave us no inkling of his intentions. Working on the theme, "You can't take it with you" (that will affect our personnel and the patrons), there is no reason why a show of this magnitude and title cannot enter the indoor circus field, even on a barnstorming tour, and be successful. In the boss's own words, "We will not play theaters, arenas, auditoriums or school gymnasiums. We will give them something new in the indoor circus field. The answer is cow barns. This will not be a Tom Show nor will we play *Polly of the Circus*. Our performance will be strictly circus with a dramatic concert."

The show train headed for cow barn opera territory, New England, last Sunday and arrived at Bovine Lodge, Vt., Thursday. The train glistened with ice and snow (was about as cold) on its arrival, which according to the editor of *Fodder Silage Weekly*, was the harbinger of winter. That night a blizzard struck with all its fury at opening time, which darkened the barn for the night, because the cattle had to be herded in for shelter.

On Friday at Cow Lair, Vt., the skies cleared, giving us the use of Farmer Foliage's Jersey hostel for a matinee performance. Even tho the thermometer read 5 below zero the patrons jammed the barn to its haymow. Body heat from the large audience kept the place comfortably warm. However, the few that remained for the concert couldn't provide the necessary body-heat, which made the barn so cold that we had to bring the cows back to warm up the place. Our concert, a one-act drama, *Man Wants But Little Here Below*, starring Bullhook Cattleman, actor, author, writer of the drama and third assistant on elephants, was either a flop thru the mooing (sounded like booing) of the 40 cows or was a crowning success thru the loud stomping of the bovines' feet, which the boss decided were encores to bring the author back onto the stage for a bow. A local dramatic critic stated that cows like corn.

Here today we gave three matinee performances to packed houses. The first matinee was given by our side-show cast. Then after rousting the

crowd out of the barn, seats and ring-curbs were erected and the red wagon sold tickets for the main show. Following the big show's performance we again concerted them with our thrill-packed one-act drama. Tonight we packed 'em in for both the side show and main show performances. The concert had to be called off due to our leading lady, Siloha Udder, contracting a bad cold and a touch of the hoof and mouth disease. Our company doctor advised the cookhouse steward to take everyone off of promoted branmash and put them on an oatmeal diet.

P. S.: Run this ad: Won, Horse & Upp Circus and Dramatic Company can place for a long and prosperous tour thru winter's vacation land in de luxe barns, bins and mows; actors, musicians, milkers and pitchfork welders. Enjoy skiing, skating and sledding between shows. Join America's only pasturized circus.

Australian Circus Battles Sydney's Upped Lot Rental

SYDNEY, Nov. 29.—Owners of Silver's Circus & Zoo are splurging on display ads in the local sheets to protest against doubling of rental fees on park and council land by the Newcastle City Council.

Cirk management says it will not pay the jacked-up fee of \$32.50 per day and urges the public to put pressure on council members to reduce the fee if they desire circuses and shows to play their district, as other traveling showmen are expected to follow suit and boycott the city unless rentals are cut.

Roy Rogers and Dale Evans Will Wed New Year's Eve

CHICAGO, Nov. 29.—Roy Rogers announced Wednesday (19) that he will marry his leading woman, Dale Evans, New Year's Eve, with only members of their immediate families present. Rogers did not say in what city the ceremony would take place.

Rogers' first wife, Grace, died over a year ago after giving birth to Roy Jr. He has two other children.

King Bros.

We came out of Alabama with plenty of rain and mud into sunny Florida. We Sundayed at Panama City and the fishermen on the show had a great day. Enoch Brafford and Kenneth Ikert came off with top honors. Napoleon Reed, chef, served fish for two days.

At Enterprise, Ala., the show reached town at daylight in a pouring rain. It continued thruout the day and night and was still raining when we left town.

We were the first circus to exhibit in Crestview, Fla., in nearly 20 years. It was in the nature of a festive holiday. They came from far and near. The side show had one of its biggest days of the season. Lawrence Pierce returned from Salamanca, N. Y., where he was called by the death of his mother.

This is our 33d week and we still have two more to complete our season. Show is scheduled to end its 1947 season at St. Augustine, Fla., December 13.

Jack Burslem joined with his frozen custard machine. Willie Rawles and Harry Miller also joined. The Flying Hartzells, Sarasota, Fla., visited for several days while the show was in the Pensacola area.—DOROTHY EARLE.

'47 Rodeo Champions Named at IRA Meet; All Execs Re-Elected

SUN VALLEY, Idaho, Nov. 29.—New rodeo champions were announced at the convention of the International Rodeo Association here November 14-15.

They are: All-around cowboy, Bud Linderman, Red Lodge, Mont.; bronk riding, Jerry Ambler, Glenwood, Wash.; bareback, Carl Mendee, Visalia, Calif.; bulldogging, Homer Pettigrew, Grady, N. M.; calf roping, Buckshot Sorrells, Tucson, Ariz.; bull riding, Wag Blessing, Burbank, Calif., and steer roping, Clark McIntire, Kiowa, Okla.

The IRA's \$10,000 point award fund, with trophy buckles and saddle prizes, was split four ways in each event bracket for champions and their runner-ups. Title and prizes were awarded as a feature of the Grand National Rodeo, Cow Palace, San Francisco, November 9. Over 800 contestants, all 1947 money winners at IRA rodeos, were listed in the point-rating contest.

Revise By-Laws

Other items of business included: Revision of by-laws, appointment of a permanent executive committee, concerted steps to sell rodeo as an industry worthy of sport page recognition, suggested ways to speed up the decision of contest judges, improvement ideas of entertainment, new dues schedule for member shows, and redistricting of North America into 21 rodeo areas, with a vice-president elected for each district. Largest of these spheres is the East Mississippi River States area, for which Fred H. Kressmann, Chicago, was named director.

Meeting Planned

A wire request from the Rodeo Cowboy Association (the contestants union) for a meeting with IRA representatives at Denver in January 1948 was read. At the proposed RCA-IRA conference it is planned to write a new set of contest rules that will become the Standard Rules of Rodeo events. Prize lists for 1948 are to undergo review under the terms of such agreement. To make this as comprehensive as possible, E. N. Boylen, IRA commissioner, urged rodeo managers to send him data on their 148 purses before January 5 that they can be acted on at Denver.

R. J. Hoffmann, Cheyenne, was re-elected president; E. N. (Pink) Boylen, Pendleton, secretary-commissioner, and Ray Talbot, Pueblo, treasurer. Some of the new districts had not yet been staffed with executives—the local show promoters had to be poled.

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Destinations of R-B

Side Show Personnel

TAMPA, Nov. 29.—E. W. Adams, ticket seller and talker on the Ringling-Barnum Side Show, gives the destinations of the following kid-show folks:

Fred Smythe, manager, Sarasota, then New York; Bobby Hasson, assistant manager, Washington; Harley J. Rogers, Philadelphia; Ellsworth W. Somers, Waterbury, Conn.; Robert Lee Brazil, Houston, then Mexico; Heavy Schelly, New York; Janis Lucas, Sarasota; Don McIva and Rasmus Neilson, Hawaii; Alexander Linton, New York; Irene Perry, Detroit; Charles Roark and Betty Broad Bent, Malvern, Ark.; David Naeola and Pee Wee Aloha, Bethlehem, Pa.; Freda Pushnik, Johnstown, Pa.; Singalee, Mr. and Mrs. Fisher, Doll Family, Joe North, Sarasota; Arthur A. Wright and his minstrel band, Philadelphia; Coriana and Josaphine, Sarasota; Harold Smith, New York; Stanley Belmonte and George Escalara, Tampa; Adams, Atlanta.

Circus Historical Society

WICHITA, Kan., Nov. 29.—Don Smith, Walter Pietschmann, Mr. and Mrs. Wixom, all of Detroit; Murray Guy, Jeannette, Pa., and Harry Simpson, Camden, O., editor of *Hobby Bandwagon*, attended the fall round-up of Division No. 1 in Peru, Ind.

Burt Wilson reports catching Ernie Palmquist's model circus in St. Louis and Dailey Bros. at Joplin, Mo. The Kalmbach Publishing Company, Milwaukee, has a new book of circus photos called *Circus Trains*.

Edmond Holt, president of the Allentown, Pa., division, expects to enter the hospital soon for an operation. Herb Fursier, after a season with James M. Cole, is with the Kirk Adams animal act. Ed Cripps, of Brantford, Ont., caught the Morton Circus in Canada. Fredonia, Kan., had a home-coming day, and Dad White visited with Mr. and Mrs. Bud Anderson, Emporia, Kan. The Andersons had a three Liberty horse act there.

Fred and Bette Leonard visited Dailey Bros. in Newton and Elderado, Kan. Louie Reed purchased 10 more baby elephants, a herd of camels, zebras and a hundred monkeys in India. Due to shipping troubles, however, he may not be able to bring them over until spring. Ben Davenport, of the Dailey show, reported to the Leonards. The Leonards enjoyed reunions with Jack and Evelyn Turner, Red Rumble, Gene Allen, Butch Cohn, Ralph Noble, Hazel King, Leo Snyder, Mr. and Mrs. Tommie O'Brien and Joe Pomileo. Tom Parkinson is now on *The Shreveport*, (La.) *Times*. Tom has a card catalogue of show history, the cards numbering in the thousands. Each card contains the history of each circus and also parade wagons.

The writer enjoyed a visit with Bob Taber, Riverside, Calif., who stopped over in Wichita, Kan., while en route home from Clinton, Ill., where he was called by the serious illness of his father.

Eddie Jackson, who closed with the No. 1 advertising car on the Ringling-Barnum show, leaves shortly for a vacation in Miami and Havana, before going to his home town in Akron. Mr. and Mrs. Bob Parkinson visited the Joe Flemings in Trenton, Neb., and reported the Flemings told of a recent visit with Mr. and Mrs. Art Stensvad.

Mr. and Mrs. Jake Posey, Baldwin Park, Calif., are recovering from injuries received in a car accident. Dad White, of Fredonia, Kan., plans to attend the Midian Shrine Circus in Wichita, Kan., November 30-December 6 and then will leave for California to spend the winter. Dad recently celebrated his 90th birthday.

During the divisional meeting of the CHS in Peru, Ind., Chalmers Condon presented a pair of cymbals used in the Sells-Floto spec to Harry Simpson, editor of *Hobby Bandwagon*. E. W. Cripps, CHS of Brantford, Ont., is building a miniature circus, using Wardie-Jay Model kits. Cripps also publishes a periodical called *Great Britain Bandwagon Notes*.

Mr. and Mrs. Allen Wescott were kept busy during the forest fires in Maine, furnishing food for the fire fighters and evacuees. The Wescott home is in Bar Harbor. Burns Katzenberg, former manager of the Hotel Samuels, has returned to Mansfield, O., to manage the Mansfield-Leland Hotel.—BETTE LEONARD.

Florence, Ariz., Rodeo

FLORENCE, Ariz., Nov. 29.—Cash prizes totaling \$500 and many merchandise prizes were posted for winners in the 15th annual Florence Junior Parada (rodeo) November 28-30. The event was extended to a three-day show for the first time. Adult professionals performed on opening day. Rodeo competition the final two days was limited to boys and girls under 18.

UNDER THE MARQUEE

Lion trainer Dick Clements will winter at the Memphis Zoo.

What we are now living is an undeclared billing peace.

Bob Grubbs has purchased a four-horse Liberty act from Vernon Pratt.

Mr. and Mrs. Arthur Miller and daughter are wintering in Hugo, Okla.

Dolly Jacobs is having her elephant truck overhauled and repainted in Hugo, Okla., quarters.

Bossing a circus on a large scale works out all right but one doesn't have so much luck with it on a family basis.

The Berosini Troupe of wire walkers will appear with the Polack Bros.' Circus at Saginaw, Mich.

The Loyal Repensky riding act will play South American dates this winter.

Mr. and Mrs. Bob Morton left for their Miami home after the close of the Hamid-Morton Circus in Atlanta.

Speaking of billing wars, now is the time to use the slam "war monger" when another circus tries to day-and-date yours.

Chief Keyes, concert feature on the Kelly-Miller Circus, has been deer hunting since closing with the show.

Barney and Shorty Adams visited King Bros. when that show played Forest, Miss.

Buck Leahy, past season with Bailey Bros.' Circus, is working night clubs in and around Cincinnati.

So many families live in circus berth-cars that an ordinary wife now has a choice of men to feud with.

Garden Bros.' Circus has contracted for the third year to show in the Coliseum, Toronto, during Easter week.

Joe Scharoum has joined Bradley & Benson in an executive capacity. He was with the James M. Cole Circus during the regular season.

Dorey and Obert Miller left Hugo, Okla., November 22 for the East to purchase some animals and other show property.

Anyone who doubts that the *Tableau & Chariot Circus* isn't an old show should look into it's horses' mouths.

Leo Cogozzo, better known as Professor Cogozzo, is presenting his trained monkeys in schools around the Jackson, Miss., area.

Flying LaVals, Bill Valentine, manager, after a successful season of fairs, went to their home and winter quarters in Houston.

Vernon Pratt, owner of Hugo Bros.' Circus, recently purchased the side show top which was used on the circus last season.

There is no fool like the old-time acrobat who joins the young for a few hours of workouts.

Mel Lewis, Kelly-Miller Circus side show manager who is wintering in Hugo, Okla., motors to Dallas every Thursday night to take in the boxing bouts there.

The December issue of *Reader's Scope* magazine contains an article on the life of P. T. Barnum. The yarn, entitled *King of Ballyhoo*, was authored by William Mogle.

Mrs. Harvey Moore (Yvette) after

filling a 10-week engagement at the Glory Club, Chicago, has hopped to New Orleans for a nitery engagement.

First prize for honesty should go to the ticket seller who admits that changing a big bill has him a bit confused.

Archie Silverlake and Tommy Whiteside, in clown alley at the Shrine Circus in Fort Worth, will open their Christmas date in Kerrville, Tex., December 4.

Charles Davitt and Joe Beach caught the Hamid-Morton Circus in Boston. Beach also saw the No. 2 H-M Unit in Troy, N. Y., and Polack Eastern Unit in Pittsfield, Mass.

Ben Beyer, well-known bicyclist, rated some nifty publicity in *The Portland (Me.) Press-Herald* recently while appearing with the Elks' Circus which was staged by Frank Wirth.

If freight rates continue to go up they'll soon reach a point where railroad shows can save money by staying in their barns.

Comes word from Harold Voise (flyer) that he has canceled his Havana engagement and will go to Cleveland instead, playing the Arena December 3 thru January 1.

Len Humphries, business manager of the Hamid-Morton Circus, plans to sail December 8 for a month's visit in England. He visited *The Billboard's* New York offices Tuesday (25) en route to his Toronto home.

Ernie Palmquist, former orchestra leader, who has a miniature circus, consisting of 22,000 individual pieces, recently received a full page in color in *The St. Louis Post-Dispatch* showing various shots of his circus.

Ticket sellers who boast about their walk-aways and hold-outs never get any welcome signs from banks needing tellers.

Bob Stevens, owner of Stevens Bros.' Circus, left Hugo, Okla., recently for Nebraska, where he will make a number of Santa Claus parades. He plans to return after Christmas.

James Thompson and daughter, Edith, are now playing spots around Detroit with their magic and mental act, after playing Baltimore. Thompson is readying his side show for next season.

Texas O'Rourke reports that on his return from a hunting and fishing trip in Canada, he was gifted with a Palomino stallion by his family on his

Dailey Gets Full One

SEGUIN, Tex., Nov. 29.—Dailey Bros. overcame rain here to register a full house at night after a fair matinee attendance. This was the final stand of the season for the Dailey org, which moved into winter quarters in Gonzales, Tex.

Weather Hurts King

ENTERPRISE, Ala., Nov. 29.—A steady downpour from early morning until long after the scheduled opening of the show hurt business for King Bros. here and as a result attendance was light.

French Circus Heiress Wed

PARIS, Nov. 29.—Francisco Caroli and Odette Bouglione, daughter of Joseph Bouglione, co-owner of the big Paris arena *Cirque d'Hiver* and the Bouglione brothers tent circus, were married here recently.

birthday. O'Rourke says he will present the horse at Southern shows this winter.

To get a reputation as a "money-making-circus-trouper" one has to outlive those who remember the many winters you closed broke.

The Hertzberg circus collection in the San Antonio Public Library was used to obtain background material for the best seller, *Gus the Great*, according to Thomas Duncan, the author.

Mrs. Ione Stevens was hostess at a Mexican dinner at her home in Hugo, Okla., recently. Guests included Mr. and Mrs. Art Miller, and daughter; John, Nola and Shela Fae Grady, Cecil McMillan, Gus Kanerva and Jay Hardin.

Jack Haines, clown, stopped over in Kansas City, Mo., for a visit with Jim Stutz, recent bridegroom, en route from Indio, Calif., where he closed with Bailey Bros., to his home in Reading, Pa. Stutz is with the Nellie Dutton riding troupe.

Without looking it up, can anybody tell us what became of the rest of the brothers in so many of today's "Brothers" titles?

Virginia Schuler (Tiffany) rejoined her husband, Charles, in Springfield, Ill., after a month's visit with her mother in Spokane. From Springfield, she accompanied him to Mills Bros.' quarters in Circleville, O., where they will set up housekeeping for the winter.

When the Harry James ork was at the Coliseum, Mansfield, O., Burns M. (See *Under the Marquee* on page 72)

Count Ernesto Wiswell and the Countess

with

ORIGINAL DIZZIE LIZZIE

BOOKED SOLID FOR MONTH OF DECEMBER

Fishing on Alafia River, Riverview, Fla., Carmans' Camp. Then

POLACK BROS.' CIRCUS NO. 1

FOR 1948 SEASON

AND THAT'S SOLID

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Thank You MR. POLACK

WIS. READIES CENT. PLANS

1,405G Outlay For Mil. Expo

23-day event aims for 1,500,000 gate — State's "names" in show

MILWAUKEE, Nov. 29.—Wisconsin's Centennial Exposition at State Fair Park August 7-29, 1948, will be a multi-million dollar production expected to attract nearly one-half of the State's population, Manager Ralph E. Ammon announced. Management will spend \$1,405,000 on the 23-day-and-night celebration and exhibitors, who already have leased about one-half of available space, will sink \$1,750,000 into displaying their products and improving buildings, Ammon said.

Attendance is expected to hit at least 1,500,000. The entire 63 acres in the parking lot north of the fairgrounds, with room for 18,000 cars, will be thrown open for the first time. A new \$76,000 subway for pedestrians, linking the lot with the street passing the grandstand entrances, will be put into use. Some 1,000 committeemen are already at work.

Absorbs State Fair

The event will far surpass any in the 100-year history of the Badger State, according to Ammon, who also is manager of the Wisconsin State Fair, which will be replaced and absorbed, for 1948 only, by the exposition.

The permanent attractions of State Fair Park will be supplemented by several independent attractions, but no carnival organization will be contracted. This is in keeping with the past State fair policy, Ammon pointed out.

Big Amusement Budget

Grandstanders will see professional performances and automobile and harness racing. Nonprofessionals will appear in pageants and indoor shows. Educational exhibits will cover 100 acres, Ammon said. Three different night shows will be staged before the grandstand in the 23 days. First two weeks will be devoted to a \$100,000 musical production *Songs of a Century*, spotlighting famous songs written by Wisconsin composers or about Wisconsin. Finale will include Carrie Jacobs Bond's *I Love You Truly* and *End of a Perfect Day* as well as Eben Eugene Rexford's *Silver Threads Among the Gold*.

Wisconsin stars of stage and screen will be sought for the cast. These include Dennis Morgan, Jack Carson, Hildegard, Spencer Tracy, Pat O'Brien, Don Ameche, Orson Welles, Carole Landis, Woody Herman and others. Cast of 200 will include a line of 48 girls.

Aim for All Interests

Usual professional production will mark third week and final two nights will be set aside for a Wisconsin music festival under sponsorship of the Wisconsin Federation of Music Clubs. Daytime grandstand attractions will include automobile, midget auto and motorcycle races the first week. A Middle West harness racing meet, featuring a number of centennial stakes, will be offered the second week. Final week will go to (See WIS. PREPS on page 55)

Around the Grounds:

Jackson, Miss., Nets \$27,000; Memphis Mulls Dream Expo Plan

Mississippi Agricultural and Industrial State Fair, Jackson, netted a profit of \$27,000, J. M. Dean, executive secretary, infos. Dean attributed the annual's record-breaking attendance this year to the fact that it was under State management and that it pulled from every section of the State. The incoming Mississippi Legislature will be asked to make appropriations for improvements to the buildings and grounds. If the appropriations are made, Dean said, "we have a right to expect bigger and better fairs in the future."

Claude Thornhill and his band have been contracted to play for the Gasparilla Coronation Ball, Tampa, February 10. The coronation ball is one of the annual features of Gasparilla Day at the Florida State Fair.

Thru November 23 the sum of \$8,000 had been collected by the Baldwin County Cattle Show and Fair Association for the erection of a new exhibit at Robertsville, Ala. The drive was to be continued, according to C. F. Taylor, chairman of the fair.

The Fairfield County Fair, Lancaster, O., and its secretary, Russell Alt, are featured in a comprehensive treatment on Lancaster in the 50th anniversary issue of Forbes magazine, dated November 15. The magazine offers a series of features describing life in Lancaster under the over-all

title of "Free Enterprise — in Terms of a Town," and a special article devoted to the fair gives the latter and its secretary high credit for the roles they play in the community.

President Jack Perry and Secretary W. C. York, of the Center of North Carolina Fair, Asheboro, visited The Billboard's New York offices in connection with their participation in the week-long festivities of the National Showmen's Association which culminated with the staging of the annual banquet Thanksgiving Eve.

The Foxboro (Mass.) Race Track, 20 miles from Boston will not be the scene of a fair in 1948, Paul M. Bowser, boxing-wrestling promoter, who is one of the officials of the track, has announced. Bowser's statement followed a report that the race track, now used for night horse racing, would also be used for fairs.

Booker George A. Hamid announces that he has been informed by Heykal Pasha, Egyptian vice-premier, who is attending United Nations sessions here, that Egypt is interested in establishing an annual fair similar to the Canadian National Exhibition in Toronto. The probable site is Cairo, which has an estimated 3,000,000 people within its trading area. Pasha made several visits to the New Jersey State Fair, Trenton, and to the Danbury (Conn.) Fair.

Directors of Mid-South Fair, Memphis, at a recent meeting voted for construction at once of a new women's building and for erection as soon as possible of a new cattle arena. Directors delayed changing the annual's name to Seven States Fair until their next meeting. The suggestion had been made by E. H. Crump, political leader of Shelby County, who has been urging a vastly expanded fair. Directors also mulled plans for what was characterized as "a \$15,000,000 dream fair." An architect's conception and not yet submitted to the park commission, which controls the fairgrounds, the plan calls for sweeping drives, modernistic buildings, soaring pylons, a planetarium, a huge arena, and landscaping of the grounds with terraces, walks and lagoons.

Moore, Kent & Sussex Exec, Dies of Heart Disease at 65

MILFORD, Del., Nov. 29.—Warren T. Moore, vice-president of the Kent and Sussex Fair Association and the Kent and Sussex Racing Association, died of heart disease Saturday night (15) in Milford Memorial Hospital. He was 65 years old.

Funeral services were held in the Asbury Methodist Church, Harrington, Tuesday (18). Burial was in Hollywood Cemetery where a Masonic service was conducted.

Moore was recently appointed State auditor, succeeding the late Benjamin I. (Pete) Shaw, president of the fair and racing associations. He was a director and vice-president of the Harrington Building and Loan Association and a director of the First National Bank of Harrington.

He is survived by his widow, two sons, a stepdaughter and a stepson.

Iowa Convention Program Set Up

Fair's place in community, improvement suggestions, '47 problems to be covered

DES MOINES, Nov. 29.—Evaluation of a fair's role in the life of a community, suggestions for improving fairs, and a review of problems encountered in '47 will feature the 40th annual convention of the Fair Managers' Association of Iowa, to be held here at the Hotel Fort Des Moines December 8 and 9.

The two-day session will be followed December 10 by a meeting of the State agricultural convention, at which officers and some new directors of Iowa State Fair will be elected.

Max Katz, Osage, will discuss a county fair's place in a community on the opening day of the convention. "Suggestions for Improving Agricultural Fairs" will be the subject of a talk by C. C. Wagler, Bloomfield.

Problems of '47 will be dealt with in a series of five-minute talks titled "My Chief Headaches of the 1947 Fair Season." Listed to speak on this subject are Virgil E. Shepard, Allison; Richard K. Bauder, Vinson; Clyde Hanna, Oskaloosa; D. M. Kline, Malvern; Sam D. Robinson, Sibley; Ed E. Frank, Rock Rapids, and Leon R. Brown, Decorah.

The annual banquet will be held Tuesday night (9) in the ballroom of the Hotel Des Moines, with Glenn Craighton, Hampton, as toastmaster. Robert D. Blue, Iowa governor, will be the principal speaker.

Detailed arrangement for the convention and ball is being handled by E. W. Williams, Manchester, veteran secretary-treasurer of the association.

Pacific Nat'l To Operate 2 Weeks in '48

VANCOUVER, B. C., Nov. 29.—More than \$500,000 will be spent to enlarge Vancouver's Pacific National Exhibition for 1948, a meeting of directors decided Wednesday (12). Directors also announced extension of fair dates for 1948, opening August 25 and running thru two weeks to September 6.

Under present plans, a new agricultural building will be built at a cost of \$440,000, with another \$170,000 going toward improved conveniences and facilities in other buildings.

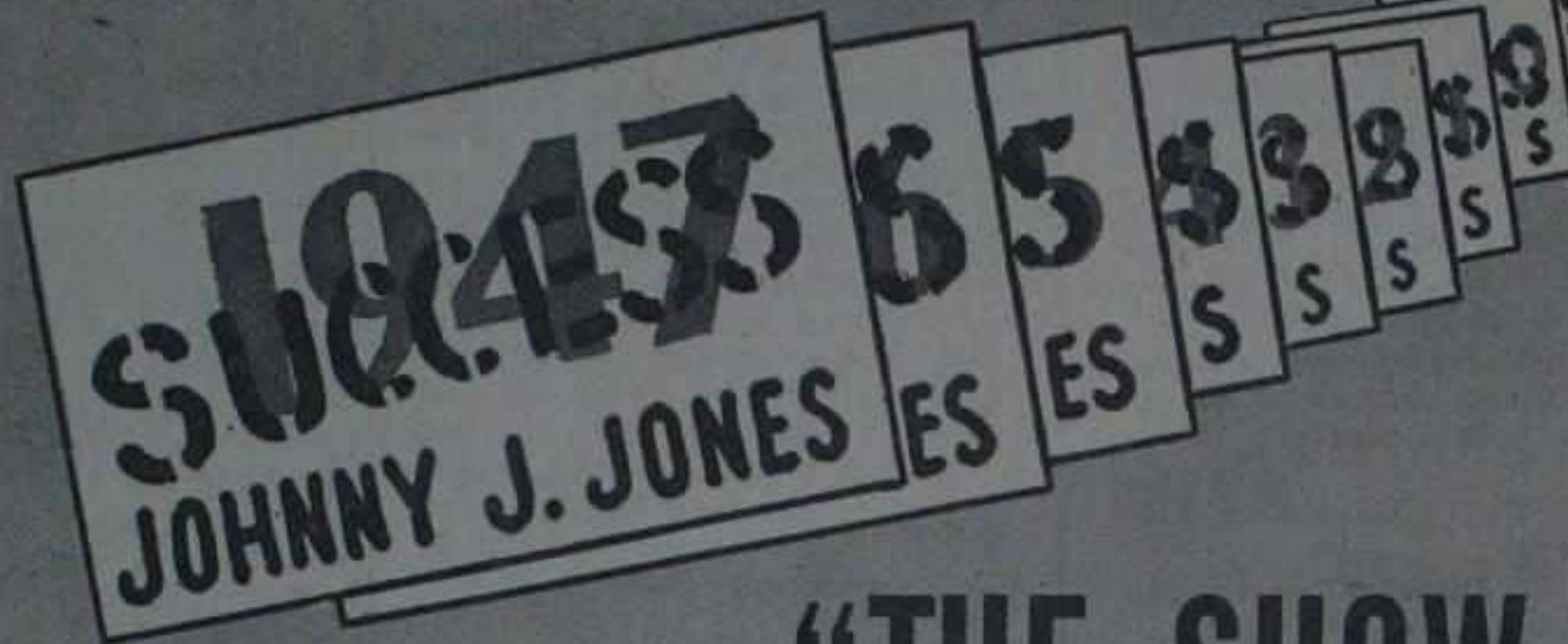
This year's eight-day fair set new attendance and profit records. Smashing the former all-time high set in 1941, when 386,441 persons attended the exhibition, this year saw 586,917 persons contribute to a profit of \$123,900. Labor Day was the big day of the event, with 130,000 persons flocking to the grounds.

Spencer, Neb., Sets Dates;

Re-Elects Koenig, Klasna
SPENCER, Neb., Nov. 29.—The Boyd County Fair Association voted to hold its 1948 fair August 18 to 20. The 4-H division will be a fair highlight but there will also be open class exhibits.

All officers were re-elected, including Adam L. Koenig as president and Louis Klasna as secretary.

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SACRAMENTO SHOW BUDGET UP

\$163,350 Set By State Fair

Tops 1947 by 25G—other items hiked—move to curb concess prices

SACRAMENTO, Nov. 29.—The entertainment budget for the 1948 California State Fair has been set at \$163,350, an increase of \$25,000 over this year.

Also hiked is the amount to be offered in horse racing purses, the sum allocated for this purpose being jumped \$50,000 to \$125,000. More races will be run under the planned program, it was announced.

Directors of the State fair, in a recent meeting also acted to answer complaints this year of high prices charged at concessions and of off-color jokes during the grandstand show.

To Set Price Limits

At the suggestion of E. P. (Ned) Green, secretary-manager, the directors voted to bid on concession contracts.

He explained this would prevent any concessionaire from complaining during the fair that he had to charge higher than agreed prices. Green said that the kiddie rides and soft drink concessions, particularly, will be affected. He said that many complaints were received this year on the 25 cents charged for children's rides. Food concessions will not be affected by the board's action.

Board president Fred H. Bixby brought up the matter of off-color jokes after the directors had voted to rehire Adrian Awan as entertainment director at a \$6,000 fee. Awan agreed to hear in advance all material to be used in the shows and to delete anything objectionable.

The directors also decided to abide by the advice of the board's finance and grounds committee on the suggested addition of three buildings for next year's fair. These will cost more than \$300,000.

Lift Premiums

It was voted to increase premiums for counties' exhibits from \$56,357 this year to \$75,357 next year, livestock premiums from \$51,000 to \$65,000, and junior division premiums from \$16,500 to \$20,000. Expenditure (See Sacramento Budget Up, page 55)

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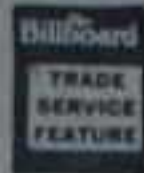
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Meetings of Fairs Assns.

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.

Tennessee Association of Fairs, Noel Hotel, Nashville, January 6-7. Henry W. Beaudoin, Memphis, secretary.

Wisconsin Association of Fairs, Pfister Hotel, Milwaukee, January 7-8. Doug Curran, secretary.

Kansas Fairs 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.

North Dakota Association of Fairs, Dacotah Hotel, Grand Forks, January 15-16. Dr. G. A. Ottinger, Jamestown, secretary.

Oregon Fairs' Association, Imperial Hotel, Portland, January 15-17. H. H. Chindgren, Molalla, president.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 18-20. Harry B. Kelley, Hillsdale, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 19-20. C. C. Hunter, Taylorville, secretary.

Western Canada Association

of Exhibitions, Royal Alexandria Hotel, Winnipeg, Man., January 19-21. Mrs. Letta Walsh, Saskatoon, Sask., secretary.

Massachusetts Agricultural Fairs Association, Hotel Sheraton, Worcester, Mass., January 19-21. Robert P. Trask, Topsfield, 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.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 25-27. J. M. Suckstorff, Sidney, Mont., 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.

1 3/4-Million Coliseum Under Way in Texas

SAN ANTONIO, Nov. 29.—Ground was broken here Friday (21) for a \$1,750,000 all-purpose Bexar County Livestock and Exhibition Coliseum. Plans for the building were made five years ago by city and county officials and chamber of commerce members.

It is planned to stage a fat stock show to open the Coliseum early in 1949. Ed Walsh, head of the contracting firm of Walsh & Burney, predicted completion of the Coliseum and supplementary buildings by February, 1949.

Special traffic regulations are to be worked out as the building progresses, with a view to preventing the bottlenecks that retard movement of large crowds.

Buie Named Pub. Relations Head for Nat'l Orange Show

SAN BERNARDINO, Calif., Nov. 29.—Appointment of Earl E. Buie as public relations director of the National Orange Show has been announced by the show's board of directors. Buie will be in charge of advertising, publicity and exhibits. He will also direct the year-around program, designed to put the show's facilities into a wider use by the public.

Buie was for 30 years with the staff of *The San Bernardino Sun* and *Telegram*, and was city editor for several years.

Gate-Crashitis Hits At Phoenix, Ariz.

PHOENIX, Ariz., Nov. 29.—One of the busiest officials at the Arizona State Fair, which closed here Sunday (16) was Nate Melgram, assistant superintendent in charge of admissions, who supervised the 12 men at the gates. Melgram, a veteran gate-man, was plagued thruout the fair's run by one of the largest collections of gate crashers in the history of the exhibition.

Melgram knew how to handle most of the amateur One-Eyed Connellys but he had to call the grounds police once when a gang of boys put a ladder against the fence and swarmed over like Marines securing a beach-head.

"I was more afraid they'd fall and hurt themselves than worried about whether they'd get in free," declared Melgram.

One of his worst moments came when a farmer held out a basket of peaches to a gate tender to show he was entitled to get in as an exhibitor. Thinking it was a bribe, the gate tender grabbed one of the biggest fruit.

"No! No!" shouted Melgram, coming up just in time. "Those are 'looking' peaches, not 'eating' peaches!"

There was a tousel-headed boy of 6, and his seven-year-old sister who gravely handed Melgram an old egg carton with five eggs and told him they were exhibitors.

And there was the freckle-faced,

Ore. Mutuels Net Annuals 438G

Sum allocated to 36 counties—big events in State also share in racing take

PORTLAND, Ore., Nov. 29.—The State's share from wagers on pari-mutuel horse and dog racing—chief source of revenue for fairs thruout Oregon—totaled \$775,570 this year, by far the highest in the State's experience with pari-mutuels. Of this total \$438,700 was split among the 36 counties for support of their fairs.

The State's figure—\$775,570—compares with \$513,117 for 1946 and \$398,756 for 1945.

Total figures were announced by Secretary of State Earl T. Newbry in connection with distribution of a second dividend of \$4,961 to each of the counties. A previous allocation of \$7,225 was made, bringing this year's share to each county \$12,186.

Besides the dividends to the counties, this year the State fair and the Pacific International Livestock Exposition received \$35,000 each, the Eastern Oregon Livestock Show and the Pendleton Round-Up \$7,500 each, the Mid-Columbia Livestock Show and the Klamath Basin Round-Up Association \$5,000 each, the Spring Lamb and Dairy Show and the Oregon State Corn Show \$2,500 each, and the Northwestern Turkey Show and Pacific Coast Turkey Exhibit \$2,400 each.

Pari-mutuel racing, besides contributing to the support of fairs, provided \$232,070 for the State general fund this year, compared with \$80,717 in 1946 and \$53,855 in 1945.

The Massachusetts Building on the grounds of the Eastern States Exposition, Springfield, Mass., was visited by 175,594 of the record 385,000 persons attending the annual.

eight-year-old with a squawking rooster of doubtful ancestry, under his arm, who also claimed to be an exhibitor.

But adults, who tried to pass off lodge cards as passes, and "lost" children, or relatives they haven't seen for years, didn't fare so well—they invariably got the "fast" brush."

Suitable

ACTS WANTED

For Our

1948 FAIRS

Standard Acts for Fairs (those doing 2 or more preferred). Singles, Doubles, Troupes, Family Acts and Animal Acts. SEND PHOTOGRAPHS. COMPLETE DESCRIPTION and BEST PRICE—AIR-MAIL.

Pete's

ENTERTAINMENT ENTERPRISE

3617 Bryant Ave., So.,
MINNEAPOLIS 8, MINN.

Wis. Preps for Centennial; \$1,405,000 for Milwaukee

(Continued from page 52)

grand circuit harness races. "Altho we have arranged for high-class programs for the grandstand, our experience has shown that one out of three State fair visitors attends the grandstand shows," Ammon said. "The remaining two-thirds, nevertheless, want entertainment on the grounds. We haven't forgotten them. We plan a number of shows with Wisconsin atmosphere and background."

Sked Special Features

This will include a logging camp, Swiss chalet, art show, and industrial exhibits. J. I. Case will plant grain in spring, harvest it during show with museum-piece equipment and finish with modern farm machinery. Allis-Chalmers will build a farm to plow soil conservation. Exposition will lay out three farms in Agriculture Building, at a cost of \$60,000. General Motors will bring in its Train of Tomorrow. Dairy industry will have a building topped by a huge pitcher—an illusion will make it look as if milk is running out of the pitcher.

Exposition will spend \$100,000 on new fronts and interiors for buildings now standing, Ammon said. A new press building and six new church dining halls are sked. Exposition's symbol will be Miss Forward, who stands on the State Capitol at Madison. An 18-foot replica of her in gold will top a 14-foot pedestal somewhere between the Administration Building and the grandstand. She'll be called the Lady in Gold. Street running north and south along grandstand entrances has been named

Silver Street; street running east and west in front of Administration Buildings has been named Golden Boulevard. Building facades, lighting effects and streets will be in harmony with these names—all silver on Silver Street, all gold on Golden Boulevard.

\$56 for Promotion

The management expects the exposition to be virtually self-supporting. Ammon said the only public funds are \$50,000 from the State Centennial Committee, of which \$30,000 is for the Agricultural Building and \$20,000 for the Women of Wisconsin Building. "We expect to take in \$567,000 in admissions at the outside gates, \$280,000 at the grandstand and \$235,000 from concession rentals," he added.

The show also will have \$223,000 which was saved by the Wisconsin State Fair for that purpose from the profits of the last three years. Miscellaneous receipts of \$50,000 are expected.

Main expenses, as listed by Ammon, will be \$280,000 for exhibits and livestock premiums, \$260,000 for improvements to grounds and buildings and \$250,000 for the grandstand entertainment.

Improvements include \$100,000 for new facades and interiors to present buildings, \$76,000 for the pedestrian subway from parking lot to Silver Street, \$21,000 for road improvements and \$20,000 for revamping the lighting system.

Other big expenditures include \$190,000 for wages and salaries, \$175,000 for material and equipment and \$85,000 for promotion.

Clown Tony Prince Learns About Bees

PHOENIX, Ariz., Nov. 29.—C. L. Benson, State apiary department superintendent here, knows now that you can't surprise a clown—not even with a handful of bees.

Tony Prince, clown at the Arizona State Fair, which closed Sunday (16), was joking with Benson about the "stingless" bees as a crowd in the Horticulture Building watched Benson's daily performance of taking honey from a hive as the insects swarmed about his unprotected hands and face.

"Maybe he's pulled their stingers out," joked Tony as the crowd laughed.

Suddenly Benson stepped from the screened enclosure surrounding the hive and dropped a mass of buzzing bees into the clown's hands.

But Tony wasn't stung.

"It was a little unexpected," he admitted, "but I really wasn't too surprised. I'd watched Benson in the cage and noticed that he always moved very slowly—so I did the same thing." Also, the clown pointed out, he had a heavy layer of grease paint on his face and it would be quite a project for any but the most energetic bee to penetrate it.

The bees evidently didn't like the grease paint smell because they took off, one by one.

Eustis Sportsmen's Show

EUSTIS, Fla., Nov. 29.—Officers and directors of Lake County Fair Association met here Monday (17) to formulate plans for the second annual Florida Sportsmen's Exposition which will be held March 15-20. J. F. Sparks, former carnival operator, will have charge of the midway.

SACRAMENTO BUDGET UP

(Continued from page 54)

tures must be okayed by the State Department of Finance and the Legislature.

The directors also agreed to make the discovery of gold in California the theme for the 1948 fair; decided to retain the same admission prices to the grounds and grandstand that were charged this year; approved a suggestion by Green that a horse fair be held on the fairgrounds in the spring of 1949, and placed \$40,000 in the budget for the show.



High above the crowds, Selden performs the WORLD'S HIGHEST AERIAL ACT to the amazement of thrill-stunned spectators who return again and again to watch his death-defying performance. You assure success for your event when you book SELDEN THE STRATOSPHERE MAN.

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GENERAL ARTISTS CORPORATION
THOMAS G. ROCKWELL, President
NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

CONTEST TO PICK TYPICAL FAMILY CALLED A "NATURAL"

Selection in Illinois Wins Publishers' Support
Ups Public Relations, Nets Wealth of Publicity

Peg o' My Heart, I Wonder Who's Kissing Her Now, and many other top-notch songs are very simple tunes, but they have something that the "mine runs" don't have. Try to explain what it is! Easy. They're "naturals."

That's the explanation given for the catch-on of the Typical Farm Family contest, which has amazed Illinois publishers and promotion men since it got off to a flying start in 1941. It's not too different from other contests in operation and set-up, but it has something that has shot it to the top as the nation's outstanding newspaper farm and State fair promotion contest.

Page 1 Treatment

There's never been anything like it for concentrated interest by entire communities, both rural and urban, its creators-promoters contend. When farmers leave their threshing and corn-plowing to go out and collect votes for a neighbor, or when city folk comb every house in their wards to pick up newspaper coupons to turn in for their favorite candidate, brother, you've got something, the creators-promoters insist. "Believe it or not," they point out, "the contest has averaged more than 11,000,000 votes in Illinois each year since it was started, which means that 1,100,000 coupons must be clipped from the 15 newspapers sponsoring the contest in 30 days, the length it runs."

Then, they say, add to this the fact that about 40 per cent of the contest news goes on Page 1 of the sponsoring newspapers, often times with flag lines, it's easy to understand what the publishers think of it.

Divide State Into Sections

Jake Ward, promotion manager of the Illinois State Fair, and Gene de Goveia, publicity director, are the boys who have made the contest. Jake was looking for something different to boost the 1941 State fair and he hit on the idea of a typical farm family. De Goveia, a former advertising executive for E. L. Cord, thought the idea good. They laid out working plans.

The State was divided into 15 different districts in each of which there was one strong daily newspaper with a good farm circulation, such as the *Bloomington Pantagraph*, *The Aurora Beacon News*, *Rock Island Argus*, etc. Each newspaper then sponsors the local contest in which a typical farm family is chosen for that particular district. The district winners are then sent to the Illinois State Fair at Springfield on the opening day and from these are chosen the State winner.

That sounds very simple, and on the surface there's nothing unusual about it.

Full Page Ad Opens It

But here's what actually happens: The choosing of the district winner is by a vote contest. The contest starts off with a full page advertisement announcing the contest, rules and prizes.

First prize for the district is awarded by Promotions (Ward-de Goveia's promotion company). In 1941 this prize was a Console combination radio-phonograph. In 1946 and again this year it was an 18-foot freezer unit. Sears Roebuck and Company have supplied these prizes to date. This is a natural tie-in for this company because it has a big retail out-

let in each of the districts, and these stores also tie-in with the contest. Then the newspaper assumes the responsibility for the second, third, fourth and even fifth prizes. This means other local stores tie in. It also means more advertising for the paper, more revenue. In some of the towns the chamber of commerce and other community organizations get behind the contest, feting the families entered and thru other promotions.

Carry Coupon Daily

As soon as the announcement is made the paper starts carrying a vote coupon box each day. These boxes contain a list of the prizes, the donors' names and mention of the trip to the fair with all expenses paid in addition to the vote.

The contest usually starts off slowly the first three or four days, but as soon as two or three families enter others come in and the race is on. The average has been 16 families per paper. The papers then start their news stories about the contest and the families entered. Interviews with the different families follow with pictures of them on their farms, at home or in the studio. By the end of the first week the votes start to roll in and most of the papers then transfer the daily standings to the front page, where they are kept until the close. Usually the second week the main news story goes on Page 1 where it remains.

Voting Is Intense

The intensity of voting is strong. Friends of the families, relatives and even the families themselves comb the towns and country districts gathering vote coupons. A practice that has been frowned upon by Ward and de Goveia, but which they have been unable to stop, is that even newsboys who deliver the papers in



ILLINOIS' GOVERNOR IS SHOWN (at right) with the winning Typical Farm Family of 1947 at the Illinois State Fair. In the background is shown the first prize, a new car.

towns solicit their customers to save coupons and every scrap newspaper in the pressrooms is grabbed up. The entire community seems to enter into the spirit of the thing and interest surpasses the hottest local or national election, Ward and de Goveia maintain.

Naturally the State fair is one of the chief beneficiaries of this overwhelming publicity. Everybody talks about who will be the district winner and go to the fair for a chance at the big State prize, which for three years has been a Ford sedan. The Ford dealers tie-in with the contest locally, usually putting a car on display and also tying in with the advertising.

\$50 to District Winners

When each district winner arrives at the fairgrounds at Springfield the family is given a check for \$50 by the fair management to cover expenses.

Then the finals begin. The promoters have worked out with the

University of Illinois, farm bureau experts, members of the Grange and the Illinois Agricultural Association, a questionnaire which fits into the formula of choosing the final winner, and which they claim to be fool-proof. More than 300 questions must be answered. These deal with the history of the family, the progress it has made in modern farming methods; education given the children; parts played in 4-H clubs, Future Farmers of America; modernization of the home and outbuildings; part the family plays in the social and economic life of the community; canning and baking done; menus served for breakfast, luncheon, dinner in summer and winter. Each question has a set value.

Finally, each family is given a personal interview by the three judges who are selected carefully.

Family Is Fair's Guest

The State winner then becomes the guest of the fair for the week with all expenses paid, receives the Ford car, is a guest on the WLS Barn Dance, appears on numerous other radio stations including a national hook-up.

All the families are guests of the governor and the first lady at a tea in the executive mansion and the different prize sponsors make it their business to provide extra entertainment and sightseeing.

Contests, of course, are made or broken usually by the men who promote them. A better understanding of why the Typical Farm Family contest has been such a success in Illinois and will probably go national next year, can be had by knowing a little about Ward and de Goveia. Both men are little dynamos. Ward for years has been mixed up in the show business and is the idea man of the team. He exudes enthusiasm and is a natural born showman. De Goveia, on the other hand, is much more conservative and has the rare faculty of taking an idea and making it usable. His newspaper training and his advertising agency background put him in a position to know what newspapers want and will take.

The question always arises about a contest that runs for any length of time: "Has it lost its punch?" The best answer to the Typical Farm Family contest is that all the papers which started with it in 1941 are still in and more enthusiastic than ever despite newsprint shortage and that each year the total number of votes cast has increased: About 10,000,000 in 1941; 13,000,000 in 1946 and 15,000,000 in 1947.

Publishers Voice Enthusiasm

Newspaper publishers seldom get excited about contests of any kind so it is interesting to know what some of these publishers who have been with the Typical Farm Family contest for three years think of it. Excerpts from letters follow:

"We regard the Typical Farm Family contest as one of the best promotions in which the *Argus* has ever participated. It has aroused terrific interest each year and has provided Rock Island with an opportunity to give recognition in a civic way to our neighbors of Western Illinois farming area."—HERBERT E. WILSON, Managing Editor, *Rock Island Argus*, Rock Island, Ill.

"The Typical Farm Family contest which the *Commercial News* sponsored last year was a marked success. You can count on us to sponsor the event again this year. As we have a large rural circulation the contest fits very well into our program which is intended to keep us in close contact with our 33,000 readers."—CARL M. DAVIDSON, Executive Editor, *The Commercial News*, Danville, Ill.

"The Typical Farm Family contest pulls at least four times the response of any contest ever used by this publication. It is a good one for all concerned."—C. RALMOND LONG, Publisher, *Elgin Courier News*, Elgin, Ill.

"The interest and enthusiasm de-

veloped by the Typical Farm Family contest last year makes it impossible for us to consider non-participation again this year. The response surpassed all expectations."—ROBERT C. SCHAUB, Executive Editor, *Decatur Herald-Review*, Decatur, Ill.

"We desire to be on record as enthusiastic on the presentation of the Typical Farm Family contest as conducted thru the columns of this newspaper and other Illinois newspapers the past several years."—CHARLES HOEFER, Publisher, *Aurora Beacon News*, Aurora, Ill.

"I think the figures can best tell what we think about the Typical Farm Family contest as a newspaper rural promotion. We printed ballots (in the *Pantagraph*) for 28 days and had a daily circulation of 28,000. That added up to a possible total of approximately a million votes. We actually had 3,522,230 votes turned in by competing families! That means that over one-third of our readers clipped out their ballots every day during the contest and either mailed them in directly to us or turned them over to one of the competing families. . . . Whenever a newspaper gets well over 30 per cent return of ballots in any contest you can bet they think it is a remarkable thing."—CHARLES DRIVER, Managing Editor, *Bloomington Pantagraph*, Bloomington, Ill.

IMPROVEMENT FOR PALISADES

Record Crowd Is Predicted For Banquet

NAAPPB Has Strong Show

CHICAGO, Nov. 29.—Unless all signs are wrong, the annual banquet of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) will draw a record attendance Thursday night, December 4, in the Grand Ballroom of the Hotel Sherman.

Paul H. Huedepohl, executive secretary of the NAAPPB, said today that he was shooting for an attendance of 600 and "it looks like we'll make that and maybe go over."

A strong floor show is being lined up for the event, he said. While the entire program hadn't been completed early today, Huedepohl said acts already set included Betty Lee, marimba player; the Four Step Brothers, dancers; Martels and Mignon, adagio; the Sensationalists, roller skating; Jene Field, impressionist, and Rita Oheman, comedy singer. Lou Diamond and Benny Sharp will have charge of the orchestra.

Many other acts will be added, Huedepohl said.

Park men were starting to gather today, with the majority expected early Sunday (30). Among the early arrivals were: A. B. McSwigan, NAAPPB president; N. S. Alexander, Philadelphia; George A. Hamid, New York; Ray Lusse, Philadelphia; Herb Schmeck, Philadelphia; Don Dazey, Middletown, O.; Jack Everly, Salem, Ore.; Arnold Gurtler, Denver; Harry Batt, New Orleans; Mr. and Mrs. J. F. Singhiser, Louisville, and A. W. Ketcham, St. Louis.

The Trade Show, largest in the history from the standpoint of exhibitors, will be set to open on schedule, Huedepohl said. Work was begun Friday getting the booths up and everything was expected to be completed early Sunday.

Vaszin Donates Kid Ferris Wheel To Illinois School

CHICAGO, Nov. 29.—Auril Vaszin, president of the National Amusement Device Company, Dayton, is donating a Kiddie Ferris Wheel to the Illinois Soldiers and Sailors' School for Children at Normal, Ill., thru Paul C. Haase, Grand Garde Le Porte, 40 & 8 department of Illinois.

The wheel, scheduled for display in the lobby of the Hotel Sherman here during the annual outdoor convention, will be delivered to the school by the 40 & 8 and appropriate ceremonies will be held at that time.

Haase, so the story goes, appointed himself a committee of one of the 40 & 8 to get a Kiddie Wheel for the kids. He wrote several letters, one of which found its way to the National Amusement Device Company. Vaszin read the letter and said, "those kids deserve a Ferris Wheel and I'm going to give them one."

He promptly sat down and wrote Haase a letter saying the Wheel was as good as at the school.

Sitting 'Round the Table

(Editor's Note: With this column we conclude the discussions on "Do you believe park owners should offer free parking privileges with police protection against thefts and vandalism?" and open a new question. Here is the new topic: "What is your opinion on special kiddie days and special reduced prices for children on everything in the park?" We repeat, this column is open for views on any subject pertaining to the trade. If you have a beef or a praise or anything concerning parks, owners or operators, write in and tell us about it. Address all communications to the Outdoor Editor, The Billboard, 155 North Clark Street, Chicago 1.)

Spackman Votes Aye

We believe free parking and limited police protection is a must to successful park operation. It has been our policy for the past 23 years to stress this point in all of our advertising. Of course, we are entirely dependent on automobile transportation and realize the situation might be different when one is served by ample public transportation or located in a large metropolitan area, where space for parking is at a premium or takes a high tax rate.—T. E. SPACKMAN, Ideal Beach Resort, Shafer Lake, Monticello, Ind.

Another Yes Vote

We believe amusement parks should furnish free parking to patrons for the same reason they should have a free gate.

Most parks give this service free to patrons, but I have seen many cases where a charge for parking would have kept the parking lot empty, hence keeping from the rides and concessions a great many customers.

In most large cities there are many city parks with every facility, free for the family to use, and most of these parks are right in the center of the city and near the patrons' homes. A great many family groups would just as soon go there for free, save gas and not have to listen to their children wanting to go on this or that ride or to the concessions.

Many of our parks are located miles from the city, and the highways running to the park are usually State or county highways and parking is forbidden. Even if it were not, these roads are so narrow that parking would be difficult and dangerous, so it seems that the parking lot becomes a must for the park owner. Right here and now you must either win the good will of the customer and have him come in and look the park over or make him disgusted, turn around and drive away. I have seen this happen.

A large excursion boat of 3,400 capacity comes to our park three times a day. These patrons must come to the starting point of the boat either by streetcar or automobile. Many of these people have told me they did not know it was possible to come to the park by automobile and that they would drive the family over soon.

I recall a park in an Eastern city that used to pay a certain boat line so much per passenger for all passengers left at the park. Do you think this park owner would have charged his patrons for parking their automobile or admission to his park?

I realize some parks do not have room for parking, meaning the big, crowded park in the heart of a large city. Yet ever so many have parking lots well kept and free, while others charge.

I know, too, there is a large expense for maintenance of a parking lot. The owner may feel that his patrons do not deserve this service free and should pay for it. However, I am sure the cost to maintain this free service is repaid many times

by the good will and continued patronage afforded by the well-kept parking lot.

Whether you spend the money for advertising, fireworks, acts or attendants, it is all for public good will and in the long run the park owner pays for it. So if you have plans to change over to paid parking, better give it a lot of consideration, it may be the old story of closing the gate after the horse is gone.

As to the protection against thefts and vandalism, it seems there is very little of this and it would be next to impossible to accept such responsibility, due to the charge for rackets and not being able to be definitely sure that such action took place in your parking lot. Most first class parking lots or companies do not accept responsibility for theft of articles left in cars. Most parks have uniformed policemen while in operation and in such cases the customer in trouble takes the matter up with him.

This theft and vandalism thing is one that should be studied very closely before any attempt is made to accept it. It may be better to try to get coverage for this from some company.

There is unlikely to be any trouble in any well-kept parking lot with attendants there to keep order and make customers park properly.

One way to help pay for the cost of this free parking is to have a service station on the grounds so that gasoline and other supplies may be had at city prices. It is surprising how much the sales from such a station will amount to. The park owner can give this out on a concession basis and thereby get away from the detail in connection with it. Most oil companies would be glad to put in a station.—L. C. ADDISON, Marshall Hall Park, Baltimore.

London Trades, Caterers Show Set for Feb. 24-26

LONDON, Nov. 29. — At recent meetings of the committees of the Amusement Caterers and the Amusement Trades associations, of England, it was decided that the 1948 Amusement Trades Exhibition will be held at the new Royal Horticultural Hall, here February 24-26.

As in previous years exhibits will cover all branches of the outdoor amusement industry and will include coin-operated automatic games and merchandise vendors as well as amusement park, carnival and other outdoor equipment. Export business will be the chief objective, as it was the past two years.

Calgary Zoo Gets Seal

CALGARY, Alta., Nov. 29.—A female leopard seal from Lulu Island, B. C., has been received at the Calgary Zoo. The zoo has also received a pair of four-year-old Arubis baboons from San Diego (Calif.) Zoo.

Work To Cost Around 500G

Spending goes for rides, neon and television—8th midway being constructed

NEW YORK, Nov. 29.—Major improvements costing an estimated \$500,000 will be started shortly at Palisades (N. J.) Amusement Park, it was revealed here this week by co-owners Jack and Irving Rosenthal. Program will represent the culmination of many war-delayed building plans and serve to emphasize the belief of the Rosenthals that 1948 will earn a place in the "golden era" of outdoor show business. Business in the metropolitan New York area, from which the park draws the bulk of its patronage, will continue good, the brothers forecast.

A new Roller Coaster will be given top priority. The new ride will be erected on the site now occupied by the Bob Sled, long due for demolishing. The new Coaster, the construction of which will be directed by Joe McKee, park superintendent, has been designed to compete with more than a half dozen Coasters operating in this area. Four all-steel trains, each with a capacity of 20 persons, will be used. Multi-colored neon tubing will be used to outline each car.

Use of neon tubing to decorate moving units will also be employed on the 75 new cars which will be added to the motor speedway. The Kiddie Playground, including all mechanical rides, has been moved to an area facing the administration building. The space vacated will provide additional, and much needed, parking space and more room needed for the lengthening of the Water Scooter course. The miniature golf course is being renovated.

Twenty new handball and three new volley ball courts will be added to the swimming pool area. About 10,000 feet of neon tubing will be used in embellishing this area. Another midway, making a total of eight, will be added.

The Rosenthals estimate that more than 65,000 feet of neon will be used in the revision of the park's lighting system. All this work is being handled by the Artkraft-Strauss Company, of this city.

The free act stage and band shell will be renovated and seats will be added to care for any overflow crowds. The bar and the dancing area of the casino, which will again feature name bands, have been enlarged. A new wrinkle will be the use of singing waiters.

Also planned are several television centers where patrons can view, without charge, important events and the largest television screen available will be installed in the band shell area, where several hundred patrons can be accommodated at one time.

War-flavored ride names, such as the Super-Fortress, MacArthur Bomber, etc., will be abandoned. Stimulation of business resulting from the timely use of war-inspired names has passed, the Rosenthals believe.

Literally hundreds of tulip bulbs have been set out in the park's formal flower gardens. Their blooming is expected to coincide with the scheduled opening of the park April 17.

Signposts to Post-War Profits

Ops, with lush days at end, must think about the things to lure people to funspots

By Douglas N. Rhodes

BENJAMIN FRANKLIN once wrote a phrase in his *Poor Richard's Almanac* which should be pasted above the desk of every park manager in the country. The axiom reads: "He who lives on hope will die fasting."

There is a dangerous tendency on the part of some park operators to simply hope for the return of lush seasons such as they experienced during the war. Then crowds of war workers and servicemen on leave jammed the parks with rolls of folding money clutched tightly in their hot fists and literally fought with one another for the privilege of spending it. But the park man who neglects it. But the park man who neglects it to back up his hope that history will repeat itself by adopting a clear-cut program adjusted to the post-war world, will surely "die fasting" or, to put it in less elegant language, he'll "do a fadeout strictly from hunger."

Tastes Have Changed

Public taste in amusements has been widely influenced by the automobile, the airplane, radio and motion pictures. Every advance in any of these vital industries is reflected in public demand for higher standards in entertainment. Better cars and planes make it possible for people to go wider afield in their search for recreation; better radios and movies make them impatient of anything less than the best in music and visual entertainment. The technological advances in all these things have been enormous in the last five years, but wide-awake park men need have no fear that the amusement park industry will necessarily be relegated to the fate of vaudeville and the old-time minstrel and med shows. Smart park managers will adapt the latest in scientific achievement to their own uses and then they will have no cause to complain about sparse patronage.

There is something about a well-conducted American amusement park that makes it dear to the hearts of every generation. It is essentially a family-type entertainment—a fact that managers must keep ever in mind.

The road to future profits is marked with neon signs, glass bricks and modern architecture. These, however, are only the tangible signposts. Improved policies in the realm of public relations, publicity, and merchandis-

ing methods, more in keeping with this streamlined Atomic Age, are also signposts pointing to bigger grosses. The successful park manager of the next decade will have to become more and more a combination statistician-psychologist-showman-business man.

Don't Forget the Kids

But that isn't as formidable as it sounds. An alert manager will read significant newspaper and magazine articles and these will indicate, for instance, that there are millions more children in the world today than ever before and that the child is becoming an ever-bigger factor in our economic system. Therefore, as many park men are discovering, kids are greater potential sources of revenue than they have ever been in the past. The heavy increase in the number of small "kiddie parks" all over the country is an indication of this trend.

Ride manufacturers are paying plenty of attention these days to new ways of giving Junior a safe thrill. A few years ago the small fry had to be content with miniature Merry-Go-Rounds and innocuous toy auto rides. Now most adult thrill devices, including Roller Coasters, have their scaled-down counterparts and the operators' cash registers are playing a merry tune.

Improve Your Food

But the kids must be given a better break in the matter of refreshments, too. Tho the day of the open bucket of lemonade, uncovered hot dogs and stale buns is now largely a thing of the past, there is still much to be improved in the matter of food concessions in many amusement parks.

Parents are usually pretty finicky about what goes into Junior's stomach. While it is true that he can and will eat things calculated to give indigestion to an ostrich when Mama isn't looking—and without visible ill effects—the wise park man will give parents no reason for refusing Junior an extra hot dog or candy apple on the grounds of inferior quality or lack of cleanliness.

Therefore, the future will bring with it more glass and plastic food stands, bright, substantial counters, paper napkins and the highest grade of merchandise, thoroly inspected. Within a relatively short time the word "grease joint" will be as out-of-date as the old circus cry, "Hey, Rube!"

Personnel Progresses

Personnel, too, will continue to progress in the matter of cleanliness and courtesy. Park men are realizing to a greater extent than ever that the proper dispensing of food calls for a high grade individual. They won't wait for the local health inspector to "lay down the law." They will be way ahead of him because these up-to-date methods of operation are already producing very worthwhile profits.

Another opportunity for park men to ride on the bandwagon of scientific progress is in more prolific use of the newest in everything from sound systems and electrical gadgets to frozen foods. The latter, particularly, should claim the attention of park operators. Today nearly 10 per cent of our foods served at homes and restaurants are quick-frozen, and in the near future this will, in all likelihood, jump to 60 per cent or more. This fact offers a fine opportunity for the park man because, not only can he keep his merchandise indefinitely, thus eliminating waste and spoiled food, but he also can win additional good will of the public because frozen food is of uniformly high quality. Properly displayed, frozen foods will glean extra dollars for the concessionaire because of

their inviting and appetizing appearance.

Attention of those concerned with the dispensing of food in parks should also be directed toward the new radio, radar and electronic equipment for cooking hot dogs, hamburgers, etc. Much publicity has been given these devices and those which prove practicable definitely will be in the amusement park picture of the future.

Need More Music

A generation ago there was a great deal more music to be heard in amusement parks than there is today. Bands, orchestras, organs of various kinds, etc., provided the tuneful background for strollers and amusement seekers. Yet today, in an age when music is an integral part of almost everybody's daily life from the breakfast radio serenade to the midnight disk jockey session, the only "music" to be heard in many parks emanates from scratchy, worn-out phonograph records played over inferior quality public address systems. That does not hold for all parks, of course, but it is a situation which prevails in far too many.

The enlightened park manager of the future will make a greater effort to provide more "live" musical entertainment wherever practicable. In any event, he will investigate the merits of the latest in wire recorders, "piped in" music, and the new technique of "third dimensional" sound such as was used with spectacular success last spring in Pittsburgh during the light opera concerts in Pitt Stadium.

Ops Should Circulate

Every successful park operator knows the importance of circulating among the patrons, talking with them and learning, thru adroit questioning, their pet "gripes" about the conduct of his place of business. It is, therefore, surprising that the average amusement park is woefully deficient in at least three categories pertaining to the welfare and comfort of the public, namely: inadequacy in the number of rest rooms, drinking fountains and benches where weary patrons may give their aching feet a chance to recuperate. Some park men have expressed themselves as being opposed to the installation of prominently placed drinking fountains contending that these would decrease the sale of soft drinks. But those who persist in such a short-sighted policy will find, upon investigation, that they lose much more than the profit derived from a few bottles of pop. They are losing the good will and, eventually, the patronage of customers.

The facilities mentioned above are not revenue-producers in the sense that patrons must pay for their use. However, the importance of clean, properly maintained restrooms, sanitary drinking fountains and comfortable benches cannot be over-emphasized. The movie palaces and super-service stations of the nation have educated the public to expect these facilities and they are sure to be on the agenda for all up-to-date amusement parks from now on.

Specialized Science

Proper exploitation of the wares that amusement parks have to offer will be a major concern of those managers who do more than "hope" for the return of the golden deluge they enjoyed during the war. "Publicity," a much-abused word, by the way, has outgrown its rompers and become a highly specialized science. The press agent of yesterday has evolved into a "public relations expert" whose manifold duties include far more than merely talking the

local newspaper editor into running an occasional story or picture.

Public relations encompasses not only paid advertising copy in publications, billboards, on radio, etc., and free publicity breaks, but has spread to include a multitude of factors involving every phase of park management wherein the public is concerned. The park manager who is fortunate enough to get on his pay roll a public relations expert who understands the peculiar needs of outdoor show business will find that he has made a shrewd "buy."

Planning publicity or advertising is not a hit-or-miss proposition but requires a wealth of experience, research and study of suitable media. Unless the manager himself has been active in that field he should turn these problems over to a specialist in order to get the best results for his exploitation budget money. And the successful operator in the post-war competitive world will be the one who takes the zippers off his purse when budgeting this phase of his season's activities.

That does not mean, of course, that simply spending money on advertising space, promotion of stunts and story "plants" without well-planned strategy will bring the customers in droves to the park—and that is where a well-conducted public relations campaign, headed by a man who knows his business, will pay off as a gilt-edged investment.

Should Work Together

The manager and the public relations representative will work closer and closer together in the years to come. The wise park operator will demand the proper qualifications from the man or agency who takes over the account, and he will keep an eagle eye on the results of each season's campaign—but once he has approved the public relations man's prospectus and agreed on the amount of the budget allotted to exploitation, he will make it a point of interfering as little as possible with the carrying out of the master plan. He will cooperate in every way he can to bring the campaign to a successful conclusion. Above all, the manager must allow his publicist a free hand in dealing with the press but stand solidly behind him when the going is tough. If he is not willing to abide by this policy he had better sever connections at once and obtain a publicist in whom he has greater faith because no matter how efficient a public relations man may be he must have the backing of his client in order to produce results.

The trends touched upon in this article are but a few which the park man of today and tomorrow must recognize if he is going to continue to operate a profitable business in the face of heavier competition for the public's fast-shrinking amusement dollar. The trends outlined have been the most obvious ones, certainly, but they are also among the most important. And it is because they are obvious that they need special emphasizing. No matter how big a signpost may be, it still will serve no traveler unless it is prominently displayed and illuminated so he may read it.

Service Important

Those who take time to pause and read the signposts that point down the road to post-war profits will also note that highway as being marked along the entire route—and the smoothest portions are indicated by signs reading "Service."

The park man who pays attention to the "Service" signs is the fellow who will never need to worry about Ben Franklin's warning. He will never "die fasting."

AMUSEMENT PARK FOR SALE

On Gulf of Mexico coast, 25 mi. N. of Galveston. Completely Equipped Pleasure Resort. Ballroom, accommodates 2,000; using name bands. Roller Coaster, Rides, Cafe, Tilt Swimming Pool and other Main Attractions. All equipment A-1 condition. Large Parking Area. Excellent climate. Operating year 'round. Average gross over \$10,000 monthly. Only \$75,000 handles. Easy terms. Absolutely couldn't be duplicated for \$250,000. Consider trade.

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Interested in buying Merry-Go-Round, Ferris Wheel and Train for new amusement center in Cameron Park. Long season, plenty of customers. Contact

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Galbos Planning 4G Improvement Set-Up For Palace Funspot

HORNELL, N. Y., Nov. 29.—Palace Park, Loon Lake, Cohocton, N. Y., is getting set for a large scale improvement program for 1948 season now with an approximate expenditure of \$4,000 for a first-rate bathing beach and bath houses. Mr. and Mrs. Nick Galbo, general managers, who took over the park last season, and because of poor spring and early summer weather couldn't do much actual improvement till late in the season, are looking for a bigger and better park next year.

They have redecorated the Palace Ballroom and roller rink, spending over \$1,200 on this project. The ballroom did good business during 1947, with dancing Wednesday, Friday, Saturday and Sunday. Andy Grillo, Hornell 12-piece combo, played all season, excepting for Friday night square dance sessions, which the Woodhalls and Hornell Hillbillies took turns playing. Ballroom capacity is 1,500 persons, and it includes a dining room and bar, where beer is served. The skating rink, with 500 capacity, featured contests and did well.

The Galbos plan to play up a kiddie beach and playground with special kiddie attractions, and are now lining up kiddie rides and equipment. Special floats for kiddie and adult beaches also are planned. The park had no rides this year, but hopes to get them, as well as a substantial line-up of concessions, of which they had only a few. Park has a line picnic set-up with tables and outdoor grills which the Galbos hope to exploit heavily the next season.

St. Louis Editor Opens Battle To Force Net Use

(Continued from page 49)

fell from a high wire. Their aged father attempted to save them by catching their bodies and all three were pitifully injured. There was no net.

Recalls Rellin Mishap

"Newspaper files are filled with stories of similar nature and chronicle the deaths and serious injury of many skilled and famed-performers. During the summer just passed, Lloyd Blondin Rellin plunged to his death in St. Paul. Two years ago, eight women aerialists fell 30 feet together to the cement floor of Madison Square Garden. That same year, Victoria Torrence, another noted performer, died in the same manner and in the same arena.

"John Ringling North is cited as the logical man to bring about an immediate reformation of this growing tendency to provide blood and death with circuses because he is the biggest personality in the business. It is strange he has not given consideration to the fact that circus audiences are comprised largely of gentle folk, parents and children mostly, who come to the big tops to laugh and be made happy. To serve them tragedy is heinous."

Macon Shrine Lures 15,200 in Three Days

(Continued from page 49)

accompanied by Mrs. Morton. Bob was special guest announcer for the Friday night (21) performance. Len Humphries, Morton's business manager, was a guest for two days. Mr. and Mrs. Ken Maynard, en route to Florida, spent a day with the show.

Lee Wallenda and Henri Kimris spent several days in Macon visiting the Wallendas. Other troupers from the Morton show visiting here included the Berosina family and Johnny Hartzell's flying troupe.

Sparks Is Visitor

Other visitors were Charles Sparks, retired circus owner living in Macon; Mr. and Mrs. Bill Brown, former carnival operators of Macon; Ted Davis, Greenville, S. C., active in the operation of the Wallenda Circus for several months last summer; Emmett Miller, blackface comedian; Howard Y. Bary, Carl Sonitz and Ralph (Specs) Cautin. Business details for the Wallendas were handled by Jack A. Leontini.

Special promotional events included in the performance were a bubble gum contest and whizzer-bike riding demonstration. On the Franks promotional staff were L. B. (Doc) Holtkamp, R. C. McLain, Gene Patterson, A. C. Gordon, L. G. Ogilvie, Delora Tyner and Louise Lary. The program was played by an eight-member professional band with Robert H. Mills leader.

The Program

1—Concert by Al Sibah Temple's 50-piece Shrine band, led by Ray Parker; 2—Introduction of Shrine Circus leaders; 3—Spectacle; 4—Capt. Eddie Kuhn in steel arena with mixed group of wild and domestic animals; 5—Lillian Elchens' six midget mules in Liberty act; 6—Tumbling Scots and clowns; 7—Miss Vivian, aerial cloud swing, and Faith Klonova, aerial serpentine dance; 8—Clowns; 9—Le Valle Sisters, hanging anchor acrobatics; 10—Josh Kitchens and posing horse, Gold Nugget; 11—Clowns; 12—Jack Fox's four elephants; 13—Joe Mattrose, juggling clown and Miss Dagmar, juggler; 14—The 10 Karrels on unsupported ladders; 15—Charl-vari clowns; 16—All-girl aerial ballet (7 girls), featuring Jane Cordell in Roman ring specialty; 17—Tony, chimpanzee, and trained monkeys, worked by Lillian and Josh Kitchens; 18—Clowns; 19—Maschino family (6), acrobats; 20—Dancing horses, worked by Josh Kitchens; 21—Great Wallendas in high wire act, featuring 7-person pyramid.

"Miss America" Loot An Uncomely \$52.78

ATLANTIC CITY, Nov. 29.—The Miss America Pageant of 1947 paid off in peanuts as far as the promoters were concerned. According to Lenora Slaughter, director of the promotion, the net profit was only \$52.78 despite gate receipts of \$65,521.44, an all-time high. Profits of the 1946 pageant were nearly \$10,000 from a take of \$62,524.24.

Expenses for the beauty fest totaled \$65,468.86, including a \$9,000 stage setting and \$2,500 for float equipment. Expenses do not include \$25,000 worth of scholarships provided by commercial firms.

SAN DIEGO, Calif., Nov. 29.—Newest arrival at the San Diego Zoo is a rare sitatunga, reports Ken Stott, curator of mammals. The animal, a member of the antelope family, was sent here by Robert Bean, director of the Brookfield Zoo, Chicago.

To Hike Rose Bowl Capacity to 102,000

PASADENA, Calif., Nov. 29.—The Rose Bowl, famed stadium which is the scene of the New Year's Day football games, outdoor circuses and rodeos and midget auto races, is going to be enlarged by the addition of 9,000 seats, according to an announcement by stadium officials.

City directors and Tournament of Roses Association members recently voted to add 11 rows on the north and south ends of the stadium, which now seats 93,000. The project is slated for completion in mid-1948. Addition will give the stadium a total seating capacity of 102,000, thus rivaling the Los Angeles Coliseum in that category. The Coliseum seats slightly less than 105,000 spectators but as many as 118,000 have been crowded into it during special events.

PARK PATRONS RECOGNIZE THE NAME

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Enlarged manufacturing facilities place us in a better position to make deliveries.

Write now for complete information about the NEW DODGEM and we will set a definite delivery date for you.

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A COMPLETE SELECTION OF OUTSTANDING VALUES IN NEW AND USED MONEY-MAKING MACHINES FOR IMMEDIATE DELIVERY!

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NSA 10TH BIRTHDAY BLOWOUT

Dinner, Show And Dancing

Nearly 1,000 turn out—
Bligh A. Dodds presides—
Raeburn plays

NEW YORK, Nov. 29.—Nearly 1,000 members and friends attended the 10th anniversary banquet and ball of the National Showmen's Association (NSA) in the Grand Ballroom of the Commodore Hotel Wednesday night (26). The show folks and their guests, using the occasion to celebrate the conclusion of the outdoor season, tabbed the shindig the best in club annals, notwithstanding the glittering affairs of the past.

For the first time the dais was peopled wholly by guests who either earned their living from show business or had an honest interest in the entertainment world. The turkey dinner was in keeping with the season, and the talent appearing in the usual lengthy stage show was given a break for the first time, since that part of the program got under way at a reasonable hour, and the professionals contributing their services were able to do their turns without lengthy waits to go on. This resulted in dancing starting before folks were too weary to enjoy it.

No effort was made to jam the doings. The affair was successful in that show people were catered to and not eased out of participation because of the attendance of large numbers of unaffiliated persons. Financially it was a success, too, since the sale of tickets and the program each grossed approximately \$10,000—proceeds for the hospital and cemetery fund.

Toastmaster Dodds

Bligh A. Dodds, director of the New York State Fair, president of the New York State Association of Agricultural Fair Societies and operator of the Gouverneur (N. Y.) Fair, was toastmaster. Speakers and their comments took up no more than half the time used in former years. Dodds, kept events under control for the audience's greater listening pleasure.

Harry Hershfield, humorist, was as popular as ever in his 10th appearance. Ed Sullivan, Broadway columnist for *The New York Daily* (See 1,000 TAKE IN on page 65)

Carson Sells His Interest In Kirkwood

NEW YORK, Nov. 29.—Ralph Decker, co-owner of the Joseph J. Kirkwood Shows, announced this week the purchase of the one-third interest held by his partner, Tommy Carson, and the subsequent sale of the stock to Roy Allen, Clyde Wilson and Kirkwood Decker.

Decker also announced that Billy Breese, the carnival agent, had been contracted as general representative of the shows. He will replace Curtis L. Bockus.

Shows recently went into winter quarters in Savannah, Ga., after a spotty season. Inclement weather mixed most of the org's spring and



THE MONUMENT UNVEILED November 23 on the National Showmen's Association plot in Ferncliff Cemetery, New York. The names of 100 donors, each of whom contributed \$100 toward the cost of construction, are cut into the base. The unveiling ceremony was attended by 200 members and guests of the association.

200 Brave Weather To See NSA Unveil Its Memorial

NEW YORK, Nov. 29.—Despite pessimistic weather forecasts and threatening skies which prevailed until mid-day, the service of dedication of the handsome memorial monument erected on the National Showmen's Association (NSA) plot in Ferncliff Cemetery last Sunday (23) was attended by the largest crowd (200) of NSA and Ladies' Auxiliary members and friends ever assembled for a memorial service.

The ceremony, set for 3 o'clock, got under way a few minutes after the hour, with the sun breaking thru just before the call to dedication by the Rev. Dr. Allen E. Claxton. Dr. Claxton was in charge of the program, which was brief, simple and highly impressive.

Scripture reading by Rabbi Gabriel Schulman followed the anthem, *There Is No Death*, sung by the Grant Male Quartet. President Emeritus George A. Hamid spoke briefly as the monument was unveiled and James E. Strates, general chairman of the monument committee, delivered the speech of presentation.

Endy Accepts

Dedicatory responses, with congregation participating, and prayer of dedication by NSA Chaplain Fred C. Murray were followed by acceptance of the memorial, in the name of the club, by President David B. Endy. Services concluded with the anthem, *Lamp in the West*, by the Grant

summer dates in New York.

Decker was here to participate in activities of the National Showmen's Association. He will attend the Chicago meetings.

Male Quartet and benediction by Dr. Claxton.

Three busses and a fleet of private cars provided transportation from the clubrooms to the cemetery—and all reached Ferncliff in ample time. Many of those present traveled long distances for the sole purpose of assisting at the memorial's unveiling. Among such were Mrs. Samuel Golden, up from the South, and Mrs. Mabel O'Neill, of Ithaca, N. Y. Others noted were Al Wagner, representing the Michigan Showmen's Association, Detroit; Ned Torti, of the Wisconsin Deluxe Company, Milwaukee, and Bernie Mendelson, of the O. Henry Tent & Awning Company, Chicago. Also present were four members of the club's first set of officers: George A. Hamid, president; Art Lewis, second vice-president; Oscar C. Buck, third vice-president, and Art Greenspoon, treasurer.

The memorial monument is an imposing edifice with a large bronze lion topping a pedestal of Barre granite, which shows off to full advantage because no other monuments or headstones are permitted on the graves. Shrubbery and landscaping will be supplemented by a low hedge enclosing the NSA plot.

All graves in the NSA plot had been decorated by the Ladies' Auxiliary with a covering of green branches and large clusters of yellow flowers. Joe McKee, Joe Rinaldo and a crew of Palisades Park men handled the mechanical details of the unveiling.

Walter K. Sibley, executive secretary of the NSA, was the prime agent in putting over the monument fund-raising drive and handling the multitude of details involved.

Coe Nominated As PCSA Prezy

No independent ticket is anticipated — Mann renominated as secretary

LOS ANGELES, Nov. 29.—Everett W. (George) Coe, business manager and general agent of the West Coast Amusement Company, was nominated for the presidency of the Pacific Coast Showmen's Association. Other nominees were Earl Douglas, Douglas Greater Shows, first vice-president; Joseph Krug, independent concessionaire, second vice-president; Slim Wells, general agent of Imperial Exposition Shows, third vice-president; Candy Moore, independent concessionaire, fourth vice-president; Al Weber, Arcade Printing Company, and Ed Mann, renominated for secretary.

Nomination is tantamount to election. Altho no independent ticket is reported anticipated, one can be filed if the petition is signed by 25 members and submitted within two weeks.

Other nominations included:

Board of governors: L. G. Chapman, John T. Backman, Moe Levine, Louis Manley, Larry Ferris, Rudy Jacobi, George Lauerman, Bob Matthews, William Meyers, Harry Phillips, Clyde Gooding, John (Spot) Ragland, Bob Schoonover, Ray Rosard, Joe Steinberg, David Friedenheimer, Bob Downie, C. H. Alton, Mike Doolan, H. N. Cole, Hunter Farner, M. E. Arthur, John M. Miller, Ted Levitt, Moxie Miller, Jimmy Smith, Frank Redmond, Harry Taylor, Al (Red) Cohen and Sam Brown.

Board of trustees: Mike Krekos, for five years.

Cemetery trustees: William Hobday, five years.

A move has been started with the legislative committee, headed by Harry Golub as chairman, seeking to amend the by-laws to increase the board of governors from 30 to 40 members. The idea of the change, (See Coe Nominated on page 65)

Record Attendance At NSA Shindig; Awards Presented

NEW YORK, Nov. 29.—The largest crowd ever assembled in the clubrooms of the National Showmen's Association (NSA) assisted at an informal open house Tuesday night (25). It was strictly a social get-together, with well stocked buffet counters presided over by members of the Ladies' Auxiliary, and plenty of drinks for all.

The club's new television set was the principal entertainment offered. Members and friends of the NSA and the Ladies' Auxiliary arrived early in the evening and clubrooms were jammed until long after midnight.

Awards were presented to the following pioneer members: Oscar C. Buck, Art Lewis, Phil Isser, Frank Miller, George A. Hamid, Jack Greenspoon, Murray Goldberg, Arthur Campfield, Ben Weiss and David B. Endy. Posthumous awards are to be made to nearest of kin of Max Linderman and Sam Lawrence. George A. Hamid emceed the proceedings. President David Endy presented the awards.

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300 Revelers At President's Party of NSA

NEW YORK, Nov. 29.—Nearly 300 members and friends of the National Showmen's Association (NSA) attended the annual presidents' party Monday (24) at Leon and Eddie's, 52d Street bistro. The event was in honor of David B. Endy, president, and John W. Wilson, past president. Endy is owner-operator of the shows bearing his name. Wilson is co-owner of the Ceilin & Wilson Shows. Festivities, which got underway with dinner at 9, lasted until day-break. Entertainment consisted of the regular club show, with Eddie Davis, club owner and professed ex-carnie, supplementing his usual patter with a lot of personal attention to the show folk.

Little Speechifying

Formalities were minimized as emcee Artie Lewis, former carnival and park operator and himself a past president, limited the remarks of persons introduced. Dr. Jacob Cohen, club physician, presented lapel pins to Endy and Wilson.

Those called on to speak were Ralph Endy, show operator; Bennie Weise, bingo operator; Stuart McLean, of the Danbury, Conn., fair; Whitey Golden, of the Royal American Shows; Al Wagner, president of the Michigan Showmen's Association; Jimmie Strates, owner of the shows bearing his name, and George A. Hamid.

The entertainment committee comprised D. D. Simmons, chairman; David Brown, co-owner; Bucky Allen, Morris Batalsky, Edward Cohen, Frank Cappell, Charles Davenport, Harry Kaplan, Fred C. Murray, Sam Rothstein, George Rector, Jack Stern, Jack Capria, Lou Wagner, Jeff Harris, Sam Walker and Doc Marcus.

Ramsdell To Agent Shakespearean Org

DETROIT, Nov. 29.—Lon Ramsdell, widely known carnival and circus general agent and manager, and former manager of the Blackstone magic show, left here Monday (24) for Halifax, N. S., to assume the press agent chores on the Donald Woolfolk Shakespearean Company, which he will drum beat to the West Coast and back.

The Woolfolk troupe arrived in Halifax from London November 26 on the S. S. Empress of Dorchester. The Blackstone show closed in Akron because of Harry Blackstone's illness.

Caravella Gets Columbia Fete

COLUMBIA, S. C., Nov. 29.—Midway contract for the annual Spring Festival sponsored by the Optimist Club has been awarded to Caravella Amusement Company. Dates have not been set.

Owner Frank Caravella and Stanley Reed, agent of the show, said an advance sale of ride tickets will be handled by members of the club. The location will be close to the center of town.

Promotional activities will include the naming of each day in honor of a local women's club.

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BANQUET 8 P.M.		DANCING TILL 1:15

LADIES' AUXILIARY "TACKEY PARTY"
TUESDAY EVENING, DECEMBER 30, 1947

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1948 MODEL SUNSHINE ELECTRIC CHOO CHOO TRAIN

This isn't a streamliner, but an old-fashioned train with smoke stack and bell—a real flash on any Midway or Amusement spot. Children and adults come miles to ride and re-ride. A proven portable moneymaker that sets up in less than one hour in a thirty-five foot circle. One person operates it from ticket box. Runs on 110 or 220 volt current. All steel, fabricated metal fence, ticket box, light stringer (no bulbs). Complete and ready to run. Will stand years of hard service. It's the hit ride of the year. There's plenty of time to make it pay for itself yet this season.

Three-car 18-passenger, \$1500.00. Four-car 24-passenger, \$1625.00. Five-car 30 passenger, \$1750.00. All F.O.B. Tampa, Fla.

Fast truck delivery and set up for 15 cents per mile one way. Send one dollar for large photograph and complete description.

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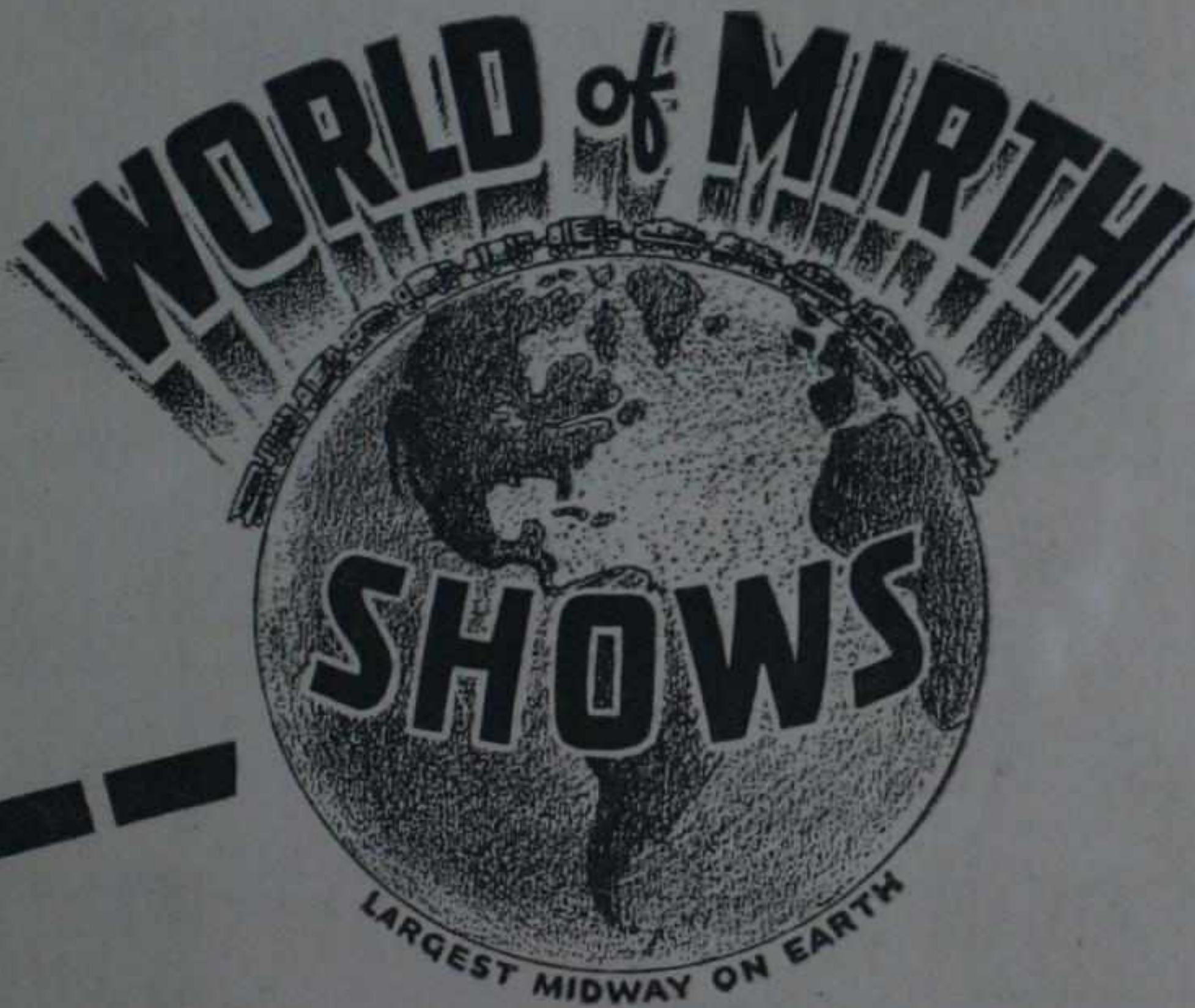
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Then you want our HOOSIER PRIDE BABY GOLDEN HULLLESS. The price is \$15.00 per cwt. and worth it. We are the only processor in the world offering this fancy hullless corn. Try a bag now or mail 50¢ for a 2¢ sample prepaid.

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Meets all State

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Ride can be located on Oetlin & Wilson Shows. Con-
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7012 Sweet Briar Rd. Richmond, Va.

MIDWAY CONFAB

Bob Bunch, of Smith Shows, has accepted a position with a Hugo, Okla., funeral home for the winter.

Newspaper scribe who said that carnival people were tight-lipped and wouldn't talk—didn't meet the right ones.

Jack Ruback, owner of the Alamo Exposition Shows, and Dave Stevens, San Antonio concessionaire, recently visited friends in Houston.

While passing thru Shepherd, Tex., recently, Mr. and Mrs. Joe Connor visited Nelson's Blue and White Shows.

Best part of winter tramping is that one doesn't have to wonder how much the general agent is being paid.

Casey Smith's carnival has arranged barn space to house the Starr Bros.' Shows in a building on Main Street in Hugo, Okla.

Bob Allen, general agent of the Steel City Shows, and Mrs. Allen have left for a short holiday in Miami before returning to the shows.

Responsible secretary is one that can sit quietly in an office wagon for hours and do no money advancing.

ing his name, closed a successful season at the Cuero, Tex., Turkey Trot Celebration November 8. Franklin spent the Thanksgiving holidays with relatives in Kiowa, Kan.

Mr. and Mrs. George Campbell, who recently closed with the Tivoli Exposition Shows, visited for two weeks with friends in Dallas and Fort Worth en route to Tucson, Ariz., where they will spend the winter.

Economic conditions on midways the past season were fair-to-middl'n, altho the depression survivors never thought they'd see the day.

Following the closing of the Steel City Shows in Columbus, Ga., November 22, the Charley Morgans and Pistol Pete headed south for Florida. Jim Rogers's Ferris Wheel moved to Yazoo City, Miss.; Jack Chapman took his kiddie ride and Chairplane to Texas, and Whitey headed west with his swings.

George J. Gill, of Gill Concessions, reports that he has recovered from his illness which kept him in St. Mary's Hospital, Kansas City, Mo., for 30 days and will be back in full swing on the Midwest fair circuit again next season. Gill passes on his



PICTURED ABOVE IS THE GROUP largely responsible for the successful completion of the campaign which resulted in the unveiling November 23 of the memorial in the National Showmen's Association's plot in Ferncliff Cemetery, New York. Left to right: Fred C. Murray; James E. Strates, general chairman; George A. Hamid, president emeritus; Clemens F. Schmitz, administrative chairman; David B. Endy, president; Joe McKee; Arthur Campfield and Walter K. Sibley, executive secretary.

Mr. and Mrs. Harry Haykin were the guests of Mr. and Mrs. James E. Strates at the annual banquet of the National Showmen's Association Thanksgiving eve.

Ted Wilson has his zoo in operation on the Dallas Highway, nine miles south of Hugo, Okla. Animal collection includes a lion, two bears, nine monkeys, birds, alligators and snakes.

Before the war the bidding for fairs didn't run so all-fired high—agents and managers didn't have so much to give away.

Jack Murphy, owner and manager of Steel City Shows, and Mrs. Murphy are returning to Ohio for the holidays to visit with their son who is in St. Charles Seminary.

Steel City Shows closed November 22 in Columbus, Ga., with Sam Housner replacing Eddie Ryan as legal adjuster as the only change in the shows' staff during the season.

During showmen's club elections, even tho the candidate doesn't win, he hears a lot of good things said about him—from his own boosters.

Don Franklin, of the shows bear-

thanks for the many letters he received during his illness.

Great revolution in literature has taken place. Press agents no longer write about themselves and are writing about their shows.

Pat Brady, electrician, and his wife, Billie, concessionaire, recently closed a successful season with the C. A. Stephens Shows and are now at the Walters Trailer Camp, Brunswick, Ga. . . . Helen Barfield, of Miami, who is now in Los Angeles for heart treatments, is showing improvement, reports Mrs. E. Roland, her sister, of Huntington Park, Calif.

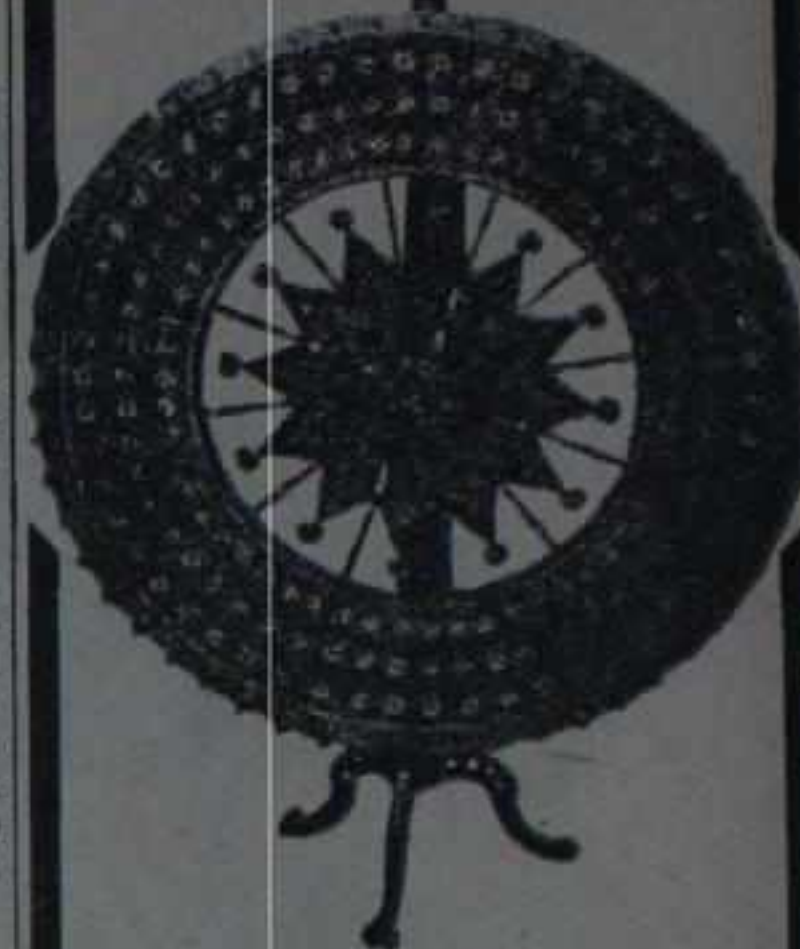
Conditions in different parts of the country can be better understood by the showman who played a free fair and found everybody broke.

On November 20 Mrs. Hattie Wagner gave a birthday party for Viola Fairly at Stute's Inn, Hot Springs. Following the dinner cards and bingo were enjoyed by those attending. The guest list included Mr. and Mrs. Noble Fairly, Mr. and Mrs. Fred Meeker, Jack Ballie, Curly Reynolds, Mr. and Mrs. Denny Pugh, Mr. and Mrs. Ed Strassburg, Mrs.

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R. R. JONES

526 1/2 Orange Redlands, Calif.

Edward Hock, Evelyn Hock and Mr. and Mrs. Harry Hennies.

SLA Banquet is an austere affair, like the opening night at the opera.

Fred W. and Johanna Miller are wintering in California.

Frank and Winnie Waxnick are in Fort Myers, Fla.

Outspoken legal adjuster is one who will reply in double-talk to any question whatever.

William C. Plack, who closed the season with Triangle Shows in Wil-

son, N. C., is in Miami where he plans to remain until January 1.

Charles and May Phillips are in Georgia with their photo machines, working stores during the Christmas period.

W. G. Wade, owner-manager of the shows bearing his name, is supervising the rebuilding crew at Detroit quarters.

Cookhouse operator advised a beginner, "Watch your cash register and the garbage pail."

Douglas Wade, W. G. Wade Shows, vacationed for two weeks in Miami and then went to the Chicago meetings.

Harry and Mildred Beach, ride operators with the W. G. Wade Shows, are fishing from their 32-foot cruiser on the Gulf.

Fred A. Miller, with his new car, will spend some time at the track down New Orleans way. Harry Mamas plans to join him soon.

Confirmed optimist is a manager who believes that the winter will be over before his help in quarters gets fed up with the menu of beans.

Sheik and Juanita Hennessey, W. G. Wade Shows concessionaires, have returned to Detroit for the holiday season.

Pinky Pepper, billed as the male Minnie Pearl, opened his winter engagement at the Ring Night Club, Dayton, O.

Lou Davis's Oddities on View, combined side show and museum, jumped to Beaumont, Tex., last week after closing a successful run in Brownsville, Tex.

This year's survival of boom-year bids for fairs are the only incidents of 1947 tending to keep alive the belief in Santa Claus.

Mrs. Irene Sallust, who is in St. Joseph Hospital, Hot Springs, recuperating from a recent operation, would like to read letters from friends during her convalescence.

Mrs. Mildred M. Miller and Mrs. G. Schaun, secretaries on the W. G. Wade Shows, flew from Detroit to New Orleans and then to Chicago for the convention.

Frank, Lily and Milo Rupp recently visited Coldwater, Fla., to look over damage done their rides and then went to Tampa to start rebuilding rides for an early spring opening on Detroit lots.

Wallace G. Wade Jr., and Buster Crossland, of W. G. Wade Shows, (See Midway Confab on page 69)

POPCORN HEADQUARTERS

TOP-POP Hybrid Popcorn is backed by a Money back guarantee if you are not completely satisfied in every respect. Send your order in today. Finest quality roasted peanuts—attractive circus bags. 5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks. Immediate Delivery Star Poppers. Midway Marvel Candy Floss Machines—All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

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World's Most Popular Rides
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One forty-foot 2-abreast Spillman Merry-Co-Round, Office Truck Trailer, 100 KVA Transformer mounted 1942 International Truck, Cable, Switch Boxes, etc.; 20x80 Sideshow Top, 2 20x30 Tops, 16x24 Marquee with Poles and Stakes. Address:
J. L. MURRAY Box 519, Valdosta, Georgia

BUSSES FOR SALE

5 1942 Dodge Busses, high head room, 2 hot water heaters, 825x20 tires, at \$1250.00 each.
1 1937 Chevrolet 21-Passenger Beck, high head room, one hot water heater, inside and rear baggage racks, 700x20 tires, at \$975.00.
CAROLINA SCENIC COACH LINES
P. O. BOX 767 SPARTANBURG, S. C.

<p>STOCK TICKETS</p> <p>One Roll \$ 1.00 Five Rolls 4.00 Ten Rolls 6.00 Fifty Rolls 20.00 100 Rolls 38.00</p> <p>ROLLS 2,000 EACH. Double Coupons. Double Prices.</p> <p>We G. O. D. Orders. Size: Single Tkt. 1x2".</p>	<p>"If our compassions fail, our power is gone."</p> <p>TICKETS</p> <p>All Kinds—Special Printed or Stock ORDER CONFETTI for SPORTS EVENTS THE TOLEDO TICKET COMPANY Toledo 2 (Ticket City), Ohio</p>	<p>SPECIAL PRINTED Cash With Order. Prices:</p> <p>2,000 . . . \$ 6.00 4,000 . . . 7.45 6,000 . . . 8.30 8,000 . . . 9.15 10,000 . . . 10.00 30,000 . . . 14.00 100,000 . . . 18.00 500,000 . . . 28.00 1,000,000 . . . 38.00</p> <p>Double coupon, Double Prices.</p>
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Will soon be the most widely advertised flavor line in the country.

Write for Our Proposition
BLEVINS POPCORN CO.
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CANDY FLOSS MACHINE



Indorsed and used by Ringling Brothers, Barnum & Bailey Circus, our New Super Model #111 is extremely easy to operate. Single Spinnerhead \$227.50; Double Spinnerhead \$245.00; Single Bands and Ribbons \$5.00 each; Double Bands \$15.00 each. We repair all makes of machines. Orders shipped on 25% deposit, balance on delivery.
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GLASSINE BAGS IN ALL SIZES

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*Reasons why it Pays to Buy
Insurance from Chas. A. Lenz
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Chas. A. Lenz has been writing insurance for over 27 years, more than half of this time has been spent in writing SHOWMAN'S INSURANCE.

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Proof of this reliability is the hundreds of Showmen who renew their insurance with Chas. A. Lenz year after year.

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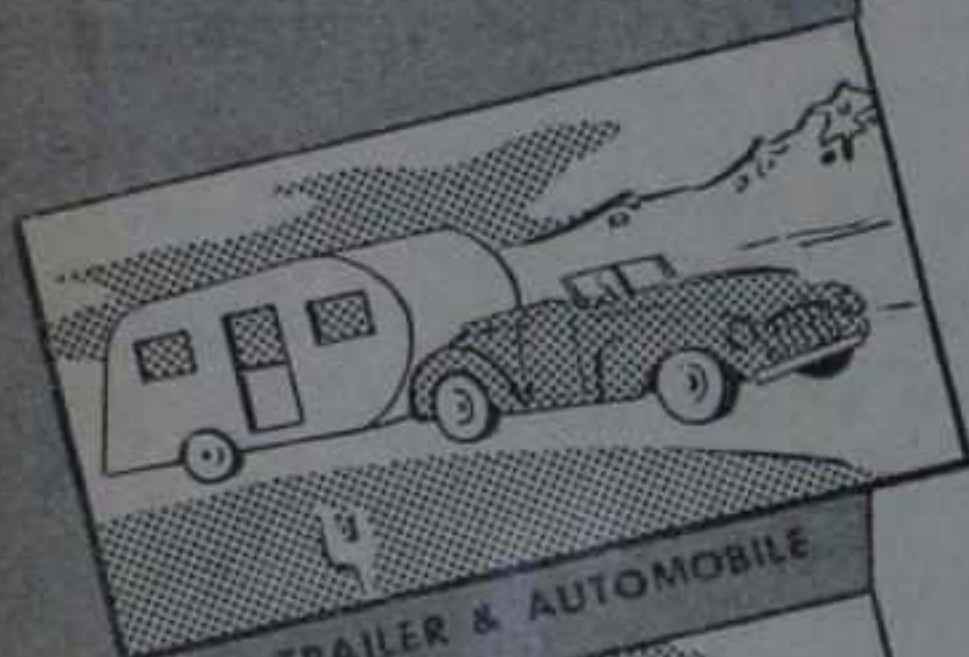
Many times showmen carry insurance that does not give them the right coverage. When you are insured with Chas. A. Lenz you are assured of complete coverage in keeping with all State and Federal laws.

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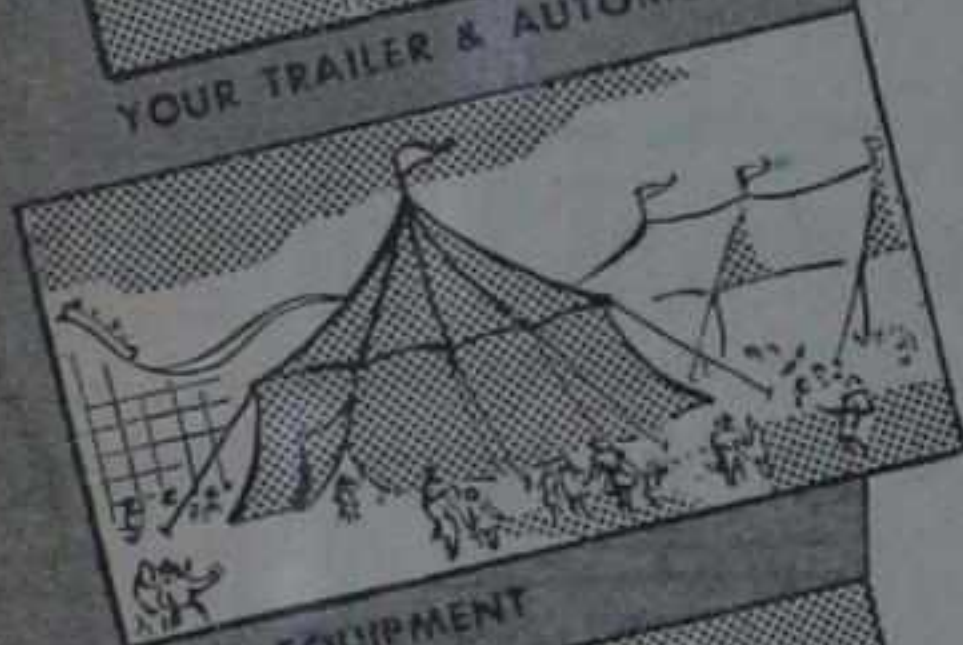
Prompt, complete payment of claims, advice and assistance when needed. These are the qualities on which Chas. A. Lenz has built his business, the largest exclusive writer of Showmen's Insurance.

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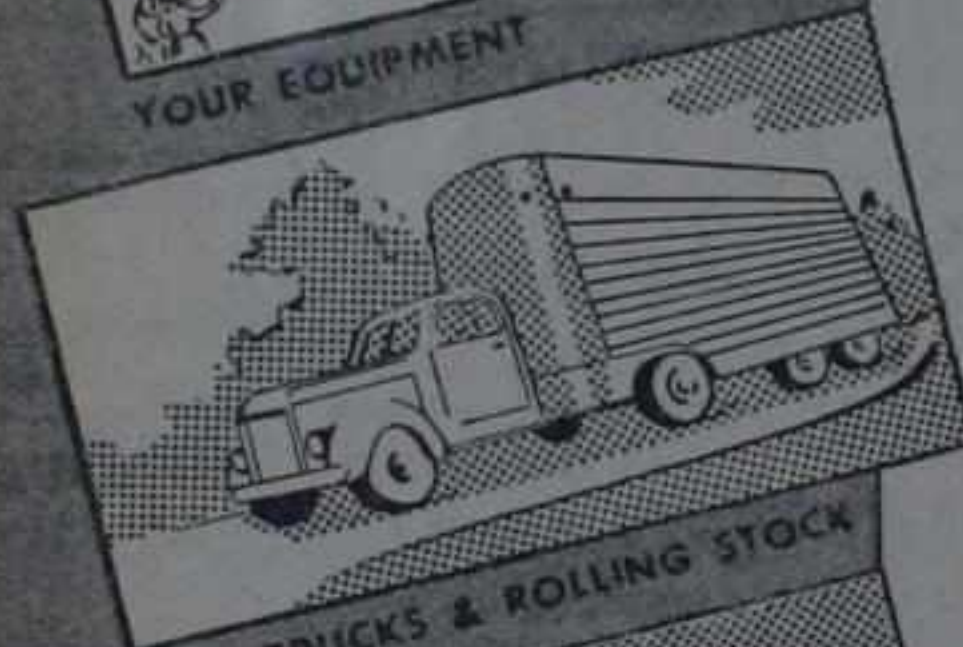
Knowing what you need, how much you need and when you need insurance has saved Chas. A. Lenz's customers thousands of dollars. Why not consult with him on your insurance problems?



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YOUR EQUIPMENT



YOUR TRUCKS & ROLLING STOCK



YOUR WORKMEN & CUSTOMERS



YOUR PERSONAL PROPERTY

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CHAS. A. LENZ

HERE IN PERSON — INQUIRE AT HOTEL DESK FOR ROOM NO.
A1338 Insurance Exchange • Chicago, Ill.

1,000 Take In NSA Blowout

(Continued from page 60)

News, used the opportunity to campaign for the entertainment of wounded veterans still in government hospitals. Harold G. Hoffman, ex-governor of New Jersey, was also one of the after-dinner speakers.

President David B. Endy injected a serious note in his talk, when he denounced Communism and stated his belief that no one in outdoor show business embraced that political doctrine. Endy called upon his brother, Ralph, to take a bow as chairman of the banquet committee. Ralph, in turn, gave much of the credit to Walter K. Sibley, executive secretary. Actually the success of the affair exemplified the obvious co-operation attending its planning and staging.

President Emeritus George A. Hamid briefly outlined the opportunities for young people in show business. Others on the dais were Bernie Mendelson, representing the Showmen's League of America; Clarence Derwent, president, Actor's Equity Association; Alan Corelli, executive secretary, Theater Authority; Paul H. Huedepohl, executive secretary, National Association of Amusement Parks, Pools and Beaches (NAPPB); Henry A. Guenther, past president NAAPPB; Roger S. Littleford Jr., co-publisher and outdoor editor, *The Billboard*; Johnny J. Kline, publisher and editor, *The Greater Show World*; Max Cohen, general counsel and secretary-treasurer, American Carnivals Association; Leonard Traube, NSA Year Book editor; Al Wagner, president of the Michigan Showmen's Association and Ransome J. Williams, former governor of South Carolina.

Also on the dais were the officers, including Endy, James E. Strates, first vice-president; Joseph A. McKee, second vice-president; Jack Perry, third vice-president; Harry Rosen, treasurer; Ralph Decker, assistant treasurer; Ross Manning, secretary; Jacob Cohen, physician; Fred C. Murray, chaplain; Max Hofmann, counsel, and pioneer members Oscar C. Buck, Phil Isser, Arthur E. Campfield, Jack L. Greenspoon and Art Lewis.

Anna Halpin, president of the Ladies' Auxiliary, awarded gold life membership cards to Dolly McCormick, Hilda Bergen and Gladys Manning.

A top-notch stage show, arranged by George A. Hamid and Harry Moss, was presented. The talent included the June Taylor Girls; Johnny Morgan, comedian and emcee; Eileen Barton, singer; Madge and Carr, dance team; Mary Small, singer; Myron Cohen, dialect comedian; Gaudsmith Brothers, trained French poodles; Kitty Kallen, singer; Peggy Ann Garner, actress; Jack Leonard, comic; Vic Damone, crooner, and Joe Morrison, singer.

Joe Basile and his band played for dinner. Boyd Raeburn and his ork played for the show and dancing.

Gulf Coast in Quarters;

Frank Sutton on Vacation

ST. LOUIS, Nov. 29.—Frank M. Sutton Sr., owner of the Gulf Coast Shows, closed his season November 15 and has all equipment in winter quarters in Osceola, Ark.

Sutton is vacationing in Aransas Pass, Tex., where he will stay until January 1.

Sarasota Fair to Royal Expo

SARASOTA, Nov. 29.—Royal Exposition Shows have been awarded the contract to provide the midway at the 1948 Sarasota Fair, it was revealed here today by Arthur Bell, Junior Chamber of Commerce president. Shows were represented by Stanley Roberts in the deal, which was set Wednesday (26).

NSA Sidelights

Joe McKee, Joe Rinaldo and a crew from Palisades Amusement Park handled all technical details of the unveiling of the NSA Memorial Monument Sunday (23), and did a good job.

Ben Braunstein and his bride, the former Netty Green, participated in all the NSA festivities as part of their honeymoon.

Mrs. David B. Endy, wife of the NSA president, received a bouquet from the Miami Showmen's Association at Wednesday night's (26) banquet.

Former Gov. Ransome J. Williams, of South Carolina, was a guest of Frank Bergen and Bucky Allen, of the World of Mirth Shows.

Eddie and Lillian Elkins celebrated their second wedding anniversary in conjunction with the NSA testimonial dinner at Leon & Eddie's Monday (24).

Getting to Shrimpy Rappaport's lunch counter in the NSA clubrooms was a cross between an obstacle race and a steeplechase.

Eye-catcher was the brilliant orange overcoat of Gerald Snelliens.

Purtle Plans To Put Drome Unit on Road

RICHMOND, Va., Nov. 29.—Earl Purtle, Motor Drome operator, will have a unit on the road in 1948 for the first time since 1942, when he had to discontinue a tour because of an Office of Defense Transportation (ODT) edict. The unit, now under construction here, will be placed with the Cetlin & Wilson Shows. Purtle last toured with the World of Mirth Shows.

The new Drome will be elaborately flashed with neon and fluorescent lighting and stainless steel and feature riding lions.

Purtle will continue to operate the Drome in Palisades (N. J.) Amusement Park, where he also has the Looper. His wife, Ethel, is the featured performer at Palisades.

Piedmont Org Ends Season; Plagued by Bad Weather

LEXINGTON, Ga., Nov. 29.—Piedmont Shows closed the season here Saturday (22), after a tough week of rain and cold weather. Org encountered bad weather during the final four weeks of the season.

Many of the folks joined other orgs in South Georgia. Herbert Macy went to his home in Hattiesburg, Miss. The Piedmont org was managed by J. E. Baxter.

COE NOMINATED

(Continued from page 60)

Golub said, is to make appointments so that more members are in attendance at the meetings when the shows are on the road.

If there is no other officers ticket, nominees will take office at the turn of the year.

Harry Le Mack, veteran showman, took the floor during the Monday night (24) meeting and asked that all members support the new ticket wholeheartedly. Le Mack pointed out that the nominating committee had worked diligently to name a slate of competent officers and that he had supported every official ticket regardless of his likes and dislikes for almost 20 years.

Jack Hughes, chaplain, paid a tribute to Ed Mann upon his renomination as secretary. "I have sat thru many meetings and heard secretaries read minutes of the previous meeting," Hughes said, "but I have never heard any one do as fine a job as Ed Mann."

Eddie Young's
Royal Crown Shows
"AMERICA'S
FINEST CARNIVAL"

EDDIE AND DOLLY YOUNG, Owners and Managers
WE ARE PROUD TO ANNOUNCE THAT WE HAVE BEEN SELECTED AGAIN TO PLAY
PINELLAS CO. FAIR
Largo, Fla., January 27

and
FLORIDA CITRUS EXPOSITION
Winter Haven, Fla., February 15

also
FLORIDA SPORTSMEN'S EXPOSITION AND FAIR
Eustis, Fla., March 15

With other Florida Fairs between
CAN PLACE FOR SEASON 1948—
STARTING JAN. 26

SHOWMEN to take charge of office-owned shows. Girl Revue (the finest on any truck show), must be capable of producing high-class girl revue. POSING SHOW, will turn over to same party. MOTORDROME—Manager for same, one with some machines given preference. Can also place Showmen for several Grind Shows, must be sober and reliable showmen. SHOWS—Will book Midget Show, Hawaiian Show, Snake, Monkey, Wild Life, Hill Billy or any worth-while attraction not conflicting. Shows must be panel fronts and in keeping with office-owned shows. Must furnish own transportation. RIDES—Will book Rolloplane (Buster Morgan, contact), Spitfire, Rocket, Fly-o-Plane, Dark Ride, Pony Ride, Kid Plane, Streamline Train or any new ride not conflicting. CONCESSIONS—Will sell ex on Photos, Jewelry, Penny Arcade. Will also book any "Hanky Pank" concessions. RIDE HELP—Foremen and Second men for rides. Contact before January 10; must drive semi-trucks. No drunks or chasers tolerated. DIESEL LIGHT PLANTS—Capable man for plants and electrician; must have show experience. FRONT GATE and LIGHT TOWERS, reliable man to take charge of same. All replies to
E. L. YOUNG Box 324, Largo, Fla.
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THRILLS—THRILLS—THRILLS

We believe we are going to have the Greatest THRILL contest on earth.

WANTED—For January 19-24 inclusive, Contestants for the

GREATEST THRILL ACT ON EARTH

\$2,000.00—First Prize
\$1,500.00—Second Prize
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ALL OTHER CONTESTANTS ACCEPTED—
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Applications Close Dec. 15

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UNDER THE AUSPICES OF THE

FRATERNAL ORDER OF POLICE OF JACKSONVILLE, FLORIDA

IN ANSWERING STATE TYPE AND LENGTH OF ACT

WANT GENERAL AGENT

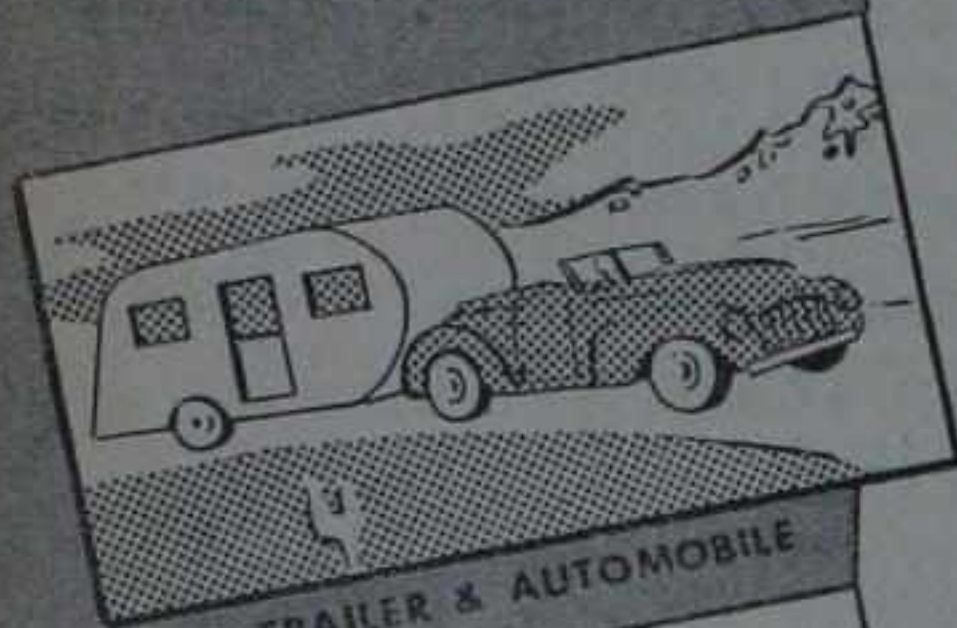
for the finest motorized show on the road. Will consider only the best.

See me in Chicago or reply to

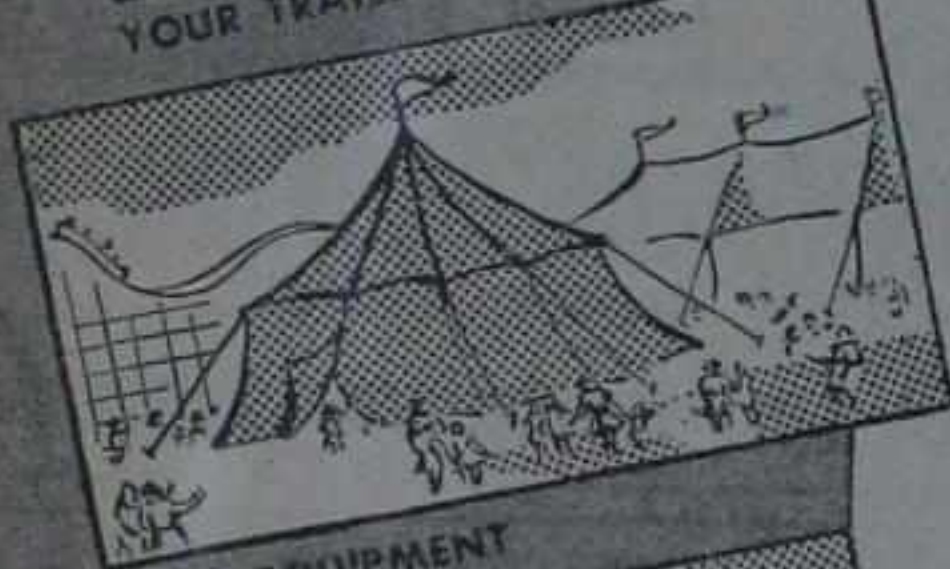
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Box 824, Largo, Florida



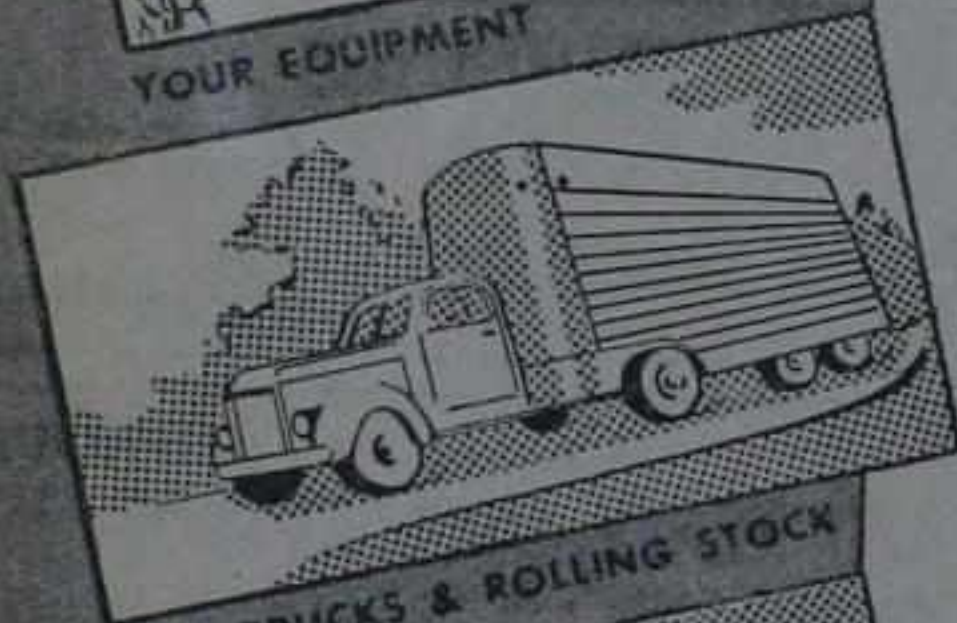
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YOUR WORKMEN & CUSTOMERS



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1. EXPERIENCE

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Many times showmen carry insurance that does not give them the right coverage. When you are insured with Chas. A. Lenz you are assured of complete coverage in keeping with all State and Federal laws.

4. SERVICE

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1,000 Take In NSA Blowout

(Continued from page 60)

News, used the opportunity to campaign for the entertainment of wounded veterans still in government hospitals. Harold G. Hoffman, ex-governor of New Jersey, was also one of the after-dinner speakers.

President David B. Endy injected a serious note in his talk, when he denounced Communism and stated his belief that no one in outdoor show business embraced that political doctrine. Endy called upon his brother, Ralph, to take a bow as chairman of the banquet committee. Ralph, in turn, gave much of the credit to Walter K. Sibley, executive secretary. Actually the success of the affair exemplified the obvious co-operation attending its planning and staging.

President Emeritus George A. Hamid briefly outlined the opportunities for young people in show business. Others on the dais were Bernie Mendelson, representing the Showmen's League of America; Clarence Derwent, president, Actor's Equity Association; Alan Corelli, executive secretary, Theater Authority; Paul H. Huedepohl, executive secretary, National Association of Amusement Parks, Pools and Beaches (NAPPB); Henry A. Guenther, past president NAAPPB; Roger S. Littleford Jr., co-publisher and outdoor editor, *The Billboard*; Johnny J. Kline, publisher and editor, *The Greater Show World*; Max Cohen, general counsel and secretary-treasurer, American Carnivals Association; Leonard Traube, NSA Year Book editor; Al Wagner, president of the Michigan Showmen's Association and Ransome J. Williams, former governor of South Carolina.

Also on the dais were the officers, including Endy, James E. Strates, first vice-president; Joseph A. McKee, second vice-president; Jack Perry, third vice-president; Harry Rosen, treasurer; Ralph Decker, assistant treasurer; Ross Manning, secretary; Jacob Cohen, physician; Fred C. Murray, chaplain; Max Hofmann, counsel, and pioneer members Oscar C. Buck, Phil Isser, Arthur E. Campfield, Jack L. Greenspoon and Art Lewis.

Anna Halpin, president of the Ladies' Auxiliary, awarded gold life membership cards to Dolly McCormick, Hilda Bergen and Gladys Manning.

A top-notch stage show, arranged by George A. Hamid and Harry Moss, was presented. The talent included the June Taylor Girls; Johnny Morgan, comedian and emcee; Eileen Barton, singer; Madge and Carr, dance team; Mary Small, singer; Myron Cohen, dialect comedian; Gaudsmith Brothers, trained French poodles; Kitty Kallen, singer; Peggy Ann Garner, actress; Jack Leonard, comic; Vic Damone, crooner, and Joe Morrison, singer.

Joe Basile and his band played for dinner. Boyd Raeburn and his ork played for the show and dancing.

Gulf Coast in Quarters;

Frank Sutton on Vacation
ST. LOUIS, Nov. 29.—Frank M. Sutton Sr., owner of the Gulf Coast Shows, closed his season November 15 and has all equipment in winter quarters in Osceola, Ark.

Sutton is vacationing in Aransas Pass, Tex., where he will stay until January 1.

Sarasota Fair to Royal Expo

SARASOTA, Nov. 29.—Royal Exposition Shows have been awarded the contract to provide the midway at the 1948 Sarasota Fair, it was revealed here today by Arthur Bell, Junior Chamber of Commerce president. Shows were represented by Stanley Roberts in the deal, which was set Wednesday (26).

NSA Sidelights

Joe McKee, Joe Rinaldo and a crew from Palisades Amusement Park handled all technical details of the unveiling of the NSA Memorial Monument Sunday (23), and did a good job.

Ben Braunstein and his bride, the former Netty Green, participated in all the NSA festivities as part of their honeymoon.

Mrs. David B. Endy, wife of the NSA president, received a bouquet from the Miami Showmen's Association at Wednesday night's (26) banquet.

Former Gov. Ransome J. Williams, of South Carolina, was a guest of Frank Bergen and Bucky Allen, of the World of Mirth Shows.

Eddie and Lillian Elkins celebrated their second wedding anniversary in conjunction with the NSA testimonial dinner at Leon & Eddie's Monday (24).

Getting to Shrimpy Rappaport's lunch counter in the NSA clubrooms was a cross between an obstacle race and a steeplechase.

Eye-catcher was the brilliant orange overcoat of Gerald Sneliens.

Purtle Plans To Put Drome Unit on Road

RICHMOND, Va., Nov. 29.—Earl Purtle, Motor Drome operator, will have a unit on the road in 1948 for the first time since 1942, when he had to discontinue a tour because of an Office of Defense Transportation (ODT) edict. The unit, now under construction here, will be placed with the Cetlin & Wilson Shows. Purtle last toured with the World of Mirth Shows.

The new Drome will be elaborately flashed with neon and fluorescent lighting and stainless steel and feature riding lions.

Purtle will continue to operate the Drome in Palisades (N. J.) Amusement Park, where he also has the Loooper. His wife, Ethel, is the featured performer at Palisades.

Piedmont Org Ends Season; Plagued by Bad Weather

LEXINGTON, Ga., Nov. 29.—Piedmont Shows closed the season here Saturday (22), after a tough week of rain and cold weather. Org encountered bad weather during the final four weeks of the season.

Many of the folks joined other orgs in South Georgia. Herbert Macy went to his home in Hattiesburg, Miss. The Piedmont org was managed by J. E. Baxter.

COE NOMINATED

(Continued from page 60)

Golub said, is to make appointments so that more members are in attendance at the meetings when the shows are on the road.

If there is no other officers ticket, nominees will take office at the turn of the year.

Harry Le Mack, veteran showman, took the floor during the Monday night (24) meeting and asked that all members support the new ticket wholeheartedly. Le Mack pointed out that the nominating committee had worked diligently to name a slate of competent officers and that he had supported every official ticket regardless of his likes and dislikes for almost 20 years.

Jack Hughes, chaplain, paid a tribute to Ed Mann upon his renomination as secretary. "I have sat thru many meetings and heard secretaries read minutes of the previous meeting," Hughes said, "but I have never heard any one do as fine a job as Ed Mann."

Eddie Young's
Royal Crown Shows
"AMERICA'S
FINEST CARNIVAL"

EDDIE AND DOLLY YOUNG, Owners and Managers
**WE ARE PROUD TO ANNOUNCE THAT WE HAVE
BEEN SELECTED AGAIN TO PLAY
PINELLAS CO. FAIR**
Largo, Fla., January 27

and
FLORIDA CITRUS EXPOSITION
Winter Haven, Fla., February 15

also
FLORIDA SPORTSMEN'S EXPOSITION AND FAIR
Eustis, Fla., March 15

**With other Florida Fairs between
CAN PLACE FOR SEASON 1948—
STARTING JAN. 26**

SHOWMEN to take charge of office-owned shows. **Girl Revue** (the finest on any truck show), must be capable of producing high-class girl revue. **POSING SHOW**, will turn over to same party. **MOTORDROME**—Manager for same, one with some machines given preference. Can also place Showmen for several Grind Shows, must be sober and reliable showmen. **SHOWS**—Will book Midget Show, Hawaiian Show, Snake, Monkey, Wild Life, Hill Billy or any worth-while attraction not conflicting. Shows must be panel fronts and in keeping with office-owned shows. Must furnish own transportation. **RIDES**—Will book Rolloplane (Buster Morgan, contact), Spitfire, Rocket, Fly-o-Plane, Dark Ride, Pony Ride, Kid Plane, Streamline Train or any new ride not conflicting. **CONCESSIONS**—Will sell ex on Photos, Jewelry, Penny Arcade. Will also book any "Hanky Pank" concessions. **RIDE HELP**—Foremen and Second men for rides. Contact before January 10; must drive semi-trucks. No drunks or chasers tolerated. **DIESEL LIGHT PLANTS**—Capable man for plants and electrician; must have show experience. **FRONT GATE** and **LIGHT TOWERS**, reliable man to take charge of same. All replies to
E. L. YOUNG **Box 824, Largo, Fla.**

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WANTED

THRILLS—THRILLS—THRILLS

We believe we are going to have the Greatest
THRILL contest on earth.

WANTED—For January 19-24 inclusive, Contestants
for the

GREATEST THRILL ACT ON EARTH

\$2,000.00—First Prize
\$1,500.00—Second Prize
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**ALL OTHER CONTESTANTS ACCEPTED—
\$300.00 Prizes**

Applications Close Dec. 15

**PLACE—THE MAMMOTH GATOR STADIUM IN
JACKSONVILLE**

UNDER THE AUSPICES OF THE

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IN ANSWERING STATE TYPE AND LENGTH OF ACT

WANT GENERAL AGENT

for the finest motorized show on the road. Will consider only the best.
See me in Chicago or reply to

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3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. Tissue 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, 50c; Wood Calling Numbers, \$1; Printed Tally Card, 15c. Colored Heavy Cards, 23, same weight as #1 in Green, Red, Yellow @ \$8 per 100. **DOUBLE CARDS**, No. 1 size, 5 1/2 x 14 1/2. 10c 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. For set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c. Ping-Pong Balls, printed 2 sides . . . \$30.00
Replacements, Numbered Balls, Ea.58
3,000 Jack Pot Slips (strips of 7 numbers), per 1,0001.25
M. W. Cards, 5x7: White, Green, Red, Yellow, per 1002.00
3,000 Small Thin "Brownie" Bingo Sheets 5 colors, loose only, no pads; Size 4x5, M1.50
3,000 Featherweight Bingo Sheets, large size 5 1/2 x 9; 5 colors; loose no pads. M1.75
Adv. Display Posters, Size 24x36, Each10
Cardboard Strip Markers, 10 M for75
Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3 piece layout for15.00
Thin Transp. Plastic Markers, Bwn., 1/2 M1.00
Red or Green Plastic Markers, 1/2, Square, Round or Scalloped, \$2.50 M; 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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SPATTERLESS, \$66.60 Case

NEW RIFLES

Winchester 62 Gallery Pumps . . . \$37.50 Ea.
Remington 241 Automatic Rifles 57.50 Ea.
Send 1/2 Deposit, Balance C. O. D.

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NOW CONTRACTING for SEASON 1948

SHOWS—RIDES—FREE ACTS

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BLUE & WHITE SHOWS

Want for all winter's work Lower Rio Grande Valley and Winter Garden district, 1 Major Ride, Wheel or Chair-O-Plane, a few more Concessions—High Striker, Glass Pitch, Cig Gallery, Fish Pond, Pitch till Win, Grocery Wheel, No Flaties or Gyps, please. If you like a clean show, come on. Very low rates.

BLUE & WHITE SHOWS

Brazoria, Tex., this week

FOR SALE

5 Cases .22 Shorts regular ammunition, 10 cases .22 Kant Splash ammunition, \$55.00 per case. Also, one 10 HW single phase motor, like new, can be seen in operation. \$250.00.

PLAY GROUND PARK—FRED SCHAEFER

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BEN WEIL WANTS TO BUY

Concession Tents, any size; Carnival Wheels, Kiddie Rides, Merry-Go-Round Horses; Rink Skaters, all kinds and sizes; Candy Floss and Pop Corn Machines or what have you? Send complete details and prices which must be low.

WEIL'S CURIOSITY SHOP
20 So. 2nd St. Philadelphia 6, Pa.

CLUB ACTIVITIES**National Showmen's Association**
1564 Broadway, New York

NEW YORK, Nov. 29.—Four events have been brought to successful conclusions. First, the monument erected in honor of the club's deceased members has been completed and was dedicated Sunday (23). Nearly 100 members of the monument committee, some coming from remote parts of the country, attended the unveiling. An equally large number of NSA members and friends assisted at the services.

The graves of 40 departed members were covered with a carpet of pine fronds and topped by floral pieces provided by the Ladies' Auxiliary. Alongside the huge block of granite surmounted by a full-sized bronze lion, the auxiliary had placed a floral wreath.

Monday night (24) the president's testimonial dinner, in honor of Past-President Jack Wilson and the incumbent, David B. Endy, was held at Leon and Eddie's. Eddie Davis, comedian-owner of the club and a former carnie, wowed the audience. The rest of the program was tops, the food was excellent and everybody had a high time.

Tuesday (25) was open house and the clubrooms, plus the rooms of the Ladies' Auxiliary, were jammed. Practically all sections of the United States and Canada were represented. Shrimpy Rappaport, club caterer, outdid himself in serving an excellent buffet lunch. Auxiliary members had charge of the flower-decked tables. Frank Capell had charge of the beer and soft drink bar.

Wednesday night (26) over 1,000 guests assembled in the Grand Ballroom of the Hotel Commodore for the annual banquet. Ticket sales had been limited to 1,000 to avoid overcrowding. Prominent show people, a few top humorists and a number of celebrities were guests.

Our year book broke all records. In fact, many ads had to be omitted because of deadline.

Next two meetings, December 10 and 24. Annual election, December 24. Dues are still due. Have you forgotten?

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Nov. 29.—Harold Elliott, president, was in the chair at the regular weekly meeting, with Secretary G. C. McGinnis and Treasurer George Carpenter also on the rostrum. Manuel Green was elected to membership.

Raymond Clayton, chairman of the house committee, spoke on plans to renovate and improve the clubrooms. The program for the annual banquet and ball was placed in the hands of Buck Ray and Walter Bates, who will solicit the advertising.

Donors' tickets for the automobile to be awarded at the banquet and ball are being disposed of at a brisk rate, it was reported.

Ladies' Auxiliary

Regular weekly meeting was called to order by President Blanche Francis, with Loretta Ryan, secretary, and Hattie Hawk, treasurer, on the rostrum. Dickie Gottlieb and Margaret Shatino were elected to membership. Jackie Wilcox was appointed warden for the evening.

Ruth Gordon is in Research Hospital, while Nellie Webber, chairman of the entertainment committee, is seriously ill in St. Joseph Hospital. A letter from Helen Brainerd Smith, now in California, was read. Ruth Ann Levin was named to represent the auxiliary at the SLA convention.

The door prize, donated by Hattie

Miami Showmen's Association
236 W. Flagler St., Miami

MIAMI, Nov. 29. — President Robert K. Parker presided at the first meeting of the winter season Wednesday (19). With him on the rostrum were Carl J. Sedlmayr, first vice-president; George Golden, second vice-president; Jack Gilbert, third vice-president; Dave Endy, president emeritus, and Carl Hanson, acting secretary.

The clubrooms have been redecorated. The restaurant is now under direction of George Piercy and Mac MacFarland is custodian of the card room.

The sick and relief committee reported 16 members on the sick list, most of whom are on the road to recovery. Sam Taylor is a patient in St. Francis Hospital.

The nominating committee will meet December 1 and their choices will be announced at the December 9 meeting. The 1948 dues are due.

Recent clubroom visitors were Dick Thompson, Bert Boyle, Johnny Downing, John Rivera, Jack Allen, Jack Harris, Obe Eieger, Bennie Martin, A. Marx, Abe Ackerman and Robert Dixon.

Ladies' Auxiliary

First meeting of the new season was held in the El Comodoro Hotel's clubroom November 20, with President Ray Nell Golden presiding. Also on the rostrum were Martha Weiss, Hilda Roman and Mae Levine.

Nominated for the 1948 slate of officers were Louise Endy, president; Hilda Roman, first vice-president; Anna Gerard, second vice-president; Betty Endy, third vice-president; Mae Levine, treasurer, and Kay Spencer Prell, secretary. Nominated for the board of directors were Peggy Biscow, Ruth Schrieber, Alberta Mack, Freda Wilson, Gladys Green, Beatrice Tarbes, Elsa Bryant, Frances Deemer, Laura Sedlmayr, Doris Kimerer, Virginia Feldman, Madge Harris, Blanche Lytton, Anna Tara, Dolly Young, Irene Moore, Rose Lang, Billie Anthony, Eva Daniels, Agnes Ross Grosso, Ethel Weer, Anita Gilbert, Ray Gruberg, Leona Parker and Ada Cowan.

Virginia Feldman and Blanche Lytton reported they each had secured 25 members. Both will receive gold membership cards. In all, close to 75 new members proposed, including Sally Rand.

The banquet and ball of the National Showmen's Association, New York, was attended by Past President Betty Endy, President Ray Nell Golden, Louise Endy and Martha Weiss, all representing the Miami Auxiliary. From New York, the quartet went to Chicago to attend the outdoor convention.

Hawk, was won by Lorili Hugo.

A rummage sale will be held December 11. Contributions for this event should be sent to the clubrooms.

Regular Associated Troupers
106 E. Washington, Los Angeles

LOS ANGELES, Nov. 29.—The homecoming and bazaar night, held Thursday (20), was a big success. On one side of the hall, Lill Eisenman, chairman of the bazaar, presided at booths filled with pieces of fancy work, aprons and gifts for men. Lucille Dolman, co-chairman, with Lill Schue and Christina Rodin, did the selling.

Harry Golub, emcee, introduced all past presidents, including Lucille King, Estelle Hanscome, Babe Miller, Joe Krug and Lucille Dolman. Golub also introduced the current president, Jimmie Lynch. Vera Downie, the org's first secretary, was called on for a few words.

Norman Schue, chairman of the evening, with his committee, including Lucille King, Lill Schue and Emily Bailey, had turkeys, cranberry sauce, salad, etc., on hand and everyone had plenty to eat.

Awards for the evening went to Roger Warren, first; Charlotte Warren, second, and Lucille King, third.



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FOR SALE**Pitch-Till-You-Win Outfit**

Complete, 10x14 top and frame, plush back ground, pitch back built by Zepke of Elmira, \$350.00; six hat outfit, 12x12 top & frame, cuts, etc., \$300.00. Also 10x12 top, 9 ft. sidewalk, \$25.00.

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NEW IMPROVED CHAIRPLANE SWINGS

16-18-22 Foot Split Towers. V Belt Drives. Steel Cut Pinions. Disk Clutches. Le Roi Power Unit. Steel Tubing Welded Fences.

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FOR SALE—FACTORY BUILT FUNHOUSE

on 28-foot '41 Kentucky Trailer with new 50-foot Front Flash, air controlled jets, moving floor and extra planks added, air compressor, Straubers-Carlson loud speaker system, 10-second changer, suitcase and 1942 Chevrolet Tractor. All this equipment in excellent condition—just off the road and ready to go. Will not sell separate. First \$5,500.00 takes all.

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VERNON HALL

Pacific Coast

Showmen's Association

1106 S. Broadway, Los Angeles 15

LOS ANGELES, Nov. 29.—Applications for memberships of five showmen were acted upon at the regular Monday night (24) meeting presided over by William Hobday, president, with Everett W. Coe and Harry Suker, vice-presidents; Ed Mann, secretary, and Jack Hughes, chaplain, on the rostrum. Ted Le Fors, a past president, joined those conducting the meeting to invite the members to the Show Folks of America Banquet and Ball at the Palace Hotel, December 2.

Applications were received from Frank J. Magliano, Tony Campopiano, Joseph Exler, Forrest Freeland and James C. Kelly.

The usual round of business was conducted, with Jimmy Dunn, of the sick and relief committee, reporting that Sam Brown was ill in Ocean Park. Ed Smithson was reported ill at the General Hospital. Joe Krug reported he would visit Smithson later in the week.

Harry Hargrave, head of the building committee, announced that the contract had been let for the renovation of the new home on South Hope Street. The contract involves less than \$20,000 and the contractors are bound to start work within three days following the pacting.

Visiting the clubrooms were Benny Samuels, Jerry Mackey, Dick Searce, Oliver P. Russell, Bill Messina, Leo Madero, Blackie Nay, Lloyd Lusby, Carl Martin, Cal Enfield and Bob Kennedy, of Scotland. Hunter Farmer introduced his friend, Tommy Syster, who made a donation to the cemetery fund. Ted Le Fors invited the PCSA members to attend his silver wedding anniversary in James-town, Calif. Harry Rawlings pitched for books to help the building fund.

Michigan's Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, Nov. 29.—Jack Dickstein, first vice-president, presided at the November 24 meeting. Also on the rostrum were Louis Rosenthal, treasurer; Roscoe Wade, second vice-president, and Harry Stahl, past president. R. A. Nathansen pinch hit for Bernard Robbins as secretary, as Robbins was in New York for the National Showmen's Association activities.

Harold F. Van Housen was elected to membership. A letter from Ned Torti was read. Torti will assist Fats Norton and Pork Chops Ginsburg, co-chairmen of the Christmas party for underprivileged children. Irving Borker has arranged for an hour's magic show and Harry Lewiston has offered a midget pony act for the event. Max Kahn is contributing bubble gum for the party. Harry Stahl, general chairman of the party, called for cash donations. Harry Wish donated a watch, which was won by Nate Golden, who, in turn, auctioned it off. A sum of \$500 was thus raised.

Ladies' Auxiliary

Bernice Stahl, first vice-president; Ann Borker, second vice-president; Marion Dickstein, third vice-president; Dorothy Gold, treasurer, and Belle Powers, secretary, were on the dais at the November 24 meeting.

Charlotte Richardson and Cecile Simpkins were elected to membership. Marge Stevens was reported ill in Harper Hospital. The prize in a raffle, held after the meeting, went to Marion Dickstein. Mrs. Ida Schultz prepared a luncheon which was served under the supervision of Dot Miller, chairman of the house committee.

Harry Lottridge Shows
AMERICA'S BEST AMUSEMENT EQUIPMENT

FOR SALE—SURPLUS EQUIPMENT—FOR SALE

SUPER ROLL-O-PLANE, perfect running order, just finished operating season, with Mack C.O.E. Tractor and Springfield Trailer or without. Priced very reasonable for quick cash sale.

15 foot Trailer, opens 3 sides with awnings. Equipped complete as Grab with Bottled Gas. A real nice outfit \$500.00

Two Trained Monkeys and Props, 80 Ft. Banner Line, Light Stringers, 6 Pictorial and 1 Entrance Banner, Ticket Box, Bally Platform, Sound System, 20x40 Royal Blue Top With Poles and Stakes, new this year, good condition. A complete show \$500.00

32 Foot Merry-Go-Round Top and 8 Foot Sidewalls, olive green, fireproofed, good condition \$200.00

12 Khaki Eli Wheel Seat Covers, good condition \$35.00

20x30 Foot Top, 6 Foot 6 Inch Sidewall, used this season \$200.00

20x40 Foot Top, 8 Foot Sidewall, used this season 250.00

30x40 Foot Top, 8 Foot Sidewall, in the air 5 times 375.00

30x60 Foot Top, 8 Foot Sidewall, in the air only once 600.00

The above have 12 oz. D.F. Tops and 9.93 Sidewalls. Royal Blue. Complete with Poles and Stakes.

10x10 Pan Game, Olive Green Top With Awnings, good condition, complete with frame, counters, pans, etc. \$100.00

16x24 Foot Bingo Top, Olive Green With Awnings, complete with good frame, light stringers, counters, seats, display racks. Very good condition \$400.00

2 24 Foot by 14 Foot Ball Games, one with frame and one without, royal blue canvas, good condition. Both for \$250.00

3 Percentage Tables and Flies. All for \$100.00

All of the above Canvas made by Anchor Supply Co. excepting Merry-Go-Round Top and Sidewalls, also P.C. Flies.

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If you need engineering information relative to your electrical or mechanical problems, our services are yours for the asking.

If you are planning new fronts or new construction, we'll be glad to work with you on specifications or design and give you our assistance in obtaining material---or, if you desire, work with you on construction. If you have any ideas you want to promote or equipment that you want to build, we'll be glad to give you the benefit of our experience. Remember, our engineering and consultation service is "ON THE HOUSE"!

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Short Range Galleries**

Manufactured by "Boyce" of St. Louis. One 5'x8' at Stretator, Ill. Contact Mr. Kenneth W. Blumkin, 809 N. Bloomington St., Stretator, Ill. Completely equipped. Price \$575.00. One 5'x8' at Birmingham, Ala. Contact John McDonald, 2020 Avenue E, Ensley, Ala. No equipment. Price \$475.00. One 5'x8' at Houston, Texas. Contact "Sandy," Brewsters United Shows, or write Sandy Myers, Gen. Del., Houston, Texas. Completely equipped. Price \$575.00. One 6'x8' Crystal River, Fla. Contact W. E. Buntz (owner Crystal Exposition Shows), Crystal River, Fla. Completely equipped, including one Best Dealer, one Chuck Table. Price \$700.00. If it's not a "Boyce" it's not the best.

BOYCE CONCESSIONS
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**FOR SALE
NEW SILO-DROME**

As I am building new Thrill Show for 1948 season, have for sale at once the best built silodrome on road. Everything good as new, only used 3 months. Drome will all load on one semi, using same for hally. Wire or write

CAPT. BOB PERRY
JOHN R. WARD SHOWS
Air Base, Galveston, Texas

FOR SALE—GLASS HOUSE

Fluxon glass Safety Plate Mirrors, same construction as used in autos. This glass used part of season. Reason selling, have too much. Just what you need for portable house or trailer show. Glass 26 inches wide, 78 inches long, one-fourth inch thick. Cost \$61.00 per sheet, will take \$25.00 per sheet F. O. B. Galveston. Cased ready to ship. One 32 by 14 ft. Pictorial Big House Banner, cost \$265.00, take \$80.00; very good shape. Don't wire, write

CHAS. T. GOSS
BOX 944 GALVESTON, TEXAS

**FOR SALE
SIDE SHOW TOP**

20 by 80, green, in first-class shape, used one season only, complete with wall and poles, \$300. Also set Side Show Banners, double deck, to fit 110-foot banner line, in good condition, \$75. Address:

SAILOR KATZY
Box 1185, RFD #3 Tampa, Fla.

**FOR SALE
MINIATURE STREAMLINE TRAIN**

Chain Fence, Booth, Tandem Trailer. Portable Photo Booth, 2 Cameras, 1 1/2 x 2, with prism; 2 1/2 x 5, used in park one season. For information write or wire

C. B. DOYLE
6932 Greenville Ave. DALLAS, TEXAS

1947 Spitfire For Sale

A-1 condition, transportation for same if desired. Write

W. S. JENESE
CHANDLER, MINN.

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Of all description, especially Dogs and Ponies, for December 20 and 21, Lima, Ohio; Ft. Wayne, Indiana. Also can place Phone Men. Contact Noble Wright.

PATTERSON BROS.' CIRCUS
Lima Armory, Lima, Ohio

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No. 140 Toba Indian Hemmed Edge	Size 60x80	\$2.50	\$2.60
No. 144 Midway Plaid Hemmed Edge	Size 60x80	2.50	2.60
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**WILL CONSIDER A REASONABLE OFFER
FOR MY
BLUE RIBBON SHOWS**

On lease or sale. Terms to reliable people, or will consider contracting agent on salary or per cent that has some fair and still date connections. Show consists of seven Major and two Kiddie Rides, seven almost new Green Show Tops, five Light Towers, Transformers, Light Plant and good Truck transportation. Apply Hotel Shorman Hill Dec. 6, after that 2031 N. W. 33rd St., Miami, Florida. Phone 21976. **L. ED ROTH**

From the Lots

Majestic Greater

PALATKA, Fla., Nov. 29.—Majestic Greater Shows celebrated Old Home Week in Lake City, Fla., week of November 17. Mother Goldstein returned to remain with sons, Sam and Leonard. Visitors were Mr. and Mrs. Bill Bulleyment, Detroit, en route to Miami; Stash Rubin; Leona and Stanley, back from California; Ralph Lewis, after a season in Eastwood Park, Detroit; Douglas Wade, of W. G. Wade Shows. Irma Kane left for Miami. Mrs. Bernie Feldman was rushed to a Jacksonville hospital for an emergency operation.

Patsy Rosanna, concessionaire, and wife, Nellie, prepared a chicken and spaghetti dinner for friends on the show. Harry Wilson is doing okay in St. Joseph Hospital, Tampa. Flying LaSalles are the free act on the winter tour.—**LEONARD GOULD.**

New Regal

HAZLEHURST, Ga., Nov. 29.—Business was fair here this week in spite of inclement weather. Shows played on a downtown lot.

Bill Valentine, manager of the Flying La-Val's, free attraction, closed here. Mr. and Mrs. Arthur Stickle are no longer connected with the shows. Mother and sister of Mrs. L. H. Hardin visited Mr. and Mrs. Hardin. Hardin replaced Bill Valentine as lot superintendent. Mr. and Mrs. Danny Ryan are looking forward to a visit from their daughter, Maxine, over the holidays.—**BETTY R. RICHARDSON.**

Snyder Has 3G Equipment

Loss in Ky. Quarters Fire
EMINENCE, Ky., Nov. 29.—Howard Snyder, general manager of Snyder's Greater Amusements, reported loss of show equipment valued at about \$3,000 in a November 22 fire that leveled a building here serving as his winter quarters.

Of undetermined origin, the blaze struck about 2 a.m. By the time firemen arrived the building was so far gone that they devoted all efforts toward protection of near-by buildings.

In addition to show equipment, Snyder had four bowling alleys stored in the building which also housed tobacco valued at \$4,000.

JACKSONVILLE, Fla.—New world record for semi-banked half-mile dirt track was set by Ted Horn at the AAA meet at Jacksonville Speedway last Sunday (18). Horn clipped his own previous record of 23.78 seconds for the circuit to a flat 23 seconds.

**Silver Slipper Wins
Despite Rain, Cold**

CHATTANOOGA, Nov. 29.—Altho encountering much bad weather during the spring and fall, Silver Slipper Shows closed a winning season November 15 in Dallas, Ga., and moved all equipment into winter quarters here, reported General Manager William O. Hammontree.

The show toured Georgia, Tennessee and Kentucky with 4 rides, 2 shows and 30 concessions, encountering nine straight weeks of blanks in the spring and disappointing business during six weeks of fall dates, all because of bad weather.

General Manager Hammontree, who expects to attend the Chicago meetings, plans to expand in 1948, adding 2 new shows, 15 concessions and 3 telescopic light towers. He also plans to add trucks to the present fleet of 14 and two rides at the start of the '48 fair season.

Winter Quarters

D-H

ST. GEORGE, S. C., Nov. 29.—D-H Shows closed their tour here November 15 in a week-long rain that washed out business entirely, officials reported, but the unit went into its St. George winter quarters a winner on the season. The rains were the culmination of poor weather that had hit the shows at four preceding dates.

At the close equipment consisted of 9 rides, 6 shows and 40 concessions. Late-season additions were a new transformer and transformer truck, a sound truck and several hundred feet of light cable. Owners Frank E. Dickerson and A. Hinnam plan to add a Kiddie Auto ride and three new tops for the '48 season which opens here in March.

At the close, Amos Harizberger, Chairplane operator, left with Smoky Johnson, foreman, and Shadow Hines, second man, to work a few spots. Mr. and Mrs. Charles Freeze left with their two shows and ride to form a winter unit, taking with them Mr. and Mrs. Jesmore and their miniature train and Mr. and Mrs. Gurnsey and their lead gallery, Maxie headed south with his Airplane and pony rides. Mr. and Mrs. Huck Siler, Mr. and Mrs. Donley and Dick Thomas headed for their homes in Raleigh, N. C. Mr. and Mrs. Tom Shriver departed for Pennsylvania. Mr. and Mrs. Dickerson went to their home in Rocky Mount, N. C., before leaving on a Florida vacation.

B & H

SUMTER, S. C., Nov. 29.—The new living trailer which Owner W. E. Hobbs purchased arrived in quarters. Mrs. Eleanor McCune and E. A. Murray, assistant manager, took a small unit out for the winter.

Until the first of the year, there will be only three men in quarters here: Don Cotney, who is rebuilding the Merry-Go-Round; Earl Taylor, the show's builder, and the writer, who will do the painting.

Org this year was out 36 weeks, winding up the season here at the Sumter County Colored Fair. Here are the destinations of some of the org's personnel: Mrs. Eleanor McCune, E. A. Murray, Marion Chandlers, Mr. and Mrs. Raymond Grooms, Ralph Fulmer and Pearl Shields, all with the winter unit, and Mr. and Mrs. Games Anderson and Mr. and Mrs. Stanley Johnson, Florida.

The writer was laid up for a week with an infected foot. — **FRED OWENS.**

**Carnival
Routes**

Send to
2160 Patterson St., Cincinnati 22, O.
(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

- Bell & Vinson: Raymondville, Tex.
- Blue & White: Brazoria, Tex.
- Borderland: Uvalde, Tex.
- Brewer United: Desamont Road, Houston, Tex.
- Dixieland: Sale City, Ga.
- Frete Continental: Bonneau, S. C.
- Georgia Am. Co.: Sandersville, Ga.
- Henson, J. L.: New Roads, La.
- Magic Empire: Hattiesburg, Miss.
- Majestic Greater: Daytona Beach, Fla.
- Palmetto Expo: Norway, S. C.; Olar 3-12.
- Peach State: Nicholls, Ga.
- Silver States: Opelousas, La.
- Sunshine: Tampa, Fla.
- Texas Expo: Bishop, Tex.
- United Expo: Lamarque, Tex.
- Wonder City: Mobile, Ala.

Circus Routes

- Send to
2160 Patterson St., Cincinnati 22, O.
- Davenport, Ord: Wichita, Kan., 1-6.
 - Gould, Jay: Stretator, Ill., 2; Genesee 3; Bloomington 4; Bushnell 5; Rushville 6; Bowling Green, Mo., 8; Shebina 9; La Belle 10; Memphis 11; Barry, Ill., 12; Washington, Ia., 13.
 - Gran Circus Americano: Guatemala City, Guatemala, thru Dec. 14; El Salvador 19-Jan. 4.
 - King Bros.: Ocala, Fla., 2; Orlando 3; Lakeland 4; Wausula 5; Fort Myers 6; Fort Lauderdale 7.
 - Polack Bros. (Western): (Auditorium) Davenport, Ia., 1-5; (Armory) Charleston, W. Va., 8-14.

Misc. Routes

- Send to
2160 Patterson St., Cincinnati 22, O.
- Bradley & Benson's Hillbilly Jamboree: Glasgow, Mont., 4; Great Falls 6; Helena 8; Anacosta 9.
 - Laughon's Empire Vanities (Rialto) Danville, Va., 3; (Richmond) Rockingham, N. C., 4; (Carolina) Wilmington 5-6; (Paramount) High Point 8.
 - Miller's, Irvin C.: Brown-Skin Models (Sky Club) Oklahoma City, Okla., 4-7; (High School Aud.) McAlester 8; (Dreamland) Tulsa 9-10; (Rose Room) Dallas 13-14.
 - Plunkett's Stage Show: La Orange, Tex., 1-3; Columbus 4-6; Hallettsville 8-10; Yoakum 11-13.
 - Skating Vanities (Auditorium) Oklahoma City, Okla., 2-7; (Auditorium) Kansas City, Mo., 9-14.

**Aussie Health Authorities
Crack Down on Midways**

MELBOURNE, Nov. 29.—Conferences between representatives of the Showman's Guild of Australia (SGA) and health department officials of Victoria on the question of congestion on the midways at country shows resulted in regulations which were not satisfactory to showmen.

The new rules are not too drastic for showmen and concessionaires working daytime only, the tents in such case being required to face a roadway no less than 40 feet in width and to have unobstructed access from the rear. Where the row of tents extends more than 200 feet there must be a clear space not less than 10 feet wide, from tent peg to tent peg, extending from roadway to roadway every 200 feet.

However, when tents are used by the public at night a space of 10 feet is required around each tent, measured from the outermost tent peg, a regulation almost prohibitive. Efforts are being made to have this regulation altered.

FOR SALE

Very reasonable, 2 high-speed Candy Floss Machines, single or double head, 2 six-foot panel outfits, complete with stringer top, ready to go. 18 ft. Schult Concession Trailer—living quarters combined; Star Electric Popper, Peerless Gasoline Popper, Portable Paint Sprayer, 8 Hole Deep Freeze Ice Cream Cabinet; Echols Snow Machine, 6 ft. panel outfit, complete.

S. E. MERONEY
Box 28, St. David, Ariz.

Midway Confab

(Continued from page 63)

made a trip from Detroit to the big Eli plant, Jacksonville, Ill., taking with them for factory rebuilding two wheels damaged in a recent fire.

New record for a 10-floor dash was set during the convention by an old lush when he heard that an agent was holding open-house 10 flights above.

Jimmy Rose, press agent for Johnny J. Jones Exposition, is spending the winter handling the advance for personal appearances of Russell Hayden and Al St. John of motion picture note. The flicker personalities are routed thru the Carolinas and Georgia.

After a successful season with the Bright Lights Exposition Shows, Mr. and Mrs. (Billie Jenkins) Thomas Shingledecker left for Florida on a belated honeymoon. They stopped over in Tarboro, N. C., for a visit with Mr. and Mrs. Bill Cox, of Coastal Plains Shows.

Fame is easy to achieve. For example, a down-at-the-heel concessionaire might try walking the length of a convention hotel's lobby just telling everybody that he isn't holding.

Before heading for the National Showmen's Association activities in New York, Jack Wilson and Izzy Cetlin, co-owners of Cetlin & Wilson Shows, made a stop-over at Spartansburg, S. C., where they were guests at the home of Mr. and Mrs. R. C.

Charles Kyle WANTS

Exhibit Space Man, exposition type show, Elks' supplies, Contest Lady or Gent, Steady workers; reliable only, Straight Sales Concessions, Jewelry, Pitchmen, Week stand, National sports, travel and home show. CHARLES KYLE, The Billboard, 1584 Broadway, New York City 19.



SOME OF THE BOYS on Royal American Shows played girls when the shows staged a midnight benefit show recently in the Raynell Girl Show top at Tampa. Presented for the benefit of the Ladies' Auxiliary of the Miami Showmen's Association, the humorous event featured this chorus line (left to right): Stix Westmoreland, concessioner; Paul Wunder, ticket seller; Johnny Dundee, guess-your-age; Herb Pickard, press director; Joe Patane, girl show vocalist; Bob Carr, skating act, and George King, girl show dancer.

McCarter. McCarter is general agent of the C. & W. org.

Lucky Bishop, magician and escape artist, and his assistant, Marie, who closed recently with the John R. Ward Shows, will appear in schools and hotels in Texas and Alabama for nine weeks before returning to their home in Cincinnati.

Every now and then agents are blessed with cool enough weather for a brisk walk but it always happens that there are cabs around that kill the idea.

Bunny Venus, exotic dancer and show operator, reports that after closing the season in Canada she is playing auditoriums with her Nite in India show. Bunny says that while playing in Maine she visited Dick

and Hilda Wilcox and Mr. and Mrs. Ray Flanders, with the Maine Amusement Company. Others she saw were Happy Green, Ray and Bernice MacDermott and Singing Sam. Mrs. Flanders gave a corn roast during Bunny's visit.

Among guests at the wedding of James Strader, son of Mr. and Mrs. J. R. Teter, and Nellie Brown November 15 in Bill and Ella Stophel's trailer on the J. & S. Shows in Riceboro, Ga., were Mr. and Mrs. J. R. Teter, Mr. and Mrs. W. R. Stophel, Mr. and Mrs. Jolly Jaillet, Jack Beal, Mrs. Ethel Reed, Mr. and Mrs. Jack Green, Mr. and Mrs. Tex Dabney, Mr. and Mrs. Baxter, Mr. and Mrs. Jimmy Gibson, and Mr. and Mrs. Howard Jaillet Jr. Strader and his bride will winter in Waycross, Ga.

Pacific Coast Org To Launch 3-Day Program Dec. 7

LOS ANGELES, Nov. 29.—The Pacific Coast Showmen's Association will launch its annual three-day program, which will include its memorial day exercises and the 27th annual banquet and ball, Sunday, December 7.

Jack Hughes, chaplain, is in charge of the services, which will feature one of the most outstanding lists of speakers and musical aggregations ever presented at Showmen's Rest in Evergreen Cemetery. The principal speaker will be Wallace L. Ware, formerly with the Al G. Barnes Circus and later a legal adjuster for this show, ex-district attorney for Sonoma County and for six years president of the public utilities commission of California. Ministers of several churches also will speak. The musical program includes the Karoun Toofikian Trio, Barbara Taylor Kgerulf, harpist, and Mamie Stark, featured vocalist with the Mormon Tabernacle Choir. The bugler will be a Boy Scout from Troop 99 (BPOE), Charles De Naranville, and the firing squad from the United States Marine Corps.

With Harry Taylor at the helm, the 27th annual banquet and ball will be held Tuesday Night, December 9, in the Gold Room of the Biltmore Hotel. Altho tickets have been on sale for some weeks, Taylor said a few choice tables still are available. He announced his general committee as follows: Hunter Farmer, John Lohrman, Don Donnelly, Candy Moore, Jerry Mackey, Harry Golub, Moe Levine, Joe Krug, Ed Kennedy, Joe Archer, Sam Dolman, Al (Moxie) Miller, George Coe, Benny Samuels and Curtis Little.

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- Thermostatic Control
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54" High — 44" Long — 29" Deep

KORN KING

POP CORN MACHINE

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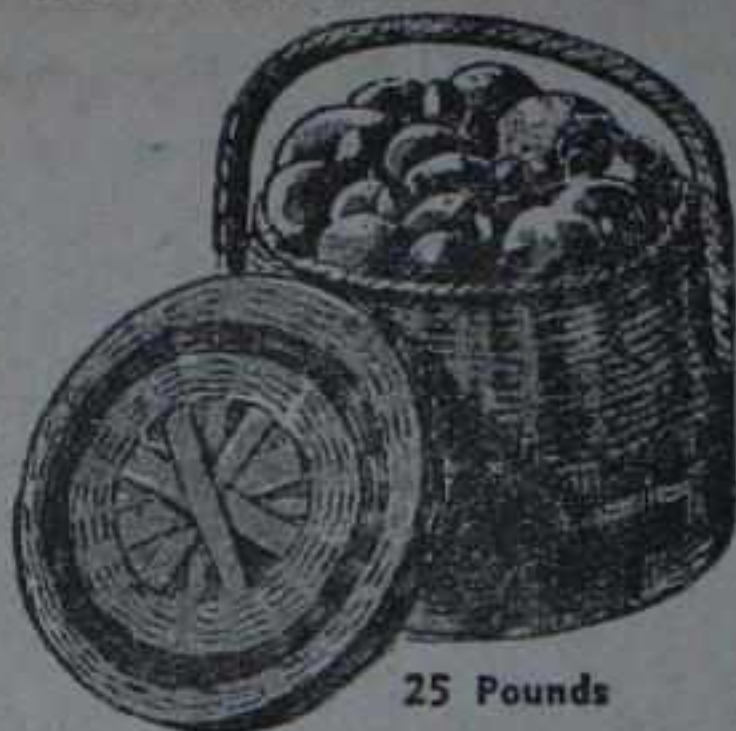
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WIRE OR AIR MAIL YOUR ORDERS

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Luscious
Fruit from
Sunny Florida.

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of Oranges,
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Remember your friends at holiday time with Berni's Fine Florida Fruits

Send us the names of those to whom you wish boxes delivered. Our tree-ripened fruit will be plucked from the groves, carefully packed with your greeting card

enclosed, and shipped—within 24 hours after picking—to arrive before Christmas, satisfaction guaranteed. We do not ship cold storage fruit.

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 Please send me your beautifully illustrated brochure price list.

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DON'T FORGET TO ATTACH LIST OF NAMES TO WHOM GIFTS ARE TO BE DELIVERED!

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MERRY-GO-ROUNDS, MIX UPS AND BABY RIDES

We have Merry-Go-Rounds in stock, 30 ft. with 20 Jumping Horses, all aluminum. We also build 3-abreast Merry-Go-Rounds with 30 Jumping Horses and 2 Charlots. We have 5 or 6 different kinds of rides for sale. We are putting out a new Ferris Wheel, with 12 seats. This ride is pulled by Allis-Chalmers engine; all gear system, we do away with the cable and the engine and other equipment in the rear. With Ticket Box, everything complete, brand new from top to bottom, sells for \$5,800. On all Ferris Wheels we take a deposit on them, deliver this ride to you in 30 days. All rides are sold on a cash basis. We buy large second-hand Rides, pay cash for them, but must be cheap.

JAY WARNER, BOX 181, BAY ST. LOUIS, MISS.

FLYING SCOOTERS

QUEEN OF THE FLYING RIDES

With 1948 Streamlined Cars

EIGHT CAR PORTABLE RIDE **STATIONARY & ELEVATED PARK RIDE** **NEW JET KIDDIE RIDE**

BISCH-ROCCO AMUSEMENT COMPANY

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and the **LADIES' AUXILIARY OF THE P. C. S. A.**

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NEW MEMBERS ACCEPTED FOR P. C. S. A. NOW UNTIL DEC. 31.

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NEW YORK 12, N. Y.

130 GREENE STREET

C&W Gets Ionia Annual; Other Shifts Are Rumored

(Continued from page 48)

Gerald Snellens, of the World of Mirth; Bill and Ida Cowan, of the John R. Ward Shows; Dick O'Brien, of the James E. Strates Shows, and Herb Pickard, of the Royal American Shows.

The early arrivals from Canada were headed by Patty and Edith Conklin.

Downs, Snyder Present

Also on hand were Jack Downs, owner of the Gem City Shows, and the org's general agent, Bill Snyder; Ed and Ann Roth, Blue Ribbon; Herb Shive, Lawrence Greater, doubling in brass on the occasion with his note-taking; Harry Thomas, Gem City; Dinty Moore, concessionaire and ride operator, in from San Antonio.

Earliest of the check-ins from Texas were Mr. and Mrs. Danny Pugh. Also seen were Bob Parker, of Barlett's diggers; Ned Torti, merchandise supplier; Joe Schillibo, currently secretary of the Elks' Club in Houston and a carnival veteran; Bob and Irene Robinson, of the Marion & Robinson Shows; Sam Delaney, of Hennies Bros.' Shows, Corky Zimmerman, of the Victory Exposition Shows; L. J. Heth and Mr. and Mrs. Floyd Heth, of the L. J. Heth Shows, and Jake Shapiro and Fitzie Brown, of the Triangle Shows.

Others among the early arrivals were Noble and Viola Fairly, now of the Hennies Bros.' Shows; Ralph and Rose Clawson, of the Cavalcade of Amusements; Ben Block, of the Alamo Exposition Shows; Warren Murphy and Claude Bently, of the Strates Shows; Buddy Paddock, now a night spot operator in Augusta, Ga., and Peazey Hoffman, of the Johnny J. Jones org.

Still others on the scene were Al and Esther Kunz, Dutch Wilson, Eddie Coe, Harvey Wilson, George Golden, Solly Wasserman, Ray Marsh Brydon, Leona Halligan, Ray E. Thomas, Eddie and Nellie Young, Morris Haft, Elmer Burns, Harry Taylor, Jack Sharkey, Harry Logan, Maury Brod, Dick Best, Max (Cowboy) Friedman, Sam Menchin, Jack Kaplan, Walter Hale, Paul Miller, Mel and Pearl Vaught and Bob Sugar.

Bookers Listed

Attraction bookers on hand included Sam J. Levy, Fred H. Kressmann, Rube Liebman and Billy Senior, all of the Barnes-Carruthers Theatrical Enterprises, Chicago; Ernie Young, head of the agency bearing his name; and Toby Wells, Chicago booker. Flash Williams and Edgar Schooley, who recently entered the fair booking business, also much in evidence.

Thrill shows were well represented among the early arrivals.

Jimmie Lynch, of the thrill show carrying his name, was on hand. So, too, were Earl Newberry, Jimmy Van Cise, Aut Swenson and Leo Overland, all of the Lynch organization. Frank Winkley checked in early, representing both his thrill show and auto races, the latter a field he entered recently. Frank came up with the announcement that he had closed contracts with the Davenport (Ia.) Fair for hot-rod races.

Al Sweeney was in and out of the hotel, busy on details of the Showmen's League banquet and ball. Sweeney, with his partner, Gaylord White, who comprise National Speedways, also was busy on auto race contracts for the '48 season. John Sloan, still another auto race promoter, was another early arrival.

Frank and Jack Duffield and Art Briese were much in evidence in behalf of the Thearle-Duffield Fireworks Company.

Fair execs who arrived early included J. P. Mullen, president of the Iowa State Fair Board, and Mr. and Mrs. Sam Carpenter and family. Sam also is a member of the Iowa State Fair Board. Other fair men on hand early included Jake Ward, promotion manager of the Illinois State Fair.

Circus Men Check In

The circus world was represented among the early birds, with Tommy Thomas and C. Foster Bell, of the Ringling circus; Bill Claire, Cole Bros., and Sam Ward, Polack Bros., on hand.

Julius Cahn, former secretary of the Luxemburg (Wis.) Fair and affectionately known as the Count of Luxemburg, was among those who checked in early.

Others seen included the Belmont Sisters, performers; Joe Dunn, girl show operator; Elmer Brown, Eddie Arnold, Sheik Lempart; Bill Brown, of the Frank Winkley Thrill Show; John Courtney; H. W. Bye, Amusement Corporation of America; Nate Eagles, James E. Strates Shows; George Reinhardt, Johnny J. Jones; R. A. (Fat) Nathanson, Johnny and Joe Quinn, World of Pleasure; Al Beck, Joseph J. Kirkwood; Curley and Peggy Reynolds, Art and Kate Signor and Clatton and Caroline Holt, all of the World of Today Shows; Art and Frances Frazier, Johnny J. Jones; Sam and Raynell Golden, Royal American; Sam Gluskin, former carnival agent; Jimmy Morrissey, All-State Tent & Awning Company, Kansas City, Mo.; Curt Bockus, Endy Bros.; Fred and Betty Gregg; Billy and Gladys Williams, of William & Lee Attractions, St. Paul; J. T. (Whitey) and Alma Williams, Gold Medal, and Sam Vincent, Lewis Diesel Company, Memphis.

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PCSA Members Get Personal Invitation To Show Folks Mix

LOS ANGELES, Nov. 29.—Ted LeFors, chairman of the third annual banquet and ball of the Show Folks of America, San Francisco, flew here from the Bay City to attend the Pacific Coast Showmen's Association Monday (24) meeting and extend its members an invitation to attend.

LeFors said that he had driven into San Francisco that morning and conferred with Harry G. Seber, Show Folks president, and the banquet and ball committee. It was decided then that LeFors fly here to extend the invitation. A number of PCSA members announced their intentions to attend. These included Edith and Harry Hargrave, Jewel and Bill Hobday and Sam Abbott.

"The banquet and ball will be a big thing," LeFors said. "Seber has a 32-piece bagpipe band that will parade around the Palace Hotel the night of the event. A grand show has been booked and a good time is assured." LeFors, who remained here until late Tuesday, offered to make reservations for all who wanted to attend. The event was already in the black, he declared.

The banquet and ball will be held in the Gold Room of the Palace Hotel Tuesday night, December 2, and will follow the memorial day exercises and the unveiling of the monument on Sunday (30). Doc Waddell, who is coming West from Columbus, O., will be the principal speaker at the Mount Olivet ceremonies. A barbecue, with Seber as host, will be held at the Seber home that night.

Seber also is the host at the presidents' party to be held Monday night in the clubrooms.

Midget Auto Races For Polo Grounds

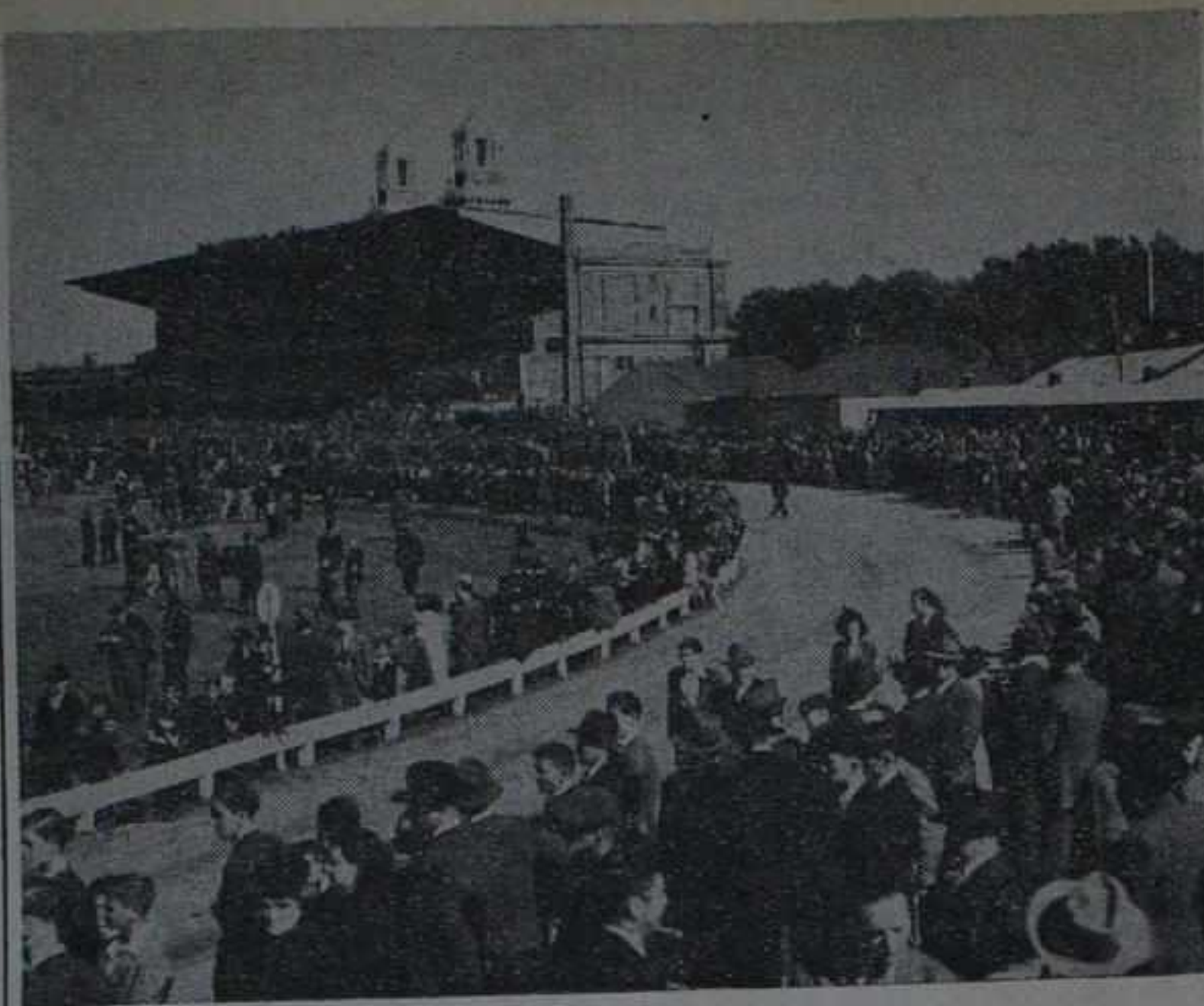
NEW YORK, Nov. 29.—Midget auto racing fans will not have to leave the city next summer for their thrills. A new corporation, Small Car Enterprises, has signed up the Polo Grounds for a program of 20 night races starting June 1, with nightly prize money totaling \$10,000. The firm is headed by Alexis Thompson, president of the Philadelphia Eagles, of the National Football League.

Races will be held at times when the New York Giants are on the road. A specially constructed portable track measuring one-fifth of a mile will not affect the surface of the ball field.

3 Home Expositions Booked by NHS Firm

DALLAS, Nov. 29.—National Home Shows, Inc., has been signed to direct spring home shows that are being sponsored by local builders' associations and newspapers in Shreveport, La.; Oklahoma City and Dallas, reports John Daly, general sales director of the firm, who has set up permanent offices here to handle details of the shows. Daly also announced the scheduling of tentative dates for Cincinnati, St. Louis, Minneapolis, Salt Lake City and Kansas City, Mo.

According to Daly, the Denver Exposition staged in October by NHS, was one of the most successful events of its kind ever held in the Rocky Mountain area.



TYPICAL CROWD PULLED to the Exposition Provinciale, Quebec, by the lure of a five-mile harness race is shown above. Turnout for the event crams the huge grandstand, overflows into the infield and lines the outer side of the race track to see the closing-day feature of the Quebec annual.

Throng To See This Trot—

Five-Mile Harness Horse Race Builds Over Years at Quebec

By Emery Boucher

Secretary and Manager, Exposition Provinciale, Quebec

A FIVE-MILE harness horse race, believed to be the only one staged anywhere on the North American continent, has proved an ever-increasing lure at the Exposition Provinciale, Quebec City, for more than 30 years.

Existing records fail to show when the five-mile classic first was inaugurated. But thru the years its tremendous pulling power has been demonstrated with an ever-climbing attendance.

Exact figures go back to 1938. Then the five-miler drew 7,098, who yielded 50 cents admission at the grandstand but were admitted free to the grounds. This year the event pulled 14,676, who paid 75 cents to get inside

of the grandstand enclosure and also paid 25 cents at the main gate.

The grandstand itself has a seating capacity of 7,500, but thousands pack inside of the railed enclosure and also pay the price of a grandstand seat. Meanwhile, thousands line the outside of the track.

The race pulls on an average of between nine and 12 entries and rarely hits as low as eight. The track is a standard half-mile course. Harness horse fans come from within a radius of 200 miles to witness the event and early in the forenoon the grandstand is filled, altho the event is held late in the afternoon.

The purse this year totaled \$1,500, altho prior to that it had been sub-

Late Flashes From Chi Meetings:

Goodman Wonder Sold to ACA; Phillips Sells Jones Interest

To Announce Goodman Personnel Soon

CHICAGO, Nov. 30.—Amusement Corporation of America has purchased the Wonder Shows of America from Max Goodman, it was announced here today. J. C. McCaffery, general agent of Hennies Bros.' Shows, is president, and Herb W. Bye, Chicago attorney, is vice-president of ACA.

McCaffery, who will continue as general agent of the Hennies' org, said that key personnel in the newly purchased railroad show will be announced in the near future. Goodman declined to comment on his plans for the future.

Paddock Is New Co-Owner

CHICAGO, Nov. 30.—E. Lawrence Phillips has sold his interest in the Johnny J. Jones Exposition to Buddy Paddock, it was announced here today. Paddock was associated many years with the Jones org, but severed his connection early this season to operate a night club. Morris Lipsky continues as the other co-owner of the Jones show.

No comment was available from Phillips on his future plans. It is understood, however, that he will withdraw from outdoor show business and devote his attention chiefly to his business interests in Washington.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Nov. 29.—This is being written a few days prior to our departure for the opening of the sessions of the 14th annual meeting, and while it is difficult to anticipate what developments there may be at the meeting, we have gained the impression from correspondence, that there will be considerable activity, especially with reference to some of the various problems which will present themselves between now and the opening of the season in 1948.

We have been advised that the legend "Member A.C.A." is now being used by Sunset Amusement Company.

The War Assets Administration advises that it has available for resale surplus machine tools and alloy steel parts and tubing. The W.A.A. also announces several minor changes in its regulations, copies of which are on file.

The most recent word received from Washington in connection with the possibility of tax reduction indicates that a bill is in preparation which will include a nationwide community property arrangement, with the likelihood of this feature being passed in the immediate future; and other changes relating to many diversified matters will probably not be passed upon until after the 1st of the year, when an omnibus tax bill will be presented to cover the full program, including such action as may possibly be taken with reference to admission taxes.

Our information is that income tax blanks for the current year, while not yet available, will be substantially similar to those used last year.

The important tax dates during December include December 10 when withholding taxes for November must be paid provided they exceed \$100; December 16, when income tax returns must be filed for tax payers operating on a fiscal year basis ending September 30; and December 31, the final date for paying the excise tax due in November.

stantially lower. Some years, in fact, it was only \$300.

The Heir, a milk wagon horse, making daily deliveries in Quebec City and suburbs, holds the most outstanding record. Twice he has won the event, defeating such fine trotters as Saratoga and Laura Volo. His time this year was 12.04. In 1946 it was 12.44.

The all-time record for the event was established in 1936, when Laura-G covered the distance in 11.41. For 10 years this record stood until late October this year, when in a special race held by the Quebec Riding Club, Grantown stepped the distance in 11.37.

Older Horses Favored

To qualify for the race a horse must be capable of doing the five miles in close to 12 minutes. Many outstanding horses, holders of world's records for shorter heats, have been defeated time and again in the five-mile event. The reason is simple: the long distance horses are recruited mostly from among older horses and thus stand a better chance as their longer training periods builds up their endurance.

The five-miler is always held on a Sunday, the closing day of the exposition, and this day has become THE day for harness horse fans. Altho it has been impossible to ascertain where the five-mile classic first originated, we at Quebec are sure of one thing, its popularity has been built here, and its success may inspire others to try it.

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Statistical Directory of Fairs

Received Too Late To Be Included in Cavalcade of Fairs

CALIFORNIA

Tulare County Fair, Tulare

TOTAL ATTENDANCE: Front gate, 73,200; paid admissions, 63,872. Fair operated 6 days and nights.

WEATHER: Good 5 days and nights; rain 1 day and night.

GRANDSTAND ATTRACTIONS: Circus and vaudeville type acts.

CARNIVAL: Foley & Burk Shows.

RACING: 6 days of harness racing; 6 days of running races; 1 night of fireworks.

RECEIPTS: Gate, \$29,603.25; grandstand, \$12,991.04; carnival, \$3,155; commercial exhibits and concession space, \$6,321.13; other sources, \$3,198.20.

AID, PREMIUMS: State aid, \$65,000; other sources, \$230; premiums paid, \$38,152.

STILL DATES: Rodeo.

ADMINISTRATION: President, C. A. Buckmay; secretary, A. J. Elliott, superintendent of grounds, Benton Purdie.

Antelope Valley Fair, Lancaster

TOTAL ATTENDANCE: Front gate, 22,000; paid admissions, 17,000 (both approx.). Fair operated 4 days and 4 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Fan-chen & Marco vaudeville; field day; cost of grandstand show, \$1,385.

CARNIVAL: Ferris Greater Shows.

PLANT FACILITIES: Grandstand capacity, 1,500; bleachers capacity, 1,500; three-eighths mile race track.

RACING: 1 day of running races.

RECEIPTS: Gate, \$7,400; grandstand, \$5,800; carnival, \$1,000; commercial exhibits, \$2,808; concession space, \$3,200; other sources, \$2,750 (all approx.).

AID, PREMIUMS: State aid, \$5,618; premiums paid, \$1,000.

CHARGES: Concession space outdoors, \$2 per front foot; commercial exhibit space indoors, \$5 per foot; farm machinery space, \$5.

ADMINISTRATION: President, David J. Roach; secretary, Hamel Tolar; manager, Don Jaqua; superintendent of concessions and commercial exhibit space, William Redman Jr.

KANSAS

Auburn Grange Fair, Auburn

TOTAL ATTENDANCE: Front gate, 1,200. Fair operated 2 days and nights.

WEATHER: Good 2 days and 1 night; rain 1 night.

RACING: 1 day of running races.

STILL DATES: Athletic activities and picnics.

ADMINISTRATION: President, John Henderson; secretary, Mrs. Ina Cellers; superintendent of attractions and concessions, George Hay.

MICHIGAN

Northern District Fair, Cadillac

TOTAL ATTENDANCE: Front gate, \$2,116; paid admissions, 12,712 single, 1,167 family tickets. Fair operated 5 days and nights.

WEATHER: Good 4 days and 5 nights.

GRANDSTAND ATTRACTIONS: Boyle Woolfolk Revue; B. Ward Beam thrill show; acts booked thru Boyle Woolfolk.

Cost of grandstand show, \$6,009.08. Total paid grandstand attendance, afternoon, 3,800; nights, 8,026.

CARNIVAL: Happyland Shows.

PLANT FACILITIES: Grandstand capacity, 1,400; bleachers capacity, 600; one-half mile race track; capacity of parking area, 800.

RACING: 3 days of running races; 1 day of automobile thrill show; 3 nights of fireworks.

RECEIPTS: Gate, \$7,567.40; grandstand, \$7,062.15; carnival, \$1,604.41; commercial exhibits, \$1,335; concession space, \$1,038.66; other sources, \$2,163.07.

AID, PREMIUMS: State aid, \$960; other sources, \$1,440; premiums paid, \$1,302.20.

CHARGES: Concession space outdoors,

\$3 per front foot; farm machinery space, \$3 per foot.

ADMINISTRATION: President, George L. Currier; secretary, Arvid E. Swanson; publicity director, Carl T. Johnson.

MINNESOTA

Jackson County Fair, Jackson

TOTAL ATTENDANCE: Front gate, 15,000; paid admissions, \$8,395. Fair operated 3 days and nights.

GRANDSTAND ATTRACTIONS: Rodeo booked thru Clyde S. Miller; midget auto races booked thru United Speed & Thrill Features; revue and acts booked thru Barnes-Carruthers. Cost of grandstand show, \$5,218. Total paid grandstand attendance, 5,830.

CARNIVAL: William T. Collins Shows.

PLANT FACILITIES: Grandstand capacity, 2,700; one-half mile race track; capacity of parking area, 1,100.

RACING: 1½ days of rodeo; 1 day of midget auto races.

RECEIPTS: Gate, \$4,878; grandstand, \$3,300; carnival, \$782; commercial exhibits and concession space, \$981; other sources, \$2,566.

AID, PREMIUMS: State aid, \$1,535.

CHARGES: Concession space outdoors, \$2 per front foot; commercial exhibit space indoors, \$3 per foot; farm machinery space, \$2.

ADMINISTRATION: President, August Scheppmann; secretary, Anton C. Geiger; superintendent of concessions, William Thompson; superintendent of commercial exhibit space, R. B. Hunt; superintendent of grounds, R. O. Anderson.

Traverse County Fair, Wheaton

TOTAL ATTENDANCE: Front gate, 14,385; fair operated 3 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Revue booked thru William & Lee; thrill show.

PLANT FACILITIES: Grandstand capacity, \$1,750; one-half mile race track; capacity of parking area, 600 cars.

RACING: 2 days of harness racing; 1 day of automobile thrill show.

RECEIPTS: Gate, \$7,703.63; grandstand, \$2,806.09; commercial exhibits, \$45; concession space, \$3,782.05; other sources, \$343.89.

AID, PREMIUMS: State aid, \$947.05; county aid, \$100.

CHARGES: Concession space outdoors, \$2.25 per front foot; commercial exhibit space indoors, \$15 per booth.

ADMINISTRATION: President, Ed Hanson; secretary, A. W. Vye.

Pierce County Fair, Pierce

TOTAL ATTENDANCE: Front gate, approx. 9,000. Fair operated 3 days and nights.

WEATHER: Good 2 days and nights; rain 1 day and night.

GRANDSTAND ATTRACTIONS: Show furnished by Barnes-Carruthers. Total paid grandstand attendance, afternoon, 2,500; night, 2,000.

CARNIVAL: Davis Amusement Company.

PLANT FACILITIES: Grandstand capacity, 1,200.

RECEIPTS: Gate, \$3,600; grandstand, \$607; carnival, \$350; commercial exhibits, \$75; concession space, \$500; other sources, \$500.

CHARGES: Concession space outdoors, \$1 per front foot.

STILL DATES: Baseball games; 4th July celebration; dancing; church mission feast.

ADMINISTRATION: President, David Wolf; secretary, A. P. Gottsche; superintendent of attractions, Leo A. Capesius.

NEBRASKA

Cheyenne County Fair, Sidney

TOTAL ATTENDANCE: Front gate, approx. 6,400; paid admissions, 5,845. Fair operated 3 days and nights.

WEATHER: Good 2 days and 1 night; rain 1 day and 2 nights; cloudy 1 day and 2 nights.

GRANDSTAND ATTRACTIONS: Acts booked thru Gus Sun Agency; rodeo booked thru Hawkins & Pomeroy. Cost of grandstand show, \$1,700.

CARNIVAL: Leerlight Rides.

PLANT FACILITIES: Grandstand capacity, 1,750; one-half mile race track; capacity of parking area, 500.

RACING: 1 day of running races; 2 days of rodeo; 1 night of fireworks.

RECEIPTS: Gate, \$2,922; grandstand, \$4,050; carnival, \$522; commercial exhibits and concession space, \$525.97; other sources, \$8,064.

AID, PREMIUMS: County aid, \$8,064; premiums paid, \$8,958.22.

CHARGES: Concession space outdoors, \$10 to \$40 per space.

ADMINISTRATION: President, Emil Johnson; secretary, E. L. Hoover; superintendent of concessions, Ray Babcock; superintendent of commercial exhibit space, Charles Hancock; superintendent of grounds, Richard Fraas; publicity director, Jack Lowe.

WASHINGTON

Southeastern Washington Fair, Walla Walla

TOTAL ATTENDANCE: Front gate, 21,663; paid admissions, 21,663. Fair operated 4 days and 4 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Acts booked thru Joe Bren Agency and Bert Levey. Cost of grandstand show, \$10,712.

CARNIVAL: Ziegler Shows.

PLANT FACILITIES: Grandstand capacity, 1,700; bleachers capacity, 3,000; one-half mile race track.

RACING: 3 days of harness racing; 3 days of running races; 3 nights of rodeo.

AID, PREMIUMS: State aid, \$10,000; county aid, \$10,000; premiums paid, \$7,000.

CHARGES: Concession space outdoors, \$5 per front foot; commercial exhibit space indoors, \$5 per foot; farm machinery space, \$2.50.

ADMINISTRATION: President, M. R. Loney; secretary, L. L. Stewart; superintendent of grounds, Frank Barker; publicity director, Al McVay.

Trailer. The LeRoys report that they will winter in Fort Worth and will be with Buck Owens in 1948.

Adding Broadway glamour to circuses is opposed by the gentlemen of the old school who want no truck with such new-fangled nonsense.

Eddie (Whitie) Tate reports that he wound up a good season with his rides which he has stored in Rochester, N. Y. He caught Davenport's circus in that city and visited with George Canfield, who is wintering there. In Utica, N. Y., he saw the Polack circus and met his old partner, Henry Jefferies, who has been off the road the past four years and has a novelty store. In Philadelphia, Tate ran into Tom Wilcox, who is in the promotion business. Jack Terry, who was with Tate on the old Downie show, is in Philly working for a chain restaurant.

Among visitors to Dailey Bros. Circus at the org's final stand in Seguin, Tex., were Mr. and Mrs. Cecil Cornish and son; A. W. Kanard, Dorothy Herbert, Honest Bill Newton, Dr. Keith, Jack Morris, Alyne Adams, Mr. and Mrs. Lewis; Joseph Schad and son, Leroy; Clarence Keefer, Mr. and Mrs. Skelton and daughter; Bryan and Billy Woods, Clio Plunkett, Jackie French, Lillian Lane, Jack Ruback, Joe Rosen, Albert Wright, Jack and Evelyn Turner's son and bride; H. M. Harrell, Jimmy Hamiter, Lynn Smith, Irving Forgetston, Ned Hayes, Randy Allen, Roy Halamiczek, Pud Garden and Richard Knight.

UNDER THE MARQUEE

(Continued from page 51)

Kattenberg, contortionist, met James and showed him his files of contortionists and research on the life of old Dad Whitlark. Harry formerly was with the big tops with his parents.

Real test of a trouper's strength of character is whether he can walk thru a show train on payday without tipping somebody.

Roy Barrett, in Chicago for the outdoor convention, reported that his trunk, containing all his circus clown belongings, was stolen in Houston, while he was playing the Shrine Circus there. While it was a great loss, Barrett said he has purchased a new wardrobe and is back on the job.

Richard G. Paine, CFA, retired herpetologist from the National Museum in Washington, recently spent a few days with the Rex M. Ingham family at Ruffin, N. C. Paine presented Ingham with several framed elephant pictures to add to Ingham's collection of circus photos in his office at his animal farm.

Government pensions for old-timers is enthusiastically supported by a manager who thinks his 24-hour man is a baby sitter.

Evelina Rossi, aerialist this past season with Al G. Kelly-Miller Bros. Circus, and her mother, purchased a new car and trailer while vacationing in Hot Springs. Mr. and Mrs. Rex Rossi spent their honeymoon in Hot Springs. They later will visit Rex's dad, Joe Rossi, bandmaster with Dailey Bros., in Gonzales, Tex.

Billing war is a conflict in which anyone who fails to chuckle over the malicious destruction of posted paper marks himself as an old grouch.

A two-page layout of color photos of the Ringling circus was run in the November 23 edition of *The San Antonio (Tex.) Express Sunday mag.*

The pix, taken during the show's recent stand there, featured Paul Jung, clown; Fred Fischer, giant, and Irene Burt, of the spec. Publication coincided with the Big Show's closing in Sarasota.

Every troupe enjoyed the hot spells in October and early November more so than they enjoyed them in July, August and early September.

George Magemheimer wrote an editorial in *The Peoria (Ill.) Journal* commending Charles Davis' heroism in trying to break the fall of his son and daughter during their act with the Ringling-Barnum show in Miami. Magemheimer chose the text from the Bible, "Greater love hath no man than this, that a man lay down his life for his friends," as his editorial theme.

Most mental agony a motorized circus operator suffered was when three of his trucks broke down in the middle of a busy street and held up four fire trucks.

Joe E. Brown, star of *Harvey*, was made the first honorary member of the John Robinson-Loyal Repensky Tent, CFA, Cincinnati, during the show's engagement at the Cox Theater there last week. A certificate and a black and gold pen and pencil set were presented to him. Brown, a member of the National CFA, formerly was an acrobat with the John Robinson Circus.

Any press agent can interest a girl performer if he goes at it the right way—such as having her pose for a newspaper photographer.

Hal and Doug LeRoy report that they spent several days in Kansas City, Mo., en route to Fort Worth, visiting Mr. and Mrs. Buck Owens. The Owenses, according to the LeRoys, have signed with the Gus Sun Agency to play fairs. During the off season, the Owenses will operate the Hilltop Training Stables which they recently purchased. They also purchased a new Imperial De Luxe

McKennons Fix Plans for 1948 At Abilene, Tex.

ABILENE, Tex., Nov. 29.—Joe and Marian McKennon, who closed one of the most successful seasons in their tent history at San Angelo, Tex., November 15 with Harley Sadler, have returned to their new home here for the winter.

Having stored their equipment on a vacant lot across from Camp Barkley here, Joe McKennon says he plans to add two more rooms and a garage during the winter to the recently purchased home to provide a studio room for Marian's sculpturing.

McKennon added that he plans to open the 1948 tour in mid-spring with a straight rep show. He said, however, that as yet a title for the org has not been decided upon.

Bolitho Unit in Omaha

OMAHA, Nov. 29.—William O. Bolitho's new unit, which is being agented by Tom (Wildcat) Aiton, opened in City Auditorium here Friday (28) under CIO auspices. The Springers are opening and closing the show, while Robert Ecklund's magic act is another feature.

Hatch and Myers will soon have an eight-cast minstrel org around Denver under auspices.

Rep Ripples

LEON HARVEY, former rep and tabster and in recent years an agent in Columbus, O., has become associated with the Hetzer Agency, Huntington, W. Va. . . . Johnny Finch, formerly of Billroy's Comedians and other rep orgs, is operating a sign shop in Lorain, O., to successful results. . . . Hal Crider, another former Billroy performer, is working Ohio night clubs with his daughter, Raby. . . . Ward Hall and Harry Leonard, with Dailey Bros.' Circus for the past two years, are appearing with Bryan Woods's stagemore in Texas, doing vent and impalement. . . . Harley Sadler was the subject of an interesting story in the November 13 issue of *The Dallas Morning News* regarding his reaction to the momentous question of whether he should run for governor of the State. Written by staffer William T. Rives, piece gives a running account of Sadler's 40 years in show business and his toby characterizations. It also points out that Sadler's full name is Tobias Calwalrus B. Bolliver, Esquire. . . . Leon (Phil) Phillips and Dolly Seymoure, old-time rep and musical team, who have been out of the business for five years, are making their home in Blytheville, Ark., where Phil is a labor foreman at the Blytheville Compress Company, Inc. They formerly appeared with the Kell, Swain, Brunk, Cook, Hamilton, Ward, Pete Pate, Neff and Angel shows.

BYRON GOSH is still clicking with his Country Store playing Ohio and West Virginia theaters. He recently visited with Wendell Hocht, president, Theater Owners' Association Easter Division, at Richwood, W. Va. Ira Crowley, well-known advance agent, is in Gauley Bridge, W. Va. . . . The Dacton Dog and Monkey Show is playing Charleston, W. Va., while Herbert Cong, promoter of sportsmen's shows, is doing business in Huntington, W. Va.

Slout Players To Mich. Barn

VERMONTVILLE, Mich., Nov. 29.—Toby and Ora Slout Players Tent Show, which concluded its 1947 season at Charleston, Ark., November 16, moved into local quarters for the winter, with personnel scattering to their various homes for vacations. Move to quarters was made without incident, with drivers, Bobby Brown, Jack Garner, William Waldron and Charles Crabtree, aided by Bill Slout, putting equipment in storage. Shops here have been repainted and new cement floors have been installed.

Ora Slout is still in El Paso, Tex., at the bedside of her ailing mother. L. Verne Slout, after attending the Chicago meetings, will catch some of the winter radio-dance show and circle stocks, ending up in Nebraska before returning to Michigan to look after his booking.

Highs and lows of the season included the rainy first six weeks; the visit paid our show by D. Hale Brake, state treasurer of Michigan; getting on the muddy lot at St. Louis; *Life* mag's photo-mugging the show for three days; the whole company being entertained July 4 to an old fashioned country chicken dinner; Jack Sexton's visit at Mascoutah; that swell Owensville bunch of legionnaires; Ardith Saltzman's mother's visit; birthday parties after the show; Bobby Brown and his black eye; co-operation of Leonard Davis (Davis-Brunk Show); souvenir program; the Ralph Youngs and their cat, Billy; the Colleys and their white rats, and Francis Lemon selling snowcones in zero weather.

Tom Tenters Impractical; Smallies Likely To Click With Proper Exploitation

Admire Says High School Dates Best Spots

DAYTON, O., Nov. 29.—J. C. Admire, who has agented indoor and outdoor circuses, white and Negro minstrels, legit shows and rail and truck carnivals over 40 years and by his own admission has "handled some good big ones along with all the bad ones," said here recently that he has often mulled the idea of putting a Tom tent show on the road, but is convinced that it would be an impossibility, especially under present-day conditions. Admire, who has two magic shows playing city high schools under auspices eight months a year for 25 sponsoring groups, estimates that the cost of putting out a good Tom show would hit at least \$30,000.

"The cost of taking care of local press, union billposters and musicians alone is such that it would break a show in no time at all," says Admire. "For five years I was general agent of one of the best two-car railroad Tom tent shows—Terry's UTC, of Little Sioux, Ia.—and it made a small fortune each season. It was, however, a big outfit and offered a flashy street parade, which had in its line-up two white bands and a Negro drum corps. Some 50 people worked under a 70-foot top.

Wide Billing Job

"When the CB&G and Milwaukee railroads lifted the embargo on two-car shows I picked towns on both lines and we cleaned up. Admission was set at 35 cents, with women admitted free, and towns like Waukon, Ia., would do \$900 on a single performance. The show was well billed. I worked two weeks in advance of the org. With me was my wife, who alone handled the press and mailing lists. In some cities we sent out over 2,000 heralds and I carried a first-rate billposter, a bannerman and lithographer. In fact we billed our Tom show as well as Fred Buchanan billed his Yankee Robinson Circus, except that he posted the routes where we used only a mailing list. Many a tank was posted where we used 1,000 sheets a day and we played plenty of tanks—as many as 250 or 300 per season. One year we day and dated the Ringling show twice, in Fort Dodge, Ia., and Streeter, Ill., and we had sellouts on both occasions.

Smallies Should Win

"An 11-people Tom show—eight and three—playing city high schools could win some money if it traveled by bus, used all special scenery and carried a flock of big dogs. This gives one an eight-piece band in front of a school and small orchestra in the pit, with all dates under auspices, as I make my schools. Set a ticket scale of 30 cents for children and 60 cents for adults at matinees, while

night performances could go for 60 cents and \$1.20.

"Thousands of teachers and mothers would endorse this plan and send their children to see what they witnessed years ago. Classes would sell tickets in advance but it would remain for you to bill the show well. Schools of enrollments of 1,000 or over should prove ideal spots.

Matinees Essential

"Matinees are essential. They make your nut most of the time and at almost any date. I think that in most instances you'll find that the various schools will even put their school band out on parade at noon for you. I find they co-operate. Playing still dates is impossible. Just give them an honest-to-goodness version of *Uncle Tom*. One of these school Tom shows can be operated for about \$200 per day and play plenty of matinees at \$400 per afternoon. If billed, auspiced and exploited in the right manner, there shouldn't be any difficulty ringing up numerous \$1,000 days.

Davis Troupe Hosts Rep, Tent Showfolk

CHARLESTON, W. Va., Nov. 29.—Ches Davis and members of his *Variety Revue*, playing West Virginia theaters, were hosts at a theater party staged here recently. Among guests were Byron Gosh, currently presenting his country store on the Publix Ohio and West Virginia circuits; Ed Hiler, past season with Renfro Valley Folks, and Kitty Spaun and daughter.

Numerous jackpots of the good old days of tab and rep were cut up.

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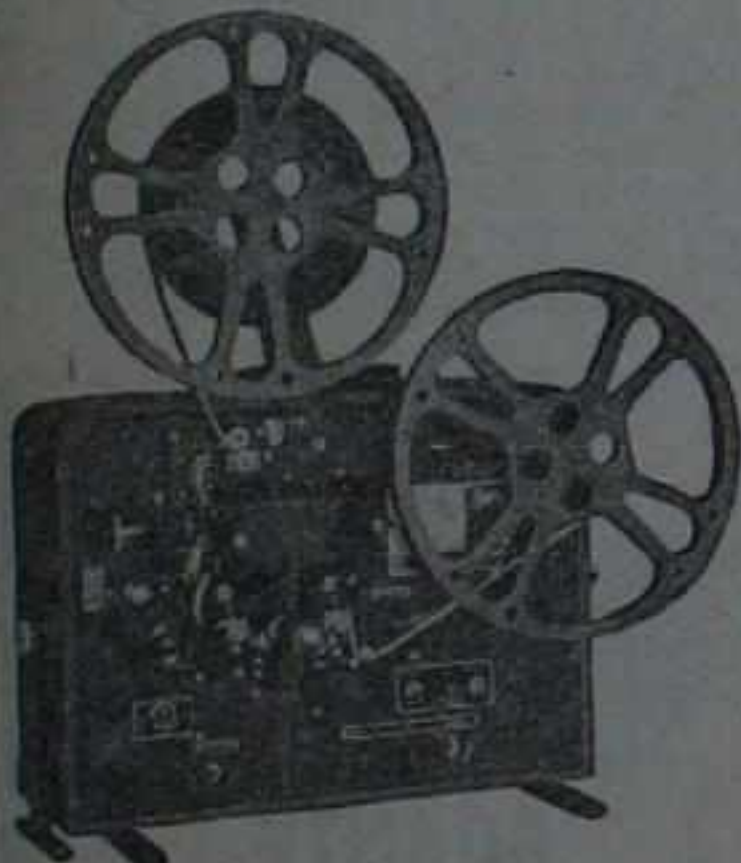
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- 16mm. Kodascope, FS-10-N, Equal to New, 750 Watt, 2" F:1.6 Lens, Two Case Unit \$355.00
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CAMBRIDGE, MASS.

Over 800 Turn Out for Bow Of Holland's Reading Spot

READING, Pa., Nov. 29.—Ranking personalities of the roller skating business were among more than 800 persons who turned out for the November 15 opening of the Reading Fairgrounds Roller Rink under the management of Bill Holland, auto race driver and operator of rinks in Bridgeport and Milford, Conn.

Present at the ceremonies were George Apdale and Ozzie Nelson, president and secretary, respectively, of the United States Amateur Roller Skating Association; Jesse Carey, operator of the Circus Garden and Carman rinks, Philadelphia, and USARSA titleholders, including Donald Decker, junior Connecticut champion; Kitty Gallagher and Fred Ludwig, national dance champs, and June Henrich and Reggie Oppie, silver medal champions.

Holland said the rink will operate nightly except Mondays and offer Saturday and Sunday matinees.

Constructed inside the fairgrounds poultry building by the fair association at a cost of more than \$100,000, the rink offers a 65 by 225-foot maple floor, modern heating and ventilating

systems, an electric organ and dressing rooms.

Under terms of Holland's contract with the fair association, he will operate the rink 11 months a year, with the fair group receiving a percentage of gross revenue from admissions. The rink is part of a \$400,000 plant improvement project of the association by which it hopes to show an annual profit in case bad weather interferes with the fair. In addition to the rink operation, it plans to stage boxing and wrestling shows, and builders' exhibits in heated buildings during the winter, and auto and motorcycle races, rodeos, horse shows, etc., during good-weather months.

Trippe Arcades Help Skateries Meet Overhead

ST. LOUIS, Nov. 29.—Coin machine arcades help pay the overhead expenses for Carl F. Trippe, operator of two Ideal roller rinks here plus one in near-by Chain Rocks Park and one in Westlake Park, Robertson, Mo.

Trippe, who also owns the Ideal Novelty Company here, a coin machine distributing and operating firm, installs the machines on a 50 per cent commission basis in his rinks.

Generally, he says, an arcade of 10 to 20 machines is sufficient for a roller rink, and recommends installations by coin machine operators rather than house operation, as maintenance of equipment by a specialist is an important factor and leaves the location owner free to devote all his time to his business.

Machines of the heavier type are the best, it is pointed out, because damage may be done to light equipment by skaters with uncertain footing. Trippe tries to equip his arcades with machines having appeal for each sex, pointing out that fortunetelling and horoscope equipment is especially popular with the feminine trade.

The biggest of Trippe's arcades is located at Westlake Park, adjoining the rink. In this arcade Trippe has about 80 machines which contribute a substantial amount of money toward meeting overhead expenses.

Trippe's larger arcades are staffed by a cashier and a mechanic. In such instances the operating firm pays the salaries and gives the location a 25 per cent cut.

Lauds Rawson's Lab As Operator's Must

CINCINNATI, Nov. 29.—"Thru the invitation extended by Perry B. Rawson in his articles in *The Billboard*, my professional and I visited him at his laboratory in Asbury Park, N. J.," writes Henry G. Barthelnes, of Bluff's Recreation Center, Ocean Grove, Mass.

"In addition to a cordial welcome, we received what I believe to be the information that operators need today. He has something in his gadgets, for we need a lot of good plain skating but quick.

"Anything—and the Rawson system seems to be it—that will instill confidence in the beginner and at the same time teach him the proper way to skate, to give him incentive for further instruction, is what we need.

"I not only feel that my visit was friendly and enlightening, but profitable and worth any operator's investigation."

Twin City Skaters Pass 4th, 6th, 7th Tests in Figures

ELIZABETH, N. J., Nov. 29.—By virtue of having passed her seventh proficiency test in school figures November 11 at Fordham Roller Rink, Bronx, N. Y., Mary Louise Leahey, of Twin City Arena Skating Club here, became the second skater to pass the test as set up by the United States Amateur Roller Skating Association, it was announced this week by William Schmitz, general manager of the America on Wheels chain of rinks, of which Twin City Arena is a link.

The first skater to pass the test was Eldora Best, Twin City pro, who has been Miss Leahey's instructor. Judging was done by Al McCullagh, Barbara Killip Gallagher and Ozzie Nelson, USARSA secretary.

Figure skating proficiency tests were also given at Twin City Arena November 9 by Nelson, William Brewer and Walter Clancy. The fourth test was passed by Kurt Hoernlein and the sixth was passed by Doris Harrington, Violet Gargano and Charlotte Ludwig. Miss Gargano and Miss Ludwig are scheduled to compete in the world championship contests to be held December 5-7 in AOW's new National Arena, Washington.

A troupe of AOW skaters, under the direction of Eldora and Bill Best, was featured at the annual skating carnival held at AOW's Perth Amboy Arena November 13 under sponsorship of the Perth Amboy Firemen's Association. Climax of the program was a one-mile handicap race in which members of the Perth Amboy speed team competed. First place was taken by Edward Dalton, Elizabeth, with Thomas Vitale, of Grant City, S. I., N. Y., coming in second and Frank Georgianna, New Brunswick, N. J., third. The race was held under the direction of Jack Edwards, AOW director of speed, who was recently named Eastern speed advisor to the USARSA.



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Sample Case—\$3.00

Jacobs Expanding Denver Operations

DENVER, Nov. 29.—Irving Jacobs, operator of Mammoth Garden Roller Rink here, announced that he recently took over the Denver Roller-drome and held a grand opening in early November.

Jacobs reported spending more than \$10,000 in remodeling the rink. The entire front of the building is now constructed of glass brick which is decorated with neon lights.

115G Spot Going Up In Harrisburg, Pa.

HARRISBURG, Pa., Nov. 29.—Pennsylvania's Department of State has issued a corporate charter to Capitol Roller Rink, Inc., 2100 Paxton Street, Harrisburg, to operate a roller rink at that address.

The rink, now under construction, will be a modern amusement center. Capitalization is \$115,000.

Incorporators are Aaron L. Runk, Mechanicsburg; W. C. Miller, Middletown, and Clayton L. Wood, Sinking Spring.

Bickmeyer Now an Operator

HARTFORD, Conn., Nov. 29.—Walter H. Bickmeyer, formerly a well-known amateur roller skater, has announced his purchase of an interest in Friendly Roller Rink here. He will also conduct classes and give private lessons at the rink.

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\$100,000 Henderson-Gascoigne Rollerdrome Opens in Phoenix

PHOENIX, Ariz., Nov. 29.—New Phoenix Rollerdrome, boasting a floating soundproof skating surface 186 by 80 feet, opened November 25 under the management of E. V. Henderson and Marguerite Gascoigne. An organ is another feature of the rink. The floor is of one-inch maple.

Liberty
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PRESENTS
The New
Liberty Precision Action Wheel



Write for particulars on our new Tee Step for Liberty Skates

Underneath are two inches of sub-flooring resting on two inches of sand spread on a layer of blacktop. Between the sand and wood is a water-proof layer to prevent moisture rising from foundation materials.

Installation of the floor is said to have cost \$20,000, and the building, with all equipment, is valued at about \$100,000. The 200 by 100-foot structure is of masonry construction and has a dome-shaped arch truss roof with no supports inside. It is finished outside with soundproof insulating sheeting. The interior is lighted by tubular fluorescent fixtures.

Mrs. Gascoigne formerly operated a rink on North Seventh Street and Henderson managed the rink. She came here from Denver six years ago, while Henderson resided in Ohio until three years ago.

Skaters have at their disposal a shop for rental or purchase of skating equipment. Professional skaters have been engaged to give private and class instruction. The rink will be open from 8 to 11 p.m. A parking lot adjacent to the building will accommodate 250 cars.

Perth Amboy Races Draw Bumper Crowd

PERTH AMBOY, N. J., Nov. 29.—Another big crowd of spectators jammed their way into Perth Amboy Arena to see the November 22 continuation of inter-rink racing in the America on Wheels chain of rinks, reported Jack Edwards, AOW director of speed, the turnout representing a 52 per cent gain over the corresponding event of 1946.

Hackensack (N. J.) Arena continues to hold the lead in the seasonal standing among AOW rinks with 100 points. Mount Vernon (N. Y.) Arena follows with 90; Twin City Arena, Elizabeth, N. J., 45; Passaic (N. J.) Arena, 30; Perth Amboy, 25; Boulevard Arena, Bayonne, N. J., 10, and Capitol Arena, Trenton, N. J., 0.

Results: Half-mile novice (no points), Otto Bongo, Perth Amboy; half-mile novice (no points), Louis Gibbons, Hackensack; half-mile novice (no points), Dave Downey, Boulevard; half-mile men's open, John Gregory, Mount Vernon; half-mile ladies' open, Alma Garaffa, Perth Amboy; half-mile men's open, Bob Eifert, Hackensack; half-mile ladies' open, Ginger Mann, Mount Vernon; half-mile men's open, Dan Manning, Boulevard; quarter-mile handicap, Don Meerdink, Hackensack; one-mile ladies' open, Alma Garaffa, Perth Amboy; one-mile men's open, Richard Korman, Passaic, and five-mile match race, Harold Hand, Hackensack (time, 14:22).

Van Horn Sets Big Schedule of Events

MINEOLA, L. I., N. Y., Nov. 29.—Special events continue to grab the spotlight at Mineola Roller Rink, Manager Earl Van Horn having scheduled four since early November.

The first was a trio voo-doo number held November 5, each member of the winning trio receiving a pair of Liberty roller skates. This was followed by a children's Thanksgiving costume party held the morning of November 22. Six turkeys were awarded patrons having the finest, most original and funniest costumes.

November 26 was designated as turkey night, the management awarding 12 turkeys as door prizes. The local Oldtimers' Club has scheduled a party for December 11.

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#155—What's the Use of Dreaming (OGP) #156—The Letter I Forgot To Mail (OGP)	Zu Bi... Fox Trot 92 You Can't Tell the Depth of the Well... Fox Trot 92
#157—Got a Ring Around Rosie's Finger #158—Country Music (OGP) #159—Irrresistible (OGP—Organ & Piano)	It's So Nice To Be Nice... Fox Trot 92 Be Sweet to Me, Kid (OGP) El Choclo... Tango 100

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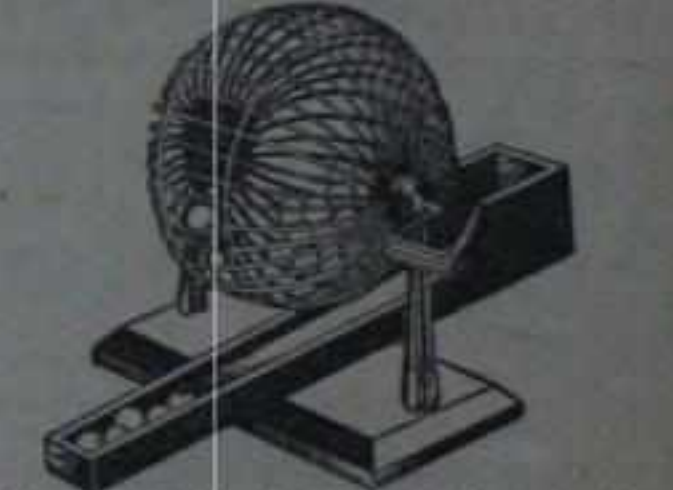
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AFRICAN ANIMALS, BIRDS, REPTILES—World's largest direct importations. Also regular direct shipments from Central and South America, India, Siam, Philippines, Europe, etc. Our collectors cover the globe. Get your free wholesale price list issued several times yearly. Messrs Bros. & Ward, P.O. Box 2, Ocala, Fla., N. Y.

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\$\$\$ IN PERSONALIZED BABY RECORD Books; sell by mail; use same literature we have for five years. Can use few more dealers. No-Co-Ro, Oakland 6-B, Calif. de6

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page of this issue.

COSTUMES, UNIFORMS, WARDROBES

CLOWNS' AND BURLESQUE COMICS' PROPS and Accessories. Free lists. (Amusement, \$5). Happy Morgan's Clown Headquarters, 2404-N. Fifteenth, Philadelphia. de27

EVENING GOWNS, SHOWROOM SAMPLES, \$6 up; no catalog, send wants, refund guaranteed. Braverman's, 912 Eighth Ave., N. Y. C. de18

MINSTREL MEN—FULL LINE OF MINSTREL needs and accessories for sale, new goods. The Costumer, 238 State St., Schenectady, N. Y. de20

SALE OF BEAUTIFUL COSTUMES FROM THE regular stock of Lester, Ltd. Your choice of every style and type. Singles and chorus wardrobe. We need space. We are disposing of 1,000 costumes. Make your selections from the entire stock of Lester, Ltd., 14 W. Lake St., Chicago, Ill.

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SINCE 1860—COSTUME BARGAINS, CHORUS, dollar up; Principals, three up. No catalogue. State wants. Guttenberg, 9 W. 18th, New York 11, N. Y. de6

10,000 USED COSTUMES MUST BE SOLD—Carnivals, circuses, amusement parks; We have the perfect "bally" and chorus costumes. Singles and sets. Sorry, no mail orders; plenty of bargains. The Costume Mart, 67 E. Lake St., 3rd Floor, Chicago, Ill. Open daily 12 to 5 o'clock.

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Low prices. Write for catalog. Wholesale only.

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Attention: Agents — Sales Board Operators — Jobbers

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Beautifully Boxed. 25% With Order, Balance C. O. D. Write for Free Catalog.

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GET ON THE BAND WAGON 100% high lustre plush in assorted colors, cotton stuffed
8" LONG, 8" HIGH



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- Uses Standard Flashlight Batteries
- Eyes Replaced in a Jiffy

\$18.00 per doz. Samples \$2.00 ea.
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with genuine Czechoslovakian rhinestones, sensationally priced for tremendous Xmas demand • 24K gold plate • highly polished • individually carded, marked 24K gold plated and gift boxed • Colors: Pink Moon, Blue Moon, Ruby and Aquamarine. Introductory Offer: 5 Beautiful Moonstone Sets (all different), \$5.

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GIRL MUSICIANS FOR COMBO WORK—ALL applications will be answered. Give full details enclosing photo. Box 139, c/o Billboard, Chicago, Ill. de13

LEAD TRUMPET, LEAD TENOR AND VIOLIN for semi-name tenor band. State experience, permanent address. Minimum salary. Box C-377, c/o Billboard, Cincinnati 22, O. de6

MIDGETS—WORLD'S SMALLEST PEOPLE. Dancers, Musicians, Acrobats. For side shows. Offers. Box C-363, c/o Billboard, Cincinnati 22, Ohio. de13

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ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225; complete set, 50 all-electric, from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill. de27

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ONLY 60c DOZEN—INDIVIDUALLY CARDED

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MILL FINISH DIE STENCIL CUT NUMERALS

Jobbers or Salesmen, Write

\$1.25 ea. \$9.60 doz. 6 doz. \$8.97 per doz.—Packed two doz. to carton.

TERMS: Check in full with order, will prepay. 1/3 Deposit, bal. C. O. D., F. O. B.

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Regular Price 35c
NOW CUT TO 24c EACH

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IT'S SO NICE AND
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"MAKES WARM FRIENDS"

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Fancy, funny cards... Quick 10¢ sellers. Real laugh getters. Complete with envelope... 20 varied styles.
75c
SAMPLE BOX OF 20
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Also: Assorted jokes, novelties and tricks.
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BALLOONS—#K10—10 GR. FOR \$15.00
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SIGN PAINTING TAUGHT AT HOME BY AN old master, Ben Kerns, Box 812, Dept. B-B, Greenville, S. C. de29
YOU CAN ENTERTAIN WITH TROUPE CHALK Stunts and Gag Pictures. Catalog, 19¢. Bolds, The Lightning Cartoonist, Oshkosh, Wis. de38
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MAGICAL APPARATUS

A BRAND NEW CATALOG—MINDREAD- ing, Mentalism, Spirit Effects, Magic Horoscopes, 1948. Forecasts, Crystals, Palmistry, Graphology, Facial Charts, Books, 148-page illustrated Catalogue plus Magic Catalogue, 30¢. Wholesale. Nelson Enterprises, 336 S. High, Columbus, O. de19
AAA WHOLESALE TRICK CATALOG 100— Pitchmen's 25¢ Packages (7 items), \$4.50 100. Ariane Manufacturing Co., 4462 Germantown, Philadelphia. de27
DOLLAR MAGIC SET FREE WITH profes- sional illustrated catalog, 25¢. Samples, 40 tricks, jokes, novelties, \$1. Box #71-A, Phila- delphia. de27
HYPNOTIZE ANYONE SPEEDILY, EASILY, effectively! Sure-fire method! Guaranteed course, \$5. (Information, stamp). Philadelphia School of Hypnotism, 2404-N. Fifteenth, Phila- delphia. de27
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MISCELLANEOUS

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ACCESSORIES**

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Genuine Silver MONEY CLASP with real SILVER DOL- LAR (proof) from Old Mexico.
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Tissue Xmas Tree, 15", Red and Green	21.00	2.25
Tissue Xmas Bell, 12"	10.80	1.20
Electric Wreaths, 10"	90.00	9.00
Silver Fall Icicles, Boxed	7.50	.75
Flameproof Xmas Snow	7.80	.75
Flameproof Angel Hair	19.80	1.80
Silver Fall Star Ornaments	4.00	.40
Jeweled Fall Reflectors, 6"	17.40	1.60
Glass Pendant Tree Ornaments	4.00	.40
Glass Candy Stick Tree Ornaments	7.80	.75
Glass Candy Cane Tree Ornaments	7.80	.75
Jeweled Fall Icicles	7.80	.75
Tinsel Cord, 60 Ft. on Reel	4.00	.40
Frill Tinsel Gift Cord	7.80	.75
Tinsel Gift Tying Ribbon	7.80	.75
Gift Wrap Scotch Tape	7.80	.75
Scotch Tape Xmas Seals	19.80	1.80
Mistral Gift Ribbon, Assorted	7.80	.75
Sparkling Gift Tying	7.80	.75
Angel Tree Top, Ind. Boxed	90.00	9.00
Rayon Ribbon, 500 Yd. Spool, All Colors	18.00	1.80
Fancy Tinsel Tying Ribbon	7.80	.75
Driftless Xmas Candles, 6"	4.75	.50
Holly Gift Wrap Paper	8.00	.78

NEW YEAR MERCHANDISE		Gross	Dozen
Filled Xmas Stocking, Medium Size	\$28.80	\$2.75
Filled Xmas Stocking, Large Size	57.00	5.40
Gift Boxed Xmas Cards, 21 in Box	90.00	3.00
Gift Boxed Xmas Cards, Superior Quality	57.00	5.00

NEW YEAR MERCHANDISE		Gross	Dozen
All Metal Nolemakers, Ass.	\$ 7.80	\$.75
All Metal Cow Bells	21.00	2.00
All-Metal Crochets	4.00	.45
All Metal Horns, Ass. Colors, 10"	8.40	.80
Fancy Cardboard Horns, 12"	7.00	.75
Foil Fringed Shaker Horns, 12"	8.75	.90
All Foil Horns, 18"	12.00	1.36
Assorted Tissue Flat Hats	4.75	.55
Foil Trim Tissue Flat Hats	6.50	.70
Foil New Year Hat Bands	4.75	.55
Foil Hats, Large, Assorted	10.80	1.20
Crope Form Hats, Foil Trim	8.40	1.00
Metallic Hats, Large, Assorted	24.00	2.75
DeLuxe Hat, Assorted Styles	30.00	3.25
Hawaiian Lei, Large Size	3.25	.40
Hawaiian Lei, Jumbo Size	8.50	.75
Tutone Squawkers, Assorted90	.10
Happy New Year Balloons	4.50	.50
Sparkle New Year Signs	12.00	1.25
Foil New Year Signs	6.50	.75
Silver Foil New Year Signs, 6 Ft.	38.00	4.00
Tissue New Year Sign, 8 Ft.	45.00	5.00
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Confetti in Cellophane Bags	100 Bags	3.75
Serpentine in Rolls	100 Rolls	5.50

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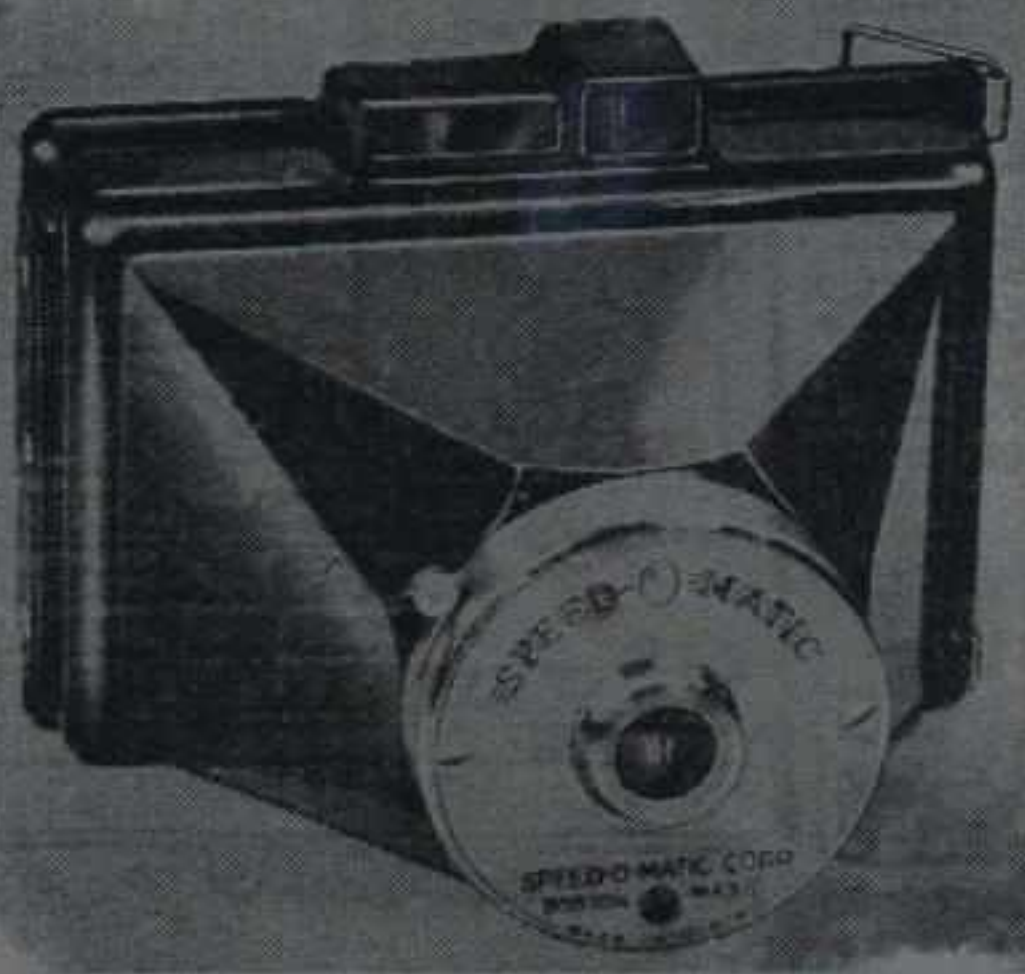
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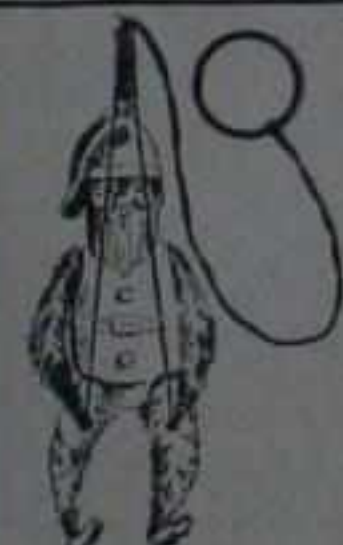
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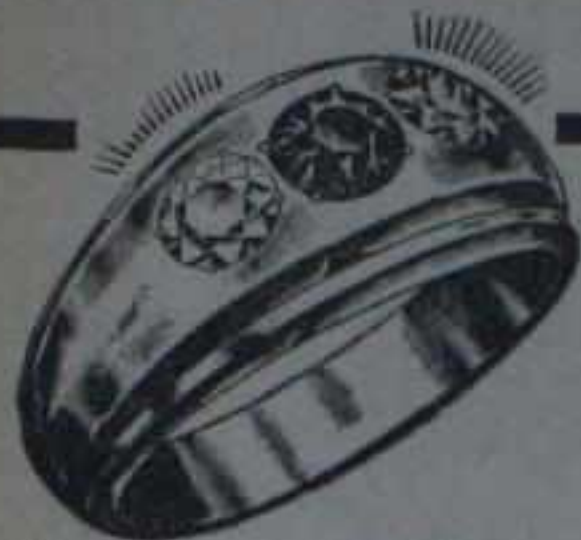
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OOSTBURG, WISCONSIN

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Volume Sellers Are Your Money Makers!



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\$12.00 Doz.



Gold Filled No. 4R77
\$18.00 Doz.



Sterling No. 2R203
\$4.80 Doz.
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\$5.60 Doz.



Sterling No. 2R200
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Over 500 ring styles—all the best sellers. Write for catalog—state your business

HARRY PAKULA & COMPANY

5 NORTH WABASH AVE.

CHICAGO 2, ILL.

IN THE WINNER'S CIRCLE!
FOR VALUE, APPEAL AND PROFITS
IDEAL FOR PREMIUMS,
SALESBOARDS, DEALERS

Beautifully sculptured bronze saddle horse, handsomely finished with striking highlights and intricate detail.
Stands full 10" high.

Similar horses sell as high as \$25. retail.

Parksmith Corp.
250 4th Ave.
New York 3, N. Y.

25% Dep. with order, balance C.O.D.

WESTERN SADDLE HORSE



\$450 each in doz. lots
Samples \$5.00 ea.

DIRECT FROM MANUFACTURER

150,000 READY FOR IMMEDIATE DELIVERY

FYRE-FLY WIND-PROOF LIGHTERS

INDIVIDUALLY BOXED
\$3.95 Doz.

JOBBERS, WRITE-WIRE FOR GROSS LOT PRICES.
SAMPLES TO LISTED JOBBERS UPON REQUEST.

GRAND NOVELTY COMPANY

1304 E. INDIANOLA AVE.

YOUNGSTOWN, OHIO



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ILLUSTRATING A COMPLETE LINE OF CONCESSION GOODS AND NOVELTIES, INCLUDING:

Beacon Blankets — Aluminumware — Electric Clocks and Appliances — Chrome-ware — Dolls — Stuffed Toys — Plaster — Balloons — Whips — Games and hundreds of other fast selling items too numerous to mention. You can't afford to miss the hundreds of "money making" values to be found in this truly money saving "Buyer's Guide" which is now available.

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GELLMAN BROS. Inc. 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

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5c A WORD, MINIMUM \$1, CASH WITH COPY

BANDS AND ORCHESTRAS

Trio—MALE, TENOR SAX, PIANO, DRUMS. Available in two weeks. Radio and recording artists. Do novelties and vocals. Price reasonable. Will travel. Billboard, 1664 New York, N. Y.

MISCELLANEOUS

ARRANGER—WILL WHITE FOR SEVEN piece tenor band. Definite style. Guarantee 8 tenors, trumpet, piano, drums, bass. Howard Paul, P.O. Box 822, Oshkosh, Wis.

AT LIBERTY—HAR PERFORMER, STRAIGHT on comedy. Dependable and reliable. Box C-382, care Billboard, Cincinnati 22, Ohio.

EXCELLENT VOCALIST—HILLBILLY, WEST- ern, hot steel guitarist with me. 12 years radio, etc., many stations. Want bookings, radio time or books. Any place, travel, band available. Dick Carson, care 28 W. Main St., Greenville, Pa.

FEATURE INIMITABLE FOR ANY SHOW OR orchestra. Marita Delores, the Modern Miracle, with or without my motor transport scenic equipment. Has no precedent in musical or theatrical history. All managers attention, please. A success anywhere, sponsored shows, ball rooms, auditoriums, theaters, under canvas. The high class musical sensation of the midwest! Write me, American Institute of Music Bldg., 207-9 North Foushee St., Richmond, Va.

FEATURE MENTAL, MAGIC ACT, ORIENTAL presentation. Salary for act. Percentage on private readings. You, 18 W. Stockton, Pittsburgh 12, Pa.

MAGIC SHOW — TWO-HOUR PROGRAM. Special stage setting. Open for theaters, schools, auditoriums, etc., etc. Onal the Magician, Alfred St., Detroit 1, Mich.

SECRETARY-TICKET SELLER—FAST AC- curate typist, good bookkeeper, executive experience. Can double stage. Age 29, single man, height 6 feet. Honest, sober, dependable. Go anywhere. Salary, commission, or will consider partnership. Box C-383, care Billboard, Cincinnati, Ohio.

VERNON HOFF, FEMALE IMPERSONATOR— America's most publicized female impersonator! Free picture to anyone. Frisque singer. Strip tease dancer. Vernon Hoff, Club My-O-Me, New Orleans, Louisiana. Fourth marvelous week!

MUSICIANS

A-1 RINK ORGANIST—THOROUGHLY EX- periented, reliable, wishes position year 'round rink. R.S.R.O.A. tenors and basses. State all first letter. Box C-384, care Billboard, Cincinnati 22, Ohio.

ACCORDIONIST—SINGLE, 19, UNION, EX- periented, dependable, travel. 420 N. Klein Ave., Springfield, Ill. 2-4019.

AT LIBERTY—BASS MAN, 30 YEARS OLD, union, sober, reliable. Prefer combo work. Paul Jordan, R.F.D. 3, Ponce City, Okla.

AT LIBERTY—PIANIST, VERSATILE, EX- periented; good appearance; sober, reliable. Bob Williams, 108 W. Burlington, Iowa City, Ia. de13

AT LIBERTY—ROLLER RINK ORGANIST. Experienced and reliable, and able to please you and your skaters. Organist, 1000 Spruce St., Philadelphia.

AT LIBERTY—FOR SMALL DANCE OR cocktail combos. Reliable, neat, single, 31 years old musician. Jam or read on alto sax, clarinet, guitar, bass and rhythm piano. Sing baritone, fake 2nd or 3rd any time. Arrange for any combination. Florida, New York or California preferred. Don't misrepresent, I don't. Musician, 500 106th St., Columbus, Ga.

AVAILABLE — EXPERIENCED VIOLINIST and Violist; union, reliable. Was concert master with Desert Song Co. A very fine arranger for radio and motion pictures. Will go anywhere at present. Write or wire Harold Lindoff, 5426 Haroldway, Hollywood, Calif.

AVAILABLE AFTER JANUARY 1ST—EX- periented tenor man, double clarinet. Read, fake, transpose. Contact Musician, 7886 Patton, Detroit 24, Mich. de1

AVAILABLE AFTER DECEMBER 5TH—LADY accordionist, pianist. Solovex artist if Solovex furnished. Union, experienced intermissionist, stroller or single attraction. Contact Accordionist, Room 235, San Carlos Hotel, Pensacola, Fla.

DRUMMER—AVAILABLE IMMEDIATELY. 14 years' thorough experience. Steady, sober, solid steady beat, beautiful equipment. Host or location. Ellis P. Lee, Broadview Hotel, Louisville, Ky.

DRUMMER—SOCIETY, IMMEDIATELY. 802. Latin American rhythms; read, cut shows, car, sambas, locations only. Minimum union tax paid, \$75. Married. Chuck George, 7812 Sunset Blvd., Hollywood, Calif. de13

HAMMOND ORGANIST WITH ORGAN— Available New Year. Male, 36, good appearance. Large repertoire, years of experience. Organist, Box C-380, care Billboard, Cincinnati, Ohio. de13

"JUMP" JACKSON AND HIS BAND—FOUR men entertaining band. Location or travel; also have Dick Carson with hot steel guitar for radio. Hobson, Mt. Pleasant, Iowa.

ORGANIST WITH OWN ORGAN—AVAILABLE at once. Latest type Hammond, 2 Leslie-Vibratone speakers, new 1900 Vibratone attachment, double piano. Requests a specialty, both classical and popular. Male, 38, reliable, best of references. Address: Organist, 815 W. Commonwealth, Alhambra, Calif. de1

PIANIST AVAILABLE—SOLO ENTERTAINER or for hotel band; plays all requests, popular, semi-classical. Permanent address: 87 Viskoper, 117 N. Park, Beltsville, Md.

PIANIST—COMMERCIAL TENOR BAND, LO- cation, sober, reliable; state all in first. Write Frank Green, Box 246, Route No. 9, Birmingham 7, Ala. de13

PIANO—ALL STYLES, READ AND FAKE! single, and will travel. Contact Box C-381, care Billboard, Cincinnati, Ohio.

RALPH HOWARD, HAMMOND ORGANIST — Music for good listening, new and old. Union. Do not furnish organ; available December 6th. 1245 West Washington St., East Point, Ill.

STRING BASS—SEMI-NAME EXPERIENCE. Prefer location; commercial or tenor band. Age 30, good appearance, sober and reliable. Don Harbach, wire Western Union, Pensacola, Fla. de13

STYLIST OF MUSIC ON HAMMOND—AVAIL- able January. Don't own organ. Will welcome all offers, but prefer Florida hotel. Young man of outstanding ability. Last two jobs one year each. Radio hookup at present. Anyone interested in an organist who enjoys playing and makes his audience feel it, please communicate Box C-383, care Billboard, Cincinnati 22, Ohio.

TENOR AND ALTO MAN AVAILABLE—\$70 minimum, both double clarinet and baritone. Experience with commercial bands, tenor man, sax vocals. Box No. C-379, c/o Billboard, Cincinnati 22, O.

TRUMPET—RELIABLE, WISHES TO LOCATE in or around Texas. Age 30, well experienced, top tenor bands. Arrange for same. Cut or no notice required. Contact Dick Chapman, Stanton Hall, Natchez, Miss.

PARKS AND FAIRS

HIGH EDDIE (STILT WALKER) AND HIS Clowns for all occasions. Eddie Dorey, 4148 McPherson Ave., St. Louis, Mo. de8

HIGH CLASS TRAPEZE ACT—AVAILABLE IN- door events. Flashy silvered paraphernalia. Real act. For particulars address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

WORLD'S GREATEST COMEDY ACT—HOSCOE Armstrong, comedy act. Now booking 1948 fairs. Open for spring and winter engagements. Montezuma, Ind. de27

VAUDEVILLE ARTISTS

DUE TO DISAPPOINTMENT — GENERAL Business Terms or as Cast, specialties, vent act, good wardrobe. Handle stage, produce. Go anywhere, have traffic. Ralph and Lanya Young, Fort Cobb, Oklahoma. de6

VALUABLE STATE FRANCHISE

We are seeking the services of an individual or organization, with directional ability and drive. Opportunity assures future security and immediate returns. This proposition can net the operator several thousand dollars per month. Applicant should have from \$2,000 to \$5,000 capital, depending upon the extent of the territory. Franchise should have from \$12,000 to \$15,000 value after first year operation. Our industry does over \$700,000,000 annually and is on the increase. Full particulars are available to high type applicants. Please state past experience in confidence, territory choice and general information.

MOUL

212 Fulton St., Hanover, Penna.

DEALERS! ARRANGE NOW FOR FIREWORKS FOR THE HOLIDAY TRADE!

We are distributors for every kind of fireworks; catering to jobbers and retail outlets. **WHOLESALE ONLY.**
ACME SALES CO., Inc.
Dept. 2, 721 Marietta St.
ATLANTA, GA.

LARGEST USERS BUY



OUR 5c TO \$5 RETAILERS
BILLFOLDS, KEY CASES, PURSES, ETC.
Large Selections on Hand.
Rated Accounts. Send for Samples.

CUTTING LEATHER NOVELTY CO.
48 HOWARD ST. NEW YORK 13, N. Y.

FASTEST SELLING BALL PEN EVER MADE



The New ROLLIT Retractable Point BALL PEN

NEVER STOPS WRITING

REFILLS IN 2 SECONDS

Instant Push Pull Action No Cap or Ink Worries

No Stains on Fingers Plastic Barrel, Gold or Silver Finished Jacket, Aluminum Clip

Cartridges come with Red, Blue or Green Ink

Fully Guaranteed \$7.20 Doz.

Refills, \$2.40 Doz. Sample Pen, \$1.00. 25% With Order, Balance C. O. D.

LUBIN SALES

625 Fifth Ave. Pittsburgh, Pa.

CASH IN WITH LEVIN'S PLASTI-LOON BUBBLE BALLOONS

1 GROSS IN CARTON—NO LESS SOLD

Colors or Clear Gross Lots Gro. \$9.50

\$5.00 deposit required for each gross ordered for C. O. D. shipment.

Write for Our Catalog #262. State your business Your Best Buying Guide

LEVIN BROTHERS

TENRE HAUTE, INDIANA. 25% Deposit Required With All C. O. D. Orders

FUR COATS JACKETS LOWEST WHOLESALE PRICES

Buy direct and save. New 1948 styles. Popular variety of genuine furs. Superior quality. Prompt shipment. Satisfaction guaranteed or money refunded. Also AGENTS WANTED to sell to neighbors, friends. Write TODAY for Illustrated FREE 1948 Catalog & Prices.



ENGRAVERS—STORE WORKERS

Men's heavy I.D. Bracelets. Also Ladies' Bracelets, very bright finish. Sell on sight! Send \$2.00 for samples. These Bracelets are outstanding because they sell.

MILWAUKEE NOVELTY CO.

224 Metropolitan Block Milwaukee 3, Wis.

LETTER LIST

(Continued from page 81)

Boyer, Mrs. Whales; Rubens, El; Ruby, Cliff J.; Jucker, E. H.; Rudner, Midget; ... Russell, Sande; Hunter, Mrs. Pete; Ryan, Mrs. Darrin; ...

MAIL ON HAND AT NEW YORK OFFICE 1384 Broadway, New York 19, N. Y.

Aarons, Mimi; Adams, Diana; Arden, Barbara; ... Shuffelt, Fred; Sigler, Dayton; ...

MAIL ON HAND AT CHICAGO OFFICE 135 No. Clark St., Chicago 1, Ill.

Ansberry, Carl Jr.; Bell Arms, The; Belenent, Anthony; ...

Webb, H. R.; Weber, Otto; Wells, Bende; ... Whitehead, Earl; Wicks, Bob; ...

MAIL ON HAND AT ST. LOUIS OFFICE 399 Arcade Bldg., St. Louis 1, Mo.

Reynolds, Paul G.; Reed, Bill; ... Anderson, Mildred; Mills, Beas; ...

Boyer, Mrs. Whales; Rubens, El; Ruby, Cliff J.; ... Whitehead, Earl; Wicks, Bob; ...

MAIL ON HAND AT CHICAGO OFFICE 135 No. Clark St., Chicago 1, Ill.

Ansberry, Carl Jr.; Bell Arms, The; Belenent, Anthony; ...

LADIES NEW SPORTS WATCH



Ladies' 3 1/2 ligne Swiss (famous advertised brand). Ideal for a nurse or for afternoon sports wear. 7 jewel, sweep second hand, yellow top, stainless steel back case. No Pin Levers. \$15.50

LADIES GENUINE DIAMOND RING \$6.95



10K Yellow Gold set with brilliant .02 diamond. Neatly engraved mounting. A real bargain.

Send for FREE illustrated catalog of complete line on your business stationery. nesper INC. WHOLESALE JEWELERS

ED MASTERS SAYS I'll give you my line ON TRIAL! Money back if it doesn't sell!



PLASTIC WALLET INSERTS My special deal proves you can make big profits!

Trial Doz. Assortment \$1.50 Money-back guarantee

Agents, Jobbers Wanted! Profitable Territories Now Open! Write! ED MASTERS CO. P. O. Box 2346-B HOLLYWOOD 28, CAL.

MAGIC, FANNY DANCER, MIDGET BIBLES KNIFE THROWING, DREAMS, FORTUNES Sensational Big Profit Items for Pitchmen FAST MOVING BOOKS

Table with 4 columns: Title, Popular, Rushy, paper covered books, Sample Doz., 100, 1000. Lists items like Midget Bible, Fanny Dancer, etc.

FREE with samples, 120 Hole Tip Board, 25¢ play, takes in \$30.00, or 98 Hole Pushcard, 17 to 39¢, takes in \$24.75. 25% Deposit, Balance C. O. D. MARION COMPANY Wichita, Kansas

SPECIAL XMAS GIFTS

Mailed any place in the U. S. at factory prices which includes postage and wrapping charges.

PEACOCK BED SPREADS, torn size 99/104 inches, \$9.75; background colors—blue, white, green, gold, wine. Extra heavy materials. BEAUTIFUL LOOP RUGS, extra heavy materials, 24/44 inches, \$3.85 each. Colors—white, blue, peach, wine. Unusual nice Xmas gifts.

Send cash or check with orders. All shipments made by December 20.

KIMBELL TEXTILES DALTON, GEORGIA (Chenille Center of the World)

Come and Get 'Em!

DAISY CORK GUNS, Each \$4.95

We have a limited supply—first come, first served Corks for Above Guns, Per 1,000 \$2.75 Worth Baseballs, Doz. \$2.15 Weighted Darts, Doz. 1.50

We have a complete line of Bingo Supplies and Prizes. 25% Deposit With Orders; F. O. B. Indianapolis.

KIPP BROTHERS 117 S. MERIDIAN ST. INDIANAPOLIS 4, IND.

Pipes for Pitchmen

By Bill Baker

THEY TELL US... that working conditions for pitchmen in Sarasota, Tampa, St. Petersburg and Ft. Myers, Fla., are good and that plenty of money is in evidence.

DAVE ROSE... is still making his home in New Orleans.

DOC DEAN... is still getting his share of the lucre working Blytheville, Ark., where he is making his home.

BRUNO DUNN... is still working sheet on Wisconsin Avenue, Milwaukee, to good returns.

THIS WEEK'S... sound-off on organizing pitchmen comes from one Oklahoma Paul, who shoots the following from Pikesville, Ky.: "Pitchmen's organizations are a success, not only in Europe but right here in America. In Europe pitchmen are organized. Let's have Richard (Irish) Owens shoot a pipe on them. I don't think it's fair to say

that the Los Angeles organization was a failure. It isn't fair especially to some great personages of the pitch, both living and dead, such as Vi McNeal, Jim Ferdon, George Bedonie, Frank Markham, Gall Walton and Doc Howard. I was a member of the Los Angeles organization in 1929 and it was a swell set-up. The Ragan Twins, the Tom Kennedys and the Sid Sidenbergs have done me, as well as numerous others, much good, but I still think that pitchmen should be organized. To get the ball rolling I feel that what is needed most is to have an officer in each city. For instance, Ed Raggett in Nashville, Tenn.; Red McCool or Bill Meador in Detroit; Freddie Stewart in Knoxville; Murriel Webster in Muskogee, Okla., and the Mighty Atom in New York.

AL YOUNG... guess-your-age expert, is reported scouting around Milwaukee for a store layout for the holidays.

LEO E. CULLERS... is in Houston framing a new pitch item which he plans to take on the road soon.

BEN LEWANDOWSKI... former pitchman, is reported to be doing well as a liquor salesman, turning his gift of gab to good accounts.

MERLE GIBSON... recently concluded a successful 72-week run in the Milwaukee area.

LEO D. POSTEL... is pitching dental reliners in the basement of the F. W. Grand store in Milwaukee. He says he'd like to read pipes here from the other pitch lads and lassies.

FRED M. VOGEL'S... literary yen seems to be paying dividends. His latest effusion is a by-lined article scheduled to appear in the December edition of *The Peanut Journal and Nut World*. Piece is based on his experience in a nut confection store.

TRUDY PARSONS... has taken over the lobby candy concession at the Empress Theater, Milwaukee.

IRENE BERG... wife of the well-known Skip Berg, is redecorating a spot the two recently purchased on Green Bay Road in Milwaukee.

PARKER (SLATS) JACKSON... burlesque, night club and vaude comic, letters from Milledgeville, Ga., that he is making plans to enter the ranks of Pitchdom and is working up a pitch layout there.

PITCHFOLK... who have spotted Bea Louis working the F. W. Grand store in Milwaukee with foot med will tell you that her cheerful chatter and friendly personality make her a great favorite with customers as well as the management. Her husband, Si, who is purveying polish to good results on the road, returned to the Beer City for the Thanksgiving holiday. Their son, David, is attending military school.

HAVEN'T HAD... a pipe in some time from Joe Lee Loomis. What goes on in your section, Joe?

PITCHDOM... and outdoor show business sustained a severe loss in the death November 13 of Salem Foster Bedonie, son of George Bedonie, one of America's outstanding pitch proponents, when his car was struck by a fast train at the Market Street crossing in Pascagoula, Miss. Salem retired from the

road in 1939 to become business manager of *The Mobile (Ala.) Journal*, a position he held at the time of his death. That he was respected and loved by those with whom he elected to cast his lot is evidenced by the following, which was culled from an editorial in *The Journal* written by Stanton Dann: "He was a game guy, a swell guy and a good guy, and he left a trail of hearty handshakes and smiles wherever he went. If Salem could do anything for his friends, he'd move heaven and earth to help them." His widow, Nellie Bedonie, former high-wire performer, survives.

V. L. TORRES... currently working Chicago to satisfactory herman counts, adds succulent morsels to the discussion on organization, which has been raging in this corner for several weeks. Some of the best follow: "Right now in many lines there is a surge for really good men," says Torres, "who can take charge of businesses and get things humming. As always, there are not enough ordinary jobs to go around, but rarely before in the history of the country has there been so much room at the top. New jobs are being created by the business pick-up in almost all lines; jobs that pay splendidly and that open the way to lifetime success especially for pitchmen of the highest rank. True as the needle to the pole is the excerpt in the pitchmen's column saying: 'Clever, impressive demonstrations are what set pitchmen miles apart from an ordinary salesman,' but extreme cowardice or misconception or willful disregard to unite into a pitchmen's league or union and too much individualism are (See PIPES on page 85)

OAK HYTEX BALLOONS

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

ATTENTION!

GOLD WIRE ARTISTS

- Square and round rolled gold plate wire, all gauges and qualities.
- Stone-set and plain bangles as follows: hearts, stars, clovers, crescents, beaded hearts, wagon wheels, crosses, etc.
- Jewel sets, all sizes, with 1 and 2 holes set with stones and pearls.
- 3-stone ring top of beaded stock.
- Beaded band wire.
- Plain findings, such as crosses, anchors, bowknot pins, springrings, jumpings, swivels, chains, plain and twisted hoops, earwires, ear screws, etc.
- Hoop earrings, earrings for pierced and unpierced ears.
- Hand-made adjustable bangle bracelets.
- Wire knot rings of rolled gold plate.
- Pearl plates of small shell.
- Cansons, etc.

Write for \$5 sample order with price list. Deposit, \$2, bal. C.O.D.

EMROW JEWELRY CO.
Box 83, North Station, Providence 8, R. I.
Buy Direct From Manufacturer and Save

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 Certified). We are MANUFACTURING PHARMACEUTISTS established 1934.

GENERAL PRODUCTS LABORATORIES, INC.
137 E. SPRING ST., Dept. X COLUMBUS 6, OHIO

FLASH—MAKE FAST \$\$\$

With the Latest on Rhinestone Watches

Has tremendous sale value. Men's Watches

Elgin Gruen 7-J. \$12.50
Geneva Bulova
Waltham

Reconditioned and guaranteed like new. R.G.P. cases. Rhinestone dial. 1/20 12 kt. gold filled stretch band. 25% with order, balance C.O.D. Money back if not satisfied.

15 J. Elgin. \$14.50
15 J. Bulova. 17.50
17 J. Bulova. 19.75

The above prices INCLUDE R.G.P. cases, new rhinestone dial, 1/20 12 kt. gold filled stretch band.

Pocket Watches, 18 size chrome case, 7-J. \$6.95
Elgin, Waltham or Illinois.
Wholesale only. Write in for price list.

BRIGHT STAR WATCH CO.
1607 E. Broad St. Philadelphia 46, Pa.

BALLOONS for CHRISTMAS AND NEW YEAR'S EVE PARTIES

Balloons come with "Santa Claus" or "Happy New Year" imprinted on them. We also make balloons with your own ad on them.

WIRE OR WRITE TODAY FOR OUR LOW PRICES.

NATIONAL SALES CO.
2805 E. 78th St., Dept. B, CHICAGO 49, ILL.

GENUINE FUR COATS CAPES JACKETS ETC.

LOWEST PRICES

Buy direct from our factory at wholesale prices. The latest styles in all sizes. Wide range to select from including Silver Foxes, Marminks, Muskrats, Pony, Onexs, Skunks, Mountain Lamb, Chokiang, Kid Skins and others. Satisfaction guaranteed or money refunded. Send for free catalog just off the press. Mountain lamb bands a specialty \$2 Ea.

MON MARCHE FUR CO., Mfg. Furriers, Dept. V4, 287 7th Ave., N. Y. 7, N. Y.

DEMONSTRATORS

Haircream Oil 4 oz. 10¢
Liquid Cream Shampoo 8 oz. 16¢
Cosmetic Creams and Lotions
First Preparations, Nectograph, Ink Remover, Invisible Glove, Spot Remover, etc., reasonable.

CRESTMONT LABORATORIES
50 Leroy St. Binghamton, N. Y.

LATEST 1948 TYPE BINGO BLOWERS

BIG BINGO TOTE BOARDS
Write for special prices. Agents, jobbers wanted.

KING MFG. CO.
703 East 12th St. New York 9, N. Y.
Spring 7-2327

SUPERIOR SELLS BETTER!

Chatelaine and Earring Sets

- Simulated sapphire center stone, surrounded by a cluster of Brilliant Rhinestones in each setting.
- Beautifully finished in pink gold.
- Safety catch on pins. Screw type earrings.

Large Assortment of Pendant and Pin & Earring Sets, \$8.00 Doz.

\$8.00 DOZEN BOXED

New 1948 Catalogue Now Ready!

SUPERIOR JEWELRY CO.
740 SANSOM ST., PHILA 6 PA

THE NEW 1948 MODEL GLUB-GLUB THE GREATEST EVER

THE ORIGINAL PERPETUAL DRINK-UP DUCK

Make big profit selling this best looking of all continuous water drinking birds. The nearest thing to perpetual motion. Mysterious — big and beautiful in bright red and yellow with real feather tail, suede shoes, non-drip bill. The most substantial and attractive drinking bird on the market. Each Duck thoroughly tested before shipping. Attractively packaged in individual boxes. Price protected—Usual Trade Discounts. Send your Order Today!

DELUXE SERVICE DEPT. B, P. O. BOX 5510 CLEVELAND 1, OHIO

\$1.98 Retail Fair Traded \$14.26 Per Dozen

NEW PRICE

STAINLESS STEEL BANDS, \$1.50 EACH

Also have Gold-Filled Bands at \$2.50. Same price on quantities of 1 or 100. Our stock consists of 75% 85, 25% Gold Filled.

NATIONAL METAL CO., 168 N. Main St., Fall River, Mass.

SALESBOARD SIDELIGHTS

Chicago:

Al Schechter, Howard Machine Products Company, comes up with the report this week that the Talk o' the Town candy board deal is becoming just that. Jobbers are putting thru some nice orders for the combo. Al adds that he and his brother, Fred, are now handling a complete line of small boards, averaging 5 by 10 inches, which he describes as filling the bill for quick action boards.

Charles B. Leedy, Gardner & Company sales manager, was made an Admiral of the Fleet by American Airlines Tuesday (25). Honorary title was presented by Rex Brown, airlines sales representative, and is in recognition of Charles' completion of 100,000 air miles in commercial ships. . . Superior's head man, Irwin Feltler, spread real Thanksgiving cheer Wednesday (26) when he set up a complete holiday dinner, with all the trimmings, for the plant's several hundred factory and office employees. Folks gathered in the building's lunch room and it's reported soon were as stuffed as the proverbial Thanksgiving turkey.

Harlich Manufacturing Company's sales director, Manny Gutterman, left town for a short trip east last week (25), upon return from which he will boomerang back for a second, but longer, Eastern tour. Harlich's busy sales manager, Sam Feldman, prom-

ises the trade a big surprise when a new board comes out of the designing department in a matter of weeks. "It's definitely different," Sam says, but won't say more except that the board is the large size.

Friends of Marty Frankel, Peerless Products Company's production manager, will be pleased to hear that he is coming along nicely after a serious operation. Docs report Marty is convalescing prior to a second trip to surgery, and so will permit no visitors just yet. Cards should be welcome, tho. Marty is in St. Lukes.

Empire Press is rolling up production these days—and nights—now that the new night shift is perking proficiently, reports Dave Rice, vice-pee in charge of sales. Dave left Chicago Tuesday (25) for a two-week tour of the Cleveland, Akron, Dayton territory. Empire secretary, Ann Kerhlikar, will celebrate a birthday December 16, so says her efficient office side-kick, Evelyn Zimmerman.

Robert H. Kolinsky, new sales manager for Superior Products, is a busy beaver these days lining up business, boards and the thousand-and-one other desk details that make up his job, Jack Morley, president, says. Robert, who is not really a new man, having been with Superior several years ago, is fitting into the job as ably as a correct-size glove fits your hand, Jack adds.



	NET PRICE
"PICK A FIN" 1200 Holes, 5¢—Avr. Profit . . .	\$33.05
"TEN SPOTS" 1200 Holes, 5¢—Avr. Profit . . .	\$31.19
"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
"\$255 SPECIAL" 1200 Holes, 25¢—Avr. Profit . . .	\$137.07
"SUPER CHARLEY" 1200 Holes, 25¢—Avr. Profit . . .	\$84.50

CROWN PRODUCTS
322 E. COLFAX AVE.
SOUTH BEND 24, INDIANA

OPERATORS and JOBBERS

HOTTEST CANDY DEAL IN TOWN!

SEND FOR FREE

ILLUSTRATED CIRCULAR

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MANUFACTURERS OF A COMPLETE LINE OF QUALITY SALESBOARDS

EMPIRE PRESS
637 SOUTH DEARBORN ST.
CHICAGO 5, ILLINOIS

SALESBOARDS

Holes	Name	Profit	Price
400	5¢ \$1.00 Board, Thick Def.	\$ 7.00	\$.85
600	25¢ Charley Board . . . Def.	51.00	.79
1000	25¢ Charley Board . . . Def.	50.00	.80
1800	5¢ Lulu Board, X-Thick Def.	18.00	1.49
1000	25¢ J.P. Charley, X-Thick . . .	\$52.08	\$1.25
1200	5¢ Hit the Barrel	24.22	1.98
1200	25¢ Texas Charley "Seal" . . .	102.28	1.89
1200	5¢ Big Forty—Seal	34.25	1.98
1184	5¢ WIN A FIN—Jumbo	34.40	2.49
1200	5¢ DeLuxe 3 Grand Prize . . .	48.45	2.59
1000	5¢ Assorted J.P. Boards . . .	27.00	2.75

NEW! 6 TICKETS PER HOLE BOARDS
200 25¢ Kwik Fin, Max. Avr. . . \$37.50 \$2.92 1/2
200 25¢ 8-in-1, Max. Avr. . . . 37.50 2.92 1/2
2170 5¢ Rd.Wh.Bl. Tickets . . . \$36.50 \$1.49
120 Tip Tickets—\$19.85 Gr. Doz. . . 1.89
NEW GOIN BOARDS—NEW CATALOG.

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
Deluxe Building Blue Earth, Minn.

SPECIAL TICKETS AND COUPONS

Combinations for all kinds of drawings and money saving coupons, raffles, etc. All kinds intricate and special printing manufactured to order on short notice. (Established 1919.)

FERGUSON MFG. CO.
322 N. Benate Ave. Indianapolis 2, Indiana



NO. 400 SOLID SENDER

10¢ PER HOLE
3 TICKETS IN EACH HOLE

AVERAGE PROFIT
\$25.00

MAXIMUM PROFIT
\$27.10

GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO, 16 ILL.

THIS DEAL HAS BEEN ADV. IN BILLBOARD FOR THE PAST 33 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 unique lifetime opportunity to make \$110 to \$200 a week with little investment. These watches have outstanding, high priced features. Precision built, imported Swiss watches. Maintenance free. Red sweep second hand. Genuine leather band.

Watches Styled for Beauty and Built for Accuracy!

Place these Push Cards in factories, clubs, taverns and other places. They will sell for themselves. Quick turnover, good work in 1 or 2 days. You can place hundreds of these cards with very little investment.

25% Deposit with Order, Est. C.O.B., F.O.S. Chicago



PUSH CARD WITH 2 WATCHES
1 Watch to the seller and 1 Watch to the winning customer.
Push Card Takes in \$31.
Year Cost \$10.
TETRA PUSH CARDS 16 EA.

Your Profit \$17.00

Write J & M SALES CO. — 708 S. STATE ST. — CHICAGO 5, ILL.



LUCKY Seven Jars

Red, White and Blue Tickets Salesboards

Write for Circular and Prices

GALENTINE NOVELTY CO.

520 E. Sample St. South Bend 18, Ind.

SALESBOARDS

LARGEST SELECTION IN THE NATION LOWEST PRICES

FREE: 64-Page Illustrated Catalog.

PROFIT MFG. CO.

41 West 23rd St., New York 10, N. Y.



Straight numbers 10 to 200-Holes Girl Names. Also 1-29 to 1-99 in 12 to 66-Holes Girl Names, or All Winners. Others from 10 to 600 Holes. In Stock.

FREE Order Guide. Write
W. H. BRADY CO., MFRS.
CHIPPEWA FALLS, WISC.

CLOSE-OUT ON SALESBOARDS AND MERCHANDISE

Holes	Name	Profit	Net Price
1000	25¢ J.P. Charley, Thick	\$52.38	\$ 3.30
120	25¢ Fast Play	14.90	1.50
320	5¢ Jumbo Fin	8.75	1.25
2028	10¢ Jar of Jack	52.50	1.75
2028	10¢ Barrel of Jack	52.50	1.75

100 to 3000 Hole Plain Boards, 1/2 price
Hot Spot Silent Flame Lighters, \$12.00 per doz.
Salesboards and Board Merchandise at 1/2 price.

Write for Stock Sheet

GENERAL PRODUCTS CO.

500 Central Ave. Bemidji, Minn.

Salesboard & Tickets

Holes	Special Price	Av. Profit	Net Price
960	5¢ Fill—J. P.	\$26.75	\$3.28
600	5¢ Lot's Bucks	9.00	1.14
2500	10¢ Double Winners	73.00	4.00
600	10¢ Merry-Go-Round	54.51	2.48
1000	25¢ Jack Pot Charley	19.30	2.36
200	25¢ Prize Game	24.90	3.24
1000	Plain Board		
	10 Sections79
2500	Plain Board		
	25 Sections		3.08
1000	5¢ Smooth Sailing		
	Pad Tickets	19.00	1.39
1200	5¢ Wagon Box		
	Tickets	27.00	1.89

We have many other Money Makers. 25% Deposit With Order—Balance C.O.D. Personal checks delay shipment.

PAN SALES COMPANY
334 E. 10th Street Newport, Kentucky

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 Postal, 6750 N. Ashland, Chicago. **de3**

A-1 BUTS—CANDY, GUM, PEANUT, POP-CORN, Smiles, Scales, Cent-a-Mint, Stamp Machines, Polders, U. S. P., 100 Grand, Watertown, N. Y. **de3**

A.B.T. ARROW-MATIC RIFLE COMPLETE. Six rifles, three sets targets, four rows moving targets, base amount shots. Very good condition. \$500 or trade for Coin Machines. H. W. Des Portes, 2821 Dering, Columbia, S. C.

ARCADE MACHINES—SIX SELECT-A-VUE Picture Machines, Shipman Mfg.; three reels film each machine. Three Glance Girl Post Card Machines, 2 for 5 Muto Mfg., \$20 each, \$150 lot. H. W. Des Portes, 2821 Dering, Columbia, S. C.

BARGAINS—PACE 5c, CHROME, \$145; PACE 2c, Chrome, \$175, used two weeks. Mills 5c, Black Cherry, \$225, Mills 5c, Blue Front, \$175, Columbia G.A., Cuz. Beach, \$22.50. Write for list of good used Fire Balls, \$25 to \$40 each, 1/3 deposit. Owl Distributing Co., 108 E. Sycamore St., Independence, Kan.

CLEAN AND PERFECT—16 5c CASH TRAY Vendors, lot, \$40. 10 1c Radio Nut Vendors, lot, \$30, 25% deposit. Eastern, 550 Mulberry, Newark, N. J.

FIVE GOTTLIEB GRIP MACHINES—GOOD as new, with iron stands, \$100 for the lot. 1/3 deposit. Advance on delivery. Millard, 146-07 115th Ave., Jamaica, Long Island.

FIVE TEN STRIKES, \$20 EACH; FOUR Roses, Victory, many others, \$19.50 each. Stripes and Spares, \$595. Want Advance Balls, 1/3 deposit. Donald Zak, 3017 So. 14th St., Milwaukee, Wis. **de13**

FOR SALE—USED MILLS 5c BLACK CHERRY Bell, \$125 each. Jennings 5c Silver Moon Chief, Chief, Dixie, Victory Chief, \$50 each. 5c Mills Blue Front, \$50 each. 5c Mills Cherry Bell, \$75 each. 10c Wadling, \$35 each. 25c Wadling, \$40 each. All machines in working condition. Kellough Sales Company, Kochler Hotel, Grand Island, Neb.

FOR SALE—3 SLIGHTLY USED STRIKES & SPARES, \$250. United Amusement Company, 2410 Main, Kansas City 2, Mo.

FOR SALE—22 ARCO 5c HOT NUT MACHINES, almost new, \$25 each. Buyer pays shipping charges. W. W. Roby, Drybranch, Ga.

FOR SALE—FOUR-FORTY-TWO PHOTO Machine, including Enlarger and Neon Sign, \$100. Steeplechase Boardwalk Arcade, Coney Island 24, N. Y.

FREE BOOKLET, "DOLLARS FROM PEN- ticks," a "must" for all bulk vending operators and business. Becker Vendors, 105-5 Dewey, Brillium, Wis. **de13**

PEANUT VENDORS—10 NORTHWESTERNS, 80 Banzel, \$175. Smaller lots, \$2 each. 1/3 deposit, balance C. O. D. Lincoln Scale Co., Omaha, Minn.

Ticket Folding and Banding Machines
A high production, trouble free machine. Does not tear up tickets. Ticket can be removed at any part of process in few seconds without loosening a screw or removing a part. Practically full-time production. Price \$3,000.00. Free-Paid Machine, same principle, \$2,750.00.
BARNES MANUFACTURING CO.
NEW PARIS, OHIO

TICKETS—TICKETS
Red, White & Blue Tickets, 1950's, 2050's, 2200's, Sample set \$3.00; five folds or singles. Tip Books, 120's, five folds or singles. Sample set, \$2.00. (Can also supply a few more jobs. Write for prices. No free samples. All orders cash or C. O. D.)
BARNES NOVELTY CO.
NEW PARIS, OHIO

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUOKS, 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	155.30	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	3.00
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	3.00

WRITE FOR OUR LATEST PRICE LIST
Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢, stating your requirements. 25% deposit with all orders—balance C. O. D.
MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

SALESBOARDS—IMMEDIATE DELIVERY

Size	Play	Description	Profit	Price
400	5¢	Duller Games	\$ 9.00	\$.80
1000	25¢	J.P. Charlie, Thick	51.95	1.25
1000	25¢	Charlie Ed, Def. Thick	50.00	1.10
1000	25¢	Charlie Ed, Def. Thin	50.00	.85
1000	5¢	Nickel Charlie	17.00	.75
1000	5¢	Bingo Ed.	12.00	.75
1200	25¢	Texas Charlie, Thick	102.98	1.98

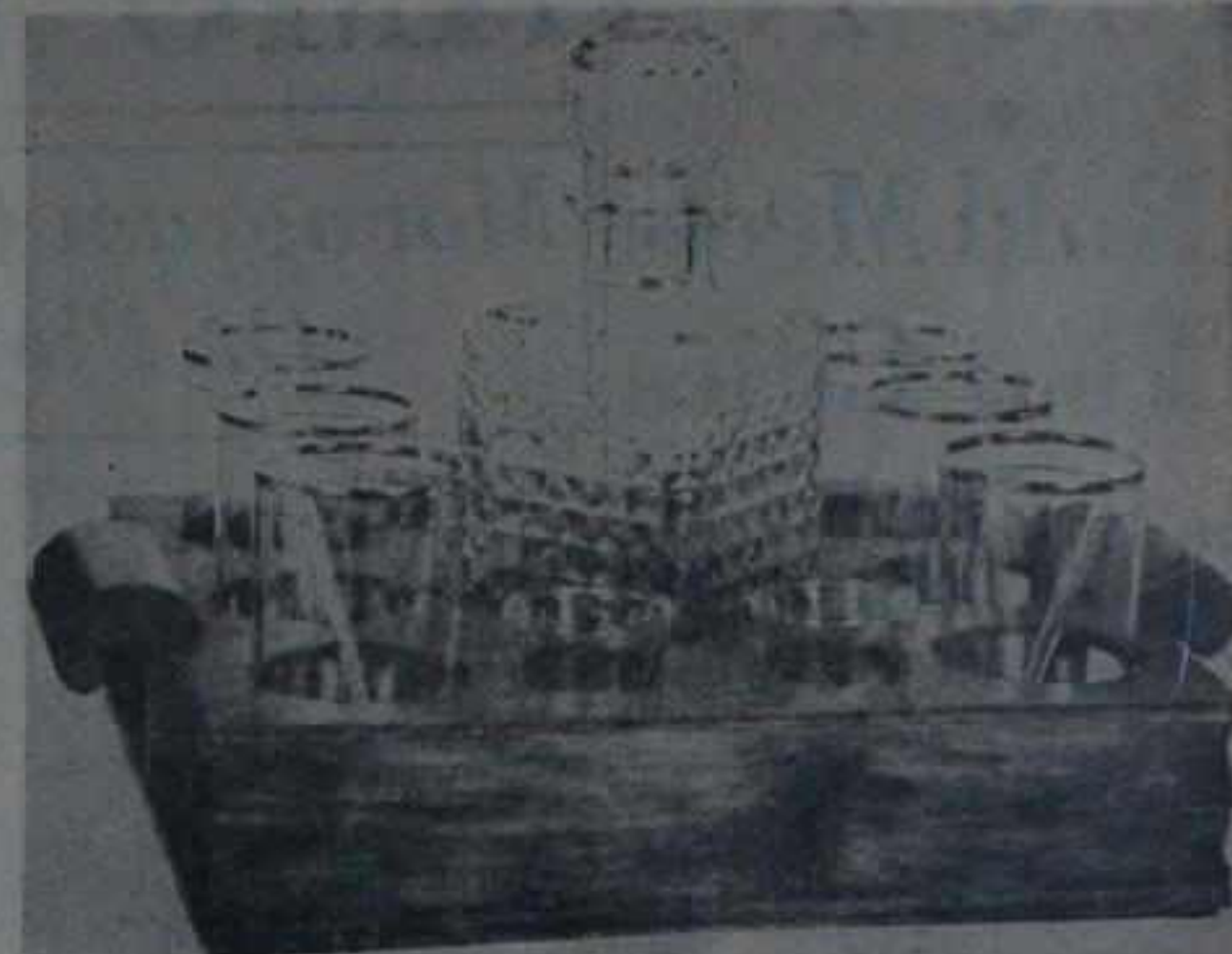
Large Stock 5¢ 1000 to 1200 Girlie Jumbo Hole 27.50 2.25
240 Hole, 6 for 25c. GIANT HOLE BOARDS, 7 ass'd numbers. \$2.75 each
WRITE FOR SPECIAL PRICE LIST
25% Deposit with orders, balance C. O. D.
BANNER PRODUCTS CO. 1526 Luxor Cleveland, Ohio

SPECIAL PENNY CIGARETTE BOARDS 65c

CORRECTION

OUR BILLBOARD AD OF NOVEMBER 29 CARRIED WRONG "NET PRICE." CORRECT PRICE IS \$25.

For a Profitable Merry Xmas



A NATURAL FOR THE HOLIDAYS

The Barette Set consists of 19 pieces, including the Walnut Finished Cabinet. Each set is individually boxed.

DEAL #536 consists of 6 Barette Sets and 1 Large Servabar (not pictured) on a 2000 Hole Board taking in \$100.00.

PAYS OUT: 6 BARETTE SETS (10 pieces in each set). 1 Servabar for Last Sale. Consolations, \$15.50 or 60 Packs.

NET PROFIT . . . \$59.50 NET PRICE . . . \$25.00

THIS DEAL WITHOUT THE SERBABAR BUT WITH 6 BARETTES AND BOARD . . \$20

Send Your Order in Today With \$5 Check or Money Order, Bal. C. O. D. Write for Complete Illustrated Catalogue of Deals and Salesboards.

THIS IS OUR 26TH YEAR IN BUSINESS

A. N. S. Sales, Inc.
312 E. Market Street Elmira, N. Y.

Another First 2 For 5¢ PLAY!
TWO TICKETS IN EACH HOLE

Now is the right time for low priced play!

"SEVEN FIVES"
840 G L HOLES
5¢ PLAY
TWO TICKETS IN EACH HOLE
No. 16171-7
SPECIAL THICK
Takes In—\$42.00
Av. Payout—19.17
PROFIT—\$22.83
COMPLETE WITH EASEL

Extra! ANOTHER FIRST! TRIANGLE SHAPED SEALS!

HARLICH
MANUFACTURING COMPANY • 1200 N. HOMAN, CHICAGO 51, ILL.
"Where boards of BETTER QUALITY for BETTER PROFITS are made"

LOOK NO FURTHER THAN RAKE'S COMPLETE SELECTION OF BOARDS AND DEALS
Our Salesboard Showroom is the "Mecca" of every operator in the field. Everything you need is here under one roof in a terrific assortment. 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.

Plot NAAMO School Expansion

To Hold Meets In Two Cities

Smith plans conferences in Chicago and Dallas—Texas school opening date Jan. 9

ATLANTIC CITY, Nov. 29.—Early establishment of additional coin machine mechanics' schools, patterned substantially after the course given by the New York City Board of Education in co-operation with the Veterans' Administration and the National Association of Amusement Machine Owners (NAAMO), was foreseen this week as F. McKim Smith, NAAMO president, announced that organizational discussions for this purpose soon would be held in Chicago and Dallas.

Smith, who is credited with having started the New York school and rounded up manufacturer support, leaves here Monday, December 1, for Chicago, where he will confer with Ted Kruse, NAAMO regional director of Illinois. Joining them in the organizational discussions, during which representatives of the Chicago Board of Education and the local office of the Veterans' Administration are to be contacted, will be Al Rodstein, first vice-president of NAAMO, and Mike Munves and Herb Weaver, NAAMO exec board members.

N. Y. Pattern

In outlining the new courses of study, consideration will be given the experiences of the New York school and the suggestions of coinmen who have employed members of its first graduating class. It is expected that the curriculum will be strengthened to broaden the students' over-all coin machine knowledge, while subjects found to be unessential will be eliminated.

The prime purpose in founding new schools in regional coin machine centers outside of New York, Smith explained, is to attract students from
(See Meets Planned on page 110)

N. M. Judge Scraps Juke and Pin Tax

BELEN, N. M., Nov. 29.—District Judge Charles H. Fowler ordered \$324 repaid to the Greiner Music Company here Monday (24) in a ruling that an \$18 annual tax on juke boxes and pinball was incorrectly levied under existing statutes.

At the same time, the court granted the music company's request for an injunction to prohibit the municipality from collecting the tax in the future.

The judge held that the section of the ordinance which referred to pinball and music taxes imposed a tax without also imposing regulations on the devices. He said that the State law enabling cities to tax such devices provided also for their regulation, and therefore an occupational tax on the operation of such devices is contrary to the law. Fowler said that the power to impose occupational taxes is embodied in another law which does not include pinballs and phonographs.

Monogram Calls for Revision Of Pinball Scenes in Movie

CHICAGO, Nov. 29.—Officials of Monogram Pictures and Lindsley Parsons Productions, Inc., producers of the motion picture, *Louisiana*, have called for revision of scenes in the film which depict pinball games as gambling devices and their operators as men beyond the law.

Coin firms thruout the country have protested the scene as untrue and unfair to the industry. Along with many operators and distributors, Coin Machine Industries, Inc. (CMI) public relations bureau sent requests to the producing firms to have the scenes which present the false impression of the pinball industry changed.

Steve Brody, president of Monogram, and Lindsley Parsons, production chief for the film, have indi-

cated that they will revise the film. Parsons said that at the time the scenes were photographed there was no idea that they would be offensive to any industry group.

Joseph I. Breen, vice-president and director of Motion Picture Association of America, Inc., has added his voice to those believing the scenes should be changed.

The picture stars Gov. Jimmy Davis, of Louisiana, and shows the governor, then police commissioner of Shreveport, confiscating pinball tables.

In protesting the picture, Louisiana operators and others pointed out that pin games are declared legal amusement in the State.

Picture was released recently, getting its world premiere in Shreveport.

Canadian Trade Split on Immediate Effect of Ban Halting Machine Imports

Some Prepared, Some Caught Unawares, Survey Shows

CHICAGO, Nov. 29.—Opinion as to the extent to which Canadian coin firms will suffer as a result of last week's sudden ban on "non-essential" imports (see *The Billboard*, November 29) varied widely as the ban went into its third week. Distributors and operators in both Eastern and Western Canada were split on the immediate effects of the ban, indicating some Canadian firms were prepared and some were caught unawares.

This side of the border—in Buffalo, which was always a busy center for Canadian business—distributors and jobbers who encouraged the export market—were agreed that the ban will mean the loss of a healthy chunk of business. Buffalo distributors generally believe that Canadian operators have enough equipment to tide them over for a while, since most reported an upturn in business shortly before the ban went into effect.

Some Beat Ban

Al Bergman, Alfred Sales, Inc., said this week he believes several machines got in under the wire, but that these machines will not satisfy operators' needs for long. One Canadian operator, Bergman said, got an order of between 30 and 40 machines on the road before the ban was imposed. J. H. Winfield Company here likewise reported extra sales during the weeks immediately preceding the ban. Lew Wolf Enterprises estimated that sales to Canadian firms were increased approximately 20 per cent in the pre-ban weeks.

Buffalo distributors say that parts shipments are more of an accommodation than a profit item, but that they will continue to meet orders for parts where the Canadian firm secures a general permit form from

the port of entry.

In Winnipeg, Province of Manitoba, Allen Pullmer, distributor, told *The Billboard* that "Canadian distributors might just as well take a vacation until the embargo is lifted."

Most operators in the Winnipeg area are of the opinion that the business is too limited to warrant the importation of parts for assembly in Canada, even if the Canadian government might eventually agree to such assembly. Marty Morosnick, of the Winnipeg Coin Machine Exchange, said his firm has enough automatic phonographs on hand to satisfy demand for several months.

Since the amount of vendors in
(See Canadian Trade on page 112)

Business Prospects Good, Officials Tell New Eng. Coinmen

BOSTON, Nov. 29.—Officials of the New England coin machine industry told association members at a special meeting at Hotel Somerset here recently that the holiday season to date has been the best in the history of the industry in New England and that prospects for the future are for continuance of this boom.

Three co-chairmen presided during the two-day meeting. They were S. M. Redd, David S. Bond and Edward M. Raveney, all of Boston. At the meeting a special drive was made for contributions to the Coin Machine Industries, Inc., campaign for the Damon Runyon Memorial Fund for Cancer Research.

Members were present from Maine, Connecticut, Rhode Island and Massachusetts.

Plan Drive For Members

Initiate membership drive to enable nationwide set-up of mechanics schools

ATLANTIC CITY, Nov. 29.—Following the conclusion of the first class of its Mechanics' School here, the National Association of Amusement Machine Owners (NAAMO) is planning a concerted drive for 1948 memberships in order to start similar schools in other parts of the country. In this connection, F. McKim Smith, NAAMO president, this week appointed a membership committee of 100 coinmen to initiate the drive immediately.

While the sponsorship of mechanics' schools is listed as the No. 1 current objective, NAAMO is now sending out a presentation and membership application blank to 15,000 coinmen, listing, as other major objectives to be accomplished by the
(See NAAMO Plots on page 110)

Largest Portland Department Store Installs Changers

PORTLAND, Ore., Nov. 29.—First separate coin changers have appeared in Portland and are acclaimed a success by management of Meier & Frank Company, city's largest department store, where they are installed. W. E. Shepard, of the store's cashier office, says the firm intends to locate more in the immediate future.

Changers are installed on the main floor near the store's battery of public telephones and on the fifth floor in the waiting room, where there are additional phones. Built and distributed by the Coin-o-Matic Cashier Company, Inc., of Seattle, the machines are lever actuated and change dimes or quarters into nickels. They are on their own stands, about 4 feet high, and take up a minimum of floor space.

Dual Motive

According to Shepard, the changers were placed with the dual motive of providing service to the store's customers and relieving store employees of demands for change.

"They have proved very handy," he said. "Formerly the information clerk and clerks in other departments were beset with demands for nickels for the telephone. Now the people are more quickly served with this machine and the clerks can devote their time to sales. And the people use the machines a lot, \$40 or \$50 worth of change being dispensed every two days."

"We intend to install a couple more on the main floor in other locations to serve those customers wanting nickels for the parking meters, which line the curbs on all four sides of the block the store occupies."

700 Attend Big Detroit Runyon Drive Banquet

DETROIT, Nov. 29.—Damon Runyon cancer fund banquet, held Sunday (23) in the Grand Ballroom of the Book Cadillac Hotel here, drew a sellout crowd of 700 people at \$10 per person. The affair was sponsored jointly by the Michigan Automatic Phonograph Owners' Association (MAPOA), Michigan Miniature Bowling Association, Greater Detroit Cigarette Vending Operators' Association and by a number of independent coin machine men.

Speeches were ruled out, but Morris Goldman, MAPOA president, briefly introduced many civic and other notables present, as well as officers of the sponsoring associations.

Long Show Featured

Feature of the evening was a show that lasted from 7:30 p.m. to 1:15 a.m., with top-flight acts from local night clubs. The entire program was well timed—a feat attributed to behind-the-scenes management by Roy W. Clason, MAPOA field representative, with the entire six-hour show running within two minutes of schedule. This was especially appreciated by the performers who left their own shows to appear on a definite schedule. The entire assembly listened to the Winchell broadcast.

List of acts appearing at the banquet follows:

Don Pablo and orchestra, with Bunny Paul, vocalist, and Paul Gilbert, emcee, from Palm Beach Cafe; Pat Flowers, pianist, from Baker's Lounge Bar; Georgie Tapp, Charlie Carlisle, the Jitterbugs, Ginny Lowery, Lee Mason, and Del Sandro, from the Bowery; Baby Lawrence, tap dancer, Ziggy Johnson, emcee, and Johnny Allen, from the Club Three Sixes; Kaye Howard and Johnny Rullo, from the 509 Club; Frankie Rapp, comedian; Judy Wright, singer, and the Holly Sisters, dance team, from the Club Top Hat; Mervyn Nelson, impressionist, and Jean Cartwright, singer, from the Town Pump; Paula Drake, singer, from Cafe Burgundy, and George Scotti, pantomime, from Cafe Bali.

Entire show was directed by Dick Haviland, who was also emcee. Paul Leash's orchestra furnished music for the entire show.

Set Up Machine Shop At West Side Distrib

NEW YORK, Nov. 29.—A completely equipped machine shop and sound laboratory, set up for the repair of amusement games and juke boxes, was opened this week at West Side Distributing Company, 698 10th Avenue, with Danny Subarsky in charge. While the shop will expedite West Side's present maintenance and service work, supplementing the firm's vending machine repair facilities, it will enable the distributing outlet to take on additional repair assignments, according to Harry Berger, firm head.

In the coin machine field for the last 15 years, Subarsky most recently was proprietor of Allied Sound Equipment Company, a firm which manufactured universal amplifiers for automatic music machines. Prior to that, Subarsky was associated with Emby Distributors, as service manager.

Train Kills Veteran Op

MUSCATINE, Ia., Nov. 29.—Earl Bidwell, veteran music and amusement machine operator in this region, was killed November 19 when his car was struck on a railroad crossing here.

Outline CMI Show Program; Assign All Exhibit Space

CHICAGO, Nov. 29.—Details of the program for the 1948 coin machine show to be held by Coin Machine Industries, Inc. (CMI), at Sherman Hotel here January 19-22, were announced this week by Herb Jones, Bally Manufacturing Company vice-president and publicity chairman for the show.

All available exhibition space has been sold and requests for room reservations which are pouring into all Chicago hotels indicate that attendance at the 1948 show will be far greater than in any previous year, Jones said.

Special program features include a dinner in honor of the officers of all State and local associations Monday night (19).

A Tuesday noon (20) luncheon will be followed by an address by Dr. Preston Bradley, who for some years has been a featured speaker at CMI gatherings. At the same meeting, Jim

Mangan, director of CMI's public relations bureau, will lead a discussion on the industry's public relations program.

Dinner and annual meeting of all regular members of CMI will be held Wednesday night (21). Election of directors to replace those whose term expires in 1948 will be held following the dinner.

Climax of the four-day session will come Thursday night (22) in the Grand Ballroom of the Stevens Hotel, where the annual banquet will be held. Special feature of the banquet this year will be presentation of a check covering funds collected by CMI for the Damon Runyon Memorial Fund for Cancer Research to Walter Winchell.

Indications are that many firms will have new coin-operated devices on display for the first time. Displays will include all types of coin-operated equipment.

Debate San Francisco Law On One-Ball Pin Operation

SAN FRANCISCO, Nov. 29.—A city ordinance here which permits coin machines operated as a game, contest or amusement, provided there is no reward, will have to be interpreted by the city's board of supervisors to determine whether it provides for the operation of one-balls. Police Chief Michael Riordan, who had issued a general order earlier okaying the operation of one-balls, said it was still his opinion that these games are operable, but that the final decision would rest with the supervisors.

Question as to whether the city ordinance provides for the operation of all types of pin games—irrespective of the number of balls involved—arose when Riordan, who is a lawyer as well as a police executive, set forth his definition of amusement devices, based on city and State laws. In his General Order No. 7, Riordan went into details concerning the city and State laws which govern the operation of amusement games, but his definition—so far as one-balls are concerned—was debated by the city's district attorney.

Operation of one and multiple ball pin games, Riordan said, is legal in San Francisco under provisions of a revenue-raising ordinance. But both the ordinance and State law prohibit use of the amusement games for gaming purposes. A fee of \$36 per year is established under San Francisco's

revenue ordinance.

Riordan defined an amusement device as "any machine or device which, upon insertion of a coin, slug or token in any slot or receptacle attached to said machine which may be operated for use as a game, contest or amusement, and which does not contain a pay-off device for the return of slugs, money, checks or tokens."

The order said that machines which return tokens, slugs or money would not be operable in the city.

Referring to the number of balls involved in the playing of a pin game, Riordan said that the law did not distinguish between a one, two, three, four or five-ball game.

The State's penal code, the police chief pointed out, requires only three fundamental elements to determine whether a machine in question is considered a gaming device. Riordan said these three elements are:

1. Disposition of property.
2. Determination of the contingency of chance.
3. Payment by a person of a valuable consideration for the chance of winning a prize or other things of value.

San Francisco's municipal licenses for pinball games are issued by the tax collector's office. Application for such license must first be made to the police department which passes on the application.

No Book Authorized: CMI

CHICAGO, Nov. 29.—Jim Gilmore, secretary-manager of Coin Machine Industries, Inc. (CMI) announced Friday (28) that no one has been authorized to publish a CMI yearbook in connection with the association's annual convention, set for January 19-22, 1948. Gilmore's statement followed queries from Chicago coin firms who received letters from an organization calling itself "Coin Machine Department, 131 T. W. 42d Street, New York 18." Letters said, in part, "As you already know, the convention for coin machine industry holds its annual meeting January 19-22. We are publishing an annual edition of CMI book." Letter continued to quote deadlines and advertising rates, urging all firms to send in their advertisements immediately.

Gilmore wired the organization: "Do not publish any CMI book, nor solicit any advertising for such a book in connection with our annual meeting January 19-22, 1948. We have our own under way, and would not consider authorizing anything competitive." The CMI secretary-manager explained that the association will this year bring out a yearbook, marking the first time the association has embarked on such a venture.

Chi Banquet Gets 15G for Cancer Fund

250 Attend Big Event

CHICAGO, Nov. 29.—Over \$15,000 was contributed to the Damon Runyon Memorial Fund for Cancer Research as a result of the special promotional dinner held at the Bismarck Hotel here Sunday (23).

A crowd of over 250 assembled in the Bismarck's Mural Room following a brief cocktail party to take in a five-hour dinner program arranged by a committee headed by Joe Schwartz. A steak dinner and all-star entertainment program and speeches by the nation's leading cancer authorities highlighted the evening.

Gottschalk Runs Show

Vincent Gottschalk emceed a program which featured such stars as Gene Fields, impressionist, currently featured at the Stevens Hotel; Jackie Miles, headliner from the Chez Paree show; Monica Lewis, Decca recording artist, now appearing at the Blackstone Hotel; Jack Smith and the Clark Sisters from the Oriental Theater; Patty Page, Mercury Record and ABC artist; Rudenko Brothers, jugglers from the Bismarck Hotel show; Josie Thorpe, impersonator; Priscilla Holbrook, pianist; Tony Zale, former world middleweight boxing champion; Quiz Kids Pat Conlon and Lonny Lunde, and the Midnight Sons, instrumental combo.

Featured speaker of the evening was Dr. Morris Fishbein, editor of *The American Medical Association (AMA) Journal* and other medical publications. Dr. Fishbein told of approaches to cancer research, progress which has been made and possible future accomplishments in the fight against cancer.

Other Speakers

Other speakers included Dr. Max Cutler, head of several medical research organizations; Maurice Goldblatt, president and chairman of the board of the University of Chicago Cancer Foundation; Barnet Hodes, former corporation counsel, and several prominent coinmen.

Also highlighting the event was the special sound movie featuring CMI President Dave Gottlieb, CMI cancer (See *Chi Banquet* on page 112)

Console Plans Show Of Buckley Line at New Orleans Hotel

NEW ORLEANS, Nov. 29.—Console Distributing Company, of New Orleans, will have a special showing of the complete Buckley line in the Rose Room, of the Jung Hotel here, December 11 and 12, Bob Buckley and Sam Tradico, Console heads, announced.

During the two-day event a large turnout of operators and distributors from Louisiana, Texas, Arkansas, Alabama and Mississippi are expected to be on hand.—As a special feature for operator guests, Buckley and Tradico plan to have officials of the Buckley Manufacturing Company, including Pat Buckley, and mechanics present to discuss such pertinent information as operating and service problems.

Bob Buckley and Tradico stated that the firm's private bar will be opened for the refreshment of guests and a buffet style luncheon will be served continuously on both days.

Venders for Store Customers

Chicago Firm Has Vending Machine Dept.

Uses Regular Operators

CHICAGO, Nov. 29.—Pointing up management's and the public's approval of vending and service machines in leading retailing centers over the country is the 15-year-old vending machine department maintained by Goldblatt Bros.' chain of department stores. Similar to the Chicago area Goldblatt installations, are other locations in both large and small cities from coast to coast which also attest to the growth and popularity of this form of impulse merchandising.

In Goldblatt Bros.' main State Street store alone the number and variety of venders has increased since earlier this year, a trend indicative of the general picture in other sections of the country where department stores are located.

Stores Have 500 Venders

Today, Goldblatt's special vending machine section, catering to store customers almost exclusively, is responsible for over 500 coin machines installed thruout the various stores in the organization's chain. Set up in 1932, the department is under the direction of Leo Pomper, manager of the section since 1935. According to (See Chicago Firm on page 93)

Water Vender Op Finds Biz Steady

REGINA, Sask., Nov. 29.—Something unique in the way of coin machines is the one rigged up by James C. Maines at Rosetown, Sask., 220 miles from Regina, which doles out two pails of water for a nickel.

The water vending device has been operating for 20 years.

Rosetown, like many other towns on the prairies, has no general water supply and has to depend on people who have drilled successfully to sell them water. Maines operates one of two such venders in Rosetown.

Rosetown hauled its water seven miles until Maines found a well in 1926 and began supplying the town with drinking water. Today he has three wells and also sells soft water.

When people began calling for water at all hours of the night, Maines struck upon the coin machine idea.

That was 20 years ago.

He wrote amusement machine companies in the United States but they could not, or would not, supply him with a vender that would sell water. So he made his own.

The machine, with tap, is on the outside of a building which sits over the wells. The device is connected to an inside tank, which in turn is connected to the well. A customer inserts a nickel in the chute. This starts a motor which fills the inside tank. The customer then draws water by turning the outside tap. He gets two pails for his nickel, no more, no less. When the inside tank is full, the machine shuts off until somebody else comes along with another nickel.

Cocoa Costs Soar

WASHINGTON, Nov. 29.—New York wholesale price of cocoa rose over 400 per cent between September, 1946, and September, 1947, the Department of Commerce reported this week here.

The department noted that the price of cocoa has shown a steady month-to-month rise for the past 13 months, the current imports are almost double what they were a year ago.

September, 1947, imports were approximately 20,000 long tons as compared with a September, 1946, total of 9,405 tons.

NAMA Sets Up Consulting Services for Convention

CHICAGO, Nov. 29.—Staff members from the Chicago headquarters of the National Automatic Merchandising Association (NAMA) will be on hand at the 1947 NAMA Convention and Exhibit December 14-17 at the Palmer House here to aid visitors seeking information.

On the seventh floor, where suppliers will have their exhibits, the NAMA public relations, legislative and membership departments will have personnel available for consultation services to convention guests.

Public Relations Director Thomas B. Hungerford will be on hand to answer questions with regard to NAMA public relations activities and any public relations problems of convention visitors. Howard I. Olsen, NAMA membership director, will head the membership department group. Information on vending machine problems will be provided in the legislative department headquarters by Raymond J. Vonesh, counsel for NAMA Regions I to V and Fred L. Brandstrader, counsel for Regions VI to XII.

Convention registration desk will be in the exhibit hall lobby on the fourth floor. A special lounge for women guests in rooms 15 and 16 on the club floor overlooking the exhibition hall will be staffed at all times by NAMA representatives.

Douglas Skeds Trade Showing Of Shoeshiner

OAKLAND, Calif., Nov. 29.—First trade showing of the Douglas Automatic Shoeshiner is set for New York at the Essex House from December 3 thru 12, Mart L. Parent, of Parent Distributing Company, national sales agent, said. Charles Ward and Karl D. Beattie will be in charge of the display and will set up distribution points in the areas in which they show.

Following the Gotham debut, Ward and Beattie will move their machines to the Sherman Hotel, Chicago, where operators in that area may view them from December 14-19 inclusive.

The Douglas shoe shine machine, invented by Porter De Douglas, was displayed to the public in Los Angeles at the Industrial Show and also in Sacramento at the California State Fair. The shows now being held are the first for operators and distributors.

Parent recently returned here from Los Angeles, where he went to get production started at the Kinmont Manufacturing Company. Production of the units, for shining black and tan shoes, is being stepped up rapidly, Parent declared.

Talk Sanitation Problems At Maryland NCA Meeting

CHICAGO, Nov. 29.—Problems of rodent and insect control were discussed at a recent sanitation meeting held for members of the National Confectioners' Association (NCA) in the Maryland area at the Park Plaza Hotel in Baltimore.

Guest of honor was NCA Sanitation Director Gerald S. Doolin, who stressed the importance of co-operating with local agencies in sanitation problems in a speech on the discussion topic.

Meeting was sponsored by the Manufacturing Confectioners' Association of Maryland (MCAM).

Kayem To Make Aspirin Vender

LOS ANGELES, Nov. 29.—Kayem Products Company will manufacture an aspirin vender that will sell six tablets for 10 cents and will be distributed nationally by McClure Distributing Corporation, St. Louis, Jay Kurtz, Kayem head, announced. Regional distributors are being appointed and will begin activity about January 1. Venders are in production and available for immediate delivery.

Kayem, which manufactures the Vit-O-Min machine, is issuing the aspirin vender with a four-column mechanism and a capacity of 96 boxes. The decal will, of course, plug aspirin.

Kurtz said that the product to be sold thru the venders is manufactured by and carries the name of the Reed Products Company, also of St. Louis. The aspirins are of the highest quality and meet pure food and drug regulations. H. G. McClure has contracted with the Reed firm for an adequate supply at a basic price that will enable operators to make a good profit.

McClure will unveil the new aspirin vender at the National Automatic Merchandising Association (NAMA) show at the Palmer House in Chicago, December 14-17, when distributors will be given full details on the new vender.

Diamond Match Profit Gains

CHICAGO, Nov. 29.—Diamond Match Company reports that net profit for the nine months ended September 30 this year was \$2,706,520, equal to \$2.37 a common share. Figure compares with \$1,960,772 or \$1.83 per share for same period in 1946.

Recorder Not Taxable, Says Revenue Dept.

Classed as Vender

WASHINGTON, Nov. 29.—A ruling from the office of the Commissioner of Internal Revenue here, in response to a request from Wilcox-Gay Corporation, Charlotte, Mich., has ascertained that Coin Recordio is a vending machine and, therefore, is not subject to the special tax imposed by Section 3267 of the Internal Revenue Code. Full text of the ruling is as follows:

"Reference is made to your letter and to the enclosures wherein you request a ruling as to whether a coin-operated recorder known as the Coin Recordio, a device which upon the insertion of a coin places a blank disk on a turntable, cuts a recording and then delivers the said recording thru a slot in the front of the machine, would be subject to the special tax imposed by Section 3267 of the Internal Revenue Code.

"A Coin Recordio, as described, is a bona fide vending machine and would not be considered to be a coin-operated amusement device within the meaning of Section 3267 of the code and, accordingly, no liability to the tax in question would be incurred."

The communication was signed by D. S. Bliss, deputy commissioner.

The machine was shown for the first time in New York three weeks ago (The Billboard, November 22).

Firms To Show Cigar Venders At NAMA Meet

CHICAGO, Nov. 29.—At least four manufacturing firms will display the latest in cigar vending machines at the National Automatic Merchandising Association's (NAMA) 1947 convention and exhibit December 14-17 at the Palmer House here, convention officials announced this week.

Firms who have announced that they will show cigar venders are Amity Manufacturing Corporation, Perth Amboy, N. J.; Cigaromat Corporation of America, New York; Malkin-Illion Company, Irvington, N. J., and Rowe Manufacturing Company, Whippany, N. J.

Universal Appoints New Dist. Manager

ST. LOUIS, Nov. 29.—John Henrick has been appointed district manager of Universal Match Corporation's Arkansas, Tennessee and Northern Mississippi territory, effective December 1, S. M. Rosenberg, firm vice-president and director of sales announced.

Having represented Universal and its divisions for the past two years, Henrick succeeds Sam Raphael, who is moving to South Carolina to enter business there.

Rosenberg stated that the district headed by Henrick will continue to have its divisional office in the Sterick Building, Memphis.

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**Gala Showing and Reception at
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Tuesday, December 9th
EVERYONE INVITED**

Texas, the State of superlatives, goes down the line for the sensational Drink-O-Mat, the finest, most modern, most profitable machine for cup dispensing.

Drink-O-Mat is the only dispenser with COOLER-CARB the unit that instantly DRY refrigerates and carbonates each drink as served.

See this amazing machine at your distributor's showroom. It's one of the wonders of our time, the result of 12 years manufacturing and operating experience.

Automatic Changer, 1,000 cup capacity, Sanitary construction, Foam control and many other features that mean unsurpassed, positive performance.

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L. A. Health Dept. Okays Drink Venders

Enforcement To Follow

LOS ANGELES, Nov. 29.—Proposed regulations for the operation of coin-operated bulk machines (The Billboard, November 29) were okayed by the Los Angeles City Health Department at its meeting Thursday (20). A spokesman for the board said that publication of the regulations had been authorized and inspectors were instructed to enforce the rulings.

The health department defined "published" as meaning either mimeographed or printed forms to be issued to manufacturers and operators of the equipment embodied by these regulations. Copies of the rules can be obtained by writing the Los Angeles City Health Department, 116 Temple Street, Los Angeles 12.

The proposed regulations were issued following the first examination of these machines by the department. Headed by Charles L. Senn, director of the health department's sanitation service, these regulations are expected to be followed by departments over the nation. Recommendations for the operation of these machines were sent to the National Sanitation Foundation and the United States Public Health Service, organizations with which Senn co-operates in matters of this kind.

Combination Gum Venders, Toy Bank Sold by Gimbel's

NEW YORK, Nov. 29.—A new toy combination gum vending machine and bank was introduced here recently by Gimbel's department store. Called the Choo-Gum, the machine is manufactured by the Plastics Articles Company, and is made of plastics and metal. It holds pennies, nickels and dimes with a capacity of approximately \$10 in coins, and comes complete with 25 sticks of gum.

Machine, which is also handled by other department stores in this area, has a removable back where the gum can be reloaded. By dropping a coin in the chute and pulling a handle, one stick of gum is dispensed. Toy is finished in two colors and has a mirrored front. Currently the machine is sold with Beechnut gum. Selling price is \$2.19, with the department store reporting heavy sales following initial announcements of the machines.

Larkin to Philip Morris

NEW YORK, Nov. 29.—Philip Morris & Company, Ltd., Inc., announced thru Zenn Kaufman, merchandising director, the recent addition of Robert S. Larkin as an associate of the company.

Larkin formerly was with Compton Advertising and Sunshine Biscuit.

Pennsylvania Plant Popcorn Output at Five Tons Per Day

UPPER DARBY, Pa., Nov. 29.—Five tons of popcorn are being poured out of the poppers at the "POP" Corn Sez, Inc., of Pennsylvania plant here daily to supply operators of "POP" Corn Sez vending machines in most of the nation, said Mort Fisher, vice-president and treasurer of the firm.

The volume production of the Pennsylvania plant makes it by far the largest exclusive supplier of popcorn for coin-operated vending machines. The production of the plant goes only to operators of "POP" Corn Sez vending machines, manufactured by the T & C Company of Dallas.

Special Packing

The popped corn is packed in specially made four-peck bushel bags which retain freshness in the corn for a minimum of two months and is shipped by railway express to operators thruout the nation. The bags are dated to assure use before freshness is impaired. The bags are tightly packed to prevent breakage of the corn in shipment and shipped in special containers.

The Upper Darby plant has been in operation just a little over a year now, getting its start on a trial basis in September, 1946. Today it employs 25 men and women and supplies over 75 per cent of "POP" Corn Sez operators in the nation. (The remainder are supplied by another special popping plant—Sun Puft Popcorn Company, of Jacksonville, Fla.)

Present plans of the plant are to expand production facilities as the number of venders produced in the Dallas T & C plant increases, Fisher says. All sales of the corn produced in the Pennsylvania plant are made thru regular "POP" Corn Sez distributors, altho shipments are made direct to operators to assure freshness.

Plant Morale Good

The plant has been recognized as one of the most sanitary popcorn popping plants in the nation. All of the workers are given health inspections regularly and special manufacturing equipment is used. Only pure oils are used in the popping process to assure the product's meeting health requirements of all States.

The bags used for shipment of the corn, altho manila paper on the outside, have a waterproof, air-tight liner. Operators generally leave a number of the bags at a location and have the location-owner replenish the supply of popcorn in the venders as the need arises. Having a gross weight of only three and a half pounds, the bags provide an easy method to refill a vender with fresh corn.

Fisher reports that the plant has enough quality corn and seasoning available to handle all possible requirements for at least a year. Corn is being kept on the cob at processors until the time comes that it is actually required for popping.

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2 to 11 Machines 18.75
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ITEM	PACKED PRICE
Tiny Calif. Almonds, 750 to 800 count, Per lb.	30 lb. carton 90¢ lb.
Regular Calif. Almonds, approx. 500, Per lb.	30 lb. carton 85¢ lb.
Cashews, 500, Per lb.	30 lb. carton 60¢ lb.
Filberts, 575, Per lb.	30 lb. carton 60¢ lb.
Jumbo Virginia Peanuts	30 lb. carton 30¢ lb.
Spanish Peanuts	30 lb. carton 24¢ lb.
Mixed Nuts	30 lb. carton 45¢ lb.
Squash Seeds, Red or White	25 lb. carton 20¢ lb.
M & M Candies	25 lb. carton 45¢ lb.
Ball Gum, soft, chewy Bubble Gum (140 Count)	25 lb. carton 39¢ lb.
	100 lb. or over 38¢ lb.
Licorice Lozenges	35 lb. carton 30¢ lb.
Rainbow Peanuts	35 lb. carton 28¢ lb.
Boston Baked Beans	35 lb. carton 28¢ lb.

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5 Model DuGreniers.	47.50	7-500 Uneeda Paks.	90.00
VD Model DuGreniers.	65.00	9-500 Uneeda Paks.	100.00

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All machines completely refinished and overhauled.

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- A.B.T. Manufacturing Corp.
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- Adams-Fairfax Corp.
- Alkuno & Company, Inc.
- Fred W. Amend Co.
- American Chicle Company
- American Locker Company, Inc.
- American Vending Corporation
- Amity Manufacturing Corporation
- Austin Packing Company, Inc.
- Auto Vend Company
- Automatic Book Vending Machine Corp.
- Automatic Canteen Company of America
- Automatic Syrup Corporation
- B.F.D. Company
- Babaco Alarm Systems, Incorporated
- H. Baron and Co., Inc.
- Paul F. Beich Company
- Billboard Publishing Co.
- Bowman Gum, Incorporated
- E. J. Brach & Sons
- Bradley Associates, Inc.
- C. C. Bradley & Son, Inc.
- Brown & Williamson Tobacco Corp.
- Burry Biscuit Corporation
- The Charms Company
- Chase Candy Company
- Chicago Lock Company
- Cigarmat Corporation of America
- Coan Manufacturing Company
- The Coca-Cola Company
- Coin Machine Acceptance Corp.
- Coin Machine Journal, Inc.
- The Coin Machine Review
- The Columbus Vending Company
- Daval Products Corporation
- The Diamond Match Company
- Dispensers, Inc.
- Dixie Cup Company
- Douglass Manufacturing Co., Inc.
- Dr. Pepper Company
- Drink-O-Mat Mfg. Co.
- Eastern Electric Vending Machine Corp.
- Ford Gum & Machine Co., Inc.
- Globe Distributing Co.
- D. Goldenberg, Inc.
- Guardian Electric Manufacturing Co.
- The Gum Vending Corporation
- Henry Valve Company
- Hershey Chocolate Corporation
- The Charles E. Hires Company, Inc.
- Huyler's
- Wilbur-Suchard Chocolate Company, Inc.
- Wilcox-Gay 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 Gum Co.
- Lehigh Foundries, Incorporated
- Lily-Tulip Cup Corporation
- Lion Manufacturing Corporation
- Lion Match Co., Inc.
- The 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.
- Serv-A-Shine, 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.
- Telecoln Corp.
- Topps Chewing Gum, Incorporated
- Uneda Vendors, Inc.
- Universal Match Corporation
- Veeder-Root, Incorporated
- Vendall Company
- The Vendo Company
- Viking Tool & Machine Corp.
- James O. Welch Company
- Ideal Dispenser Company
- International Mutoscope Corporation



NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION

120 South La Salle St.
Chicago 3, Illinois

HOW DOES YOUR VENDING MACHINE OPERATION COMPARE WITH THE AVERAGE?

268 AVERAGE VENDING MACHINE OPERATORS HELP YOU ANALYZE YOUR BUSINESS

● PULSE OF THE INDUSTRY

How much do you know about the other fellow's operation? About current automatic selling trends—wholesale-operating combinations, cost control? What cigarette and candy bar brands are sell-

ing best in your machines? Get the answers plus some operating hints in this probing analysis, based on questionnaire returns of 268 operators. Read it in December Vend.

WHAT ABOUT CREDIT? YOUR FINANCING PROBLEMS

Here are the do's and don'ts of financing, tailored to solve the vending machine man's special problems. Banks and finance houses today are writing more paper on venders than ever before. If you're a typical automatic merchandiser you need the facts on financing now. Vend gives the picture for large and small, old and new operations, helps you figure out payment plans for yourself with detailed charts. Read it in December Vend.

WHY INGERSOLL STEEL HAS VENDERS! HOUSEKEEPING AT INGERSOLL STEEL

Myles MacMillan, as the man who directs personnel at Borg-Warner's big Ingersoll Steel Division Plant in Chicago, gives you tips on how his firm uses venders and what he expects from the firms that operate them. Put his ideas to work when you go out to sell that big plant. They're in December Vend.

CONVENTION TIME! NAMA CONVENTION PREVIEW

Plan your convention days the easy way—in advance. Detailed lists of equipment and supply exhibitors, with floor plans to show where they'll be located at the Palmer House. Complete program. A revealing article tracing NAMA's growth as a trade association. (Complete report of what goes on at the convention will be reported first in The Billboard, December 27.)

YOU CAN'T AFFORD TO MISS VEND'S DECEMBER ISSUE!

START MY SUBSCRIPTION WITH THE DECEMBER ISSUE OF VEND

1 YEAR, \$3—2 YEARS, \$5

Bill me later.
 To have my subscription extended 2 extra months I am enclosing payment in full.

NAME
 COMPANY POSITION
 ADDRESS
 CITY ZONE NO. STATE

MAIL TO **VEND** 2160 PATTERSON ST., CINCINNATI 22, OHIO



PLUS.. 1948 INDEX OF MANUFACTURERS

Latest complete list of equipment manufacturers, classified according to type of machine. Here's the list you need for year-around reference—in December Vend.

PLUS.. WHY HIGH PRICES?

What's behind those high supply prices which headline every operator's list of woes today? This article analyzes the reasons and gives a down-to-earth outlook for the future. Read it in December Vend.

PLUS.. FATHER AND SON TEAM

Another idea-filled route story highlighting the bulk vending operation which Father Abraham Huizing and son Ray Huizing work as a team in Los Angeles. How a combination of youth and experience pays off in the penny field.

PLUS.. PRODUCTION TIMETABLE: COFFEE VENDERS

High interest over the country in the new coffee dispensers makes this report on progress in production of equipment timely, a guide to operators now planning to enter the coffee field. Read it in December Vend.

Chicago Firm Sets Up Dept. For Vend Mach. Customers

(Continued from page 88)

Milton Berliner, chain's assistant purchasing manager for the food division, the vending department is looked upon as ranking in the same category as other important segments of the chain's various merchandising operations. He states: "We think automatic selling by machine merits serious attention and fits into its own niche in our retailing business. It definitely does not conflict with our ideas of profitable merchandising methods, and we consider it as a complement to, rather than competition for, our counters and departments selling similar items."

Pomper has charge of all coin machine operated machines in the 13 retail and four Goldblatt Bros.' warehouses in Chicago and near-by cities of Gary, Hammond, Ind., and Joliet, Ill. It is his job to see that all units are kept in operating order, filled with merchandise, and maintained in cleanest possible condition. He also is responsible for spotting of units, installing of new machines and receiving and keeping separate records of the chain's share of the vender and service machine earnings.

Altogether, there are 13 different operating companies servicing the various types of equipment installed in the retail and warehouse locations. Pomper has a schedule so arranged that as he travels from store to store he is on hand to accompany the service men from the various operating firms on their rounds. Of necessity, this schedule changes from week to week. In only a few instances, notably in the case of the candy bar venders, is this contact not made. Reason is because this type of unit is serviced more frequently than other types in the stores. It is while on such rounds that Pomper checks units for appearance, operation, etc., and at the completion of servicing of an individual firm's machine in one store, checks over proceeds with the service man in a private office and receives the store's percentage of sales.

Dial type scales represent the only store-owned equipment. Ticket scales are operated by an outside company and serviced in the same manner as venders.

Location of all coin machines, with the exception of a few in the State Street store, stresses patronage by both customers and store employees. Because of the large staff of workers in the Loop establishment, three or four venders are placed in employee lounges of that store.

Typical installation in the downtown store is the battery of eight machines on the eighth floor. Positioned before the elevator shafts and adjacent to a customers' lounge, stand two cup-type soft drink venders, one a new double-flavor machine. A coffee vender, added only two weeks ago, stands next to the soft drink units and has as companion machines a coin changer, two penny stick gum and one penny bulk candy vender. A scale completes the installation.

Another eighth floor location, spotted before the entrance to a cafeteria, includes a nickel candy bar machine and two penny nut units.

A second hot coffee vender and a cup soft drink machine are placed in the employees' section. Store management states that the coffee units are satisfactory and is willing to install other similar units about the store.

Indicating that coin equipment is equally welcome in Goldblatt stores outside the intensely populated Loop district are the 34 venders and service machines located in the firm's Broadway-Lawrence store in Chi-

cago's North Side business district. Spotted on this store's five floors and basement level are 14 penny stick gum venders; 7 combination penny-nickel nut machines, 4 penny bulk candy units, 2 penny nut machines, 1 ball gum vender and 4 scales. Located on the main floor is a battery of seven machines; 1 cup vender, 2 penny-nickel nut machines, 1 coin changer, 2 penny nut units and 1 scale. A row of public phone booths is nearby.

Irving Glassman, manager of the Broadway store, states that four additional coin changers may be added,

to be placed near phone booths and venders on each floor.

Predominant locations for coin machines here, as in other Goldblatt retail stores, are near elevators, stairways, on stairway landings and next to main floor entrances. As stated previously, stores outside the Loop have all units spotted on public or sale floor sites. No machines are placed for exclusive use of employees.

Warehouse locations, of course, cater to employees only, and have just as wide a variety of venders as the retail establishments.

Concurring with Goldblatt management, Glassman said operation of coin service and vending equipment is looked upon as a profitable business, with expansion in number and type of units the keynote for the future.

CHOICE CHARMS CHEAP

Gorgeous Big Charms. Per M.....\$3.25
Beautiful Stone Rings. Per Gross.. 1.50
Blade Knife. Per Gross..... 2.50

Skulls, Marbles, Guns, etc.
All items will fit any Vending Machine.
Send for Samples and Prices.
1/3 Deposit Required With Order.

RING BROTHERS

We Specialize in Small Novelties

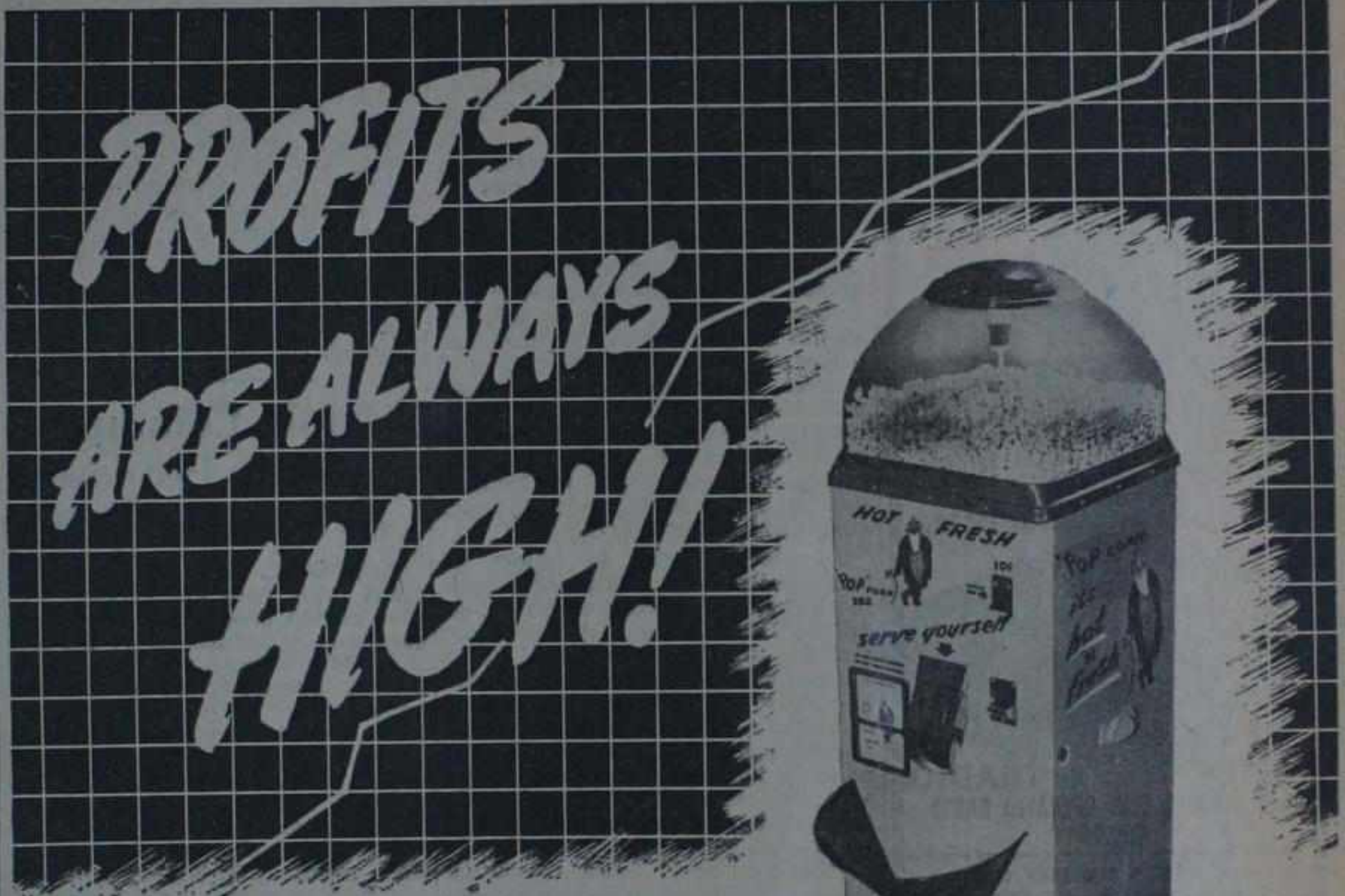
6050 Market St. Philadelphia 39, Pa.

25# CTN. 5/8" BALL BUBBLE GUM..\$10.00

F. O. B. Toledo, Sweet HART Brand. "A little place that wants your little orders." Get on our Mailing List. Model V's, \$11.75. Samples: 630 Balls, \$3.90. Super Quality. Send 10c and stamp for 12 Bubble Gum Labels.

ART GRAEFF

1232 Broadway Toledo 9, Ohio



with 'POP' CORN'S AUTOMATIC VENDING MACHINES

The proof of the profit promise is in hard cash... not big words. That's why we say: Ask any operator of an automatic 'POP' Corn Sez vending machine. He'll tell you that here's one of the slickest, easiest ways to big profit returns he's ever seen. Know why? Because 'POP' Corn Sez vending machines are fully automatic: easy to operate — no levers to push — no attendant standing by.

Best of all, they just naturally attract customers... their handsome lines, colorful exteriors add good looks and appetite appeal to any location. And the popcorn inside makes a sure-fire hit... hot'n fresh — the kind that brings customers back again and again.

Yes, there's big profit in 'POP' Corn Sez Popcorn and the Automatic Vender. Don't take our word for it... actual cost analysis will prove more net dollar profit can be made with the 'POP' Corn Sez Automatic Popcorn Vender than any other way of selling popcorn. Ask for percentage figures and check them yourself. See your nearest distributor or write, wire or phone...

T.&C.Co.
P.O. Box 5998
DALLAS, TEXAS

MEET ME AT...
POP' CORN SEZ:
NAMA show
PALMER HOUSE
Chicago — December 14-17
AND
CMI show
HOTEL SHERMAN
Chicago — January 19-22



Northwestern
MODEL 40
ALL PURPOSE
BULK VENDOR
\$10.85 EA.

BRAND NEW IMPS
EITHER 1c OR 5c PLAY
Cig. or Fruit Reels
\$12.95 ea.
LOTS OF 12
OR MORE
5 or More Ea. \$13.75
Sample 14.50



MILLS VEST BELL
POCKET SIZE 3"x8"x8", 5c
OPERATOR'S PRICE
\$65.00
Rebuilt, \$49.50.



We've bought the complete stock of a large distributor and are again offering

COLUMBIA BELLS
Twin Jackpot 1947 Models
\$99.50 EA.
While They Last.
Changeable to 1c, 5c, 10c, 25c Play



TRADIO
THE PIONEER COIN OPERATED RADIO
\$59.95



NEW PRICES ON LEAF GUM
BUBBL-CHEWS—ALL SIZES
100 Lbs. to 999 Lbs. 33¢ Lb.
1000 Lbs. up 32¢ Lb.
RAIN-BLO—ALL SIZES
100 Lbs. to 999 Lbs. 38¢ Lb.
1000 Lbs. up 37¢ Lb.
Less than 100 lbs., add 2¢ to above prices.
Packed in 25 Lb. Ctns.
Minimum shipment freight prepaid, 100 lbs.
WRITE FOR COMPLETE LIST!
1/3 Deposit must accompany all orders.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST., PHILA. 23, PA.
LOmbard 3-2676

SILVER KING VENDORS
1c and 5c Model Bulk Vendor and New 1c Prize King Ball Gum Vendor.
Sample \$13.95 ea.
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 \$8.50 Packed 6 to Ca.

Send for Free Catalog and Quantity Prices on All Machines.
1/3 Deposit Required With Orders.
Address All Mail to Dept. B.

FRANK DISTRIBUTING CO.
605 SPRING GARDEN ST., PHILA. 23, PA.

Calif. Vender Ops Hold Meet In Los Angeles

Drenkow New Treasurer

LOS ANGELES, Nov. 29.—New members of the Western Vending Machine Operators' Association (WVMOA) will be permitted to buy decal labels for their machines in the pool now being made up and will, in some cases, save more than their annual dues. M. I. Slater, president, pointed out at the November meeting Tuesday night (25). Move to place stickers on all machines was launched several months ago to curb the loss of machines from locations.

M. E. Drenkow, popcorn and gum machine operator, was elected treasurer to replace Preston Coombs, who resigned because of the pressure of his business.

Decal Report

Ray Huizing reported on the prices quoted the association on decals and it was decided to have a company submit rough designs. He said that prices are based on 50,000 orders and a check was taken to see how many would be needed. Following this tabulating, it was emphasized that new members would be invited into the organization and offered the inducement of saving on their labels as part compensation for their dues.

Association voted to follow its usual procedure of dispensing with the December meeting, which would fall on December 30. A committee including J. C. Pruner, G. H. Cummings, H. J. Abarr and J. B. Goodman was named to call on various restaurants with private dining rooms with the view of securing a new meeting place for the group. When a definite place has been found, cards to remind members of sessions will be printed and placed in the hands of the secretary. Since committee was granted power to make selection, cards will be sent the membership before the next gathering January 27.

In the absence of Philip Sreden, secretary, President Slater, with the assistance of Randolph Leland, served in this capacity also.

Cady Resigns as NCA Candy Council Head

CHICAGO, Nov. 29.—Philip P. Gott, president of the National Confectioners' Association (NCA), this week announced the resignation of Smith H. Cady Jr. as director of NCA's council on candy.

Resignation will become effective as soon as a satisfactory replacement is made, Gott said.

Cady will move to California upon termination of the council post, but as yet he has made no definite decision as to a particular job.

"Naturally, I would like to maintain some connection with the candy industry," he said, "but that will depend entirely upon developments on the West Coast."

Cady spent four years as managing director of the candy industry's educational sales promotion program. During that period more than \$1,750,000 was raised to support the program.

Match Firm Sets Dividend

ST. LOUIS, Nov. 29.—Universal Match Company recently declared a dividend of 50 cents, payable December 15, to stockholders of record December 1.

22,527 View Movie Of Candy Industry

CHICAGO, Nov. 29.—Council on Candy of the National Confectioners' Association (NCA) reports that 22,527 persons have attended showings of *Candy and Nutrition*, the industry's sound motion picture.

Of this number, 7,394 saw the movie at candy conventions, Council on Candy meetings and special showings. Remaining 15,133 persons who viewed the movie did so at church, school and club meetings.

In Wisconsin, 2,356 attended at 27 showings; Texas audiences numbered 2,456 at 20 shows, both states topping the State-by-State tabulation November 1. Other states in which over 1,000 persons attended showings were Pennsylvania and Minnesota.

These audiences were composed of 5,755 girls, 4,289 boys, 2,751 men and 1,152 women. (Totals do not add up to 15,133 due to impossibility of obtaining audience break-downs at some showings.)

Candy firms showing the film included Mars, Inc., Chicago; James P. Linette, Reading, Pa.; Klein Chocolate Company, Elizabethtown, N. J.; King Candy Company, Ft. Worth; Stark Candy Company, Milwaukee; Walter E. Johnson Candy Company, Chicago, and Norris, Inc., Atlanta.

Norfolk Coinmen Eye Tax Proposals As Possible Biz Key

NORFOLK, Nov. 29.—Coin Machine firms here are keeping their eyes on the proposed municipal tax proposals recommended by the Norfolk Tax Commission earlier this month. Several of the tax measures, approved by City Manager C. A. Harrell, in his budget letter to the council, would most likely have a negative effect on vender sales, local coinmen believe.

Among such tax proposals were a 1-cent per gallon city tax on gasoline. Attorney T. Taylor, representing bulk gasoline dealers, declared that if adopted, the gas tax would drive motorists outside the city to buy their gasoline and at the same time they would purchase other commodities, thus reducing business among city merchants.

More direct in their effect, however, are a proposed tax rate of 1 cent on each 10 cents or fraction thereof of the retail price of cigarettes, cigars and other tobacco products; a 1-cent tax on each 5-cent drink of non-alcoholic beverage when sold by the bottle, or the equivalent of 76 cents per gallon on the sirup used in preparation of such beverages.

Auto. Canteen Sales Reach New Peak of \$17,891,008

CHICAGO, Nov. 29.—Automatic Canteen Company of America announced this week that its sales during the fiscal year ended September 27 hit an all-time high of \$17,891,008, an increase of 41 per cent over the fiscal year period ended in September, 1946.

Net profit was announced at \$748,969, equivalent to \$1.67 per common share. This compares with a \$563,137 net and \$1.27 per share earned in the 1946 fiscal year.

Park Meters for Tenn. Town

ATHENS, Tenn., Nov. 29.—According to Mayor Rhea Hammer, the parking meters provided for the city of Athens by the city council at a recent meeting have arrived and are expected to be installed before the Christmas holidays.

SPECIAL DEAL!
VICTOR MODEL V FAMOUS PRE-WAR VENDORS Type 5 Model V \$58.75 plus 50 Lbs. Regor 1c or 5c Ball Gum, all for \$73.75 or RAIN-BLO GUM for \$76.25 Mention Deal B When Ordering. We Accept Trade-ins. We Buy & Sell Used Machines.

Virginia Peanuts, 30 Lb. Ctns., 28¢ Lb.
Pistachio Nuts, Small, 25 Lb. Ctns. 50¢ Lb.
Pistachio Nuts, Med., 25 Lb. Ctns. 50¢ Lb.
Pistachio Nuts, Large, 25 Lb. Ctns. 50¢ Lb.
Spanish Peanuts, 30-Lb. Ctns. 70¢ 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.
Candy Coated Chocolate, Assorted Colors 40¢ Lb.

BUBBLE BALL GUM
1/2" or 1" Count 33¢
25 Lb. Ctns.—Full Cash With Order.

RAIN-BLO
1/2" size—140 count. Rainbows of color in this latest sensation that pep up sales unbelievably. Orders filled in rotation. Cash with order. **38¢ Lb.**

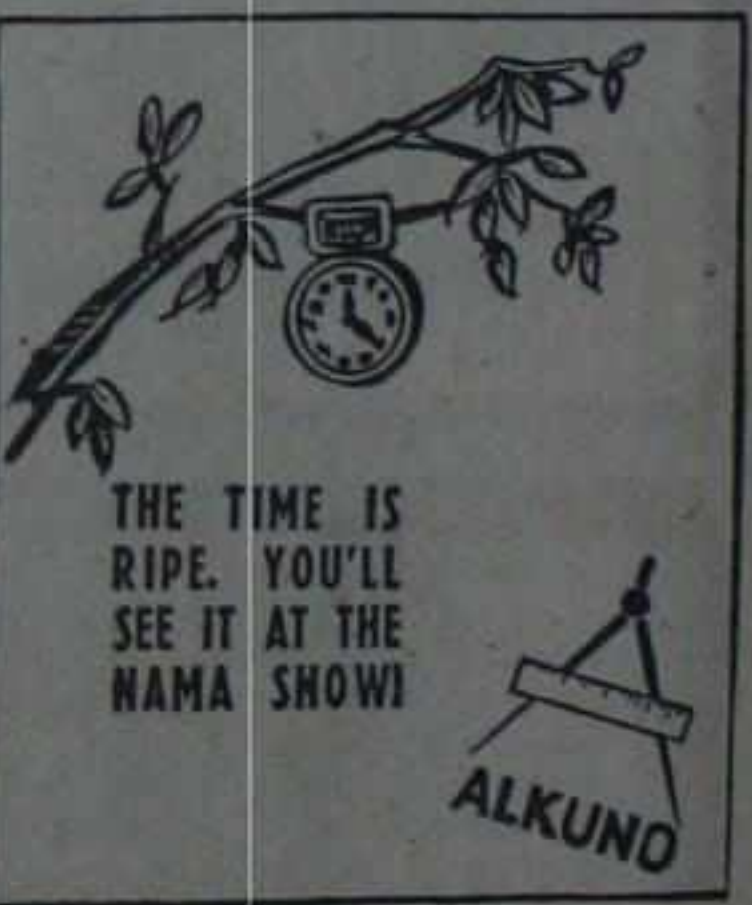
CLOSE OUT!
10 Cash Trays (Used), Ea. \$3.50
\$30.00 for the Lot

1/2 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 2-7992

OHIO OPERATORS! PISTACHIO SPECIAL
New crop Reds & Whites
41c per lb. and up

New 1c and 5c MACHINES
Columbus—Victor
Northwestern—Master

Write or Phone
OSBORNE SUPPLY CO.
5209 Euclid Ave. Cleveland 3, Ohio
HEnderson 5694



THE TIME IS RIPE. YOU'LL SEE IT AT THE NAMA SHOW!

ALKUND

GUESS "U" WEIGHT KRON SCALES
Spring Delivery
Yale & Towne Mfg. Co.
2534 N. Broad St., PHILADELPHIA 32, PA.



\$79⁵⁰
EA.

**COIN OPERATED
POP-CORN VENDER**

Thermostatic heat control. Large capacity—delivers 35 10¢ portions from each filling.
Vends 2 oz. for 10¢. Stainless steel mechanism—only 4 moving parts. Very attractive metal cabinet.
25% deposit required with order. Immediate delivery. If your distributor can't supply you write direct.

It's the sweetest operating deal in the business. The merchant does the servicing after you get machine placed. Leave supply of corn at location, let merchant keep machine full. You have separate key for cash box. Many ops averaging \$10.00 net per week per location.

JACK NELSON & CO.
Exclusive National Distributors
2320 Milwaukee Ave. Chicago 47, Ill.

**Supply Situation
Studied at Wash.
Candy Mfrs. Meet**

WASHINGTON, Nov. 29.—Candy manufacturers who attended government and National Confectioners' Association (NCA) meetings here recently discussed sugar allocations, technical training for candy production employees, and co-operation with the army quartermaster's \$700,000,000 a year food research program.
Of special interest to candy coinmen was the quartermaster research program and its recently created affiliated organization for private firms and trade associations, the Associates of the Quartermaster Food and Container Institute.

Among the candy manufacturers attending the organization's dedication dinner at the Hotel Statler here November 6 were R. H. W. Welch Jr., of James O. Welch Co., chairman of NCA Washington committee; John Henry, DeWitt P. Henry Co., chairman of NCA research committee; Thomas Sharp, Stephen F. Whitman & Sons, Inc.; R. H. Hardesty, R. H. Hardesty Co., chairman, NCA employer-employee relations committee; Theodore Stempfel, E. J. Brach & Sons; Herman L. Heide and Walter R. Zwoyer, Henry Heide, Inc.; W. F. Olsen, Curtiss Candy Co.; Philip P. Gott, NCA president, and Robert C. Hill, NCA Washington office manager. In addition, suppliers of chocolate, peanuts, sugar, corn products and other raw materials and packaging materials were present.

Sponsored by the Quartermaster Institute, and in connection with the event, a one-day food industry show was held in which co-operating organizations exhibited to the public samples of their contributions to the army feeding program. NCA's exhibit featured displays of wartime confections and showings of the movie, *Candy and Nutrition*. Items for the exhibit were supplied by many of the candy makers who were invited to contribute samples of their ration confections, especially manufactured for the display.

Second day of the meeting the industrial sugar users conference was held at the offices of American Bottlers of Carbonated Beverages Association (ABCBA). Candy men at this discussion of 1948 sugar allocations were R. H. W. Welch Jr., Theodore Stempfel, Herman L. Heide and Robert C. Hill.

During the meet's second day NCA held a special conference of technical training in its Washington office. Attending this meeting were John Henry and Thomas Sharp, of NCA's research committee; R. H. Hardesty and J. F. Hennessey, of E. J. Brach & Sons, and Philip P. Gott.

**Recommend Cig Tax
As N. J. School Aid**

TRENTON, N. J., Nov. 29.—State School Aid Commission last week recommended that a 1-cent per pack tax on cigarettes be enacted to help raise additional revenue to finance a \$13,000,000 State school aid program.

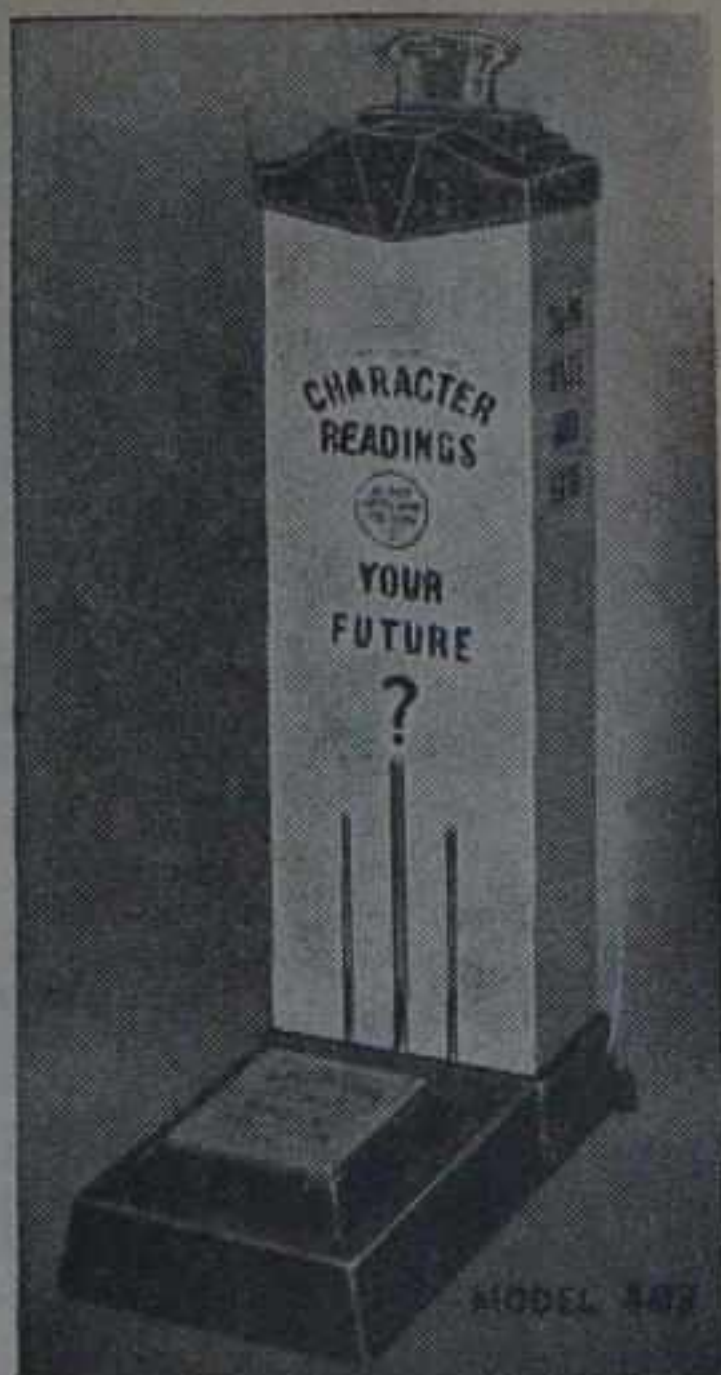
Cigarette tax was only one of the commission's tax proposals submitted to Governor Driscoll. According to estimates, yield from such a cigarette tax would return \$4,500,000 annually.

If enacted, tax would leave a 2-cent differential between the retail price of cigarettes in New York, officials pointed out, since the cigarette levy will be increased to 3 cents in that State January 1.

SWEET HOME, Ore., Nov. 29.—Police have a new problem of vandalism since recent installation of parking meters here. Fifteen machines having been damaged in the first two weeks of operation. One offender has been apprehended and fined \$25.

**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"

**TRUSTEE'S SALE
CIGARETTE, CANDY AND GUM VENDING
MACHINE MANUFACTURING BUSINESS**

In the Matter of DuGrenier, Inc. Proceedings for the Reorganization of a Corporation, No. 69,721 (U. S. District Court, District of Massachusetts).

Pursuant to the Order of the United States District Court, the Trustee in Reorganization of DuGrenier, Inc., 15-17 Hale Street, Haverhill, Massachusetts, offers for sale to the highest bidder or bidders, subject to the approval of the Court and the power of the Court to reject any and all bids, the following property:

All the property of DuGrenier, Inc., with the exception of cash on hand or in banks, of an approximate book value of \$500,000.00 or any part or parts thereof. This property is now being operated as a going concern by the Trustee. The property consists of:

1. Complete sets of tools and dies for the manufacture of cigarette, gum and candy vending machines.
2. Machinery and equipment, including lathes, drill presses, presses, milling machines, small tools, a Parker bonderizing and rust-proofing installation, Fostoria infra-red baking ovens, Pasch water-washed spray booths and miscellaneous tools and equipment.
3. Stocks of gum, candy and cigarette machine parts, enamels, lacquers, brass stock, miscellaneous supplies and miscellaneous stock in trade.
4. Office equipment, including desks, chairs, typewriters, adding machines, safe, files and other equipment.
5. Accounts receivable, subject to the interest therein of the Haverhill National Bank, Assignee.
6. Goodwill, trade names, rights under patent licensing agreement and other executory contracts.

The property may be inspected at the plant of DuGrenier, Inc., 15-17 Hale Street, Haverhill, Massachusetts, by arrangement with the Trustee or his Attorney.

Bids for the property as an entirety or for any part or parts thereof may be made to Chester C. Steadman, Trustee, at his office, 45 Milk Street, Boston 9, Mass., at any time up to 5:00 P. M., Thursday, December 18, 1947. The date of hearing on bids is set before the United States District Court on Friday, the 19th day of December, 1947, at 11:00 A. M. All bidders must be prepared to comply with such terms of sale as may be required by the Order of the Court.

Attorney for Trustee:
FRANCIS J. ULMAN
1109 Barristers Hall
Boston 8, Mass.

CHESTER C. STEADMAN
Trustee of DuGrenier, Inc.
45 Milk Street
Boston 9, Mass.

**CIGARETTE
MACHINES**

Immediate Delivery

Rowe President, 10 Cols., 475 Pack Cap.	\$118.50
Rowe Royals, 10 Cols., 400 Pack Cap.	95.50
Rowe Royals, 5 Cols., 280 Pack Cap.	85.00
Rowe Imperials, 5 Cols., 240 Pack Cap.	67.50
Rowe Imperials, 6 Cols., 180 Pack Cap.	55.00
U-Need-a-Pak E, 8 & 9 Cols., 224 & 270 Pack Cap.	55.00
National 9-30, 9 Cols., 270 Pack Cap.	65.00
DuGrenier "S," 7 Cols., 210 Pack Cap.	45.00
DuGrenier W, WD, V, VD	57.50

N. Y. VENDING MACHINE EXCHANGE
1010 Myrtle Avenue Brooklyn 6, N. Y.
EVergreen 8-7570

SPECIAL

25 1/2 Col. Post Card Vendors, Late Models	\$12.50 Ea.
50 1/2 Col. Nut Vendors	7.50 Ea.
10 5c Masters, 1947 Models	11.50 Ea.
7 5c U-Need-A Pak Candy Vendors	85.00 Ea.
100 1/2 Col. Adams Gum Vendors	12.50 Ea.
Brand New Silver Kings and Columbus Vendors	Write for Price

**BRAND NEW
ALLEY ROLL-ETTE** \$439.50
Roll Down Games...

Immediate Shipment
Send 1/3 Deposit; Balance C. O. D.
CAMEO VENDING SERVICE
432 W. 42nd St., New York 18, N. Y.

**AN ADVANCE
MACHINE
TO SUIT
YOUR
NEEDS!**



ADVANCE MODEL D

FOR MACHINES, SUPPLIES AND ACCESSORIES

J. SCHOENBACH 1645 BEDFORD AVE.
BROOKLYN 25, N. Y.

BULK VENDORS

Advance #11, 2-11 \$12.80 Ea.
Model D, Gum Machine, 2-11 11.90 Ea.
Stick Gum, 2-11 12.80 Ea.

MERCHANDISE

WRITE FOR PRICES
Candy-Pistachio-Peanuts-Cashew-Almonds-Charms, etc.

Coin Weighing Scales.....\$18.50

PARTS FOR ALL ADVANCE MACHINES

STANDS | PLATES
BRACKETS | GLOBES

COUNTER GAMES

Advance Electric Shocker, 2-11 ... \$18.75	New Challenger ... \$45.00
Bingo ... 32.50	Mutual Card Vendor With 1000 Cards 27.50
New Model Kicker & Catcher ... 37.50	Best Hand ... 50.00
	Bouncer ... 40.00

RAIN-BLO BUBBLE GUM

Color of Ball Blows Same Color Bubble
25 Lb. Cartons, 1/2", 140 or 170 Count—38¢

REGULAR BUBBLE GUM

1/2", 170 or 140 Count 33¢ Per Lb.
Striped or Spotted Gum 33¢ Per Lb.
Midget Chics, 500 Count 44¢ Per Lb.

Leaf's Distributor—Factory Prices

Leg Appeal

NEW YORK, Nov. 29.—No matter what the results may be on the tests now being held on location by Lehigh Foundries, Inc., for its nylon vendor, the ladies seem to be well satisfied with what they've seen. The specially adapted Lehigh PX cigarette machine which is located in a Whelan store in midtown Manhattan is constantly surrounded by women ranging in age from 16 to 60, says the store manager, and the squeals of "isn't that the cutest thing you ever saw!" that are heard when a delivery is made draw a steady flow of quarters into the machine.

Plan Lab To Improve Canned Orange Juice

LOS ANGELES, Nov. 29.—While engineers are developing machines to vend orange juice, the Department of Agriculture is working to improve the product itself. A quarter-million dollars will be spent here during the next 18 months to construct a five-unit laboratory, processing pilot plant and photo-analysis room to further the study of capturing the taste of fresh-squeezed oranges in the canned juice.

Altho the work will benefit the vending field only indirectly, Dr. E. Arthur Beavens, veteran of 18 years in agricultural chemistry, said this project will assure operators of securing the best possible product for their machines. With the growing demand for processed orange juice the laboratories are needed to meet an expected 25 per cent boom in the industry and the department's work will assume great importance.

Quarter of Crop Processed

Dr. Beavens said that fully a quarter of the annual California crop is processed. Because of the growing demand, the chemistry division is concerned with learning the correct temperature at which the juice should be kept, how long it can be kept, how to overcome the tendency to separate and facts about homogenization of the product. When these problems have been solved, the orange juice machine operator will have hurdled the biggest obstacle to profitable juice vending.

Along with the work in "freshening" canned orange juice, the department will experiment with making profitable use of various by-products of the fruit now considered commercially useless. New methods of salvaging waste will tend to reduce the price of the juice. However, there is little that is not already used. After the juice is extracted, the squashed "cups" can be ground up with mineral lime, pressed, dried down to 12 per cent water content and sold for cattle feed supplement. The residue "pressed liquor" is made into "citrus molasses" and also added to the cow's diet.

Along with the work done on oranges, Dr. Julius Kirchner, engaged at the Federal laboratory as a research fellow, has squeezed juice from 35 tons of grapefruit in the last two years in a study of flavor changes.

Canned juice will not spoil but something within the tin affects it at temperatures above 38 degrees. It continues to be palatable orange juice—but not like that consumed immediately after squeezing. To get a product that is like real, fresh orange juice is the goal set by Dr. Beavens and 20 chemists and aids. When they have attained the desired results, the orange juice vending machine operator can join with the citrus grower in celebrating the prospects of bigger profits.

National Dairy Council Plans Milwaukee Meeting

CHICAGO, Nov. 29.—National Dairy Council's (NDC) two-day winter conference, January 22-23, at the Hotel Schroeder, Milwaukee, will feature nationally recognized leaders in the dairy industry who will present facts, figures and forecasts on sales and consumption of related dairy products, including ice cream and milk, according to NCA president Milton Hult.

Daily Council of Milwaukee (DMC), an affiliated NDC unit, will host the conference. "It (the conference) will give inside information on business trends for 1948. . . . Anyone in the dairy business is welcome," Hult said.

Among the speakers addressing the gathering will be Paul S. Willis, president of the Grocery Manufacturers of America. He will discuss the food and business situation as 1948 begins. "In view of the fact that the dairy industry holds such a key position in the food field, Willis's remarks will have great practical meaning to our conference guests," Hult states.

AS NEW AS TOMORROW

RAIN-BLO

The new Ball Bubble Gum with colored gum centers that produces technicolor bubbles in 20 different colors.

Test locations show sales 10 times greater than regular ball gum.

1/2" size—140 count

38¢ per lb.

In 500 Lb. Lots

BUBBLE BALL GUM

NOW AT REDUCED PRICES

All sizes—1/2", 140 count; 1/2 inch, 170 count; 3/4", 210 count.

ALL ONLY **34¢ PER POUND**

In 500 Lb. Lots

PRIZE BALL GUM

3/4", 140 count size—packed 25 pounds to a carton—

38¢ per pound

In 500 Lb. Lots

Striped or Spotted

On orders under 500 lbs. all ball gum is 2¢ per lb. additional.

FREIGHT PAID TO YOUR DOOR

On orders 100 lbs. or over. Gum packed 25 lbs. to a carton. Full cash with order.

ROY TORR LANSDOWNE PENNA.

FAMOUS EPPY

CHARMS

Series #1 Series #2

\$3.50 per M **\$4.50** per M

Six other charm and prize items available from us. Write in and ask for free samples.

SAMUEL EPPY & CO., INC.

113-08 101ST AVENUE RICHMOND HILL 19, L. I., N. Y.

RAIN-BLO

BUBBLE BALL GUM

PER LB.
In lots of 25 lbs. or more, 140 or 170 count.
38¢
The new sensational technicolor gum that produces as many as 20 colors.

REGULAR BUBBLE BALL GUM

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.
35¢
Address Mail: Dept. B



ADVANCE

BALL GUM VENDORS
IMMEDIATE DELIVERY

1 \$13.75

2-11..... 11.90

12-49.... 11.40

50 UP.... 11.00

Add 20¢ additional if you desire extra large globe.

T. O. THOMAS CO.

1572 JEFFERSON

PHONE: 2131

PADUCAH, KY.

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.

GIVE TO THE DAMON RUNYON CANCER FUND

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.

ALL SILVER KINGS

Can be bought on

TORR TIME PAYMENT PLAN

16 weekly payments. Write for details.

ROY TORR

Lansdowne, Pa.

Form Tex. Firm To Distribute Drink-O-Mats

NEW YORK, Nov. 29.—Formation of another link in the chain of distributors for Drink-O-Mat Industries, Inc., was reported this week when the firm announced the opening of the Texas Drink-O-Mat Corporation, with headquarters in Houston. Principals in the new corporation are Frederick M. Cogan, John Saragusa and R. E. Payne Jr. Offices are at 1120 Sampson Street.

With Al Cole, Drink-O-Mat Industries executive, now in Texas, it was announced that the new distributor would hold a two-day showing of the firm's cup vending machine December 8-9 at the Rice Hotel. First day will be for the trade and press, while ads in local newspapers will invite the public to the second day's showing.

Display, which will be held in Hotel's Sam Houston Room, will have the backing and co-operation of civic officials and business leaders, who have accepted invitations to attend.

In addition to Cole, executives of Drink-O-Mat Industries, Inc., include Sam Kressberg and Richard Cole, both of whom make their headquarters in New York.

Sales by American Tobacco Show Steady Climb for 1947

NEW YORK, Nov. 29.—American Tobacco Company and its consolidated subsidiaries reports sales of \$215,149,000 for the quarter, ended September 30, 1947. Figure compares with \$208,576,000 for the second quarter, ended June 30, and sales of \$182,924,000

for the first three months this year. Net earnings for third quarter amounted to \$8,256,000 or \$1.39 a share on the 5,378,424 shares of both common and common B stock outstanding. For second quarter firm's net income was \$8,282,000 or \$1.39 per common share. During first quarter \$7,640,000 or \$1.53 a share was earned on 4,482,020 combined shares.

HAMILTON SCALES

Brand New! Immediate Delivery!

\$69.50

Lots of 10 \$74.50 lots of 5—\$79.50 sample. The outstanding scale on the market today. Operators can double or triple the number of scales they have in operation if they use Hamilton scales, with no increase in investment.

LIFETIME GUARANTEE with all scales.



BUBBLE BALL GUM

33¢ Per Lb. in lots of 50 lbs. or more. Less than 50 lbs. at 35¢ per lb. 140 or 170 count. Cashier's check or money order in full with order. No C. O. D's.

ADVANCE BALL GUM VENDORS

Immediate Delivery
1...\$13.75
2 to 11, \$11.90.
12 to 49, \$11.40.
50 Up, \$11.00.
30¢ additional for extra large Globes on above model.



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¢ Models.

Sample Lots. Write for Quantity Price.

\$12.95



GOLDEN STATE

Hot-Nut Vendor Vends All-Type Nuts.

HEAT Element Guaranteed Forever.

Flashing, Brilliant, Eye-Attracting Beauty.

\$29.95

VENDOR SUPPLIES Write for List. Distributors, Write for Quantity Prices.

BADGER SALES CO., INC.

2251 W. Pico Blvd. Los Angeles 6, Calif.

NCA Course Grads Get Certificates

CHICAGO, Nov. 29.—Balanced Selling graduates of National Confectioners' Association (NCA) sales training and coaching program received their certificates of achievement recently. Presentation was made to individuals representing wholesaler members of the Chicago Association of Tobacco Distributors (CATD) during the association's 21st birthday fiesta at the Edgewater Beach Hotel here.

Certificates and candy fraternity pins were presented to the salesmen by James F. MulCahy, NCA merchandising director. In his address to the group, he said: "For more than two years NCA developed the co-operative 'Balanced Selling' program. Our objective is to establish a \$2,000,000,000 retail candy business for our wholesale distributors. Since last September more than 100 group training and coaching classes have been inaugurated... you will be happy to learn that this group representing the CATD members who attended the first Chicago classes have received the highest grades recorded for any group to date."

CATD member firms' sales personnel receiving the awards were B. Sulski, H. Sody, J. Warneke, R. Rosow, W. Benzion and B. Rosenberg, all of Hesser Bros.; M. Spiegel, owner of South Shore Tobacco & Candy Company. From Thomas Slader Company were E. Tupik, R. Kick, C. Cachor and Miss E. Slader, proprietress of the firm. (Miss Slader is the first woman to attend and successfully complete the Balanced Selling training course.) Other sales personnel receiving awards were H. Skiba and S. Tabor, both of Poterek Bros.

Parking Meters in Sebring

SEBRING, Fla., Nov. 29.—In preparation for a heavy tourist business, which is also expected to up play on all Florida coin machine locations, this city has completed installation of parking meters on all downtown business streets. Meters are expected to cut down the number of local cars which usually occupy space all day while their owners are at business.

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.

1/3 Deposit on All Orders.

STAMP FOLDERS

For Shipman, Schermack, 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.

Slugproof, compact, foolproof.

Immediate Delivery.

Operator's Price

\$39.50

Write for Catalog on Bulk Vendors, Games, etc.

PARKWAY MACHINE CORPORATION

623 W. NORTH AVE., DEPT. B

Phone: Madison 1447

BALTIMORE 17, MD.

CIGARETTE MACHINES

NEW LEHIGH PX, 10 COLS., 425 PACK CAP., AVAILABLE

NEW DU GRENIER CHALLENGER, 7 COLS. ...	\$125.00	NATIONAL 630, 150 PACK CAP.	\$ 32.50
NEW UNEEDA, 8 COLS. ...	159.50	ROWE PRESIDENT, 10 COLS.	135.00
NEW UNEEDA, 6 COLS. ...	149.50	ROWE ROYALS, 10 COLS.	105.00
UNEEDA MODEL 500, 7 COLS.	\$105.00	ROWE, 6 COLS., 150 PK.	32.50
UNEEDA MODEL A, 9 COL., KING SIZE ..	87.50	DU GRENIER CHAMPION, 11 COLS.	92.50
UNEEDA MODEL E, 15 COLS.	72.50	DU GRENIER "W" 9 COLS., 300 PACK CAP.	62.50
UNEEDA MODEL E, 12 COLS.	62.50	DU GRENIER MODEL WD, 9 COLS., 385 PACK CAP.	72.50
UNEEDA MODEL E, 8 COLS.	57.50	DU GRENIER "S" 7 COLS., 210 PACK CAP.	50.00
NATIONAL 950, KING SIZE	110.00	DU GRENIER, 6 COLS., 150 PACK CAP.	32.50
NATIONAL 750, KING SIZE	87.50	STEWART-McGUIRE, 8 COLS.	35.00
NATIONAL 930 SPEC.	82.50		
NATIONAL 930	75.00		

CANDY MACHINES

NATIONAL 9-18, 9 COLS.	\$110.00	UNEEDA, 5 COLS., 102 BAR CAP.	\$ 75.00
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 Col. 350 Pack Cap.

\$115.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED

One-Third Deposit With Orders—Balance C. O. D.

Parts and Mirrors available, including the 25c vending changeover parts for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET

Evergreen 7-4568

BROOKLYN 11, NEW YORK

VENDING MACHINE SALESMEN

A new deal is on the market that is sweeping the country. It is the biggest thing ever to hit the industry. If you have had SHIPMAN, ASCO or MAIN or similar experience, you are sure to be able to earn \$800.00 minimum weekly. Write for full information, stating who you have sold for.

BOX D-173

c/o The Billboard

Cincinnati 22, O.

WRITE FOR OUR CATALOG

VENDORS' SPECIALS

Mdve. Stand, Solid Steel—Weight 25 Lbs.	\$4.50
Double Plates for Two Machines	1.15
BUBBLE GUM—140 Count and 170 Count—25 Lb. Cartons, Per Lb.35

1/3 Deposit, Balance C. O. D. Fast Delivery.

VEEDCO SALES CO.

2113 Market St. Philadelphia 3, Pa.

House Subcommittee Plans Vote on "Juke Box Bills" At Next Congress Session

Members See Even Chance for Passage of Royalty Bill

WASHINGTON, Nov. 29.—Chances are about even for passage of a bill next year to force operators to pay a royalty on records played in juke boxes, according to some members of a House judiciary subcommittee which held hearings on two such measures last summer. On the other hand a bill to give recording artists a share in record sales is considered dead.

Staunch opposition by nearly all parts of the music industry has apparently convinced the House group that the "interpretation" bill should be voted down.

This measure and the two "juke box" bills will be technically dead

when the new Congress convenes in January, but the reintroduction of all three is a certainty. The House judiciary subcommittee has no plans to hold additional hearings on the measures and will take them up where it left off last summer. At that time, hearings were officially closed, and a subcommittee vote on the bills was ready. Because congressional adjournment was at hand, the group decided to postpone official polling of the members until the new session.

Subcommittee proponents of the juke box measures are certain they can muster enough full committee votes to send one of the identically worded bills to the House floor, where committee-approved bills, in general, are approved.

Chief hope of the industry to block the legislation appears to lie in the Senate.

There is a chance that the judiciary committee may decide to consider juke measures as part of over-all copyright act revision, in which case copyright studies and hearings would delay the legislation for many months.

AMI Resumes Ad Program For Phonos

Announce New Wall Box

GRAND RAPIDS, Mich., Nov. 29.—A move expected to have a stimulating affect on the coin-operated phonograph field as a whole was the announcement Wednesday (26) by President John Haddock that AMI, Inc., will immediately resume its advertising program.

Haddock also announced that AMI's new 40-selection three-wire wall box will start reaching distributors at the beginning of the new year. Since the firm first introduced its 40-selection music machine, operators have tried several ways of hooking it up with wall boxes thru various improvisations, none of which made complete use of the 40 selections. New box is expected to make these procedures unnecessary and furnish operators with a wall box installation that makes full use of the 40 available selections.

A leader in the juke box field for over 40 years, AMI filed a voluntary petition for reorganization in Grand Rapids April 7, this year, in a move designed to give the firm the necessary time to reshape its financial structure. At that time Haddock pointed out that the firm remained solvent, a fact later backed up by the firm's uninterrupted production, shipment and servicing of new model coin phonographs.

In explaining the resumption of advertising, Haddock stated that the (See AMI Resumes on page 103)

Filben Names New Distributors

CHICAGO, Nov. 29.—Bert Davidson, general sales manager of National Filben Corporation, this week announced the appointment of Cliff Wilson as distributor of the Filben Mirrocle Music line for the states of Oklahoma and Arkansas.

As a Filben distributor, Wilson will handle the metal Filben Mirrocle cabinet, Filben Stow-a-Way, and accessories.

Re-Elect Al Denver President Of New York Music Ops' Assn.

NEW YORK, Nov. 29.—In a meeting highlighted by the re-election by acclamation of Al Denver as president of the Automatic Music Operators' Association (AMOA) and reports by Denver and Sidney H. Levine, AMOA attorney, on the year's activities, almost 200 local music operators gathered at Rossoff's restaurant Tuesday (25) to elect a full slate of AMOA officers and discuss business of current concern to the juke box industry.

Reflecting confidence in their conduct of the association's affairs during the past year, the membership, convened in its 11th annual AMOA election meeting, re-elected, in addition to Denver, Charles Bernoff, of Regal Music Company, vice-president; Harry Wasserman, of Commercial Music & Vending Company, treasurer, and Sal Trella, of Elkay Music Company, secretary.

Members re-elected to AMOA's board of directors included Al (Senator) Bodkin, of Forest Hills Automatic Music Company; Bill Goetz, of Capitol Automatic Music Company, and Lou Herman, of County Amusement Company. To fill vacancies in that governing body and elected to the board for the first time were Joe Hahnan, of Gordon Amusement Company, and Sol Tabb, of Hysol Music Company. Denver, Bernoff and

Wasserman, as elected officers of the association, serve as ex-officio members of the board.

Optimistic Report

Reflecting optimism on the future of the automatic music business, the annual report of Denver emphasized the growth of the organization in 1947. He reported that the last year had witnessed the addition of 23 members, each of whom had posted a \$2,000 bond signifying his intention of abiding by the regulations of the association. That brought the total of bonded members to 172 (companies or partnerships are considered as members according to the by-laws of AMOA, with the firms' principals enjoying equal membership privileges). Only one member failed to renew his bond.

The given membership, according to Denver, represented an aggregate of 10,000 juke boxes on location, an increase over last year's total by 2,000. He pointed to this fact as an answer to the predictions by certain operators that the competition of television would prove the death knell of the automatic music industry. Once the television industry reached a stable level, and the novelty of a new entertainment form had worn off, additional gains could be expected, he said.

New Hypo Gimmick

As an added impetus to juke box play, Denver led a discussion on a new promotional device for location use. Placards were being designed, he said, suitable for display on juke boxes and listing leading tunes of current popularity which would be featured in the members' machines. However, adoption of the promotional plan was put off until a future meeting, when the mechanics of the medium would be ironed out.

The report by Levine, received with enthusiasm by the AMOA membership, reviewed the job done by the legal department of the association in helping defeat the Scott-Fellow (ASCAP) Bill which attempted to effect a special royalty agreement for juke box records. By presenting the facts of the automatic music industry to New York State legislators in Albany, it was pointed out, his department was largely instrumental in preventing the reporting out of committee of injurious legislation established. (See Denver Re-elected on page 103)

Cleveland Ops Hold December Hit Tune Party

CLEVELAND, Nov. 29.—Cleveland Phonograph Merchants Association (CPMA) will plug *Don't You Love Me Anymore?* as the hit tune of the month for December. Number was selected from eight new releases presented to a crowd of 300 record fans at the association's Hit Tune party held in the Golden Dragon Restaurant here Sunday (23).

Program was broadcast from the restaurant over Station WJMO under the direction of Howie Lund, disk jockey. Tunes were played on a new model juke box placed on the stage.

Hit Tune selection received more than half of the 300 votes cast. It will be spotted in No. 1 position on the 3,000 jukeboxes throughout the Cleveland area during December. Other tunes played were *Two Hearts Have I*, *Nina Nana*, *I'm All Dressed Up With a Broken Heart*, *Oh, Marie*, *Too Fat Polka*, *The Dum Dot Song* and *Diane*.

Ala. Ops Meet With State Group; Discuss Juke Tax

MONTGOMERY, Ala., Nov. 29.—Officials of the Alabama Music Operators' Association (AMOA) met with officials of the Alabama League of Municipalities here last week to discuss appropriate licensing measures for juke boxes in the State.

The meeting came on the same day as the announcement that Alabama had lifted its ban on juke boxes in taverns (*The Billboard*, November 29).

Purpose of the meeting was to present to the mayors of Alabama municipalities, thru the League of Municipalities, the status of the juke box business in an endeavor to keep municipal licenses down to a reasonable figure.

Meeting Successful

According to AMOA officials the meeting was highly successful. Officials of the League said that they would recommend to all mayors of towns in the State of Alabama that city licenses for juke boxes be held to a maximum of \$10.

City licenses now run from \$4.50 to \$100 per juke box. The recom-

mended figure came after operators at the meeting explained the increasing cost of operation, figures as to the present status of the business and methods of operation.

AMOA officials stressed to the League representatives that it was the aim of the operators' association to co-operate with the governing bodies of every town in the State. The president of the League of Municipalities, Frank Livingston, assured the operators that his organization would co-operate with the AMOA Executive Secretary R. E. L. Choate to address a State meeting of mayors which will be held shortly.

AMOA officials attending the meeting included Claude Hall, Jasper, president; Sam Stewart, Tuscaloosa, treasurer; Isaac Cohen, Montgomery, secretary; Leonard Barnes, Selma, member of the board of directors, and Choate.

Representatives of the League were Livingston, Mayor Lucien Burns, Selma, member of the board of directors, and Executive Secretary Ed Reid, Montgomery.

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:

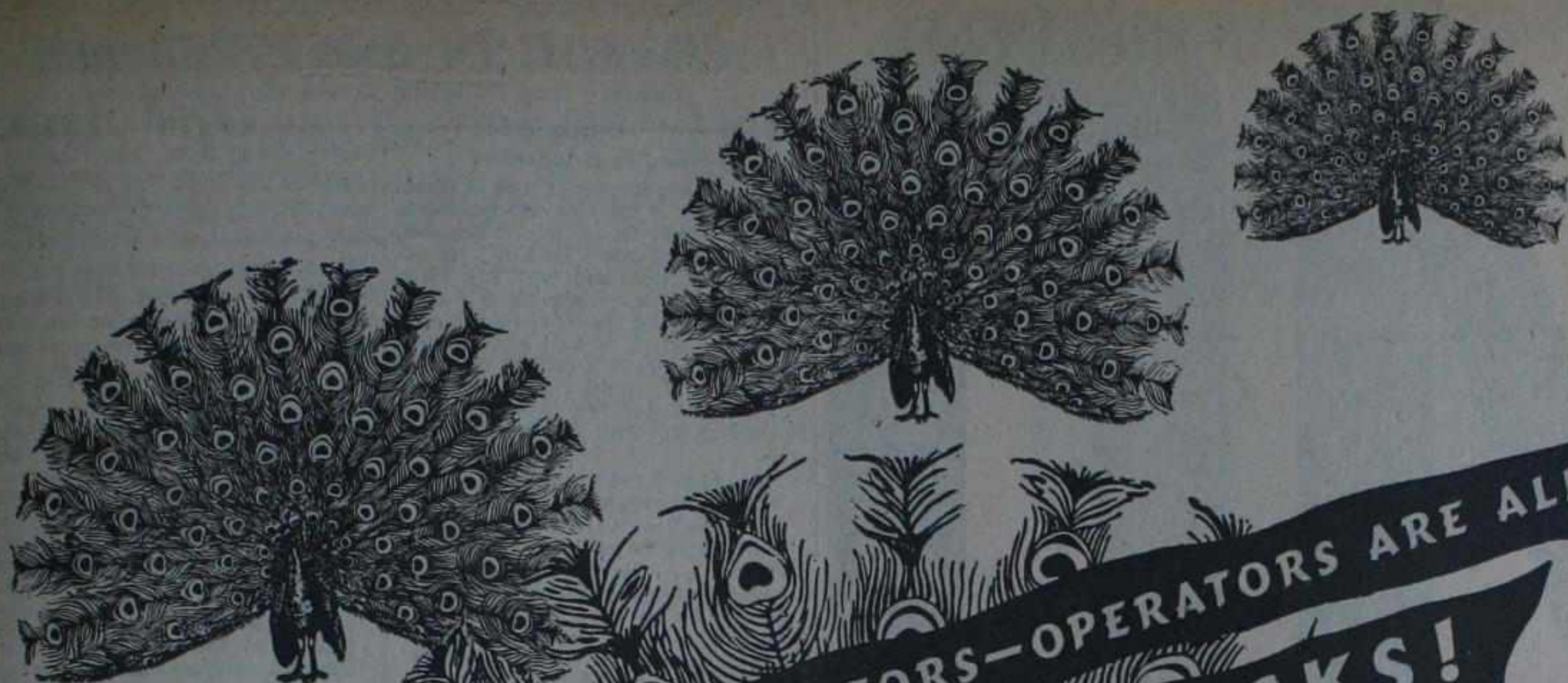
CONGRESS MULLING OVERHAUL OF MUSIC COPYRIGHT LAW. Some members planning bill enabling ASCAP to collect juke box fees. Senate expected to vigorously oppose bill, if passed by the House.

ROYALTY ADJUSTMENT MADE BY SIGNATURE. Recording firm has worked out a deal covering owed publisher royalties.

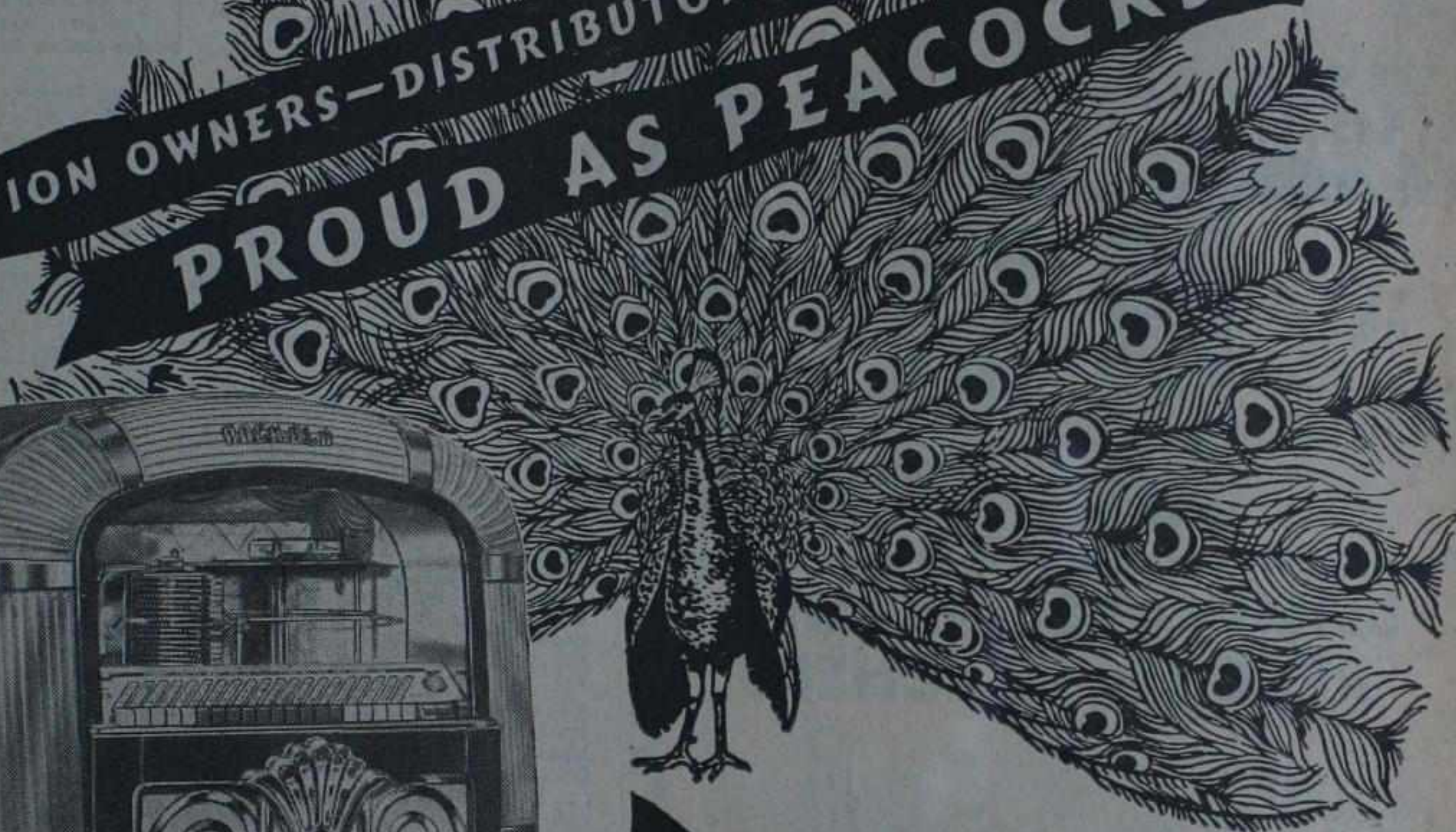
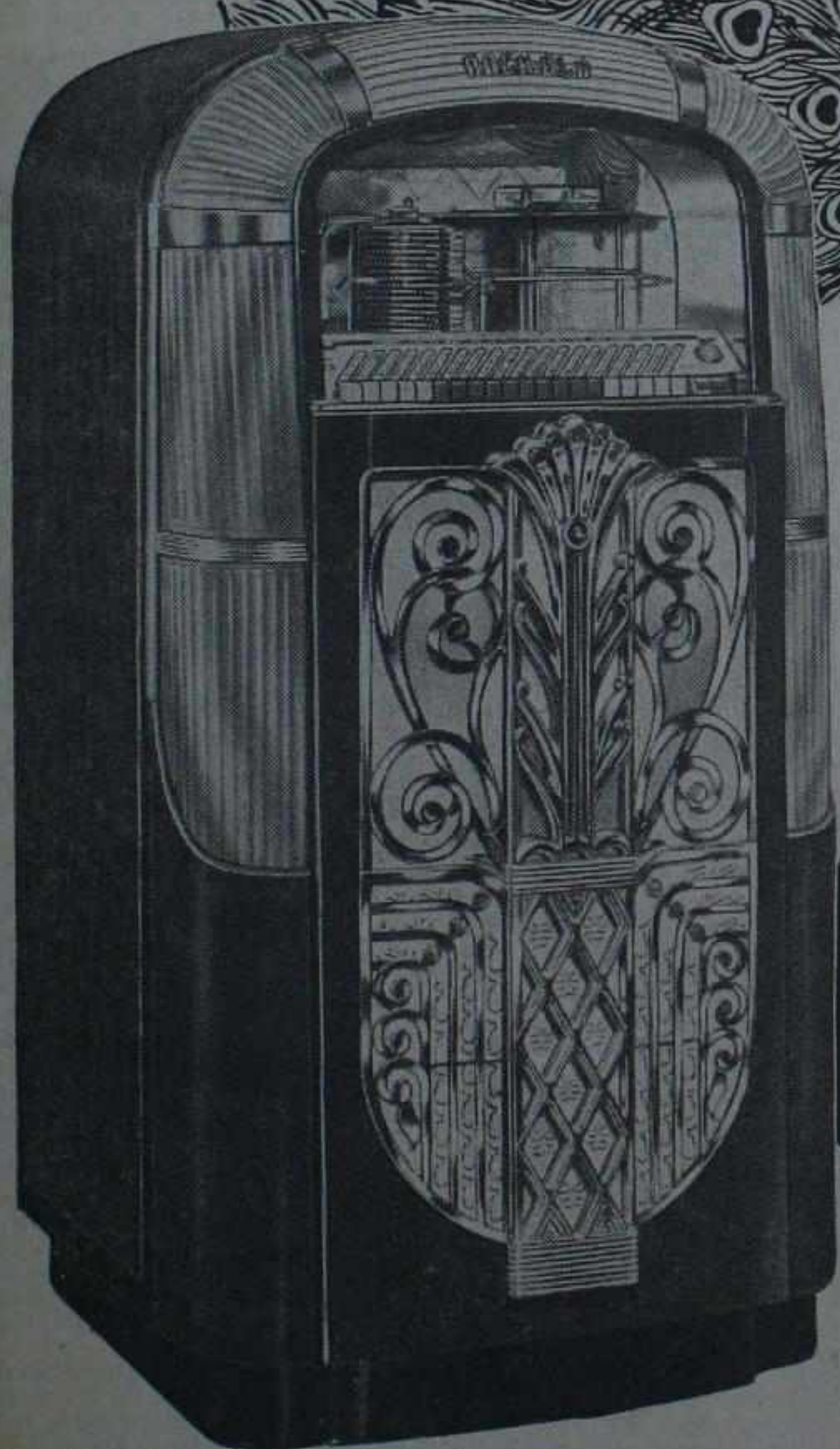
PRMA ADDS NEW MEMBERS. Phonograph Record Manufacturers' Association, which already claims 35 members, reports the addition to its ranks of the Rainbow and Biblestone labels.

AFM RUMORED OKAYING McKINLEY'S MAJESTIC EXIT. Musicians' union said to approve Ray McKinley's pulling out of Majestic contract.

And other informative news stories as well as the Honor Roll of Hits and pop charts.



LOCATION OWNERS—DISTRIBUTORS—OPERATORS ARE ALL
PROUD AS PEACOCKS!



ROCK-OLA
The Phonograph That Sells Music
 has engineering — plus design — plus
 play appeals which means — **EXTRA**
PROFITS for all!



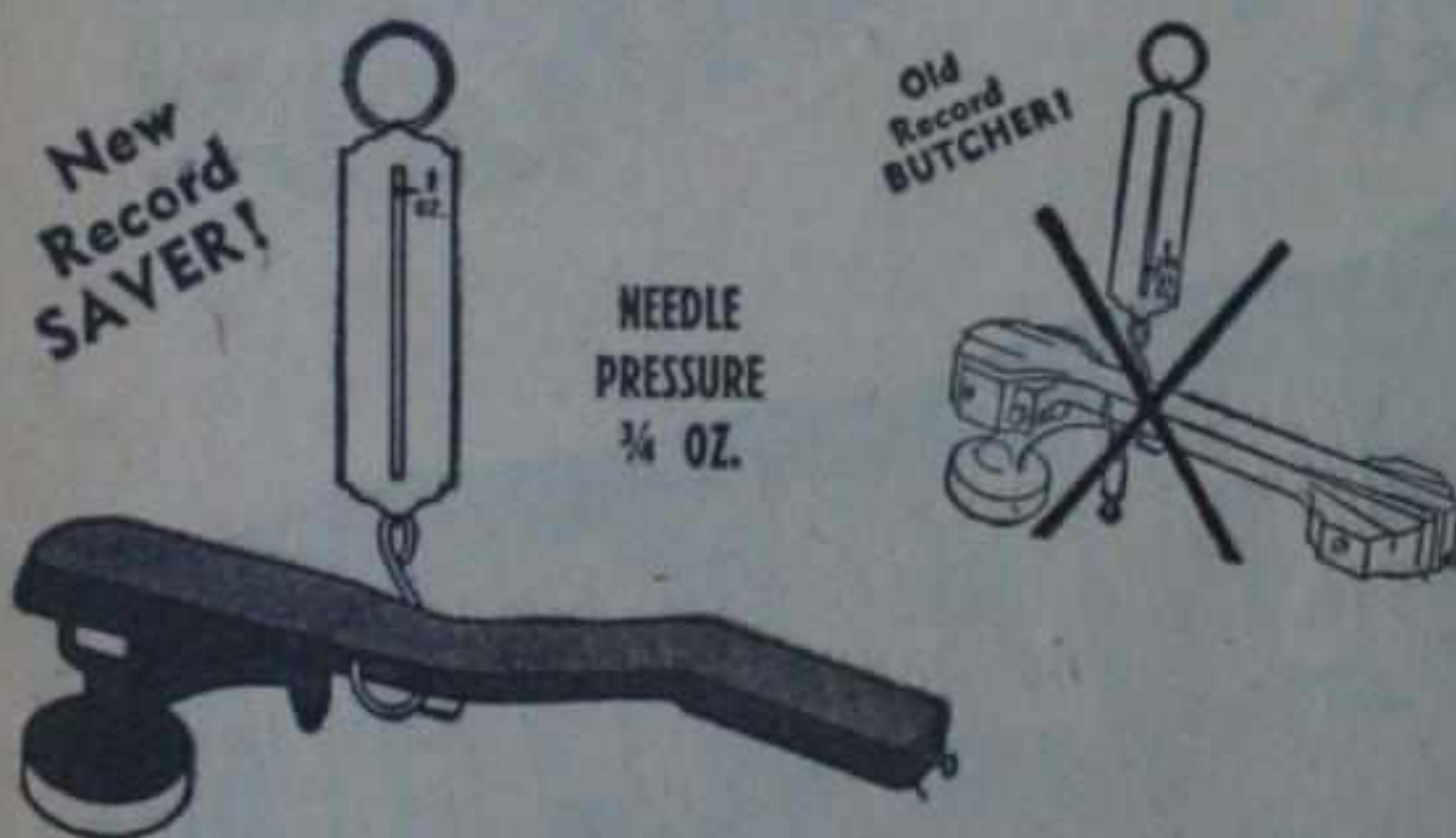
ROCK-OLA MFG. CORP.
 800 N. Kedzie Ave., Chicago 51, Ill.

40

20 RECORDS • 40 SELECTIONS

AMI
phonograph

ELIMINATE THE OLD RECORD BUTCHER!



ADAPTABLE TO ALL MODEL
WURLITZER PHONOGRAPHS

(EXCEPTING 12 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.

2218 UNIVERSITY AVENUE

ST. PAUL 4, MINN.

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

Texas Jim Reorganizes

Lee Penny, writer of *Adobe Hacienda* and now working for the Berle Adams' music firms in Los Angeles, reports that Texas Jim Lewis is reorganizing his band and has been working at San Bernardino Saturdays. . . . Jack Guthrie, the Capitol recording artist, is still seriously ill at the Livermore (Calif.) Veterans' Hospital and would appreciate mail. . . . T-Tex Tyler, the growl singer, is in the hospital with pneumonia.

Red Murrell has been replacing Tex Williams and His Western Caravan at the Palace Barn in Los Angeles. When Tex returns he will alternate with Murrell. . . . Larry Cassidy, who is called the Singing Cop, and rightly so because he serves on the L. A. police force in between dates with Cliffie Stone's Barn Dance Gang, looks like he has a click in his latest Capitol release, *Save the Alcohol*. . . . Bullet platters has inked Cal Kelly, Eddie Hazelwood and Spike Dawes.

The Carolina Cotton Pickers head for Honolulu soon for a personal-appearance tour. . . . Hank Penny has moved to Atlanta. . . . Spade Cooley sank \$30,000 in a 16mm. movie short of himself and his band and now can't get distribution for the film, so he may lose the big promotional push he'd get on the flicker. Cooley has gone back to his old instrumental style, discarding reeds and brass for the old string style.

Harry Sims is now arranging for the Sons of the Pioneers and between his many recording sessions with his fiddle, is turning out songs like his *Did You Mean To Make Me Blue?* which Fairway Music is pubbing. . . . Allen Massey is reorganizing the Westerners, once led by his sister, Louise. It looks like he will get a Columbia Records paper. . . . Ken Curtis is set for a series of 130 transcriptions for Ziv in a series to be called *Chuck Wagon Jamboree*. After completing the e.t. series, he will star in and produce a series of sagebrush sagas built around historical stories about the history of Colorado, where the films will be shot. . . . Johnny Tyler is appearing at the 97th Street Corral in Los Angeles every Saturday and is also cutting Victor Records sessions.

Smiley Burnette returned to Hollywood last week following a coast-to-coast tour, ready to begin work on his latest flicker, *Blazin' Across the Pecos*. On his junket, Burnette covered 10,000 miles, visting United Artist record distributors in the South's major cities and calling on disk jockeys and theater managers. His new tunes, *Popcorn* and *Home Cookin'*, will be featured in his latest film.

Hank Thompson makes his initial wax bow on Capitol doing *Humpty Dumpty Heart* and *Today*. Thompson was first called to Capitol's attention by Tex Ritter, and Hal Horton, of KRLD, Dallas, also recommended Thompson, who has a daily radio show from WACO, Waco, Tex. . . . Arthur Smith, who was featured for years on the *Grand Ole Opry* as hot fiddle and is now a member of Jimmy Wakely's troupe, is also cutting for Capitol and his first release will be *Orange Blossom Special* and *Crazy Blues*.

Governor Jimmy Davis of Louisiana was guest of director Phil Carlson on the set of Columbia's *Adventures in Silverado*. The two became friends during the filming of *Louisiana*. . . . Dick Spung and His Rainbow Valley Gang are still being heard over WHIZ, Zanesville, O. The personnel of the band includes Lloyd

Farley, bass; Ruth, Mary and Bob, harmony vocalists; Buel Clark, fiddle, mandolin and guitar; Jean Ann Workman, accordion, and the leader himself, who is a versatile musician. During their summer tour they ran into Billy Steed, the ex-radio entertainer, who is now running a music store in Zanesville.

Cowboy Copas and His Oklahoma Cowboys are doing two shows daily on WSM, Nashville, in addition to their work on the *Grand Ole Opry*. While Copas has confined his bookings to Kentucky, Tennessee and Alabama, due to daily morning airings, he will tour Oklahoma, Kansas, Texas and Missouri after the holidays. . . . Cowboy Dallas Turner, of KALE, Portland, Ore., has turned three songs over to Peer-International: *Don't Talk To Me About Love*, *All Those Things You Said*, and *The Chains of Love Are Broken Now*.

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First Columbia scores with a hotel coin operated radio—now Columbia scores again with a sure-fire money maker that pays big profits. Note these features:

- Smallest size ever made, 7½" wide, 5½" deep, 6¾" high
- Preset volume control
- Tamper proof lock
- Maximum selectivity and sensitivity
- Coin box easily accessible
- Maximum quality at lowest price
- Squelch Circuit eliminates noise interference
- RCA and Hazeltine licensed
- Backed by standard R.M.A. guarantee

CHOICE TERRITORIES NOW OPEN
Operators, write or wire Dept. B-6 for additional literature and nearest distributor.

Makers of "America's Best Buy" in Coin Operated Radios for Hotels, Motels, Hospitals, etc.

The Most Appealing Offer in Many Years! Cash in Now!

COLUMBIAN PRODUCTS CO.
321 W. DIVISION ST. CHICAGO 10, ILLINOIS

STRETCH YOUR DOLLARS WITH THESE LOW PRICES

★ ★ ★

GUARANTEED REBUILT PHONOGRAPHS

Seeburg	Wurlitzer
9800—R. C. HITONE\$279.50	MODEL "1015"\$550.00
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	AIREON 1200A\$300.00
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AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

Texas Jim Reorganizes

Lee Penny, writer of *Adobe Hacienda* and now working for the Berle Adams' music firms in Los Angeles, reports that Texas Jim Lewis is reorganizing his band and has been working at San Bernardino Saturdays. . . . Jack Guthrie, the Capitol recording artist, is still seriously ill at the Livermore (Calif.) Veterans' Hospital and would appreciate mail. . . . T-Tex Tyler, the growl singer, is in the hospital with pneumonia.

Red Murrell has been replacing Tex Williams and His Western Caravan at the Palace Barn in Los Angeles. When Tex returns he will alternate with Murrell. . . . Larry Cassidy, who is called the Singing Cop, and rightly so because he serves on the L. A. police force in between dates with Cliffie Stone's Barn Dance Gang, looks like he has a click in his latest Capitol release, *Save the Alcohol*. . . . Bullet platters has inked Cal Kelly, Eddie Hazelwood and Spike Dawes.

The Carolina Cotton Pickers head for Honolulu soon for a personal-appearance tour. . . . Hank Penny has moved to Atlanta. . . . Spade Cooley sank \$30,000 in a 16mm. movie short of himself and his band and now can't get distribution for the film, so he may lose the big promotional push he'd get on the flicker. Cooley has gone back to his old instrumental style, discarding reeds and brass for the old string style.

Harry Sims is now arranging for the Sons of the Pioneers and between his many recording sessions with his fiddle, is turning out songs like his *Did You Mean To Make Me Blue?* which Fairway Music is pubbing. . . . Allen Massey is reorganizing the Westerners, once led by his sister, Louise. It looks like he will get a Columbia Records paper. . . . Ken Curtis is set for a series of 130 transcriptions for Ziv in a series to be called *Chuck Wagon Jamboree*. After completing the a.t. series, he will star in and produce a series of sagebrush sagas built around historical stories about the history of Colorado, where the films will be shot. . . . Johnny Tyler is appearing at the 97th Street Corral in Los Angeles every Saturday and is also cutting Victor Records sessions.

Smiley Burnette returned to Hollywood last week following a coast-to-coast tour, ready to begin work on his latest flicker, *Blazin' Across the Pecos*. On his junket, Burnette covered 10,000 miles, visting United Artist record distributors in the South's major cities and calling on disk jockeys and theater managers. His new tunes, *Popcorn* and *Home Cookin'*, will be featured in his latest film.

Hank Thompson makes his initial wax bow on Capitol doing *Humpty Dumpty Heart* and *Today*. Thompson was first called to Capitol's attention by Tex Ritter, and Hal Horton, of KRLD, Dallas, also recommended Thompson, who has a daily radio show from WACO, Waco, Tex. . . . Arthur Smith, who was featured for years on the *Grand Ole Opry* as hot fiddle and is now a member of Jimmy Wakely's troupe, is also cutting for Capitol and his first release will be *Orange Blossom Special* and *Crazy Blues*.

Governor Jimmy Davis of Louisiana was guest of director Phil Carlson on the set of Columbia's *Adventures in Silverado*. The two became friends during the filming of *Louisiana*. . . . Dick Spung and His Rainbow Valley Gang are still being heard over WHIZ, Zanesville, O. The personnel of the band includes Lloyd

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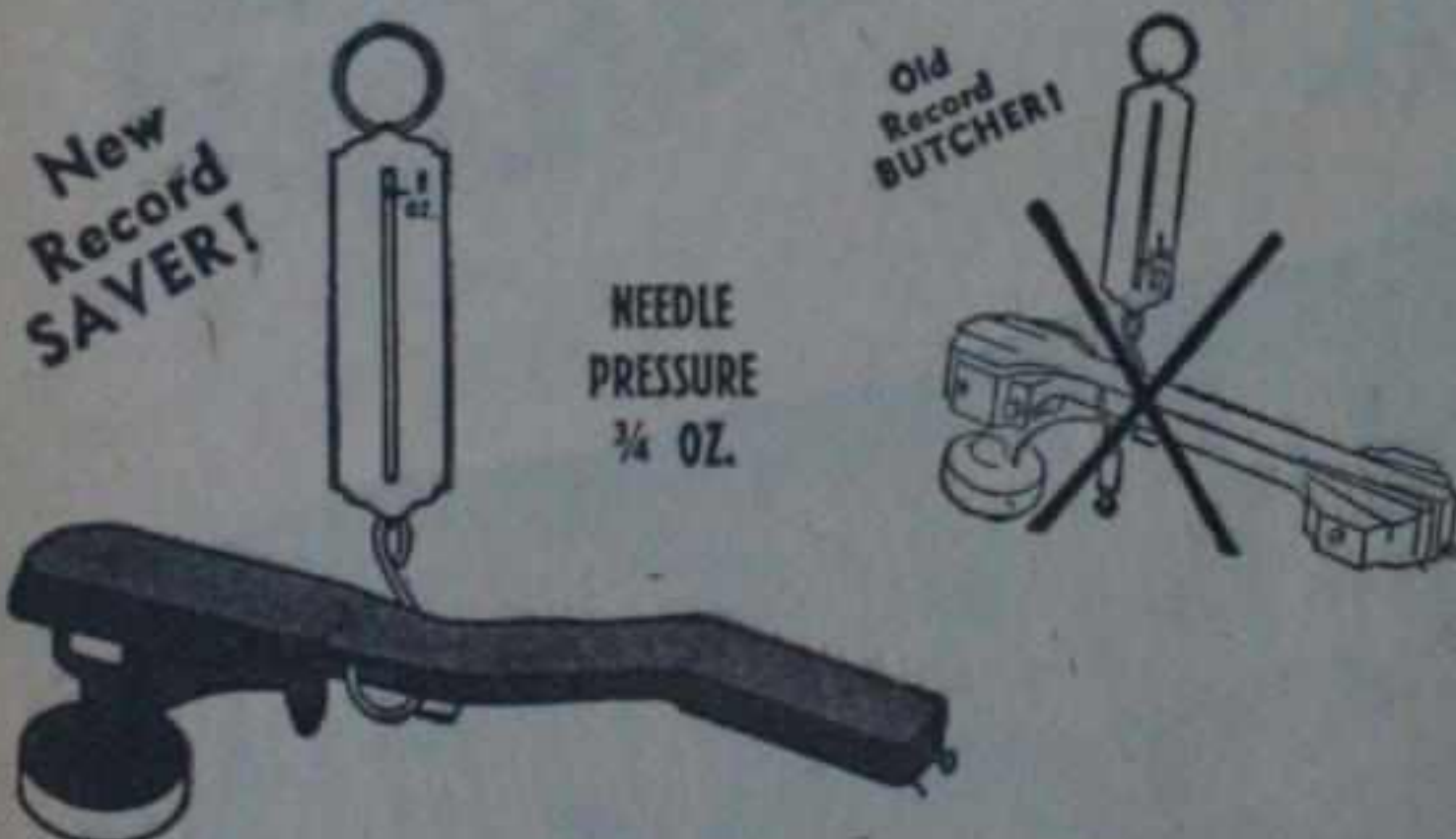
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ELIMINATE THE OLD RECORD BUTCHER!



ADAPTABLE TO ALL MODEL
WURLITZER PHONOGRAPHS

(EXCEPTING 12 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.

2218 UNIVERSITY AVENUE

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operators
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Why? It has a much longer needle life than ever before achieved and the true-economy is easy on the pocket-book. The new, straight-line Jensen Coin Machine Needle, with the recently developed, locked-in precious metal tip, assures a definite saving in operation costs . . . because it doesn't have to be changed as frequently. Its smooth play lures nickels, dimes into your juke boxes. Investigate today.

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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. Keefer CHICAGO 39, ILL.
Telephone: CAPITOL 7852
Will Pick Up Within 100 Mile Radius

"THE HIGHEST BIDDER"

TURN YOUR USED RECORDS
\$\$ INTO CASH \$\$

WRITE, CALL OR JUST SHIP TO . . .

NATHAN MUCHNICK

1251 N. 52nd St., Philadelphia, Pa.
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WILL PICK UP WITHIN 100 MILE RADIUS.

A MIGHTY GOOD TRADE

30 De Lux Select-a-Matic Seeburg Wall
Boxes, 15 converted to 10¢ play, 15 con-
verted to 5¢ play. Will trade all the above
for Pin Games. What have you to offer?

MUSIC MACHINE CO.
#636 Broad Street AUGUSTA, GA.

10 AMI MODEL A

Same as new, \$695.00 each
One-third deposit, balance C. O. D.

PLAYTIME AMUSEMENT CO.
112 Cherokee St. Kingsport, Tenn.

Pearson Tells Aireon Plans For '48 Jukes

KANSAS CITY, Kan., Nov. 29.—The Aireon Manufacturing Corporation, which filed petition for corporate reorganization, will continue to complete plans for a pre-production run of its new 1948 models in time to have them ready for the January coin machine convention. Harold Pearson, president of Aireon, told *The Billboard* this week that the action for reorganization was taken in the hope that it would cause no interruption in the operations of the business.

The company's petition for reorganization, filed here in the Federal District Court of Kansas, said that the firm was unable to meet its maturing obligations, and that it wished to revamp its capital structure to avoid the "loss of creditors and complete destruction of the rights of the stockholders."

The Reconstruction Finance Corporation (RFC) advanced Aireon \$2,000,000 in March, 1947, to enable the firm to refund bank debts and clear up old liabilities. Since March, the firm has repaid \$557,000, but is in default on an installment due October 17.

Pearson said that Aireon has now completed tooling up to produce a new nickel, dime and quarter three-wire wall box, and that the firm's production on speakers will continue without interruption.

Pearson also said that the firm expects to deliver in December on its train-telephone contract with the Chesapeake & Ohio Railroad. This contract called for \$350,000 worth of telephone equipment.

Accepting the company's petition for reorganization, the court named Pearson and Harry Miller Jr., Kansas City attorney, as trustees, to guide the firm, under the court, until such time as the reorganization can be effected.

Ala. Operators To Talk Tavern Juke Locations

MOBILE, Ala., Nov. 29.—Alabama Music Machine Operators, Inc., will convene in Montgomery December 1, according to R. E. L. Choate, executive secretary of the organization. The group will discuss the recent decision of the Alabama Beverage Control Board to allow music machines in cafes or other places where alcoholic liquors are sold.

Mayor Charles A. Baumhauer announced Monday (24) that music machines would be allowed in night clubs, cafes and taverns in the city of Mobile under the new order. The mayor added that strict police regulations will be imposed against the use of too much volume on the machines and that no music would be allowed on Sundays.

FOLK TUNES

Continued from page 100
guested on ABC's *On Stage America* recently.

Ollie and Fred Cook, of the Skyline Patrol, formerly aired over WCHS, Charleston, W. Va., are now on WHTN, new Huntington, W. Va., outlet. The Cooks just completed a tour thru the Midwest, the South and part of the Southwest, visiting Fiddlin' Harold Carter and his Pony Express with Dick Autry, KFEQ, St. Joseph, Mo.; Jack Holden and the Nicholas Sisters, WIBW, Topeka, Kan., and others.

George Long, of the 101 Ranch Boys, received hefty response on the

Calif. Inventor Turns Music Box To Money Maker

FRESNO, Calif., Nov. 29.—An inventor of no mean merit is Lew German, owner of the Michigan Lodge on Highway 41 between this city and Yosemite National Park, especially when it comes to constructing a coin-operated juke.

German's tinkering activities centered upon the old music box given him by his mother many decades ago and began one chilly evening recently when a lack of customers started him casting about for additional means to promote profit. With the same determination that prompted him to name his California cafe Michigan Lodge, after his home State, German began to turn the music box into a commercial instrument.

Using a few odd tools and a spare tablespoon, after several evenings of work there evolved a Rube Goldberg type machine that played perforated metal disks for a nickel. Patrons deposit coins in a chute that drops them so they hit the bowl of a spoon, which tips and lets the coins slide off to strike a trap that trips the playing mechanism into motion.

But even after paying your nickel you have to do your own winding, much like an old-fashioned spring phonograph.

Wichita Body Defers Action on Proposal To Up Juke, Pin Tax

WICHITA, Kan., Nov. 29.—Wichita City Commission has voted to defer action on a proposal to hike license fees on juke boxes and pinball games, after operators here protested any increase from present license fees. Current license fees are \$5 for juke and \$10 for pin games.

Counsel for operators here pointed out that, of a pin game's gross receipts, 49 per cent goes to the location management, 2 per cent goes for the Kansas sales tax, \$10 goes for a federal tax, to which must be added an \$8 property tax, depreciation and all other expenses. Based on these expenses, counsel said that the present license fee is the maximum which operators can afford to pay.

After the counsel had presented operators' arguments, the commissioners thanked operators for their information, and then voted to defer action on the proposed boost.

Open Baltimore Rosen Show'm

BALTIMORE, Nov. 29. — Dave Rosen, Inc., will hold grand opening festivities in celebration of its new headquarters here tomorrow (30), Dave Rosen, firm head, announced. Event will also mark the first showing of AMI equipment in this area by the Rosen firm.

New offices here are located at 503 Evergreen Avenue, feature well appointed showrooms. A large turnout of coinmen from out of town as well as local operators are expected to be on hand when the event gets under way at 12 noon.

Rosen firm's AMI territory includes Baltimore, Washington and Philadelphia. Its other showrooms are located in Philadelphia.

initial airing of his newest song, *That Mother-in-Law*, over a York, Pa., station recently. George and the 101 Ranch Boys are skedded to wax the tune on the Security label soon.

MGA Discusses Juke Problems At Newark Meet

NEWARK, N. J., Nov. 29.—A general meeting of the Music Guild of America (MGA), featuring an open-forum discussion of methods to increase juke box play, new policies of public relations, as well as service and competition problems, will be held December 9, at the Music Operators' Association headquarters here, LeRoy Stein, MGA executive director, announced this week. During the meeting, the floor will be thrown open for the nomination of MGA officers, with elections scheduled for a later date.

The Tabak Plan, a proposal to increase customer play thru a hit tune service, will occupy a prominent place on the agenda, as will a new MGA public relations policy directed at competitors, locations and the general public. Mechanical and replacement problems, unfair competition and a discussion of the deflated value of the nickel will round out the evening's program. Reports and speeches will be held to a minimum, Stein said, to allow time for full membership participation in the discussion.

In a separate action MGA's board of governors authorized Stein and Sol Kesselman, MGA attorney, to go to Chicago, Stein to organize a committee of correspondence on public relations composed of music operators' associations, and Kesselman to lay the groundwork for a national legal protective association serving the juke box industry.

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Write Now for Complete Story
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PHONOS. ROK-OLA: 4 12 Rec., \$40; 1 Non., \$95; 5 Stos., \$175; 2 Mas., \$175; 3 Sup., \$175; 1 Comm., \$125; 4 Mod., \$125; 5-10-25¢ W.B., \$10; 35 Mod., 1501 5¢ W.B., \$7.50; 4 Mod., 1502 Bar Box, \$7.50; WURLITZER: 1 P12, \$35; 4 412, \$40; 5 616 Light-Up Cab., \$85; 1 500 Mod., \$120; 1 600R, \$110; 1 618 Light-Up Cab., \$75; 1 800, \$215; 1 800K, \$125; 4 750E, \$250; 2 81 Counter Mod., \$89; 12 Mod., 125 W.B., \$8.50; 1 430 Speaker with W.B., \$55; 1 580 Speaker with W.B., \$75. SEEBURG: 2 12 Rec. Mod. A, \$35; 3 12 Rec. Mod. H, \$42.50; 1 20 Rec. Royale, \$75; 1 Regal, \$95; 1 Maj., E.B., \$135; 8200 Wal., \$180. MILLS: Mills Throne, \$85; 1/3 Dep., Bal. C. O. D. Crating \$3.50 ea. WERTZ MUSIC SUPPLY CO., 319 W. Broad St., Richmond, Va. Phone 7-3021.

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Picket Union In L. A. Juke Box Dispute

IBEW Hits at Teamsters

LOS ANGELES, Nov. 29.—International Brotherhood of Electrical Workers (IBEW), Local 1052, picketed the headquarters of the teamsters' union here Tuesday (25) in an effort to settle the jurisdictional fight over music machine servicemen. The unions, both AFL, are claiming to be the representative organization.

The picketing climaxed a long dispute. IBEW, headed by H. G. Sherry, of this local, had been selected by the Southern California Automatic Music Operators' Association (SCAMOA) as its affiliating union. Some weeks ago there was a break between the union and the association with the result Sherry told *The Billboard* "make it clear that we have no connection with SCAMOA."

"We have the jurisdiction over the installing, maintaining and operation of coin machines," Sherry added.

All Was Serene

At the Tuesday session there was a bit of pounding of fists and the ripping of banners. Following the incident, all seemed serene on the union front. Ray Leheney, public relations man for the teamsters, said: "This is a matter for the higher-ups to settle."

Sherry of local 1052 said: "The American Federation of Labor chartered our group with the right to have these men, but Matula (Frank Matula of T. U.) told us they belong to the teamsters. Matula has about 280 of the men that belong to us."

"We tried to work it out between ourselves and then by telegrams to Dan Tobin, national teamsters' union resident, and others but without results. So we thought we'd bring it to a head by the unheard of thing of picketing the Teamsters' Temple."

"I notified police and a motorcycle officer showed up. Then our boys began picketing. The officer rode off. A bunch came out of the temple and the fight was on. A lot more police came and everything quieted down."

When SCAMOA was organized there was some talk of them signing with the teamsters' union, and teamsters' representatives appeared at the meetings to make talks outlining the work. SCAMOA became aligned with IBEW, Local B-11 but the association later removed itself from affiliation with B-11 and Sherry organized and requested a charter for Local 1052.

At the outset of Local 1052, it was decided that servicemen could belong to the union. However, association members were supposed to be members of the union, too. Two months ago relationships began to cool between SCAMOA and Local 1052.

E. Jay Bullock, managing director of SCAMOA, confirmed the union leaders' stand. He put it this way: "SCAMOA has no connection with 1052, and 1052 has no connection with SCAMOA."

Acme Music Co., New Firm, Formed in Wichita Falls

DOVER, Del., Nov. 29.—Acme Music Company has filed a charter with the corporation department of the secretary of state's office here. New company's stated purpose is to deal in vending machines. Capital is \$1,000; principal office is in Wichita Falls, Tex.

Corporation Service Company, Wilmington, is resident agent in Delaware.

Denver Re-Elected Music Assn. Prexy

(Continued from page 98)

lishing a special "discriminatory tax on juke boxes." In addition, continuing discussion with the New York City Commissioner of Licenses probably will result in a fair licensing fee if and when a licensing move is made by the city.

Union Confabs On

Collective bargaining negotiations with Local 786 of the International Brotherhood of Electrical Workers is proceeding satisfactorily, Levin continued, and he predicted that an equitable agreement soon would be decided upon which would be acceptable to the AMOA membership (AMOA officials act as the bargaining agents for its operators).

The reports of Denver and Levine were approved unanimously. Also adopted unanimously was a resolution commending the business methods of several New York music machine distributing houses and the manufacturing firms which they represent. Members joined in an expression of appreciation for the "untiring efforts on behalf of AMOA" by Barney Schlang, association manager, and Ruth Nussbaum and Dorothy Wolk, secretaries.

In a presentation on behalf of the association, Levine presented William Levey with a watch as a token marking his long service on the board of directors. Levey recently resigned in accordance with the association's regulation prohibiting distributors from holding office. Levey's new business enterprise was announced recently.

Chattanooga Passes Regulations for Retail Liquor Spots

CHATTANOOGA, Nov. 29.—City commission here passed a new liquor ordinance on final reading last week. Included in the ordinance were stipulations that a maximum number of such off-sale retail establishments should not exceed 54. Previously, limit was decided upon according to population.

It was also specified that no person shall have an interest in more than one retail or wholesale liquor store, directly or indirectly, in the city. Ordinance further stated that such stores should be closed on Sundays, Christmas Day, New Year's Day, July 4, Labor Day and Thanksgiving Day in addition to all primary or general election days.

AMI RESUMES

(Continued from page 98)

firm has made steady gains in production and sales thruout the year to the point where it now has become feasible to make expenditure for advertising. He added that the firm's attitude toward the move was not so much in the sense of seeking immediate new orders but a long-range policy toward building additional acceptance of AMI products in the years to come.

In reviewing the steps leading up to AMI's current operation under a trusteeship, Haddock stated that the situation was brought about because of the firm's extended commitments to its wholly owned subsidiary, Du Grenier, Inc., a leading producer of automatic merchandising equipment since 1915. He said that the Du Grenier's difficulties were attributed to extreme shortages of key parts necessary for the manufacture of venders during the post-war reconversion years.

Alabama Officials Outline Steps To Get Juke Permits

MOBILE, Ala., Nov. 29.—R. P. McRee, assistant administrator of the Alabama Alcoholic Beverage Control (AABC), told a conference of the Alabama Music Machine Operators' Association (AMMOA) at Montgomery November 24, that the "continuation of 'canned' music in Alabama depends largely on the operators themselves."

McRee outlined the recent AABC rules which after December 15 will allow music machines in taverns, cafes, night spots, etc., where alcoholic liquors are dispensed. McRee said that all liquor licensees must first obtain a permit from the State board.

In order to speed the approval of machine locations and help keep them operating McRee suggested two major steps:

(1) Have the licensee secure local authorization before applying to the AABC board for a permit.

(2) Keep the machines tuned down, installing extra loud speakers in larger places, if necessary. McRee said the majority of complaints would come from the public protesting the blare from the music machines.

"Don't be so greedy for the nickel, like some of our licensees are," he said, "or you'll coax adverse criticism. Remember that that in one meeting, the board can rescind this ruling."

Two resolutions were adopted by the operators at the conference, one directed to Gov. James E. Folsom and the AABC board and the other to the League of Municipalities.

The resolution to the governor and the board said:

"That our appreciation be further

Count Retail Liquor Dealers in Country

EVANSTON, Ill., Nov. 29.—The nation has 446,531 bars and stores retailing alcoholic beverages, according to Mrs. D. Leigh Colvin, president of Women's Christian Temperance Union. "More than 1,000 areas were voted dry last year," she states. Present number of liquor retailers, both on and off-sale, make up a national average of one for every 35 families.

expressed in our future actions by pledging our wholehearted support and co-operation with its regulatory measures."

The resolution to the league pledged similar co-operation with municipal statutes and regulations.

R. E. L. Choate, AAMOA executive secretary, at the conference discussed laws, governing State, county and municipal license taxes and the State's sales tax as it applies to the music machine industry.

The conference was attended by music machine operators from throughout Alabama, headed by President Claude Hall, of Jasper, Ala.

Illinois Ops Hypo Cancer Drive With Chi Benefit Show

CHICAGO, Nov. 29.—Operators, distributors and manufacturers of juke boxes and all other types of coin operated equipment crowded the Studebaker Theater here Tuesday (25) when the Illinois Phonograph Owners, Inc., took over Spike Jones's *Musical Depreciation Review* for a benefit performance. The \$3,500 collected from the sale of tickets was turned over to Coin Machine Industries (CMI) for the Damon Runyon cancer drive. Jones and the Studebaker management donated a percentage of their part of the night's gross.

Between acts, Ray Cunliffe, president of the operators' association, was brought to the stage to tell the audience of CMI's cancer drive, and outline the phonograph owners' part in the program. Cunliffe in turn introduced Dave Gottlieb, CMI president, and Ray Moloney, national chairman of CMI's drive to aid the Runyon fund.

Cunliffe said that six firms purchased blocks of more than 50 seats. Firms were the Illinois Simplex Distributing Company, ABC Music Service, Rock-Ola Manufacturing Corp.; AMI, Inc.; Automatic Phonograph Distributing Company, Distributing Corporation of America and Gillette Distributing Company.

THE FINEST, MOST LUXURIOUS . . . HIGHEST PRICED COMMERCIAL PHONOGRAPH MADE



The "Manhattan"

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PACKARD MANUFACTURING CORP., INDIANAPOLIS 7, IND.

Complete AMI AUTOMATIC HOSTESS 20 STATION SYSTEM

Includes 20 Location Cabinets

BEST OFFER TAKES IT!

We'll deliver and set up within 250 miles.

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New York:

Dave Rosen, head of David Rosen, Inc., exclusive AMI distributor in Philadelphia and Washington, opened his new showroom in Baltimore Sunday (30). . . . Al Denver's father-in-law died Sunday (23). Al is the newly re-elected president of the Automatic Music Operators' Association. . . . Lew Jaffa, sales manager of Eastern Electric Vending Machine Corporation, is back at his desk after a biz trip to Massachusetts.

T. J. McCormick is the new United States Television (UST) rep in the Albany, N. Y. area. Hamilton Hoge, UST president, also announces that Raymond G. Hogan has been assigned to the territories of Manhattan, the Bronx and Bergen County, New Jersey. Bill Alberg, of Brooklyn Amusement Company, is in a Baltimore hospital for surgery.

The newspaper PM is preparing a feature on the vending machine industry for early publication. . . . Sid Middleman, of Abbott Specialty Company, credits Sylvia Berg, a secretary, with much of Abbott's success. . . . Lou Hirsh, of Silvertone Music Company, is mourning the death of his mother Monday (24).

H. F. (Denny) Dennison, president of Videograph Corporation, reports that 40-play AMI phono units are being installed in the firm's combination tele-juke set. . . . Wilmer Kramer, of Buy-a-Pac, Cohoes, N. Y., cigarette machine operating firm, was seen on the avenue this week. . . . Tony Rex, of Manhattan Phonograph Company, left by plane Friday (28) for a conference at the Kansas City plant of Alreon Manufacturing Company.

Ramon Garcia Cruz, of Puerto Rico, was looking over merchandise of local distributors this week. . . . Harry Berger, of West Side Distributing Company, was confined to his home for two days last week with a cold. He says this was the first time illness kept him off the job in over eight years. . . . Rammy Ramagosa, of the operating firm of Carl & Ramagosa, (See New York on page 106)

COINMEN YOU KNOW**Indianapolis:**

Irving Eyster, Eyster Music Company, Terre Haute, Ind., is confined to his home after an accident which compels him to use crutches in order to navigate. . . . Verne Greene, sales engineer of the Seeburg company, is in Indianapolis on business. . . . Sam T. Dieter, of Southern Automatic Music Company, Ft. Wayne, stopped in the city en route to visit his daughter who is a student at Indiana University.

Harry Binnie is planning to open a show room here to display Packard phonographs. R. L. Campbell, his representative, is making headquarters at the Pennsylvania Hotel. Mrs. Blanch Jones, of the Jones Music Company; Mr. and Mrs. Clarence Hohman, and Mr. and Mrs. Harold Bailey, Bally Music Company, spent the week-end at Lookout House, Covington, Ky. . . . G. E. Thomas, traveling representative for AMI Phonographs, called on operators in Southern Indiana during the week. . . . Paul E. Jock, distributor for AMI's called on operators in Northeastern Indiana during the week. He reports business conditions improving.

Homer E. Capehart and William T. Bolles, of Packard Manufacturing, (See Indianapolis on page 107)

Portland, Ore.:

Julian Brown, measured music operator, calls attention to an instance of deficiency in information on the part of State officials in drafting tax laws. He refers to the 1947 legislative act that added \$1 tax for each coin chute to the regular music device tax, wherein there was inadequate definition of the term "chute." He operates Solotone, which has separate holes for nickels and dimes. "I paid \$400 in chute taxes and after a while received notice that I owed \$400 more," Brown said. "I went to Salem (State capital) and spent half (See Portland, Ore. on page 107)

Los Angeles:

Lyn Brown has received another shipment of George Ponsler's Pro-Score. Brown's secretary, Shirley Morris, has been kept busy billing operators for these machines. . . . Earl Everett, from Seattle Coin, returned from a hunting trip in the Noonsak River area where he bagged a six-point buck. . . . Sam London, of London Music Company, Milwaukee, in town and enjoying a visit with Bill Happel, of Badger Sales. Mike Hobart, sales manager of Minthorne Music Company, in Phoenix in the interest of the Seeburg and Bally lines.

Coast Records will soon release an album, *Blue Velvet Waltzes*, recorded by Mark Warnow and his orchestra. Warnow uses 15 strings in his group. The six-sides are by Warnow except one, which is by Raymond Scott. . . . Bob Morse, of CMAC, and Aubrey Stemler, of Aubrey Stemler Distributing Company, in a huddle and planning their trip to the NAMA meeting. They plan to leave December 10.

Bill Fyfe, of Shine Distributing Company, is anticipating the arrival of a Douglas automatic shoe shine (See Los Angeles on page 106)

Detroit:

Joe Robbins has joined the A. P. Saueve Company, Genco distributor, as a salesman covering the State. . . . C. L. Skidmore, sales manager of Mercury Steel Corporation, is setting up the national distributor organization of the company. . . . Max Marston is eagerly preaching the gospel of six plays for a quarter as a way of bringing in extra business to local operators.

Harry Stanton, of Robinson Sales Company, on a hunting trip. . . . Marvin Jacobson, candy and cigarette vending operator, is returning to the theater concession field next year as well. . . . Myer Brenner and Morris Richman, of Triangle Vending Company, have moved their offices to 12046 Linwood Avenue, sharing space with American Distributors.

Irving Wasserman, who established the Paramount Music Company nearly a year ago, has joined his juke box operation with the Meltone Music Company established by Vincent Mell. . . . J. R. Pieters, of King Pin Equipment Company, returned to his Detroit and Kalamazoo offices after a quick trip to South Dakota. . . . W. R. and Ella M. Palechek are establishing the Howard Meter Service at 13586 Washburn Avenue.

Boston:

Al and Paul Manners, of Automatic Candy, Inc., have just purchased 50 drink machines to supply their present locations. . . . Charley Wertheimer, operator of the Washington Street Mardi Gras Arcade and two other spots in the city, is recuperating in Peter Bent Brigham Hospital from a heart attack suffered after a game of handball.

Miss Anita DeSoto, of Newton, Mass., for eight years secretary to Edward Baveby, of Associated, and well known to all New England operators, will be married Valentine's Day to George Finnegan, of Eastern Airlines. Finnegan, who resides in Jamaica Plain, is a former first lieutenant in the U. S. Marines. The couple will spend a honeymoon in Miami, Cuba and New York.

John A. Kelley, West Roxbury, operator of the Scollay Square Arcade, was robbed of \$500 by three gunmen, who forced him to drive from his home to a point a quarter of a mile away where the robbery took place and the men slipped away.

Chicago:

Harry Williams, of the Williams Manufacturing Company, who left Sunday (23) for Los Angeles via plane, returned Monday (1). While there he called on coinmen and visited his father. Williams callers during the week included Sam Taran, of Taran Distributing, Miami; Sam Rose, King Pin Distributing, Detroit; Sam Stern, of Scott-Crosse, Philadelphia, and Herman Paster, Mayflower Distributing, St. Paul. Fulton Moore, Williams sales manager, piloted his own plane to Peoria, Ill., over the week-end to call on coinmen in that city.

Monte West, AMI's service engineer, returned from a lengthy trip thru the Mountain, West Coast and Southwestern States this week and immediately left for a quick trip to the firm's Grand Rapids, Mich., plant. Out-of-town coinmen welcomed at AMI's Loop sales offices were Paul Bleck, of the General Music and Novelty Company, Fond-du-Lac, Wis.; Bill Wolf, M. S. Wolf Distributing Company, a firm that has four West Coast offices, and John from Grand Rapids. AMI will have an equipment showing at the Sunday (30) meet of the South Dakota Phonograph Operators in Yankton.

Several firms here are planning to show at the NAAPPB meet in the Sherman Hotel, December 1-4. This show, sometimes referred to as the Outdoor Convention, is noted for attracting coinmen visitors, most of whom are interested in arcade-type equipment. . . . It is beginning to look as the roll-down games are becoming increasingly popular with local manufacturers. Genco is the latest to announce production on this type of game, while George Ponsler's firm has been in the field here for several weeks. This type of amusement game has already attracted a large following in New York.

Herman Paster, Mayflower Distributing Company, St. Paul, and (See Chicago on page 107)

Buffalo:

The ban on Canadian import of coin machines is going to hurt used machine sales here considerably, according to distributors. Al Bergman, Alfred Sales, Inc., who has built a large sale volume in past two years with his new distributing set-up, feels that his sales of older equipment, particularly games, will really suffer. J. H. Winfield Company, oldest distributor here, also expects some drop. Lew Wolf Enterprises, another well-established distributing firm, also is affected.

Percy Gattrell, well-known coin man, and head of Buffalo Amusement Operators' Association, had to take some time from his busy schedule to be with his wife who was ill with an infected tooth recently. . . . Coinmen Howard Maurer and Lew Wolf have just taken the second trip to Bradford, Pa., in last couple of weeks and some big deal is said to be cooking. Lew Wolf has been busy lately publicizing his new Manhattan phonograph. He held showings in Rochester, Utica, and Syracuse, which are included in his New York State territory, and entertained operators in those areas at their leading hotels, with several sales a result. Wolf also displayed the Manhattan prominently at a recent Buffalo Greater Advertising Club exhibition of products at Hotel Statler, and garnered a choice \$ by 12-foot display area in the main lobby.

Coinmen here extend their sincerest sympathy to James (Tod) Mahoney, music and pinball operator, and head of Steel City Amusement Company, Lackawanna, N. Y., whose son, James Jr., was killed in an auto accident November 29. James Jr. was a war veteran and associated with his father in the coin machine business.

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CHICAGO COINMEN BOOST CANCER FUND



BANQUET GUESTS AT THE SPEAKERS TABLE at the Chicago cancer fund banquet included (left to right) Tom Callaghan, Ben Coven, Tony Zale, Al Sebring and Al Stern.



QUIZ KID LONNY LUNDE, 10, shows up Master of Ceremonies Vincent Gottschalk with answers to tricky questions. Lonny and Pat Conlon, 12, stole the show.



CHECKING CHECKS received at the banquet are (left to right) George Glasgold, Maurice Goldblatt, Ray Maloney, Barnet Hodes, Dave Gottlieb and Gilbert Kitt.



OVER 250 BANQUET GUESTS enjoy a hearty steak dinner in the Mural Room of the Bismarck Hotel. The Chicago banquet was typical of 17 such events held throught the country.



BANQUET CHAIRMAN JOE SCHWARTZ (right), National Coin Machine Exchange, discusses details of the event with Irving Ovitz of Automatic Coin Machine and Supply Company.



PART OF THE BANQUET CROWD listen intently as Dr. Morris Fishbein, featured speaker, tells of developments in the field of cancer research. Note the attentiveness of his audience.

Look To The GENERAL For LEADERSHIP

COINMEN YOU KNOW

SLOTS

NEW:
5z-10z-25z-51.00 Play Jennings Standard Chief Jennings Super Deluxe Chief Jennings Standard Club Console Jennings Super Deluxe Club Console

RECONDITIONED:
Mills Black Cherry, 25z \$139.50
Blue Front, 5z 109.50
Blue Front, 10z 114.50
Original Chrome, 10z 124.50
Brown Front, 5z 114.50
Brown Front, 10z 119.50
Gold Chr., 5z 125.00
Gold Chr., 10z 130.00
Gold Chr., 25z 135.00
All above are Mills factory originals—no revamps. Completely overhauled, refinished and repainted like new. New reel strips, club handles, new award cards. Write for prices on all new equipment. Send for complete bulletin.

CONSOLES

NEW:
Sally's Double Up Sally's Wild Lemon Jennings Challenger 5-5z, 5-10z, 5-25z

RECONDITIONED:
Bonus Super Bell, 5z \$350.00
Twin Bonus Super Bell, 5-5z 375.00
Twin Bonus Super Bell, 5-25z 595.00
3-Way Bonus Super Bell, 5-10-25z 850.00
Draw Bell 289.50
Gallopng Daminoes, Walnut Cab., Clean 99.50
Lucky Lucrs, Walnut Cab. 99.50
Mills 4 Balls, Special 125.00
Keeney Pastime 150.00
Super Track Time 150.00

★★ 5 BALLS ★★

NEW:
Immediate Delivery
Gottlieb's Humpty Dumpty
Ghicoln's Baseball
Ghicoln's Sea Isle
Williams' Ginger
Williams' Bonanza

RECONDITIONED:
Baffle Card \$110.00
Big Hit 69.50
Big League 69.50
Dynamite 110.00
Kilroy 129.50
Lucky Star 109.50
Mails 169.50
Midget Racer 59.50
Miss America 129.50
Play Boy 159.50
Sea Breeze 79.50
Snow Girl 119.50
Smarty 119.50
Spellbound 89.50
Stage Door Qanteen 69.50
State Fair 119.50
Step-Up 99.50
Super Liner 89.50
Super-Score 119.50
Surf Queens 69.50
Suspense 89.50

COUNTER GAMES

NEW:
Gottlieb's Deluxe Grip Scale A.B.T. Challenger, 1z or 5z
Daval's Best Hand, 1z
Daval's Mexican Baseball, 1z
Daval's Skill Thrill, 1z
Marvel's Pop-Up, 1z or 5z

ONE BALL—FREE PLAY

NEW:
Sally's Jockey Special

RECONDITIONED:
Sally's Victory Specials With Chrome Balls, Clean ... \$249.50
Daily Races 295.00
Long Acres 89.50
Thoroughbred 89.50
Pimlico 85.00

STAPLES

RECONDITIONED:
Ace Bomber \$150.00
Air Raider 69.50
Bank Ball 250.00
Panoram 295.00
Play Golf 99.50
Sky Fighter 125.00
Total Roll 275.00
Undersa Raider .. 150.00



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PFRANSTIEHL
Regular or Special Coin Machine Needles, 55¢ each; \$50 per hundred; \$450 per thousand.

TERMS: 1/3 cash with order, balance C. O. D.

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BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.



THIS SENSATIONAL VALUE!

CONSOLE-TYPE RA-O-MATICS!
NOW **39.50** (in quantity)
LIGHT OR DARK FINISH MAHOGANY

Ra-o-matic Co.

3757 WILSHIRE BLVD., LOS ANGELES, CALIF. FA 2311

IT'S NEW! SIMPLY GREAT!
Chicago Coin's **SEA ISLE**
THE BONUS AND DOUBLE BONUS SUPER HIGH SCORE GAME
WITH SOMETHING NEW IN LIGHTS
KERMAN SALES CORP.
575 Clinton Avenue, North Rochester, New York

New York:
(Continued from page 104)
Wildwood, N. J., visited local game machine men this week.

Larry Ash, of Metropolitan Kwik-Kafe, will soon place on location a combination coin-operated cafeteria unit, featuring coffee, cookie and sandwich venders. . . . Visitors to coin machine row this week included Nick Abraham, Danbury, Conn.; Louis Unterberger, Wilkes-Barre, Pa., and P. F. Hudson, North Platte, Neb.

Thanksgiving Day was celebrated on two counts by LeRoy Stein, executive director of the Music Guild of America (MGA), since Thursday (27) also marked the Steins' 27th wedding anniversary. . . . Barney O'Connor, of Manhattan Sales Company, San Francisco, flew into town to attend the wedding of Jim Farley's daughter Saturday (22).

George Seedman, general chairman of the National Automatic Merchandising Association (NAMA) convention, and secretary and treasurer of the Rowe Corporation, has invited a number of cigar manufacturers to participate in the Chicago show December 14-17. Seedman reports that several rooms on the seventh floor of the Palmer House have been set aside for their use.

Albert Cole, president of Drink-o-Mat Corporation, is rounding out a Southwest junket this week with visits to Austin and San Antonio. . . . Al's son, Dick, on duty at the firm's general offices here, relays the information from Miami that John Mobley's horse has been weaned. The animal, which daily imbibes six bottles of Coca-Cola, has given up the bottle and now takes his favorite drink from a cup.

Herb Weaver left for Chicago Friday (28) to set up an exhibit of his new grip machine at the Sherman Hotel for the National Association of Amusement Parks, Pools and Beaches (NAAPPB) show December 1-5. . . . International Mutoscope Corporation and Mike McInnes will be among the other coin machine representatives at the NAAPPB get-together. . . . F. McKim Smith, president of the National Association of Amusement Machine Owners (NAAMO), will leave Atlantic City December 2, reaching Chicago in time for the outdoor show and stay over for the NAMA convention.

Mac Pollay and Nat Goros, principals of Dynamic Devices, Inc., have reserved space at the Coin Machine Industries (CMI) show to exhibit their roll-down, Roll-ette. . . . Mr. and Mrs. Munves, of Mike Munves Corporation, returned to town last week after a vacation in Hot Springs. . . . Lester Paul, West Side Distributing Company executive, traveled to Batavia and Buffalo last week on business.

Hirsh De LaViez, of the Hirsh Coin Machine Corporation, and Eddie Galaher, WTOP disk jockey, who together run the nightly Record of the Week show, had Charlie Barnet fill a guest spot on that Washington program last week. . . . Ben Horowitz, of Albena Sales Company, says he plans to handle amusement games as soon as the jam in his warehouse lets up a little.

Membership committee of the American Bottlers of Carbonated Beverages (ABCB) reported at the conclusion of its Atlantic City convention last week that ABCB rolls now include 4,250 members. . . . Nat Bensky, of the Peekskill Vending Company, was seen in town last week. . . . Sam Sacks is away from

his desk at Acme Sales this week, recuperating from a minor operation.

Ed Portnoy is a new addition to the sales staff of Runyon Sales Company. Ed was formerly associated with Atlantic New York Corporation. . . . Frank Alfidi and Peter Manzoll, who head the A & M Amusement Company of Yonkers, were on the avenue last week looking over the new crop of roll-downs. . . . Morris Hood helped celebrate his parents' 35th wedding anniversary November 27.

D. J. Finn, general sales manager of RCA Victor's record department, announced the appointment this week of Edward L. Dodelin to head up the sales of Western, blues and rhythm labels, and George L. Keane to direct sales of the pop catalog.

Los Angeles:
(Continued from page 104)

machine about December 8. . . . Paul and Lucille Laymon back from Portland. . . . Lew Feldman and son, Bob, are getting their Acme Vending Machine Company ready. They plan to manufacture and distribute merchandise vending machines. . . . H. E. Crommett, of Culver City, in town on a buying trip. . . . Hugo G. Neu, of Ginseng Products Company, sole owners and originators of Yen-Seng, a new soft drink, is aiming his guns at the automatic beverage operator. . . . Earl McAnney, of Compton, visited Coin Row last week.

M. S. Winters and J. E. Powell, of Automatic Equipment Maintenance, are creating interest with their new service. Bud Wise, well-known operator, has been telling members of the Western Vending Machine Operators' Association about the work they are doing. . . . Kwik-Kafe of California is reported to have a new set-up of financing their machines. . . . R. E. Smith and Bob Bell, of Automatic Enterprises, have lined up a factory here to make bars for the Star vender. The bar is known as Kilroy—so it looks like Kilroy is here. They will offer other bars made in sizes to fit this machine.

L. B. McCreary, of Solotone, back at his desk and with E. F. Wilson is mapping elaborate plans for 1948. . . . C. O. Libby, of National Typewriter Company, is producing a new model coin-operated typewriter. He was formerly with Pacific Electron. Libby is assembling these typewriters at his factory in Long Beach.

Mart Parent, of Parent Distributing Company, is expected here from Oakland to make preparations for a big showing of the Douglas Shoeshiner. P. E. Emmerson, of International Vending Machine Company, soon to announce a new type popcorn vender. . . . According to Bill Hovey, the location tests being conducted by Kold Krisp Apple Service Company are well underway. . . . Lee Wirt, of Montebello, in the city on one of his routine buying trips. . . . Mrs. Golden Williams, of M. S. Wolf Distributing Company, is still on the sick list.

"WHETHER YOU'RE RICH OR POOR . . . IT'S NICE TO HAVE MONEY"
One way to make a lot of money is to sell Columbia Bells and if you get an order in to Ed Hanson on or before December 10th—you'll get a price whereby you make a lot, a heap, a pile, a wad of that green we love to touch.
ED HANSON
Randolph 2907
GROETCHEN TOOL & MFG. CORP.
126 N. UNION CHICAGO

Chicago:

(Continued from page 104)
Sam Taran, Taran Distributing Company, Miami, were in at the United Manufacturing Company plant last week trying their hand at the new Singapore roll-down and pin game on the display floor. Sam reports that the exorbitant building costs are keeping him from adding a story to his building in Miami. The recent storms in that area had little effect on his business, Taran said.

Lee S. Jones, of P. & S. Machine Company, says that the back-shop force there has been working double shifts and Sundays on production of Tom Tom games. Several visitors have been in to look over the new game, Jones said.

Ralph Sheffield, partner at Empire Coin Machine Exchange, came back from his deer hunting trip to Canada last week loaded down with his bag—two jars of pickles, one pound of potatoes and two rabbits. Gil Kitt, the other Empire partner, took off via airline for Baltimore with his family to spend Thanksgiving and the week-end there. Mickey Green, of Green Novelty Company, Wausau, Wis., was an Empire visitor last week. The Empire phone number has been changed to Everlade 2600, and seven lines are being installed to handle calls into the new switchboard.

Mike Spagnola, Automatic Phonograph Distributing Company, secretary of the Illinois Phonograph Owners, Inc. (IPO), says that it's a relief to have the big IPO night at the Studebaker Theater out of the way. Mike reports that, in his book, the show must go down as a howling success.

B. E. Hall, general manager of Colli-Ware Manufacturing Company, returned to the office recently after about with the flu. He's now catching up with details that piled up during his week's absence. Firm's new Sugarbowl, triple bulk vender, is catching operators' and customers' eyes, Lawrence F. Ellison, national sales director, states.

Altho heating facilities are in perfect working order now, if you had stepped into Jimmy Johnson's headquarters during the cold snap last week you would have sympathized with him. He was cold, bordering on the blue stage. Seems Globe Distributing offices were suffering from a heating plant shutdown. . . . Al Schechter, Howard Machine Products, reports their coin typewriters are finding acceptance in the city's YMCA's and hotels. Operator interest, too, is increasing.

Lou Holbrook, Huntington, Ind., and George Ohlendorf, Freeport, Ill., were among Monarch Coin Machine Company callers last week. Clayton Nemeroff says additional foreign orders are coming in, with no let-up in sight. Latest foreign order will result in shipment of coin equipment for a complete arcade with shooting gallery. Destination tags, Clayton says, will lead the equipment to a spot "in the South Seas near the Philippines."

Dick Lettrel, Coven Distributing Company sales representative for Indiana and Kentucky, returned to the home office last week after a trip thru his stamping grounds. . . . On Thanksgiving Day, Atlas Novelty Company's Joe Kline said two words that were echoed by a charming gal, Isobel, standing next to him. The wedding took place in the Belden Stratford Hotel and was a family affair. Joe and Isobel are now off on a 10-day honeymoon.

Genco's Lewis Gensburg reports the firm's new Bing-a-Roll roll-down game is hitting high production and shows every sign of ready acceptance on location and by operators. Genco's modern two-story plant is a model of clean, efficient

production. Its exterior's inviting appearance is not a build-up for a let-down in interior treatment. Genco scores high on both counts.

Arthur E. Eichholz, heading Central Stamping & Manufacturing Company, is pleased with response the coin trade has accorded his new metal carrying cases. Designed for various types of coin machines and equipment, cases are soon to be turned out in increased numbers when standardized production begins. . . . Adolph Raymond, top-kick at A & M Music Company, recently returned from a trip thru the Ozarks. Ray says music ops' problems and conversations are much the same there as in Chicago. Raymond's charming office gal, Cecelia Gorzynski, takes care of the many details of daily operation. Currently, Raymond is badgering his associates for Christmas presents—for himself. They, in turn, are doing likewise.

Frank Garnett is back at Illinois Simplex after three weeks at Hot Springs. Gordon Sutton, Simplex head, hit the airways Wednesday (26) for a Thanksgiving trip to Indianapolis. . . . Larry Frankel, Frankel Distributing Company, Omaha, was a visitor at Bally Manufacturing Company last week.

Indianapolis:

(Continued from page 104)
attended the national convention of Associated Tavern Owners of America in Milwaukee, where Capehart was guest speaker. . . . Anna May Bannister, Bannister & Bannister Distributing Company, is on the sick list. . . . Loyd Anderson, Automatic Distributing Company, Terre Haute, Ind., was a coin row visitor buying equipment and parts. . . . Fred and Doyle Carton, operators at Frankfort, Ind., also were on coin row.

Fred Slough, operator of the Plymouth Novelty Company, Plymouth, Ind., and George Morgan, operator at Peru, Ind., were business visitors at distributing firms during the week. . . . Arnold Lee, operator at Ft. Wayne, returned from a hunting trip in Bachunana, Canada. . . . While waiting for a permanent location, R. L. Campbell, representative for Harry Binnie, Packard distributor, is visiting friends and renewing acquaintances in Indianapolis.

Portland, Ore.:

(Continued from page 104)
a day in the tax commission office. I just happened to get the attorney who had drafted the law. I pointed out that I was being penalized for the design of my equipment, that some juke boxes have one large hole that receives nickels, dimes or quarters and that such boxes pay only \$1 tax. The attorney said he was sorry that he didn't know about that angle when he drafted the bill. He was sorry, but I had to pay the extra tax."

Frank Sandberg, Portland manager, Mills Sales Company, Ltd., finds trade marking time while the industry waits to see the results seating of the new governor will have on the State's legal attitude toward games.

George Trambetis, Seattle manager, Western Distributors, was back in his old Portland stamping grounds for a few days, buying and selling. He formerly was in the Portland branch under management of Budge Wright.

J. C. Peterson, music distributor, is a firm believer in the value of new machines to step up the gross. He tells of locations that have doubled gross receipts with new models.

C. D. Kemp, regional representative of Packard Manufacturing Corporation, has purchased a home in Portland for his family who recently came here from Denver. Kemp calls this "good music country," and offers in proof the fact that his territory—Oregon, Washington, Idaho, Montana and part of Wyoming—is leading the United States in Packard sales.

Take a Peek at... TRADIO-ETTE



It's probably the last PEEK you'll get. From now on Tradio-ette is out in the open and way ahead of the field. Just as fast as we can produce them, America's premier coin-operated booth radios are being installed in restaurants and taverns throughout the country by operators like yourself. More than a year of field tests have proved Tradio-ette a top-notch money maker and a prime favorite with location owners everywhere. *Prove it to yourself with a test installation.*

PRICE
\$49.95 in quantities of 25 or more

Wire, phone or write Dept. A-12 for details.

TRADIO, Inc. ASBURY PARK, NEW JERSEY
Phone: Asbury Park 2-7447-8-9

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 Discount)

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Northwest Sales Co.
EXCLUSIVE NATIONAL DISTRIBUTOR
MEMBER 3144 ELLIOTT AVENUE SEATTLE 1, WASH.

ATTENTION, NEW YORK OPERATORS

Palisades Specialties still has a good supply of the best pre-war games adaptable to use in N. Y. Our shop and facilities are at your disposal.

Buy from the distributor that gives you complete and adequate shop service and immediate delivery of the latest games. The only house in the East for complete service on Bally, Evans, Keeney and Bell machines with a complete list of parts.

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498 ANDERSON AVENUE CLIFFSIDE 6-2892 CLIFFSIDE PARK, N. J.

FOR SALE

NEW DELUXE DRAW BELLS

In original crates. Late serials. Priced right. Write or wire

DURSELL NOVELTY COMPANY
176 Arch Street Phone 5154-W New Britain, Conn.



"Don't be upset, miss. Nothing bothers Horace since he got G-E lamps for all his coin machines." General Electric lamps make burnout worries scurry—and that's good for any operator's disposition. Even if your lamp supplier can't always fill your order right away, keep asking for G-E! General Electric Co., Nela Park, Cleveland 12, Ohio.



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SPECIAL! SHOOTING STARS
IN ORIGINAL CARTONS

5-BALL FREE PLAY GAME
Fast! Flashy! Exciting Action! Features High Score and Disappearing Skill Hole! A proven money maker!

\$74.50 EACH
ONLY **\$69.50** Lots of 10

BRAND NEW MARVEL POP-UP
IN ORIGINAL CARTONS

NOW **\$14.95**
ONLY
1¢ 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



Cincy Ops' Cancer Fund Feed Tops 76

Auction, Show Big Features

CINCINNATI, Nov. 29.—More than 500 persons contributed \$7,136 to the Damon Runyon Memorial Cancer Fund drive at the \$10-per-plate dinner held in the Hotel Gibson's Roof Garden here Sunday (23) in conjunction with the special promotional dinners sponsored by coinmen in 17 cities throught the nation that night to boost the Coin Machine Industry's (CMI) drive for the Runyon fund for cancer research.

All expenses incurred at the local banquet were shared by Cincinnati distributors of coin-operated equipment and the CMI, with all moneys contributed being turned over to the fund. Among special features was the awarding of gifts and autographed copies of Joey Adams's book, *Rags to Riches*, to patrons, with Adams, night club comic, handling the auction hammer. Contributions from this source helped shoot total receipts over the \$7,000 mark.

Local dinner was sponsored by the Coin Machine Industry Division of Greater Cincinnati, which comprises Northern Kentucky, Southeastern Ohio and Indiana, with the Cincinnati Automatic Phonograph Owners' Association (CAPOA), headed by President Sam Chester, supporting the project.

Committee, which included Bill Marner, Charles Kanter, Sam Chester, Joe Weinberger, Morry Goret, Charles Trau and Lenny Godstein, obtained the services of nitery acts from clubs in Northern Kentucky and Cincinnati to make for a diversified entertainment program and one that set exceptionally well with patrons.

Bray Is Emsee

Dick Bray, widely known Mid-western sports official and broadcaster, handled the emsee chores, with the talent line-up including Eleanor Powell, Joey Adams, Tony Canzoneri, Arthur Blake, Delta Rhythm Boys, Don Dennis and the Dorothy Dorben Dancers. Clyde Trask's ork provided the show music.

Dinner attracted many local officials, including judges, city authorities and members of the clergy, medical profession and American Cancer Research Foundation representatives.

James W. Mangan, director of public relations for the CMI, also was on hand to aid in putting over the event. 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 CMI was shown and thru a special tie-up with hotel officials Walter Winchell's regular Sunday night broadcast was heard by diners.

**It's here again!
HAN-DEE
LIFT TRUCK
FOR PIN GAMES**



Lift rolls smoothly into position under pin game
Foot lever lifts machine from floor, locks it securely in raised position for moving.



Save wear and tear on your pin games—make more installations per day—safely, easily without back-breaking lifting and bending—with the Han-Dee Lift! It picks up practically any size pin game, completely assembled, holds securely while moving and sets it down again gently by means of an automatic hydraulic pump. One person, without lifting or bending, can make dozens of installations a day with complete safety to both operator and equipment. All-steel construction for long service with steel or Rockite Casters—priced at only

\$69.50

With Rubber Casters: \$73.50.

If your distributor cannot supply you, write direct to

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MANUFACTURERS, Evansville 8, Indiana

**IT'S NEW!
SIMPLY GREAT!**

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THE BONUS AND DOUBLE BONUS
SUPER HIGH SCORE GAME

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You'll have fewer
out-of-order calls
with a Jennings!

O. D. Jennings & Co. 4309 W. Lake St.
Chicago 24, Ill.

GIVE TO THE DAMON RUNYON CANCER FUND

Coin Taxes Drop

WASHINGTON, Nov. 29.—Tax collections from coin-operated equipment are slightly behind last year, Bureau of Internal Revenue disclosed this week. October receipts amounted to \$765,211 as compared with \$915,472 in October, 1946.

For the first four months of the current fiscal year, total coin machine collections have been \$15,272,198. For the same period in the 1947 fiscal year the amount was \$15,994,201.

Scientific Gets New Plant in Brooklyn, N. Y.

NEW YORK, Nov. 29.—Acquisition by Scientific Machine Corporation of a large building in Brooklyn to house its production, office and showroom facilities, coinciding with plans to expand the manufacturing firm's coin-operated amusement game line, was announced this week by Max D. Levine, firm president and founder.

Alterations to the building, located at Clifton Place and Classon Avenue, former site of the Fanny Farmer candy factory, are presently under way to ready it for occupancy by Scientific early in 1948. The six-story plant, comprising 60,000 square feet of floor space, will allow expansion in all phases of the firm's operation, Levine said, and will contain a considerable amount of new equipment, already on order, to supplement the machinery and fixtures to be moved over from the company's present location on 28th Street.

New Game Planned

Among the new amusement devices the company is planning to produce is a coin-operated baseball game, currently in the development stages. Details of the game will not be revealed, Levine said, until it nears production status. However, Scientific is not new to the baseball game field, having designed and manufactured in quantity Batting Practice.

Full-scale production will continue on the major Scientific enterprise, Pokerino tables, to supply the continuing demand for this arcade unit. The 16-year-old firm claims more than 90 per cent of the nation's output of coin-operated poker games.

With the move to its new quarters, Scientific Machine Corporation will occupy one of the largest plants in use by game manufacturers in the East. Levine pointed out that the move will come close to marking the 17th anniversary of the firm's founding. An open house for the trade will be held as soon as alterations are completed.

Active Distributing New N. Y. Firm

NEW YORK, Nov. 29.—Active Distributing Company, a new firm at 488 10th Avenue, opened its doors for business this week and will carry a complete line of amusement games and juke boxes, according to Jerry Sherman, owner. Sherman has been an operator in this area for 15 years.

Active's maintenance and service department will be run by Lou Furtaw and Nat Tucker. Furtaw was formerly employed by the electronics division of the Atlantic New York Corporation.

Groetchen Readies New Counter Game

CHICAGO, Nov. 29.—Groetchen Tool & Manufacturing Corporation is readying a new counter game embodying a basically different playing feature, for presentation at the coin machine show in the Sherman Hotel here in January, Ed Hanson, vice-president, announced this week.

While details of the game are not available, it will be of a type that is universally acceptable, Hanson stated. In addition to the counter game, Groetchen will display a complete line of Columbia Bell machines, introducing the new Columbia Royal at the show.

SILENT SALES SCORES AGAIN

MANY THANKS FOR YOUR AVALANCHE OF ORDERS

WE ARE AT IT AGAIN WITH MORE AND EVEN BETTER BUYS

DON'T WAIT—ORDER NOW

CONSOLES

5¢ Watling Big Game, F/P	29.50
5¢ Saratoga, F/P (W/Rails)	29.50
Triple Entry, P/O (Cracked Glass)	29.50
5¢ Keeney Super Bell, F/P Comb.	69.50
5/5¢ Duo Bell, '46, F/P	89.50
Columbia Twin Falls	Write
3-Way Keeney Bonus Bell (Fir. 5.)	975.00
Evans Racer, F/P Comb.	Write
Evans Racer, P/O	Write
High Hand, F/P	49.50

VENDING AND COUNTER GAMES

ABT Challengers (Plastic Mod.), New	42.50
American Scales (New)	129.50
Daval F/P, New	29.50
Daval F/P, Used	21.50
Vendit Candy Machine (150 Bar Selector), New	129.00
Victory Duplex Stamp Machine (W/1000 Folders)	19.50
Pop-Up (New)	24.50

MUSIC

Aireon '46 Super DeLuxe	\$329.50
Rock-Ola Windsor (Illum. Cab.)	99.50
Rock-Ola 16 (Illum. Cab.)	79.50
Rock-Ola Windsor, 20 Rec.	89.50
Rock-Ola Commando Hideaway (No Amp.)	99.50
Seeburg 8200 Hi-Tone	159.50
Wurlitzer 616, 110 V-DC	89.50
Wurlitzer 24	89.50
Wurlitzer 800	269.50
Wurlitzer 950	269.50
Wurlitzer 24 (Fixed for Hideaway W/12 Keeney W/Boxes)	139.50
Packard Twin Hideaway Cabinet (New)	29.50
Ultra-Tone Chandelier Ceiling Speaker Baffles, 30" (Any Mono Speaker Fits)	19.50
5¢ Personal Music Boxes	Write
5¢-10¢ Personal Music Boxes (New)	Write
Personal Music Location Amplifiers (New)	Write

MUSIC SUPER SPECIALS

Rock-Ola '39 Standard	\$119.50
Rock-Ola Premier	159.00
Rock-Ola Commando	159.00
Wurlitzer 700	249.50

YOUR CHOICE AT \$17.50 EACH

Armada, Bomb the Axis Rats, Belle Hop, Defense; Home Run, '41; Show Boat, Victory.

EXTRA SUPER SPECIAL

2 THREE-WAY KEENEY BONUS BELLS.....\$795.00

ARCADES

Atomic Bomber	\$199.50
Bally Defender	49.50
Chi-Coin Goals	159.50
Mercury Athletic Scale, New	195.00
Midget Movies, New	Write
Mutoscope Voice-o-Graph, '46 (35¢ Slot)	950.00
Mills Panoram	\$179.50
Ton Strike, '46 F/P	129.50
Under Sea Raider	99.50
8 Ft. Bowl-o-Ball (Bowling Game), Fir. Samp.	99.50
14 Ft. Bowl-o-Ball (Bowling Game), Fir. Samp.	139.50



SILENT SALES SYSTEM

635 "D" ST., N. W., WASHINGTON 4, D. C.

"WILL THERE BE GOLD IN YOUR POCKETS WHEN THERE'S SILVER IN YOUR HAIR?"

Sure there will be if you take advantage of money-making opportunities and here's a good one to get started.

Send in an order for 25 or more Columbia Twin Jackpot Bells at the sh-h-h-h special price.

Ed Hanson

Randolph 2807

Groetchen Tool & Mfg. Corp., 126 N. Union, Chicago

IT'S NEW! SIMPLY GREAT!

Chicago Coin's

SEA ISLE

THE BONUS AND DOUBLE BONUS SUPER HIGH SCORE GAME

WITH SOMETHING NEW IN LIGHTS

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M. V. BLUM Phone 4-8111 M. M. HAMMER



GIVE TO THE DAMON RUNYON CANCER FUND

New Englanders Hold Dinner in Boston for Fund

BOSTON, Mass., Nov. 29.—Many leading New England coinmen met at a dinner in the Hotel Somerset here last week and pledged 65 per cent of their \$10,000 goal in the Damon Runyon Memorial Fund for Cancer Research.

The drive will continue until the Coin Machine Show begins January 19 in Chicago. Dave Bond, of Trimount, and Ed Ravreby, of Associated, announced, and plans were made to hold Christmas parties and a new car raffle in a concerted effort to raise as much over the \$10,000 quota as possible before the show.

Arranged Quickly

The New England dinner was arranged on three-day notice and results were reported gratifying. Wires were sent to the more than 1,000 members in the section urging them to co-operate. Dave Bond and Ed Ravreby underwrote the expenses of the New England campaign.

L. K. Wood, of Providence, reported on the recent session of 40 CMI operators, who made plans to send the fund over the top.

A vote of thanks was given to Arthur J. Allard, of Berlin, N. H., one of the oldest operators in the section, for a contribution of \$100. He reported that he had his own stickers made up and placed on each machine. The sticker reads: "Arrest cancer. It's wanted for murder. This machine is working for the Damon Runyon Fund. The more you play it, the more we will contribute. Do your share and we will do ours." He reported also that independent operators in his section are contributing \$2 each to the fund for a sticker.

Lauds Winchell

Edward Ravreby, of Associated, told the group to go back home and spread the word to their customers and friends. He said: "When a man like Walter Winchell has gone so far in helping the coin machine industry in this country by portraying them to the people as a fine group of business men, we must not fail in not only reaching our goal, but far exceeding it."

He pointed out that the coin machine industry has grown rapidly in the past decade and that day by day it is becoming more and more respected.

Dave Bond told the assembled group that the project was extremely important, not only for the good cause but also because it was giving operators a wonderful opportunity to win respect and recognition in their communities.

Others who spoke in behalf of the fund were Irwin Margold, Trimount; Harry Poole, Arthur Pearlstein, Dave Meyers, Henry Fackstoroff, Associated; Mike Bond, and Arthur Strahan, of Greenfield, Mass.

The group voted to hold frequent get-togethers to report on progress and to iron out final arrangements for the Christmas parties and raffle.

AUTOMATIC COIN
America's Bell Machine Center

**GUARANTEED SLOTS
 RECONDITIONED,
 REFINISHED, REPAINTED**

Mills 5c War Eagle	\$ 69.50
Mills 10c War Eagle	74.50
Mills 25c War Eagle	79.50
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
Paco Comet, 5c	49.50
Jennings Chief, 5c	59.50
Jennings Chief, 10c	64.50
Jennings Chief, 25c	69.50
Jennings Bronze Chief, 10c	89.50
Jennings Black Hawk Chief, 25c	89.50
Walling Rolatop, 10c	59.50
Walling Rolatop, 25c	59.50

CONSOLES

Mills 4-Bells, Late Head	\$139.50
Keeney 3-Way Bonus Super Bell	850.00
Mills Jumbo, Cash Payout	69.50
Pace Twin Reels, 5c & 5c or 5c & 10c	89.50
Evans Bang Tails, Jackpot (2-Tone Cabinet)	149.50

NEW 5-BALL FREE PLAY GAMES

Chicago Coin Sea Isle	
Gottlieb Humpty Dumpty	
United Singapore	Genco Broncho
Tally-Ho	Dolly

WRITE FOR NEW PARTS LIST—JUST OFF THE PRESS



**BRAND NEW 1947
 MILLS \$115.00
 5c Q. T.**

**BRAND NEW
 MILLS VEST POCKET \$65.00
 BELLS**



**BOOTH
 115**

Terms: 1/3 Deposit, Balance C. O. D.

AUTOMATIC COIN MACHINES & SUPPLY CO.

ALL PHONES - CAPITOL 8244

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**IT'S NEW!
 SIMPLY GREAT!
 Chicago Coin's
 SEA ISLE**

**THE BONUS AND DOUBLE BONUS
 SUPER HIGH SCORE GAME**

**WITH SOMETHING
 NEW IN LIGHTS**

EASTERN SALES CO.

1824-26 Main St., E. Rochester 9, N. Y.

**NAAMO Plots School Expansion;
 Membership Campaign Mapped**

(Continued from page 86)
 organization, the following:

Work for a fair and equitable federal tax program.

Help those now paying excessive State, city or other local taxes, secure reasonable tax laws or prevent new unfair taxation.

Establish a code of ethics.

Publish a bulletin containing news and many features of value to amusement machine owners.

Co-operate for charitable causes and with charitable institutions thru local members and NAAMO branches by lending or donating machines.

Co-operate with all trade publications and organizations for the best interests of the coin machine industry.

Maintain a Mechanics' Reference Bureau where names of all members' mechanics are confidentially filed for protection of all members.

Aims and Purposes

The aims and purposes of NAAMO, as recently submitted in a tax brief to the members of the Ways and Means Committee of the U. S. House of Representatives, are as follows:

"To formulate and initiate a constructive program for the benefit of the industry as a whole. Disseminate useful and pertinent information that will tend to increase efficiency of operation. Render services of mutual benefit that will enhance the welfare of its members and establish harmonious relations with other branches of the industry and the general public."

In initiating the membership program, Smith said: "NAAMO is a powerful instrument for the welfare of every person in the amusement machine field. It has already proved a great force for good and is a wholesome, long needed institution in the coin machine business. NAAMO officials are all active coin machine men whose only aim is to strengthen and dignify the industry. The larger our organization, the more benefits we can offer our members."

Committee Named

The committee appointed by Smith is as follows: C. F. Albright, California regional director; Frank E. Anderson, Hawaii regional director; Joe Ash, Pennsylvania regional director; Ed Balin, New York; Stanley Baker, Atlantic City; David Baker, Connecticut regional head; Erwin Baldrige, Michigan regional director; I. H. Rothstein, Philadelphia; Isaac Berger, Asbury Park; Alfred Bergman, Buffalo; L. Berni, Palisades Park, N. J.; Leslie Bingham, Ocean City, N. J.; Al Blendow, executive board member, Long Island City, N. Y.; Joseph Broadbent, Alaska regional director; Harry Berger, New York.

Edward Centa, Louisiana regional director; J. Carll, Wildwood, N. J.; Arthur Christianson, Buffalo; Vincent Conner, Chicago; Samuel De Gennaro, Savin Rock, Conn.; Walter H. Delseamp, Ohio regional director; Lyn Durant, Chicago; F. M. Eagen, vice-president, Dallas; I. Edelman, Detroit; Bert Elam, South Carolina regional director; Frank Engel, Philadelphia; Nat Faber, Rockaway Beach, N. Y.; Irving Fishelberg, Atlantic City; C. F. Frederick, Colorado regional director; Bert Flynn, Olcott, N. Y.; Louis Fox, vice-president, Brooklyn; Jake Friendenberg, Atlantic City; Mrs. Helene Fuller, New Hampshire regional director.

M. Garfunkel, Tucson, Ariz.; Jack Garlinger, Rochester, N. Y.; A. Joseph Geist, NAAMO counsel, Rockaway Beach; Stanley Gersh and Sam Barber, Brooklyn; Al Goodman, Atlantic City; Dave Gottlieb, Chicago; William Gottlieb, Maryland regional director; Sam Gensburg, Chicago; Anthony Gulliano, Savin Rock; John Hines, Hampton Beach, N. H.; Sam Holzman,

Coney Island; Robert Jacobs, executive board member, Brooklyn; Bernard Katz, NAAMO treasurer, Coney Island; David Katz, New York.

Jack Kaufman, Philadelphia; Irving Kaye, Brooklyn; Mrs. Lillian Kelleher, Massachusetts regional director; J. D. Kintzel, Chicago; Ted Kruse, Illinois regional director; Bert Lane, New York; Max Levine, executive board member, and Alex Lissiansky, New York; George Litot, Atlantic City; Dave Lowy, New York; C. C. MacDonald, Ligonier, Pa.; F. M. McFalls, Texas regional director; Philip Mazzocchi, Staten Island, N. Y.; Stephan Maroney, regional director, Washington; Mrs. Joseph Mazza, Bridgeport, Conn.; Al Meyers, secretary, and Carlisle Miller, New York regional director; F. D. Munson, Indiana regional director; Mike Munves, New York, executive board member.

Leon Neiburger, Baltimore; G. Nierman, Dayton; Bernard Palugi, Detroit; Robert Platt, Pittsburgh; Sam Pinkowitz, executive board member, Philadelphia; George Ponsler, Chicago; Joseph Raziano, Brooklyn; Ben Rodins, executive board member, Washington; Vernon Raw, Oregon regional director; Al Rodstein, first vice-president, Philadelphia; Louis Rabkin, Seaside Heights, N. J.; William Rabkin, Long Island City; Dave Rosen, Philadelphia; Harry Rosenthal, Pittsburgh; Charles Rubenstein, New York; James Ramagosa, Wildwood, N. J.

Max Schaffer, vice-president, New York; Fred Searle, Manlius, N. Y.; Dave Simon, executive board member, New York; Perc Smith, Chicago; Israel Steinberg, Philadelphia; Lawrence Stone, Nantasket Beach, Mass.; Charles Tashima, Hawaii; Warren Taylor, Oakland, Calif.; R. E. Torres, regional director for Arizona; Carl Trippe, Missouri regional head; Sam Walberg, Chicago; Ben Walentiz, Rochester, N. Y.; George Wanisko, Northampton, Pa.; Herbert Weaver, executive board member, Forest Hills, N. Y.; Irving Webb, Chicago; Jack Wiener, Landing, N. J.; William Weinstein, Atlantic City; John Welsh, Hampton Beach, N. H.; Charles Wertheimer, executive board member, Boston; Alexander Widrow, Wildwood, N. J., and Meyer Wolf, regional director, New Jersey.

**Meets Planned
 For Chi, Dallas**

(Continued from page 86)

areas in which they are likely to find employment after graduation. Altho such students are welcomed by the New York school, traveling and out-of-town living expenses make such a project prohibitive to many qualified veterans who would otherwise attend with profit to themselves and the industry.

Dallas Confab Set

After the Chicago meeting, Smith will head for Dallas for a similar conference with F. M. Eagen, NAAMO vice-president, and F. M. McFalls, Texas regional director. Organization of the Dallas school has already passed the preliminary stages, it was learned, with a tentative opening date set for January 9. The co-operation of Texas coinmen will be solicited by the NAAMO officials, both for the school's use of donated coin machines and to obtain pledges of employment opportunities for graduates. On this score, Smith expects the same kind of support that has made the New York school a highly successful project.

Smith will return East in time for a scheduled meeting of the executive board of NAAMO on December 18.

AN OPEN LETTER TO DISTRIBUTORS:

Dear Mr. Distributor:
 Don't wait till it's too late — get your order in today for 25 or more brand new Columbia Twin Jackpot Bells.
 You only have to December 10, 1947 — so take advantage of that special bed-rock price.
 Phone me at Randolph 2807.
 Groetchen Tool & Mfg. Corp., 126 N. Union, Chicago

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**RENT A MACHINE
 KEEP THAT LOCATION HOT**

Established operators — Save money by renting games and phonographs.
 1/2 rental fee may be applied against purchase.
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Donate \$1,500 At Ind. Dinner

INDIANAPOLIS, Nov. 29.—Coin-men here contributed more than \$1,500 to the Damon Runyon Memorial Fund for Cancer Research at a special dinner Sunday (23) at Hotel Antlers.

Included in the evening's program, which was under the direction of Mike Dunn, was a talk by Dr. Thurman B. Rice, a quiz program at which prizes were awarded to contestants, musical selections by Virgil Shepherd and the special movie prepared by Coin Machine Industries, Inc. (CMI), for showing at this and similar dinners throughout the country.

Program plans had called for a speech by Sen. Homer E. Capehart, but important business in Washington forced him to cancel the engagement.

Child Psychologists Recommend Coin Machines for Rec. Rooms

NEW YORK, Nov. 29.—Fighting juvenile delinquency with recreation rooms strategically spotted thruout the city, and featuring in those recreation centers a juke box as well as coin-operated soft drink, cookie and sandwich vending machines, has been recommended to the city of New York by leading child psychologists who were called in for consultation on the problem. Still in the embryonic stages, the study calls for indoor locations where teenagers can gather under proper guidance to spend a congenial afternoon or evening.

The study included on-the-spot observations at several test locations set up in Long Island, lower Manhattan, Brooklyn and the Bronx. "In every instance," said the observers, "the attraction of a juke box stocked with current hit songs, plus the availability of a drink dispenser, drew large and steady attendance. Especially gratifying was the attendance of several young people who had been listed as 'incorrigibles' by school authorities. Mixing in well organized and properly chaperoned co-ed groups brought a marked change in these youths."

"It is the contention of those studying the problem of juvenile delinquency that if the underprivileged

youth of the area be allowed to congregate in a wholesome atmosphere, where they may enjoy the same activities as the youth of the wealthier communities, a marked decrease in off-hours delinquency would be noted."

While the opening of a quantity of these youth centers will take some time, it is believed they will start sprouting in a few months.

Thru the study it was found that the juke box, playing constantly for an average of six hours a day, would cost each visitor to the center about a nickel a visit. Added to that cost would be a soft drink and a snack, which would run the day's entire cost to about 15 cents. Thru part-time employment, such as baby-sitting, running errands for merchants, etc., the consultants believe the teenagers could earn their own expenses, thereby supporting the center. The income from the vending machines would, after the operators of the machines had withdrawn their share, cover rental expenses. Supervision could be supplied by the schools, either thru older students or from the ranks of the instructors.

United Intros New Roll-Down, Pinball Game

CHICAGO, Nov. 29.—Two new games were announced this week by the United Manufacturing Company here—a pin game and a roll-down, both to be known as Singapore.

The Singapore games have traditional United features as well as several new game ideas introduced for the first time by United. Both are five-ball games with brightly colored console cabinets.

Featured in the games are eight ways to set up bonus and super-bonus scoring. To promote fast action, the games have a "back-up kicker" which kicks a ball out of the bottom scoring hole back up the table, adding novelty and higher possible scoring.

The playing surfaces on both games are identical with three kickout saucer pockets, two kickout holes, five lighted bumpers, four islands, two diamond bumpers and six trip lanes. Both games have bonus gongs which ring when bonus scoring is in progress, drawing extra attention to the games.

ARCADE—GENERAL OPERATION
DOLLDOWNS—NEW
Bally, Genco, Esso Arrows, Eight-Ball, etc.
SKEE BALLS
Bally Kingpin, Genco Bankroll, Super Roll, Premier Barrel Roll, etc.
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MUNVES**
WILL SEE YOU AT
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CONVENTION

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)

Williams Makes New Five Ball

CHICAGO, Nov. 29.—Williams Manufacturing Company is in full production on its new high score five-ball game called Bonanza, Fulton Moore, firm sales manager, announced.

New game features a possible high score of 5,000,000 (M) points and 40 free games as well as several new scoring features designed to capture play interest.

As Bonanza is played, the customer shoots a ball on the playing surface where it can hit one of five bumpers placed in triangular fashion on top of the board, later running thru side rollers and over scoring buttons which build the score. If a series of bumpers are hit and the ball falls in one of the game's bonus pockets placed in top and middle center of board, the player can run up 1,000,000 points on one ball. A similar placement of bumpers at the bottom of game permits player to run up an equally high score in that part of the game's playing surface.

One of the novel features of the game is that when free-play games are run up on the score board and are not collected because the player did not hit the key lights that would have given him actual possession of the free games, a succeeding player may be able to collect the same games if he does hit the right combination. Reason for this is that scoring points that lead to free games remain on board until actually collected by a player hitting the necessary scoring combination. Therefore, a new player could easily win many free games even tho playing the game for the first time.

COLUMBIA, S. C., Nov. 29.—Penny parking meters here are said by E. R. Paulk, city's parking meter superintendent, to be causing him a number of 10-cent headaches. Reason is that customers pay no attention to operating instructions appearing on the units, but insist on depositing dimes, which only return them the same parking time provided by a penny.



M. S. GISSER, Sales Mgr.

OUTSTANDING VALUES	
50 PANORAMS, all cleaned and operating	\$195.00 <small>(Trade-ins, \$15.00 more)</small>
100 CASH TRAY 5c VENDERS	4.50
25 WURLITZER SKEE BALLS, crated	165.00
25 EXHIBIT MERCHANT MEN	75.00
25 BUCKLEY TREASURE ISLANDS	95.00
5 BRAND NEW VEST POCKETS	95.00
6 SPORTSMEN ROLL DOWNS	165.00
1 TALLY ROLL	85.00
SLIGHTLY USED VOICE-O-GRAPHS, '46 models	575.00

ARCADE EQUIPMENT		USED VENDERS	
2 Lite-o-Leagues	\$125.00	8 15-Col. U 500 U-Need-A-Pak Cigarette Venders	\$110.00
1 Evans in the Barrel	110.00	27-Col. S. & M. Oigarette Venders	85.00
2 Rapid Fires	110.00	12 Silver King 1¢ Ball Gums	8.50
1 Pitchem & Katchem	85.00	100 Cash Tray Venders	4.50
1 Voice Recorder, F.S.	575.00	12 Lighter Fluid Venders	15.00
1 Anti-Aircraft	45.50		
2 Exhibit Iron Claws	68.50	BRAND NEW SCALES	
Jafco 9 Ft. Barrel Roll	150.00	Watling Tom Thumb Jr. Write	
3 Ten Strikes	69.50	Watling 500	Write
2 Batting Practices	95.00	Ideal Lo Boy	\$125.00
3 Chicken Sams	95.00		
3 Keeney Air Raiders	110.00	75 Metropolitan Post Card Venders	
3 New Bowl-a-Scores	125.00	25 Exhibit Post Card Venders	Special, \$12.50 Each.
5 Heavy Hitters	136.00		
1 Scientific Baseball	95.00	USED CONSOLES	
Champion Hockey	85.00	3 Mills & Nickel	\$150.00
Blow Ball	135.00	4 Bells	245.00
Keeney Submarine	95.00	1 Mills 3 Bells	245.00
Evans Super Bomber	195.00	3 Baker's Pacers, D.D.	175.00
Texas League	35.00	2 Bally Big Tops, F.P.	79.50
1 Scientific Field Goal	165.00	2 Bally Club Bells, Comb.	85.00
1 K.O. Fighter	150.00	3 Keeney 5¢ Super Bells, Comb.	85.00
2 Rotary Claw Type	175.00	8 Keeney 5-5-5-25 Super Bells	225.00
1 Drive Mobile	165.00	1 Paces Races, Brown	145.00
2 Sky Fighters	145.00	1 Silver Moon, F.P.	89.50
1 Bally Defender	145.00	4 Paces Reels, Comb.	75.00
2 Western Baseballs	95.00	2 Bob Talls, F.P.	89.50
1 World Series	95.00	6 Bally Draw Bells	295.00
1 Goals	175.00	3 Keeney 3-Way Super Bonus Bells	850.00
		3 Keeney 2 Way Super Bonus Bells	550.00

CHICAGO COIN'S SEA ISLE

The Bonus and Double Bonus High Score Game WITH SOMETHING NEW IN LIGHTS. We highly recommend this as one of the most outstanding games on the market today.



100 BALLY 1 BALLS
Sport Kings, Surf Kings, Kentuckys and Fairmounts Each \$65.00

NEW COUNTER GAMES	
A.B.T. Chal-lengers	\$42.50
Kicker & Catcher	35.00
Gushers, 6¢	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.

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Ed Hanson
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126 N. UNION CHICAGO

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MODEL 1422
ROCK-OLA
\$400.00 EA.

Perfect Condition.
Look and Work Like New.

**AUTOMATIC
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Find Out About
"TOM-TOM"
for either Pin Game or
Arcade Locations.
Where Can You Get
Both in One?
P AND S MACHINE CO.
3017 N. Sheffield Ave. CHICAGO, ILL.

5c **FIVE AND TEN CENT CLEARANCE SALE** **10c**
COME AND GET THEM WHILE THEY LAST

Coils, asst., 10¢ each; Armature Plates, 5¢; Steel Balls, 1" and 1 1/4", 5¢; Brackets, asst., 5 for 5¢; Bulbs, miniature, all sizes, 5¢; Bulb Sockets, miniature, 5 for 5¢; Bumper Caps, 2 for 5¢; Coil Stops, 5¢; Coin Chute Pads, 5 for 5¢; Cartridge Fuses, 3 for 5¢; Plastic Islands, 2 for 5¢; Log Bolts, 5¢; Log Levelers, 5¢; Pigtail Wire, 2' for 5¢; Plunger Tips, rubber and plastic, 2 for 5¢; Brass Rivets, 10 for 5¢; Rubber Rings (live or dead), all sizes, 3 for 5¢; Rubber Side Rail Cushion (live), per ft., 5¢; Spaghetti, asst. sizes, 10' for 5¢; Plunger Springs, 3 for 10¢; L-Shaped Gate Springs, 2 for 5¢; Flag Springs, 2 for 5¢; Post Springs, 2 for 5¢; Tilt Bobbins, 10¢; Washers, asst., 20 for 5¢; Wing Nuts, 5 for 5¢; Pushback Wire, 25' for 10¢; Wood Screws (plated), asst., 10 for 5¢; Perfect Point Photo Needles, 10¢.

MINIMUM PARTS ORDER ACCEPTED: \$10.00

\$5.00 **GAMES** **\$10.00**

ABC Bowler	\$10.00	Chevron	\$ 5.00	Mills Owl	\$10.00
All American	10.00	Double Play	10.00	Bally Parlay	10.00
Argentine	10.00	Flat Top	10.00	Paces Reels &	
Attention	10.00	Scoop	5.00	Saratoga	10.00
Belle Hop	10.00	Spot Pool	10.00	A.B.T. Target,	
Big Chief	10.00	Spottem	5.00	Model F	10.00
Bola Way	10.00	Super 12	5.00	Photoscope	10.00
Broadcast	10.00	Up and Up	5.00	Card Venders	10.00
		Variety	5.00	Groetchen Columbia	10.00

OTHER FIVE BALLS

Air Circus	\$25.00	Laura	\$35.00	Streamliner	\$30.00
American Beauty	25.00	Miami Beach	25.00	Sunbeam	25.00
Big Hit	45.00	Midway	25.00	Topic	25.00
Big Parade	25.00	Oklahoma	35.00	Venus	25.00
Bosco	30.00	Opportunity	25.00	Wagon Wheels	35.00
Capt. Kidd	25.00	Pin Up Girl	25.00	West Wind	25.00
Genco Defense	25.00	Riviera	35.00	Yankee Doodle	25.00
Do Re Mi	25.00	Santa Fe	35.00	Zombie	25.00
5-10-20	25.00	Sea Hawk	25.00	State Fair	65.00
Four Roses	25.00	Sky Chief	30.00	Step Up	65.00
Hi-Hat	25.00	South Paw	25.00	Superliner	45.00
Jungle	25.00	Spot-a-Card	25.00	Surf Queen	35.00
Keep 'Em Flying	25.00	Star Attraction	25.00	Vanities	75.00
Knockout	25.00				

MISCELLANEOUS EQUIPMENT

Jennings Bobtails	\$35.00	Texas Leaguer	\$25.00	Supreme Skee Roll	\$75.00
Jumbo Parades	35.00	Keeney Super Bell	50.00	Pace Comet, 5	35.00
Bally King Pin	59.50	Chicoin Hockey	45.00	Chicoin Goatee	119.50

CLOSE-OUTS NEW GAMES USED AS FLOOR SAMPLES ONLY

Cood	\$175.00	Ranger	\$185.00	Flamingo	\$185.00
Mam'selle	190.00	Torchy	195.00	Rocket	150.00
Marjorie	175.00	Ginger	195.00	Double Barrel	70.00
Silver Streak	165.00	Ballyhoo	150.00	Chicoin Baseball	165.00
				Lightning	150.00

ALL USED GAMES LISTED THOROUGHLY RECONDITIONED AND READY FOR LOCATION

BELL PRODUCTS CO.

2000 N. OAKLEY HUMBOLDT 3027 CHICAGO 47, ILL.

FOR SALE OR TRADE

FOR BUCKLEY TRACK-ODDS

BRAND NEW BARGAINS

5¢ Mills Jewel Bells	Write
10¢ Mills Jewel Bells	Write
25¢ Mills Jewel Bells	Write
5¢ Mills Black Cherry	\$150.00
10¢ Mills Black Cherry	155.00
25¢ Mills Black Cherry	160.00
5¢ Jennings Standard Chiefs	150.00
10¢ Jennings Standard Chiefs	155.00
25¢ Jennings Standard Chiefs	160.00

TERMS: \$15.00 DEPOSIT EACH, BALANCE C. O. D.

ALABAMA AMUSEMENT CO.

P. O. BOX 229 PHONE 3-3991 PHENIX CITY, ALA.

REBUILT

5¢ Bluefronts, S.J., Wrinkle Finish, K.A.	\$ 75.00
10¢ Bluefronts, Large Jackpot, K.A.	75.00
5¢ Cherry Bells, S.J., Wrinkle Finish	75.00
25¢ Copper Chrome, S.J., Wrinkle Finish	100.00
Hammerloids With Complete New Cab. and Fronts.	
5¢ Hammerloid Buckley Fronts, KA	\$100.00
10¢ Hammerloid Buckley Fronts, KA	100.00
25¢ Hammerloid Buckley Fronts, KA	100.00

USED

5¢ Vest Pockets, Gold & Green	\$ 45.00
5¢ Vest Pockets, Chrome	45.00

Canadian Trade Split on Effect Of Import Ban

(Continued from page 86)

Winnipeg is limited (approximately 100 gum venders, 15 popcorn machines and 10 drink venders) and operators of this type equipment here have been slow to expand, the ban will mean little to automatic merchandising. Major portion of the gum and other supplies used in Winnipeg's venders is manufactured in Canada, so operators will not suffer in this way.

Vancouver Report

In Western Canada, at Vancouver, operators have cut short their expansion programs. Most distributors and operators here, many of whom confess they were caught unprepared, take a dim view of the situation. A few firms, who carefully watched reports of the government's dwindling dollar supply, bought futures with financing arranged in advance by the Foreign Exchange Control Board. But this was of little avail unless shipments were in transit when the ban was imposed.

Coinmen here have been informed that assembly plants will definitely not be allowed to import parts and assemble in Canada.

In Seattle, coin machine distributors who have noted an increasing amount of business from across the border, are predicting that the ban may last for two to four years. They further expect an early exhaustion of the Canadian coin machine supply. Distributors admitted they were surprised by the suddenness of the ban, said that there was no last-minute rush to get orders thru.

George E. Schnabel, Puget Sound Novelty Company, predicts a 5 per cent decrease in its over-all business as a result of the embargo. Fred Fields, Fields Distributing Company, agreed with Schnabel that the ban will mean a drop in business, added that his Canadian accounts will be hard put to keep going without additional equipment.

CHI BANQUET

(Continued from page 87)

fund drive chairman Ray Maloney and Walter Winchell. Winchell's regular Sunday evening broadcast was tuned in during the dinner. Winchell told his radio audience that CMI was "the No. 1 Santa Claus to the Damon Runyon cancer fund."

At the end of the program several hundred dollars worth of door prizes were distributed to lucky banquetees whose numbers were drawn from a bowl by Marge Gottlieb, daughter of the CMI president.

"TALKING GOLD"

Plastic Grille Cloth
 Now Available in
COLORS

**GOLD
 SILVER
 COPPER
 GREEN
 WINE**

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 Al Bloom, President
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3 REPOSSESSED INTERNATIONAL MUTOSCOPE VOICE-O-GRAPHS, \$550.00

Each in first-class mechanical condition, F. O. B. Dallas.

Walbox Sales Company

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METAL TYPER DISCS

Plain and Colored
 Priced From \$7.50 Per 1,000
 SAMPLES ON REQUEST

TYPER MACHINES

New and Used
 Parts, Supplies,
 Expert Repair Service

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PACE THE BIGGEST

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 DELUXE CHROME BELLS
 1c-5c-10c-25c-50c-\$1



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MANUFACTURING CO., INC.
 2908 INDIANA 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 1646 | |

FOR SALE

Gottlieb's Bowling Leagues	\$142.50
United's Mexico	160.00
Chicago Coin's Play Boys	110.00
Bally Special Entries	375.00
United Havanas	100.00
Keeney Clicks	140.00
Kilroy	100.00
Bally Big Leagues	45.00
Sea Breezes	55.00
United Rios	95.00
Bally Victory Specials	195.00
Oklahomas, Double Barrels and Big Hits	\$35 each

NEW ORLEANS NOVELTY CO.

115 Magazine Street New Orleans, La.
 Phone: CAnal 5306

322 ONE BALLS

WE CAN SAVE YOU REAL MONEY
 132 Special Entries, Xtra Clean...\$445.00
 88 Victory Specials 159.50 || 32 Big Parlays | 179.50 |
| Longacres, Thoroughbreds | 89.50 |
| Blue Grass, Sportsmen, 41 Derbys | 49.50 |

Write, wire or phone us for prices on Bally, Exhibit, Williams, United, Mills, Rock-Ola, Genco, also Bally Jockey Specials.

SOUTHERN DISTRIBUTING CO.

1010 LELAND HOUSTON, TEXAS
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COME TO HEADQUARTERS FOR THE LATEST MODELS SLOT MACHINES

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QUICK, EFFICIENT SLOT MACHINE REPAIRS

BAKER NOVELTY CO. 1700 WASHINGTON CHICAGO 12, ILL.



GET IN THE MONEY WITH THE NEW BAKERS PACERS

The Aristocrat of Consoles
Galloping Horses • Flashing Odds •
7 Coin Play • Illuminated Track.

GUARANTEED! The Best Money Maker Ever Built or Your Money Back!

SEE YOUR DISTRIBUTOR OR WRITE TODAY!

BAKER NOVELTY CO., Inc.
1700 W. Washington Blvd., Chicago 12, Ill.

Chicago Coin Mach. Officials Announce New Type Roll-Down

CHICAGO, Nov. 29.—Chicago Coin Machine Company officials, Sam Gensburg and Sam Wolberg, announced a new roll-down game this week. Called Roll-Down, game is housed in a console type cabinet 5 feet long, 23 inches wide, and offers player seven balls for a nickel.

Featuring a kick-out pocket that spots Nos. 1 thru 7 and doubles the scoring, Roll-Down also includes seven lighted double score rollover buttons and one special high score rollover button. Four bulbs furnish added interest to the play field.

As first shipments of the game go out to distributors this week, officials state that Phil Robinson, firm's West Coast representative, and Albert Simon, New York, report initial good response to the game.

Atlas Plans Larger Hit Parade of Games

CHICAGO, Nov. 29.—Atlas Novelty Company officials are planning to present firm's third issue (December) of the "Hit Parade of Coin Machines" in a new style. Originated by Harold Schwartz, the idea was carried out in the first two monthly releases, October and November, in large-size blotter form.

Indicating operators' acceptance and approval of the Hit Parade issues, Schwartz reports first release was 2,000 blotters, while second and third were increased to 3,000. Future monthly reports, he thinks, may require an even larger printing.

How It Operates

Started as a sort of operators' barometer of the merit and play-pull of new 5-ball pin games, the monthly Parade reports require on-the-scene data gathered by firm's eight field technicians and sales representatives. This information is then channeled to Chicago headquarters and compiled into a complete report on the month's leading games.

The eight field men, who contact location owners and operators for first-hand information, work out from firm's Pittsburgh, Des Moines and Omaha offices, Schwartz stated.

Individual releases may contain anywhere from four to seven or eight different games. November issue contained four. Selection, Schwartz stated, is made purely from actual play reports, without bias or discrimination. "The whole idea is to save the operator time and money in acquiring top coin pullers, and to work for the betterment of the industry," Schwartz said.

You Can Buy KICKER & CATCHERS

Pay for same 26 weekly payments. Write for details.

ROY TORR
Lansdowne, Pa.

WILL SACRIFICE FOR QUICK SALE AMI AUTOMATIC HOSTESS EQUIPMENT

CONSISTING OF:

- 3 units of 10 turntables each — complete with preamplifiers
- 3 switchboard units
- 3 steel record racks
- 30 subscriber cabinets
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RECORD REVIEWS

(Continued from page 33)

DANNY O'NEIL (Majestic 7272)
The Best Things in Life Are Free—FT; V.
My, How the Time Goes By—FT; V.
 The sweet tenor piping of Danny O'Neil, singing in a simple and straightforward manner, spins softly and smoothly for the tuneful *Best Things in Life* ballad being brought back for the *Good News* movie. And with the accordion, guitar and organ of the Twilight Three blending smoothly in support while sustaining a moderate tempo, the spinning is easy to take. Singer and instrumentalists take a more rhythmic position for *Time Goes By*, but it's not becoming for either.
 Movie may help attract some attention to *The Best Things in Life Are Free* again.

PETE CASSELL (Majestic 6019)
I Kissed You and Told You Goodbye—W; V.
Too Many Parties and Too Many Pals—W; V.
 The pathos piping of Pete Cassell, the Blind Minstrel, with mandolin and guitar providing the sagebrush musical setting, rings true for both of these prairie songs spinning at a three-quarter tempo. Tops is his teary singing of *Too Many Parties*, spicing with an address-to-the-jury recitation, as he pleads for his delinquent daughter. For the flip is just as potent in his vocal tenderness for *I Kissed You*, a lyrical story of two hearts that were broken.
 Rustic taps and taverns will reap a harvest with the cry-in-your-lager *Too Many Parties*.

ARTHUR SMITH (Super Discs 1041)
Guitar Jingle Bells—FT.
Guitar Artistry—FT.
 The facile fingering of the electric guitar strings by Arthur Smith, picking away furiously on the lower strings with eight notes to the measure to create a boogie-woogie overtones to the rustic rhythms, rings the bell on both sides of this biscuit. Accompanying guitars and bass sustaining a lively rhythmic pace, it's Western hot guitar pickings all the way for *Guitar Jingle Bells* and *Guitar Artistry*.

Rustic stops will stock up on *Guitar Jingle Bells* for a holiday bell-ringer.

BOBBY GREGORY (MGM 10094)
She's Only a Moonshiner's Daughter—FT; V.
Kichin' My Love Around—FT; V.
 The rustic and hazy outdoor shoutings of Bobby Gregory fairly grates on the ears for both of these dated country-style rhythm novelties. Songs are as synthetic as the singing. And while the hot music of the Cactus Cowboys is very spirited, this combination of trumpet, clarinet and rhythm instruments is entirely without the rustic overtones that might have helped Gregory's delivery.
 Little here to hold any coin attention.

RUTH LYONS (Radio Artist 214)
Let's Light the Christmas Tree—FT. VC.
Jingle Bells—FT; VC.

Ruth Lyons, of WLW-WINS fame, has waxed her own number, with vocals by Jack Brown and the Three Jills, of *Let's Light the Christmas Tree*. Due to Ruth Lyons publicizing on her radio programs, it will be heavy yuletide favorite in her listening area. Reverse side offers the ever popular *Jingle Bells* with Jimmy Wilber and His Little Band. Lively dance version with Three Jills doing the vocals.

Where WLW-WINS covers, *Let's Light the Christmas Tree* will count for coins.

THE BILLY MAYO QUINTET (Lone Star 103-04)
I Want a Dog for Christmas—FT; VC.
White Christmas—Instr.
My Little Music Box—FT; VC.
Christmas Medley—Instr.

With the heavy flood of yuletide material waxings currently reaching the market, this quartet of sides will mean little outside of the Dallas area, where Mayo and his fivesome are well known for their heavy radio schedule. Combination of clary and four rhythm dreams up little in the way of outstanding arrangements, which an unknown quintet would need to grab the national limelight. Of the two original tunes, *My Little Music Box* shows the greater possibility, with a theme something like the broken record deal of years back, except that in this instance it's a broken music box. Fran Beasley, Lone Star radio chirp, handles the cute lyrics smartly.

Outside of Texas, little juke draw for these sides.

ALBERT AMMONS AND HIS RHYTHM KINGS (Mercury 8063)
Hiroshima—Instr.
S. P. Blues—Instr.

The Ammons' version of *Hiroshima* will excite none of the interest that the atom explosion excited in the Jap city, for the side is one of the poorest Ammons has grooved in his wide wax experience. Whole jazz instrumental fails to live up to its exciting title, even the son, Gene Ammons, does a good job on tenor. Reverse is a little better, with Gene contributing a little screech tenor that will excite some listeners, while his dad knuckles some characteristic boogie.

Not up to usual Ammon's juke box allure.

MAHALIA JACKSON (Apollo 164)
Move On Up a Little Higher—Parts I and II—FT; V.

There's beaucoup of religion and rhythm in the Negro spiritual singing of (Miss) Mahalia Jackson as she shouts out for both sides of the platter. Unfortunately, her rhythmic contagion isn't caught by the organ and piano providing a solemn accompaniment.

For race buyers.

DESI ARNEZ (Victor 20-2550)
Made for Each Other—FT; VC.
El Cumbanchero—FT; VC.

Plenty of melodic and dance appeal in the polished Latin music of Desi Arnez, with the maestro adding his own lyrical attraction. For *Made for Each Other*, the tuneful melody is fashioned with lush Strad and flute harmonies, with Arnez singing it expressively in English and in Spanish. More in the tropical style with the faster and frenzied bongo beating is *El Cumbanchero*, with Arnez's vocal delivery in keeping with the frenetic character of the song.

Both sides good for the rumba enthusiasts.

THE THREE FLAMES (Columbia 37935)
Cling To Me, Baby—FT; V.
Salt Peanuts—FT; V.

Entirely intimate and groovy, the sultry rhythm singing of Tiger

Haynes with the riff-figured background of the piano, guitar and bass of the Three Flames providing the rhythmic and instrumental spark to the side, makes it a bright bounce spin for *Cling to Me, Baby*, race blues ballad with sensuous overtones. The breathless rhythm chanting of Haynes, with Bill Pollard and Roy Testamark, the other two Flames, piping in, keeps it spinning lively for the *Salt Peanuts* patter novelty.

Race spots will spotlight *Cling To Me, Baby*.

THE HOLLYWOOD TRI-TONES (Aristocrat 701)
Christmas Kiss—FT; VC.
Exactly Like You—FT; VC.

This Chicago waxery comes up with something different and intriguing as far as trios go with this youthful clarinet, bass and piano combo. While the threesome sound a bit like the King Cole Trio of pre-war days, their sensitive vocalizing and instrumentals strap them for plenty of future consideration. The A-side is an original, that carries a different kind of yuletide message. Reverse will go in any season, with the threesome doing some rich melodic tricks to put over this oldie. Vocals are mixed unison and solo but strictly on the romantic side.

A potential winner makes a coin-catching debut here.

THE TRENIER TWINS (Mercury 8058)
Hey, Sister Lucy—FT; VC.
I Miss You So—FT; VC.

The Trenier Twins come up with a most promising race novelty in their waxing of *Hey, Sister Lucy*, a ditty that combines smart lyrics with a contagious melody. Vocals are shared by the Twins and a sharp

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chick and result is good humor all the way. Flipover shows Claude Tremier in his first effort at romantic balladeering, with the baritone standing out. Backing is by Gene Gilbeaux's Los Angeles combo, with a moody tenor setting the spell for both sides nicely.

Plenty of sisters and brothers, too, will go for *Sister Lucy*.

ART KASSEL (Mercury 5077)

Winter Wonderland—FT; VC.
Oh! What I Know About You—FT; VC.

The Kassel band, with the trio handling the vocal, will warm ears chilled by frigid temperature with their saccharine handling of *Winter Wonderland*. Replete with celeste, and a clary and brass section that do a Lombardo version of the vibrato, the yuletide standard gets a rich revival treatment. Flip is a Kassel novelty original, with Gloria Hart doing a Puck-ish job of the vocal. Tune has little to offer listeners except a whistling obbligato to Miss Hart's vocal.

Winter Wonderland will cull plenty of Midwest coin.

VIC DAMONE (Mercury 15001)

Silent Night—Hymn; VC.
Ave Maria—Hymn; VC.

With the current flood of Christmas stuff hitting the record shelves, this Damone 12-inch unbreakable plastic cutting of *Silent Night* will definitely not get lost in the shuffle, for it's the best musical and vocal job Mercury has done yet. Damone renders the standard hymn in the boy soprano tradition, which makes it a must for thousands who previously have heard it done in croon style. Reverse is the brilliant Gounod *Ave Maria*, with Damone again sounding like he got plenty of experience with church choirs before cutting this tune. Backing by Toots Camarata is exceptionally apt, sounding like a well-rehearsed church choir, abetted by a string ork.

For any retail store shell.

JERRY SHELTON TRIO (Mercury 5075-76)

Ballerina—Instr.
The Stars Will Remember—FT; VC.
Sentimental Rhapsody—Instr.
So Far—FT; VC.

Tho it's the stereotyped combination of accordion, Hammond organ and guitar, the talent fingering and arranging of Jerry Shelton make this newest Mercury addition a listenable item. The ex-Veloz and Yolanda musical director and accordionist has utilized his squeeze box as a high register instrument on his blend with the Hammond, with the result that the sound is different and exciting and his fill-ins on other solos do plenty to enhance the cuttings. *Ballerina* and *Sentimental Rhapsody*, the background theme of the *Kiss of Death*, show off the instrumental virtuosity of the trio, while *The Stars Will Remember* and *So Far* from *Allegro* offer in addition the piping of Billy Leach, Chicago radio chanter.

Just right for small, intimate locations.

THE BOBBY TRUE TRIO (Mercury 5073)

Poor Butterfly—FT; VC.
Why Should I Cry Over You?—FT; VC.

Jazz singer Dick Matthews deserves the heavy spotlight he gets on this pairing, for the combo-instrumentalist proves that he has something new in the way of vocal phrasing and tone quality that should make him a standout. The Bobby True Trio, working behind Matthews, combine accordion, in unimaginative fashion, with a portion of the *Butterfly* side, in which they do a unison chorus of special lyrics, sounding like the Joe Mooney quartet. Matthews would pack more allure if he combined his unusual vocals with a larger studio-type band that played good commercial jump scorings.

Little juke allure here.

ELLEN WHITE (Universal 5)

The Man I Love—FT; VC.
Among My Souvenirs—FT; VC.

Ellen White's wax opener makes for easy listening, with the ex-Jimmy Joy chirp applying her own brand of torching to a pair of oldies, with even the oft-used *Man I Love* standing out because of the combination of Miss White's distinctive piping and Kansas City orkster-arranger Warren Durrett's fine background. Miss White uses her Belle Baker-like vocal approach nicely also on the Nicholls-Leslie standard for a worthy reverse side.

A pair which should get nickeling from romantic listeners.

TINY HILL (Mercury 6062)

Never Trust a Woman—FT; VC.
Behind the Eight Ball—FT; VC.

Tiny Hill goes all out on the hill-billy limb, with this duo of tunes from the pen of his frau, Jenny Lou Carson. Backed by a Western swing-string combo, Tiny imparts his natural nasal tone to la Carson's rising oatuner, *Never Trust a Woman*, Flipover is the first waxing of a promising slower-tempoed ditty, which, like the A side, combines some catchy, humorous lyrics with a good Western melody.

A pair of Hill sides that will click with rustic locations.

THE POLKA CHIPS (Mercury 6063-6064)

Clarinet Polka—Instr.
Helena Polka—Instr.
Laughing Polka—Instr.
Barbara Polka—Instr.

These four sides will prove a bonanza, for they are perennial polka hits that usually occupy the A side of a disk, while the other side is of less importance. Combo, accordion, clarinet and four rhythm is extremely clean musically, yet nevertheless stay right in the Slavic music tradition to make these sides just what the polka terpers want. Clarinet and take-off electric guitar get the solo spot often, with the sextet combining forces for some fine ensemble work often.

Two double-headers for locations that cater to Slavic fans.



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ALLEGRO (Victor K-11)

On the heels of *High Button Shoes*, Victor comes thru with another original cast cutting of a new Broadway stage success. And for 10 engaging sides, it's the lovely Richard Rodgers-Oscar Hammerstein II words and music for *Allegro*. For the many who haven't seen the show, which promises not to get out of New York for many, many months to come, there's a full measure of musical enjoyment in the spinning. While it doesn't have the brightness of *Oklahoma* or the profundity of *Carousel*, there is still a wealth of melodic gems in the *Allegro* score, many of which have been riding the kilocycles the many weeks since the show first opened. Already familiar are *A Fellow Needs a Girl*, for which soprano Annamary Dickey and baritone William Ching make for the romantic duo; *So Far*, which showcases the lovely soprano charm of Gloria Wills; *You Are Never Away*, with John Battles for the romantic tenor lead, and the unusual torch specialty, *The Gentleman Is a Dope*, for which Lisa Kirk cries her heart out. Not as familiar, but just as fetching, are the *Come Home* ballad, which Miss Dickey delivers; and the comedy waltz specialty, *Money Isn't Everything*, carried by Roberta Jonay and

a quartet of shrill fem voices. John Battles leads for the sprightly title song, *Allegro*, and contralto Muriel O'Malley sings the *I Know It Can Happen Again* lullaby, sharing the side with the *Allegro* Singing Ensemble for the *Joseph Taylor Jr.*, kiddie song. The Singing Ensemble, supporting the lead voices for most of the spinning, take it for themselves for the *One Foot, Other Foot* dance ditty and for the two wedding songs in medley, *To Have and To Hold* and *Wish Them Well*. The show orchestra, directed by Salvatore Dell'Isola, provides an attractive musical setting thruout. Records shipped without album cover for review.

ALVY WEST AND THE LITTLE BAND (Columbia C-152)

Alto saxist Alvy West and a sextet that takes in trumpet, accordion, electric guitar, string bass and drums, bring a fresh note in chamber music jazz needling. Their music and rhythms are brittle and pungent with

ALBUM REVIEWS

the inventiveness of West's arrangements for his originals making for more than casual interest. Singularly fresh and entirely individual in playing design that is marked by fine musicianship, it's the most exciting and interesting chamber jazz to come forth since the John Kirby creations a decade ago. Weaving an intricate melody and rhythmic pattern, the Little Band makes the most of it for *Mom's Song* and *Papa's Tune*, which represent unusual scorings for two traditional Jewish folk dance melodies. And there's plenty of contrast in West's creations for the other six sides in the set. All spinning at a bright and breezy tempo, there are two lovely mood melodies in *Charm* and *Cathy*, the riff motifs embellished for *Hop, Skip and Jump*, and *Tony's Guitar*, and a fresh concept of the Latin music for *Blue Rhumba* and *Uncle Samba*. Cover, with scattered musical instrument figures, is the title page. Inside page carries photo of West and notes on his Little Band. While spinning interest is largely for the chamber jazz fans, West's creation for *Papa's Tune* may well prove a potent nickel-grabber for the music ops.

DUCHIN PLAYS TCHAIKOVSKY — Eddie Duchin (Columbia C-154)

The light-fingered melodic touch that Eddie Duchin applies to the 88's affords listening pleasure for this set of eight familiar Tin Pan Alley variations of Tchaikovsky themes. With a choral group used as a harmony background and guitar and bass to spark the rhythmic beat, it's Duchin's easy-flowing melodic styling for *Secrets*, *None But the Lonely Heart*, *Moon Love*, *The Story of a Starry Night*, *Concerto For Two*, *On the Isle of May*, *Our Love and Save Me a Dream*. All makes for restful and relaxed home listening. Album cover a trite title page, inside cover blank, too much in keeping with the simplicity of the spinning.

LITTLE STORIES FOR LITTLE PEOPLE — Monica Lewis (Signature CF-1)

The label's first kiddie set, this is a soft-back package of two platters spinning out two dozen of the familiar nursery rhymes strung together by Monica Lewis. Gal carries a chatter thread thruout, inviting the tots to sing and dance with her at a feather-bed ball. And with Ray Bloch creating a music box background with celeste and harp, Miss Monica sings them all in a soft and soothing manner that's entirely convincing. All sides of the envelope profusely and colorfully illustrated, and the spinning sustains a high listening interest for the tiny tots.

WALTZING WITH ROMBERG — Sigmund Romberg (Victor M-1154)

For the four records, it's a complete and delightful spinning session of lilting and melodic waltz melodies. Played in concert style, Sigmund Romberg conducts the large orchestra for medley arrangements that take in the everlasting melodies of his own and Viennese origin. Making for pleasant and relaxed listening in three-quarter time, sides spin out *The Merry Widow Waltzes*, *Blossom Time Waltzes*, *Vienna Beauties*, *Viennese Nights Waltzes*, *Student Prince Waltzes*, *Desert Song Medley*, *Vienna Life and Emperor Waltz*. Cover a simple title page with notes on the composer-conductor filling the inside page.

MUSIC BY CAMARATA (London LA-1)

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canny use of woodwinds to make for pure listening enjoyment of popular themes embellished with symphonic overtones. Adding much to the listening enjoyment is the remarkable full range tonal quality of the record-
(Continued on page 118)

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- Bowlaway, 11' 6" 125.00
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ALBUM REVIEWS

(Continued from page 116)

ing. The amazing naturalness of the musical reproduction gives the English waxerie a rewarding edge over our domestic cuttings, making the music literally alive. Most exciting and entirely rhythmic is the conductor's own Latin fantasy, *Rumbalero*, which takes both sides of the platter. And with exceptional richness in the Strads, Camarata makes it melodic lovelies for the familiar

Come Back To Sorrento and *I Love You (Ich Liebe Dich)* and for the less familiar but just as lovely *The Haunted Ballroom* and Gershwin's *Prelude II* transcribed for the first time for orchestra. Records shipped without album cover for review.

A CHORAL CONCERT—De Pour's Infantry Chorus (Columbia MM-709)

Taking root at the Fort Dix, N. J., army camp during the war, this Negro choir directed by Leonard De Paul; familiar voices to the G.I.'s, makes its recording bow on this label with this three-record set of 12-inchers spinning out the traditional songs of the many faiths. An a capella choir of 36 voices, blending their voices with profound religious conviction, they sing each of the nine hymns in the set with a deep religious feeling. Most glowing and graceful are *The Lord's Prayer* and *Deep River*, and with profound spiritual conviction, two Palestrina chorals in Latin and two Russian liturgical songs in the native tongue. Also include *The Blessing of St. Francis* and *Here Is Thy Footstool*, and least convincing, an English translation of the traditional Hebrew *Eli, Eli*. For those seeking out the liturgical choral music, the spinning is entirely satisfying. Cover is a title page with religious motif, inside page carrying photo of the group and personal notes.

BONGO—Dinah Shore (Columbia MJ-41)

Songbird Dinah Shore turns story teller for this set of three records. And just as charming in her chatter, tells the fanciful tale of Bongo, the star circus bear, and the lady bear he meets in the woods, adapted for the spinning by Ralph Rose from Walt Disney's *Fun and Fancy Free* movie. Sustains complete interest in her tale telling, which should find a responsive mark among youngsters, and with male voices assisting, weaves in three of the screen songs in *Lazy Countryside*, *Too Good To Be True* and *Say It With a Slap*. Sonny Burke's music and musical sounds create the proper story atmosphere, with Peter Leeds, Ann Mason and Al Span making the most of their small character parts. Circus picture with the performing bear makes for cover attraction with photo of Miss Dinah and spinning story on the inside cover. While the appeal is entirely juvenile, the older folk will find the spinning delightful as well.

MOZART: QUINTET IN D MAJOR FOR STRINGS—Budapest String Quartet (Columbia MM-708)

The brilliant Budapest String Quartet, with Milton Katims, viola virtuosa, added, give a beautifully enunciated interpretation of Mozart's familiar *Quintet in D Major* to make it a spinning delight for the lovers of chamber music. Rich in romantic melodies, the five strings play with an assured craftsmanship and a unity of perspective that makes this set of three 12-inch records a notable addition to the recorded chamber music repertoire. A classical figure enhances the attraction of the title page, inside cover blank.

Macon Uses 1,295 Meters

MACON, Ga., Nov. 29.—Since their installation in April this year, Macon's 1,295 parking meters have netted \$24,210.42. Police Chief B. Watkins reported recently.

October was the biggest business month here, measured by Parker Meter receipts. City collected a net profit of \$4,955.70 during the 31 days.

City is holding 30 meters in surplus as replacements.

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1 Super Liner	69.50	1 Goatee	110.00
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1 Laura	35.00		
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Co Ed	169.50	Miss America	119.50	Superliner	79.50
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Dynamite	89.50	Play Boy	139.50	Suspense	89.50
Fast Ball	69.50	Sea Breeze	89.50	Torchy	139.50
Fiesta	99.50	Show Girl	99.50	Vanity	109.50

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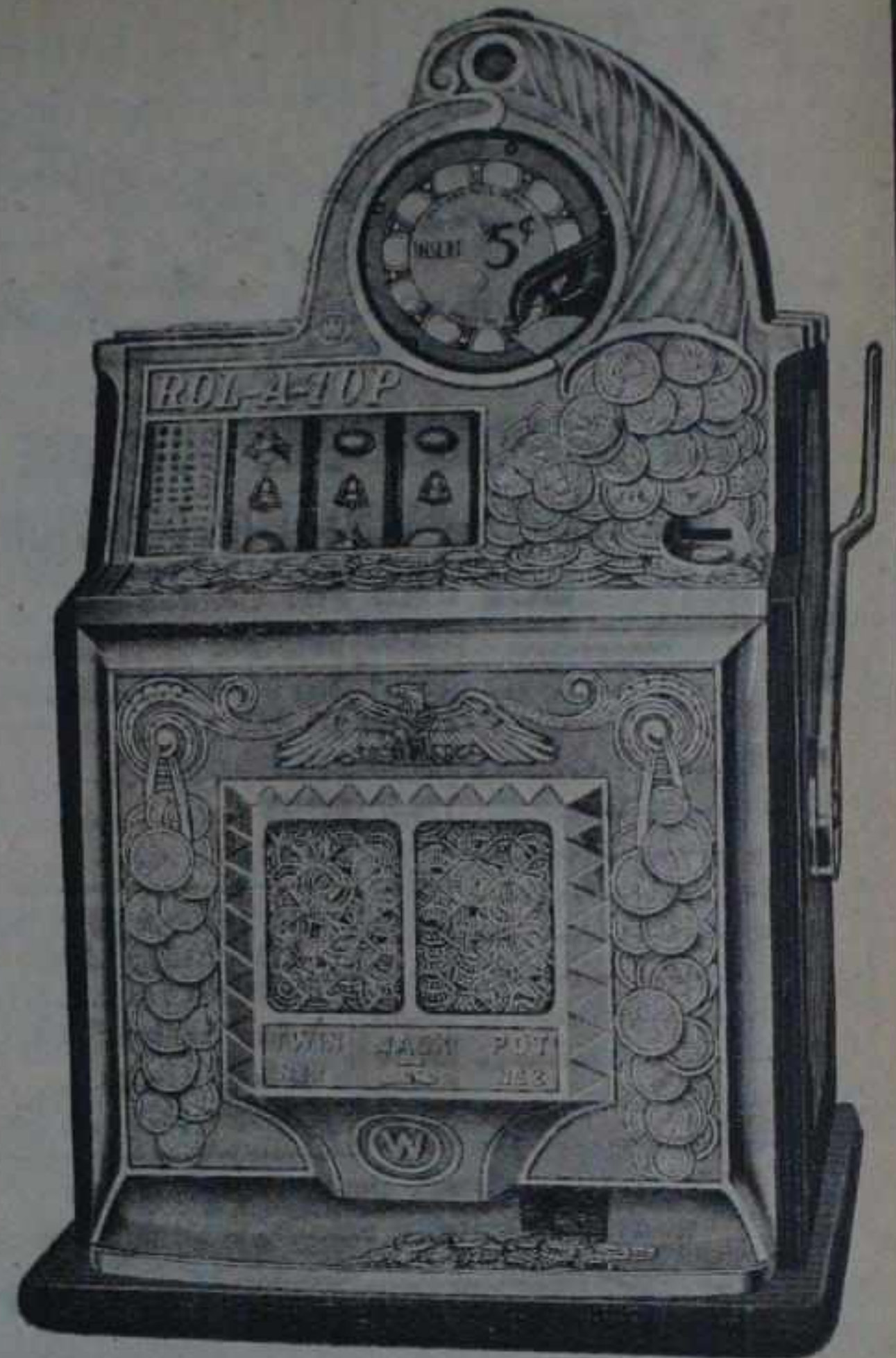
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DYNAMITE	84.50	ROCK-OLA SPECTRAVOX	39.50
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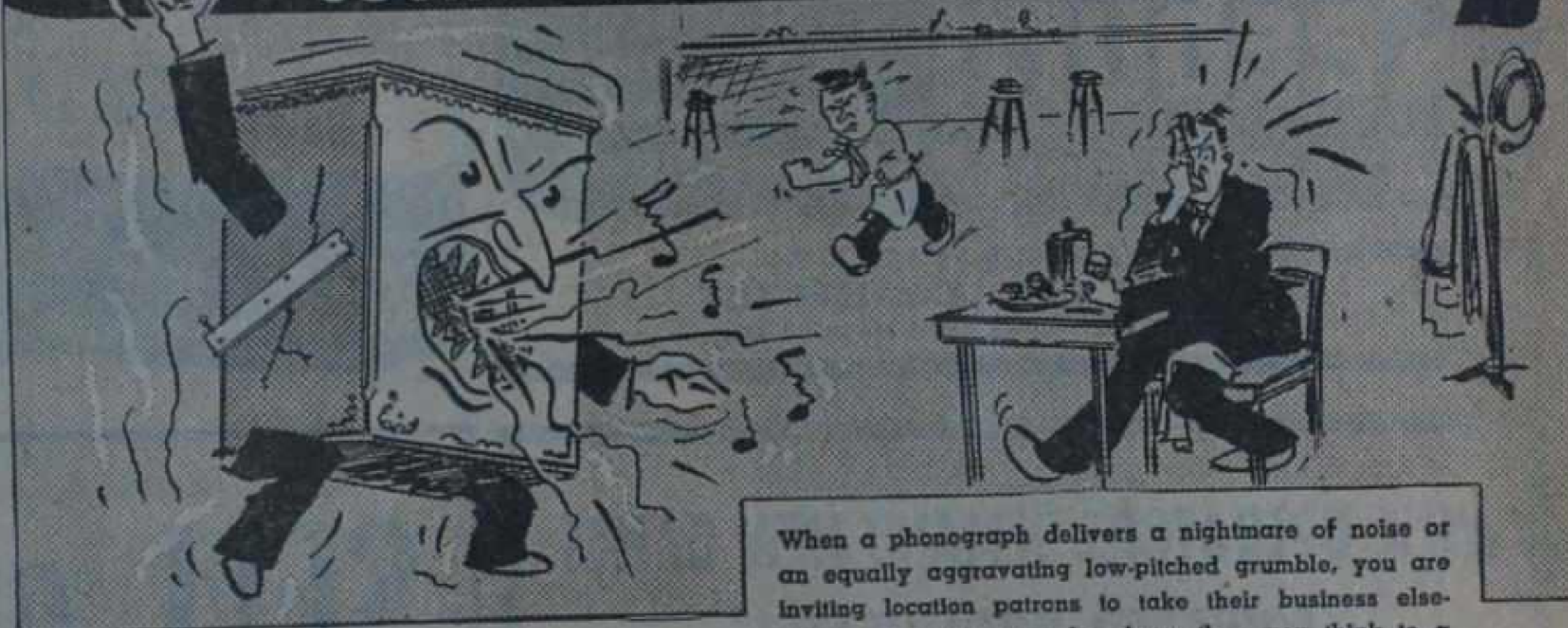
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Keep 'Em Flying.. \$69.50
Western Baseball.. 49.50

PHONOGRAPHS

All Phonographs Completely Reconditioned and Ready for Immediate Location!

WURLITZERS	ROCK-OLA	SEEBURG
412 \$ 48.50	Imperial 20 \$ 48.50	3am \$ 54.50
518 78.50	Standard or DeLux. 119.50	Regals or Crown 139.50
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800-R 99.50	1946 Rock-Ola Write for Prices	Classics or Vogue 194.50
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Seeburg Selectomatic, 20-Selection, 24-Wire, Ea. \$ 5.00	Rock-Ola Dial-a-Tune Wall and Bar Boxes, Ea. \$ 5.00
WB2Z Seeburg Wireless Wallomatic 19.50	Wurlitzer Model 125, 5-10-25 Wall Boxes, Ea. 15.00
3-Wire Seeburg Wired Wallomatic 15.00	Buckley 24-Selection Wall Boxes, Ea. 5.00
WB10Z Seeburg Wireless 5-10-25 Wallomatic 39.50	
WB1Z Seeburg Wireless 5-10-25 Automatic 44.50	

MISCELLANEOUS

A.B.T. Challengers, slightly used \$ 24.50	Bally Rapid Fire, crating included \$ 49.50
A.B.T. Challengers (New) Write for Price	Chicken Sam, with Rifle Range Conv., crating included 74.50
Gottlieb 3-Way Grippers 12.50	Champion Hockey, crating included 29.50
Supreme Ski Roll, 9 1/2 ft. (like new), crating included 89.50	Goalee, crating included 124.50
Supreme Ski Roll, 7 ft. (like new), crating included 74.50	Mills Owl, crating included 15.00
Bank Roll, 7 ft. (like new), crating included 74.50	Total Rolls (like new), crating included 174.50
Keeney Air Raider, crating included 49.50	Chicago Coin All Star Hockey, crating included 49.50
Tail Gunner, crating included 49.50	Scientific Batting Practice, crating included 49.50
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Buckley MUSIC BOX

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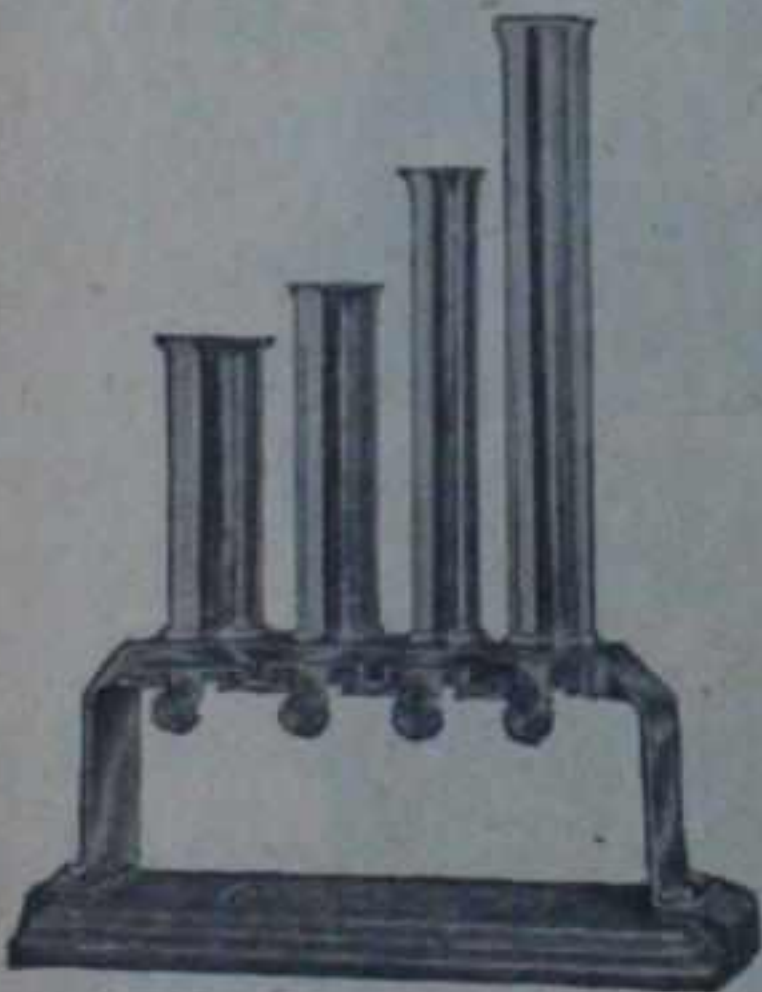
A new 7 COIN RACE HORSE CONSOLE. Cash or check play. MULTIPLE PLAY: Outstanding beauty — continued player appeal. Dependable operation.

4 WAY COIN CHANGER

ATTRACTIVE FAST—ACCURATE

- All metal—highly polished chrome finish.
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- No unnecessary trips to the cash register, as coin tubes hold quarters and halves offered for change.
- Solid die cast and precision machined coin slides assure positive accuracy.

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Now FOR CLEARER TONE the new Buckley

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For long life . . . trouble free operation . . . longer, quieter service. MINIMUM record wear.

30 WIRE CABLE

Color-coded completely insulated copper wires with two extra-heavy wires for lighting circuit. Will give trouble-free and profitable service. PLASTIC COVERED, 25c per foot FABRIC COVERED, 15c per foot Immediate delivery!



CRISS CROSS BELLE

This outstanding bell features EXTRA-AWARDS in addition to the conventional payouts. CRISS CROSS is designed for clubs preferring liberal payout machines.

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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.

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If you wanna make a lotta jack . . . phone Ed Hanson today and buy 25 or more Columbia Twin JACKPOT Bells at a very special price.

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Located on Southeast Coast of Florida. 48 Phonographs (AMI, Mills, Seeburg, etc.), extra speakers and wall boxes. 50 Pin Balls. All equipment in A-1 condition. Gross over \$26,000 so far this year. Price, \$30,000 cash.

BOX D-176

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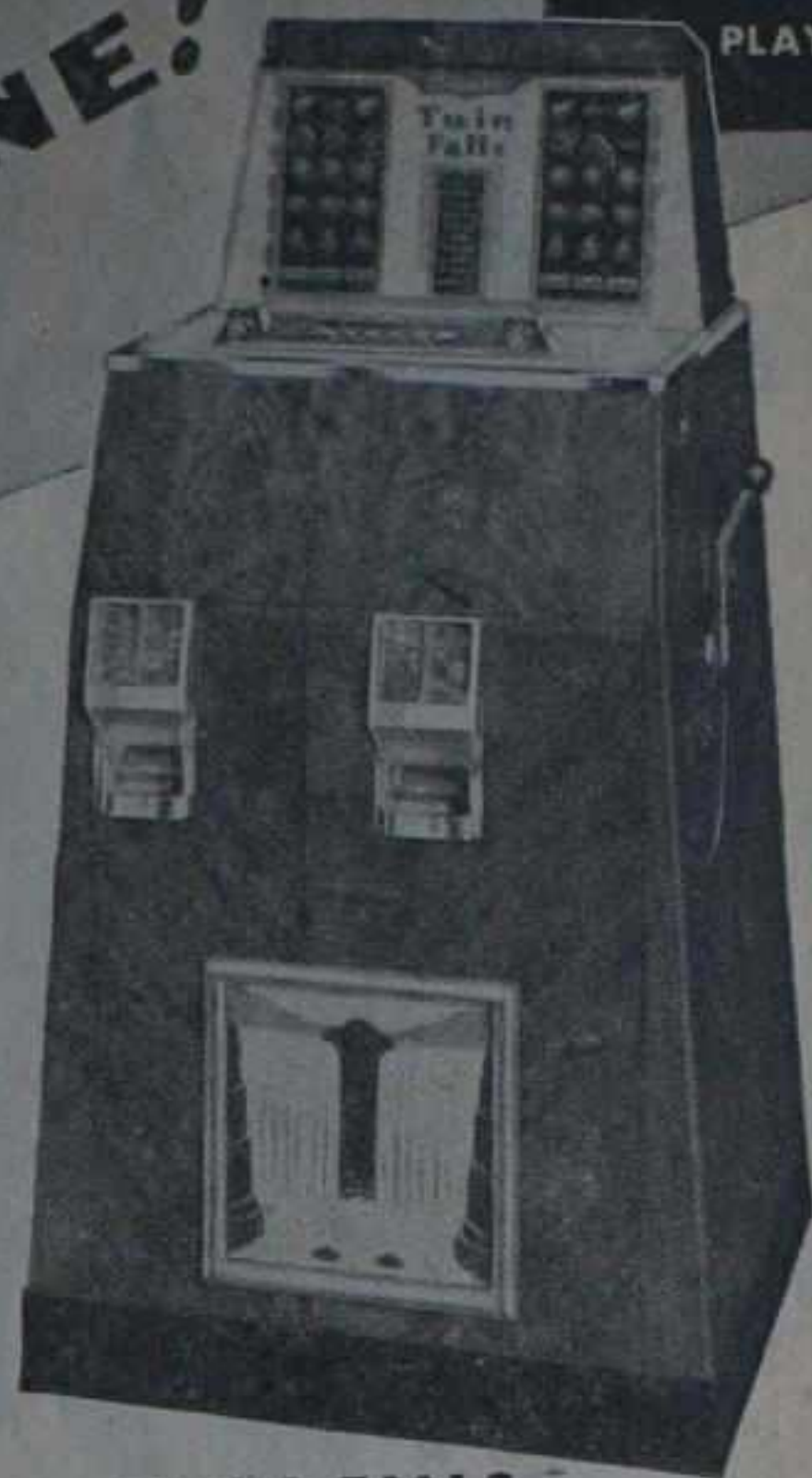
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From the inimitable Imp to the large, luxurious Twin Falls, COLUMBIA leads the way to more Fall and Winter profits. These tried and proven money makers not only offer the best in bells but their cost is much lower than any other on the market.

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 **\$14⁵⁰**
3 reel fruit or cigarette machine.
1c or 5c play.
Size: Height 6", width 5 1/2", depth 5", weight 5 1/2 lbs.

Operator's Price

TWIN JACKPOT **\$145⁰⁰**
Fruit or cigarette machine. Gold Award or jackpot model.
Size: Height 18 3/4", width 14 1/2", depth 12", weight 43 lbs.

Operator's Price

DE LUXE CLUB **\$179⁵⁰**
Big, golden bell. Fruit reels; 10 or 20-stop reels.
Size: Height, 24", width 15", depth 16", weight 57 lbs.

Operator's Price

TWIN FALLS **\$485⁰⁰**
Electric light-up console. Two-way play. From 5c to 50c play.
Size: Height 58", width 30", depth 21 1/2", weight 220 lbs.

Operator's Price

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Jennings Standard Chief, 5c	\$269.00
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50c	399.00
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Jennings Super DeLuxe (Lite-Up) Chief, 5c	324.00
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25c	344.00
50c	454.00
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SHOOTING STARS
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Fast, Flashy, Exciting Action. High Score. Disappearing Skill Hole. Simple Mechanism. A proven Money Maker!

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\$74.50 Each

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ORDER TODAY!

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Counter Game, 1c Play.
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TERMS:
1/3 DEPOSIT
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CONSTANT
CHANGE
OF
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FOR
SUPRISES

CONSTANT
BUILD-UP
FOR
NEXT BALL
TO
FOLLOW

PLAY YOUR
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THE GAME OF ALL GAMES
Ask any Operator

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Bally Draw Bell, Reg. Like New.	\$275.00
Big Game, F.P., 5¢	24.50

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LOS ANGELES see Bill Happel
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NEW KEENEY GOLD NUGGET	WRITE	NEW BALLY DOUBLE UP	WRITE
NEW BALLY TRIPLE BELLS	WRITE	NEW BALLY DE L. DRAW BELLS	WRITE
NEW BALLY WILD LEMON	WRITE	NEW EVANS BANGTAILS	WRITE

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MILLS 1947 THREE BELLS	595.00	BALLY CLUB BELLS, F.P., P.O.	49.50
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GENCO
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Ride with Keeney's "HI-RIDE"

TO RICHER PROFITS IN 5 BALL NOVELTY AND FREE GAME PLAY...It's New...It's Better

- ★ Join the parade to Keeney's "HI-RIDE" if you want to build up richer profits in 5 ball novelty and free game locations. Keeney's "HI-RIDE" offers more than the average bumper game. Much more! See and play Keeney's "HI-RIDE." Find out why it stimulates real playing delight to capture steady customers:
 - Fast criss-cross bumper action starts higher speed scoring.
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And the FASTEST MONEY MAKING CONSOLE Keeney's "GOLD NUGGET"

To the right is Keeney's "GOLD NUGGET"—the fastest money maker in America. Smart. Rich. Impressive. Styled to command the best spots. A play principle combining all the appeal of the bell-fruit reel machine plus the magic of flashing lights, two coin play and multiple scoring.

Each time the machine operates, a flasher lites up one of 8 scoring combinations such as 2 cherries, 3 oranges, etc., for a much greater award should the reels stop on a like combination. Example: 3 lemons across the reels and 3 lemons on the flasher automatically increase the award from 8 to 36. Two coins boost it from 8 to 100 on the same combination. A mighty attraction! Standard 2 Way "GOLD NUGGET" equipped with 5¢ and 25¢ chutes. Any combination of 5¢—10¢—25¢ chutes available at regular cost. Fifty-cent chutes extra. Order Keeney's "GOLD NUGGET" now—today.

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WORLD WIDE'S Reconditioned Machines Have That NEW LOOK!

FIVE-BALLS		CONSOLES	
Reconditioned and Guaranteed		Unconditionally Guaranteed	
Big Hit	\$ 65.00	Bally Draw Bell, like new thruout	\$295
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Acclaimed the World's Fastest Money Making Console
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Twin Models—Any Combination Coin Chutes—Available now!

Keeney's Great Console Single
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Brand New. Write.

For Faster Action! For Bigger Collections!
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We Have 'Em!
Williams' ALL STARS Baseball
Brand New—In Original Crates. Only a Few Left

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1/3 WITH ORDER, BALANCE C. O. D.

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BANG TAILS—WINTER BOOK

\$25.00 HIGH JACKPOT ON 5c PLAY

NO BUILD-UP NECESSARY

Another sure-fire console by Evans! Why be satisfied with single-coin play when you can have 7-coin play on Evans' BANG TAILS—WINTER BOOK? Made with the same refinements and precision engineering as Galloping Dominos and Bang Tails, plus the new sensational feature of WINTER BOOK ODDS! Odds range from 10 to 1 to 500 for 1, with only a SINGLE coin played. NO BUILD-UP necessary for a chance at these sensational odds! "Ask the man who operates one," or better yet, add BANG TAILS—WINTER BOOKS to your route for greater profits! Available in either 5c or 25c play.

EVANS LEADS THE FIELD AGAIN WITH

REPLAY CONVERTIBLE MODELS

NOW AVAILABLE
IN
NEW

BANG TAILS AND GALLOPING DOMINOS

easily and quickly convertible to Automatic Award!



Frequent Replay awards are ingeniously shown by means of a periscope projector, flashing the number of Replays in full view at all times! Machines are fully metered for both Replays and Jackpot. Accumulated Replays can be either played off, with as many as 7 at one time, or cancelled by the location owner. Meter registers all cancelled Replays.

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ONE ROL-HI

New Galloping Dominos model with same high awards as Bang Tails-Winter Book. Now in production! Rush your order for early delivery!

ORDER DIRECT FROM YOUR DISTRIBUTOR TODAY!

H. C. EVANS & CO.
1520-1530 W. ADAMS ST. CHICAGO 7, ILLINOIS



BOOTHS 43
44-45-46

MILLS LATEST MACHINES



GOLDEN FALLS
You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5c, 10c, 25c and 50c play.
WRITE FOR PRICES



JEWEL BELL

If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5c, 10c and 25c play.
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IMMEDIATE DELIVERY



MILLS Q T

A "Pony-Size" Bell. Weighs only 35 lbs. The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

\$115.00 1/3 Deposit.

New Box Stands, Single, Double and Triple Safes

SICKING, INC.



NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.

5c
Play
\$65.00
1/3
Deposit.

Established 1895 1401 CENTRAL PARKWAY
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DOUBLE YOUR "TAKE" WITH THESE TWIN HITS
CHICAGO COIN

ROLL DOWN

AND

SEA ISLE

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*the
Iron Case
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1907



1947

*the
Jewel
Bell*



We have come a long way!

Forty years ago, in 1907, Mills Iron Case Bell was all the rage. This sturdy little moneymaker gave excellent performance and brought big revenue to its operators—it was the best Bell of its time. Today Mills again takes the lead, this time with the most beautiful, most modern Bell ever built—THE JEWEL BELL!

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GENCO'S
Great Sensation

BING-A-ROLL

IT'S NEW! IT'S DIFFERENT!

Here's Why **BING-A-ROLL**
is a Great SKILL GAME

A high score of 285,000 can be obtained by skillful playing of balls.

Each ball played scores from 1,000 to 24,000.

PLUS a bonus score of 50,000 when a line is completed VERTICALLY—HORIZONTALLY or DIAGONALLY.

All balls can be played at once, yet the ingenious automatic scoring device will register the score of individual balls ACCURATELY plus the bonus!

Arrangement of playfield is duplicated in colorful lightup design on backboard glass; score lights up rapidly as played balls fall into pockets.

No waiting for balls to register. Scoring device registers while other balls are played.

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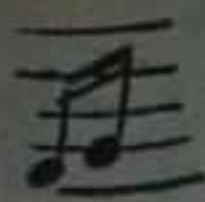


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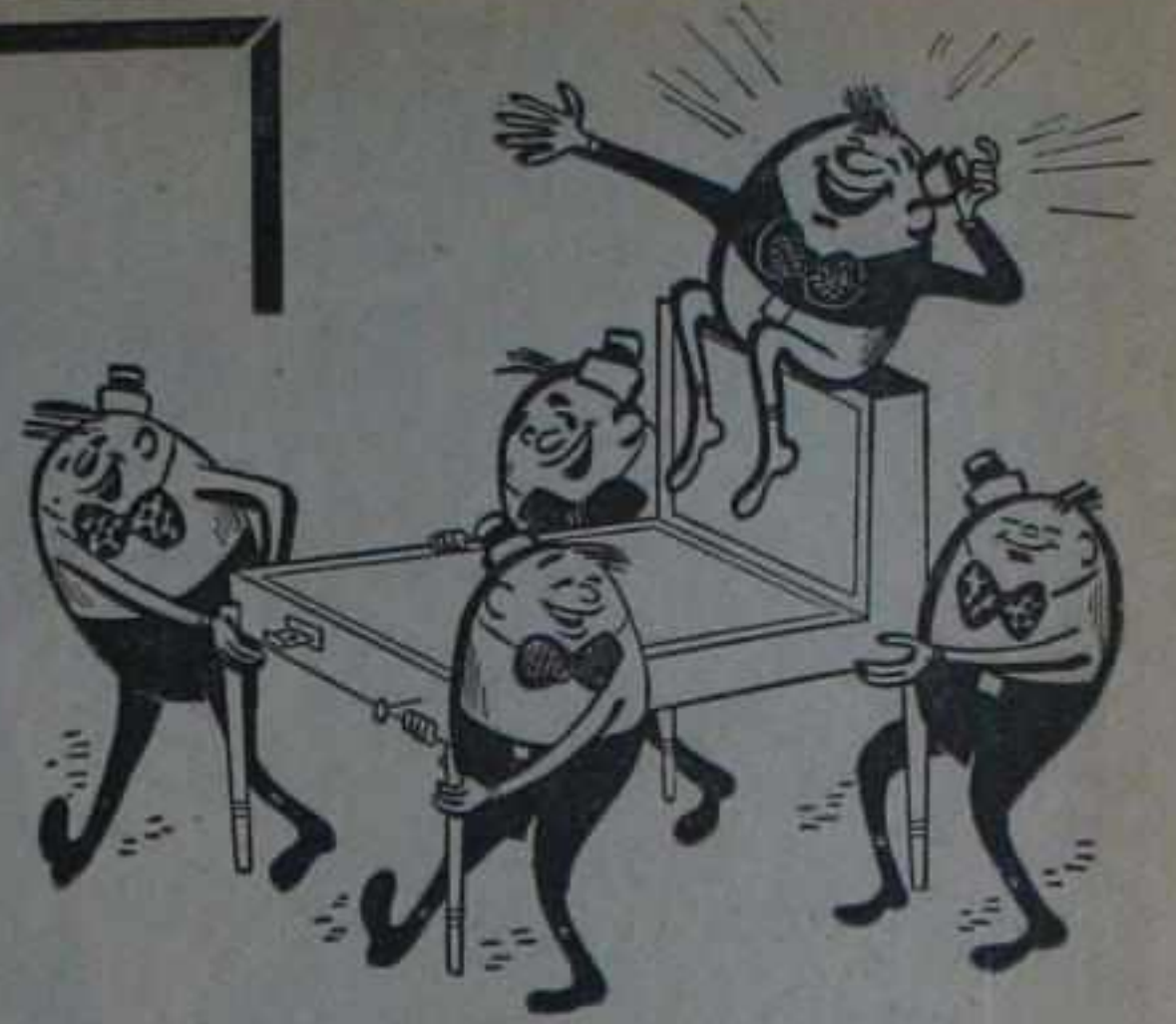
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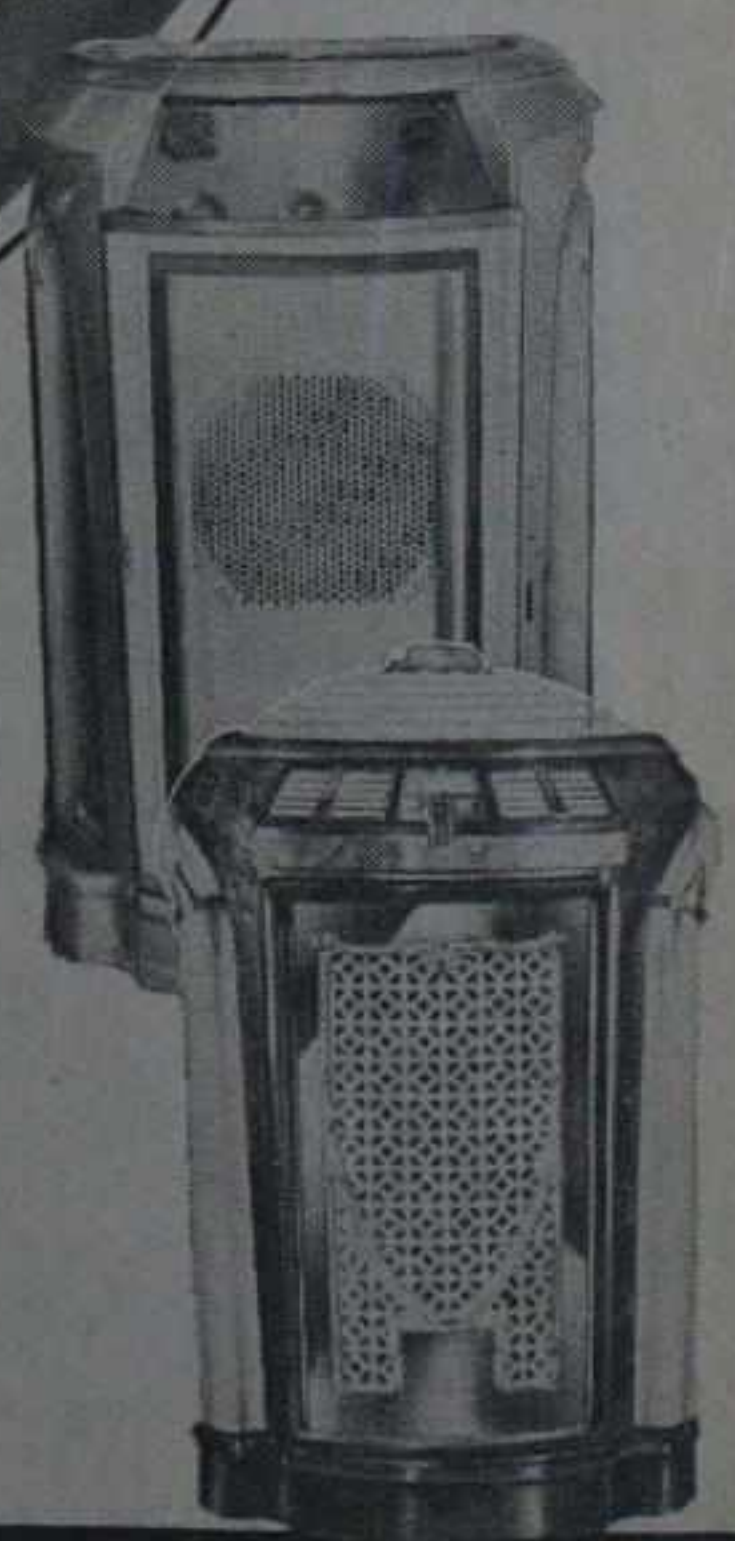
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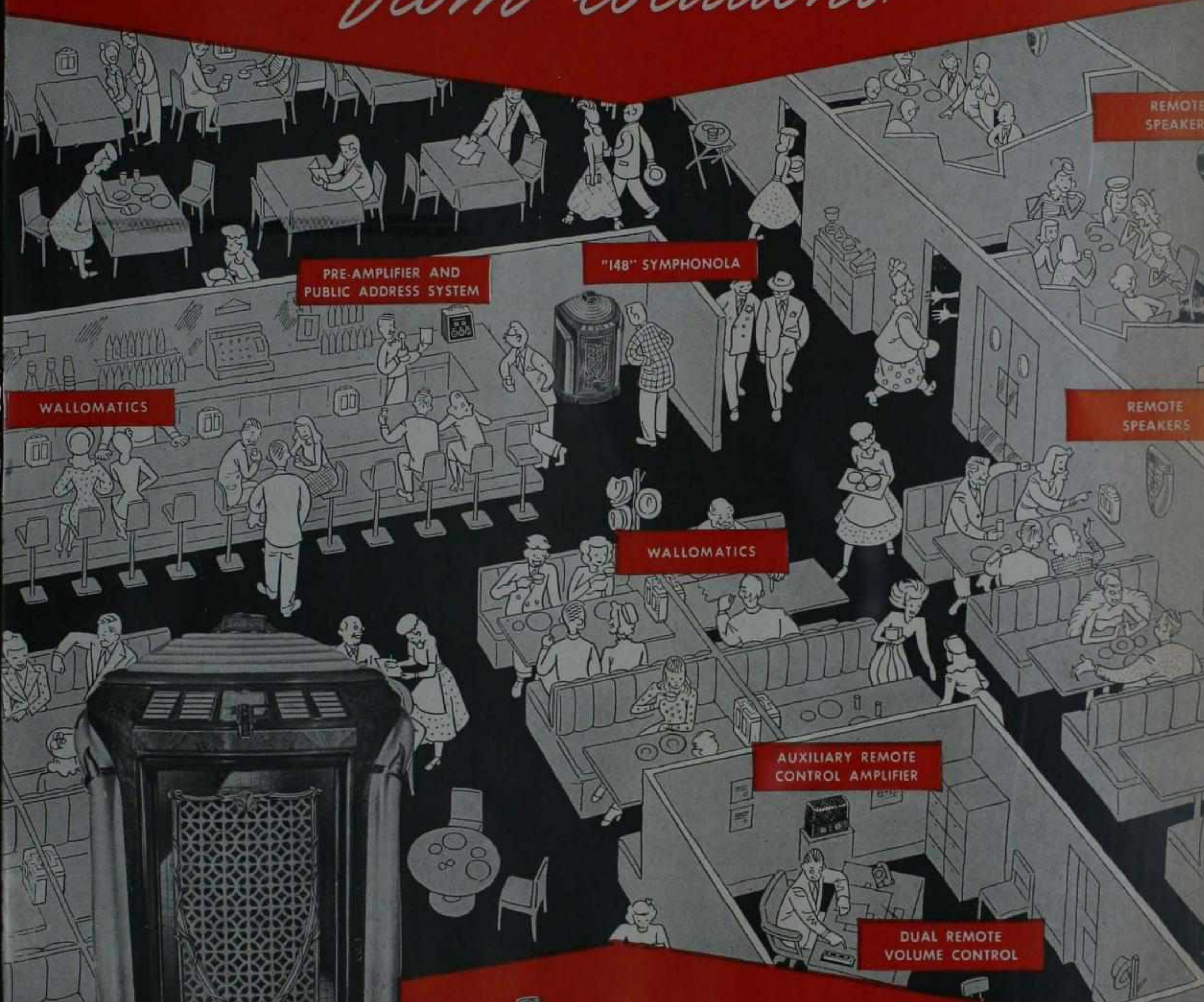


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