

The Billboard

NOVEMBER 16, 1946
25 CENTS

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

HI-LO IN ROAD B. O.

O. K. & N. G. Roadcities
In U. S. & Canada

—Page 3

PHIL BRITO
"One-Man Net" (See Music) ⇨



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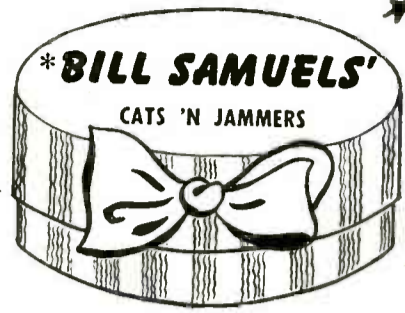
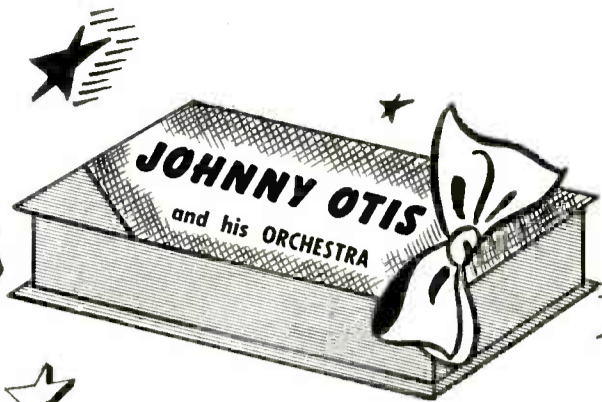
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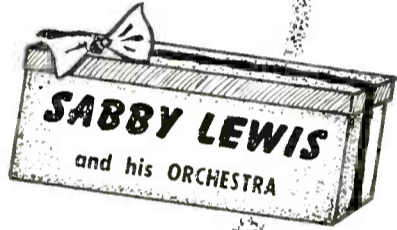
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IT'S OUR 1ST BIRTHDAY

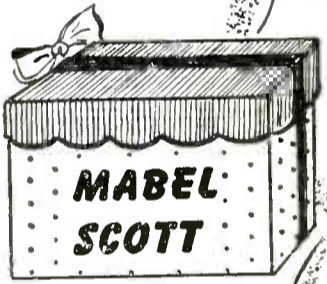
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UNIVERSAL ATTRACTIONS' line up of great talent has proved itself throughout the past year, proved itself in as concrete a form as it's possible to do,—in the consistently solid grosses they've piled up in the nation's top theatres, supper clubs, lounges and cafes—in all branches of the entertainment world.

sincere gratitude for making our first year a resounding success . . . for making the future prospects of Universal Attractions the brightest on the entertainment horizon.

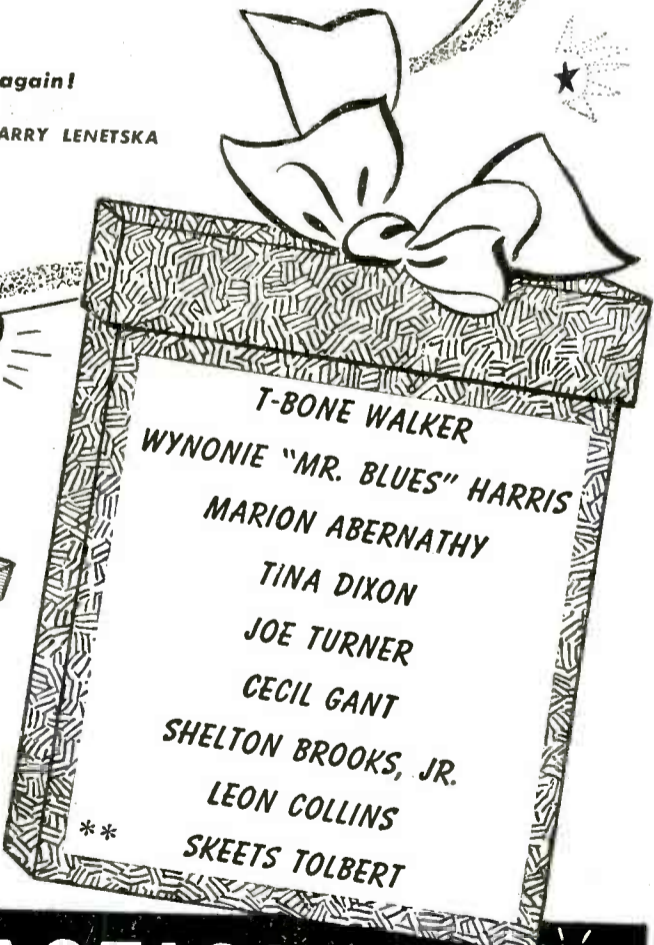
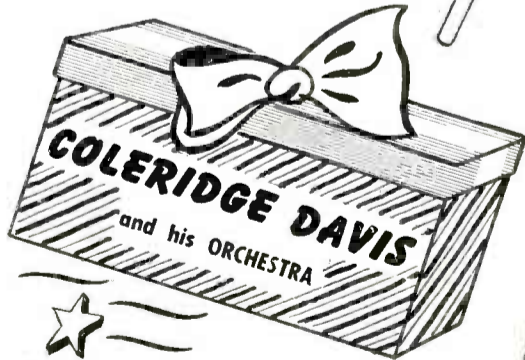
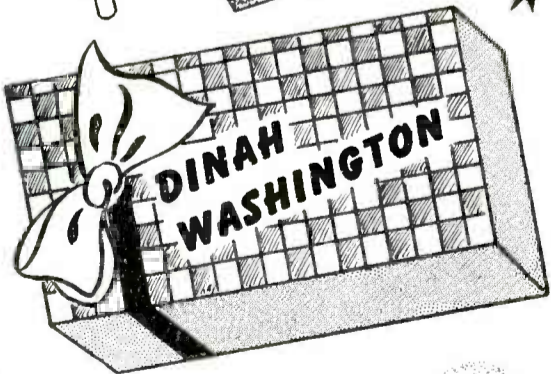
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We're proud of our association with them. To them we offer our

Thanks again!

BEN BART and HARRY LENETSKA



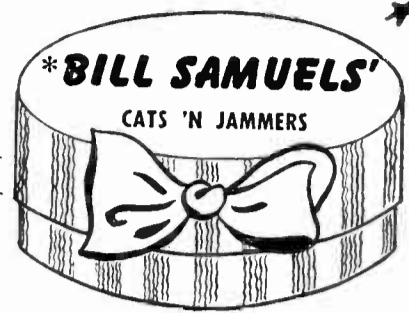
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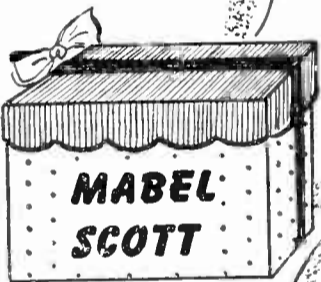
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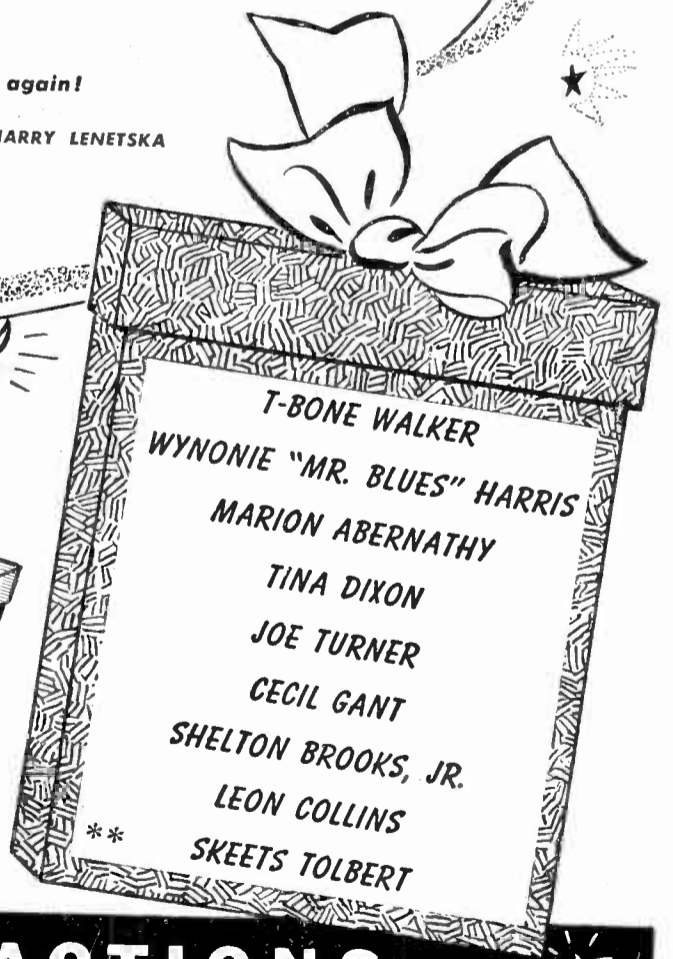
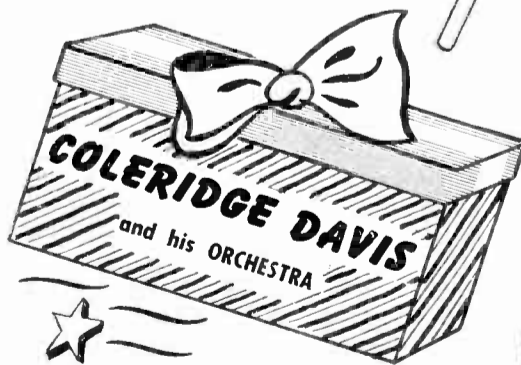
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HALLELUJAH & WAILING TOWNS

Violence Breaks Out in Strike-Bound Pittsb'gh

PITTSBURGH, Nov. 9.—The party was getting kind of rough here this week, with seven pickets being beaten up, two establishments bombed, windows broken all over town, and no end to the beer bottlers and hotel strikes in sight. The AFL and CIO are engaged in a jurisdictional fuss over the beer bottlers, which has stopped all deliveries of local beer in Pennsylvania, drastically affecting niteries and cocktail lounges, while the Hotel and Restaurant Employees, Local 237, are out of eight major Pitt hotels.

Two bombs were thrown into the place of a beer distrib this week and a fire bomb was tossed at 5 a.m. today into Conrad Cafe, in the Lawrenceville section of town. Police virtually admitted inability to cope with the situation.

AFL Loses 2d Plea

On Tuesday (5) the AFL Teamsters' Union lost its second plea for an injunction against beer distribs, who, it was claimed, were still hauling CIO-delivered beer.

The hotel strike situation seems rapidly heading for a climax, with the ultimatum issued by the hostellers that if the union does not accept their offer by Monday (11) they will reduce their proffered pay rise by 25 per cent and cut it a similar amount each subsequent week in which a settlement is not reached.

The union, it is reported, is considering asking for the elimination of all services by Allegheny Steam Company, which would leave the hotels without hot water or heat. In the meantime, the union has called a rally at Memorial Hall tomorrow. It is considered possible that a federal conciliator may soon enter the situation.

Nevertheless, Pitt hotels are biting their nails and staring at income loss figures. It is estimated that the strike cost the hotels \$477,000 from 21 canceled conventions and that the total loss in the 40-day (See *Violence In Pitts on page 4*)

"Turtle's" Sweet 9C In D. Moines 1-Niter; Air Plugs Pay-Off

DES MOINES, Nov. 9.—Packing 'em in seems to be a consistent trend at the KRNT Radio Theater, formerly Shrine Auditorium, with near capacity houses reported for road shows. *The Voice of the Turtle* recorded its best gross with 3,800 paid admissions for a \$9,050 gross Wednesday (6).

The \$9,000 gross came on the night after Xavier Cugat packed 'em in on Tuesday night and followed a near-capacity Tommy Dorsey show October 30. The three \$9,000 houses were all within one week and followed closely a record-breaking one-week stand of *Oklahoma*.

Believed partly responsible for the heavy crowds was the KRNT promotion. Station, owner of the auditorium, gives its shows plenty of plugging over the air.

Africa To Get Soaps If Govt. Okays Commercials; Vaude NG

NEW YORK, Nov. 9.—If and when the current government commission in South Africa finally decides that radio in that British dominion shall go commercial, South Africans will be deluged with soopies and other Yank radio gimmicks. Already U. S. industry, e.t. companies and ad agencies, especially J. Walter Thompson, Inc., are watching the situation closely. All they ask is the government green light. Wham! they'll be in, peddling the Yank approach under full steam. This was the opinion voiced by Hermien Dommissie, prominent South African journalist, currently in New York for a look-see at commercial radio on behalf of the South African government.

Miss Dommissie, in discussing radio's future in South Africa, declared that there will be many language difficulties involved in going commercial. At present there are 17 outlets but each one broadcasts in two languages, English and in Afrikaans, the native language of South Africa. Since the majority of radio listeners are Afrikaans, peddling Yank goods is not going to be a cinch.

Current programs are somewhat stodgy, by American radio standards, with full-length dramas, or musical recitals, lasting often an hour, as the big entertainment. There is little or no vaude, as we understand it, tho the Afrikaans have their own program which they think tops, but which, according to Miss Dommissie, (See *Soaps For Africa on page 13*)

Showbiz Accounts Top PM's Ad List

NEW YORK, Nov. 9.—Amusement advertising started building in the New York daily, PM, this week after the one-time adless sheet announced a reversal of policy Tuesday (5). Coincident with the decision Marshall Field, paper's publisher, announced the departure of Ralph Ingersoll, its founder and editor. Ingersoll said he could not subscribe to an ad policy for his daily brainchild.

First account to buy space in PM was Columbia Broadcasting System, which used six one-column ads daily thruout the week. Web was followed by various Broadway offerings in the legit, concert and pix fields. PM amusement rate is 60 cents a line.

PM's decision to switch to orthodox newspaper policy followed six years of struggle during which it tried to cover its nut by circulation income only. Inside story has it that Field told PM toppers that unless the paper cut down its deficit, he would withdraw his financial support. Field has put \$4,000,000 into PM since he took over in November, 1940, five months after it started.

"Holiday" \$35,000 9 Days in Cincy; 2d Unit Opening

CINCINNATI, Nov. 11.—*Holiday On Ice* closed a nine-day stand at Music Hall here last night and in nine night performances and two matinees grossed around \$35,000, considered satisfactory in the face of the \$13,000 gross hung up here by the icer in a like engagement last year. The 1945 run, however, ended just two days before Christmas, normally considered a pretty bum period in showbiz.

Show was well-advertised here and the press was laudatory in its comments. Business started meagerly but built to satisfactory proportions the last four days. Final night drew a capacity house.

From here *Holiday* moves to the University of Toledo Field House, Toledo, for a nine-day stand beginning tomorrow (12). It marks the show's fifth engagement in that city.

Holiday On Ice Shows, Inc., operator of *Holiday*, is launching a second and smaller unit, *Ice Vogues*, on Christmas Day, with the opening stand to be announced soon.

Wildberg Loses Chi Civic Theater Lease

CHICAGO, Nov. 9.—Twenty North Wacker Corporation, owners of the Civic Theater here, is taking over next January 4 from John Wildberg who has held a lease on the house for some time. Current offering at the Civic is the pic, *Henry V*, which closes that date.

Plans for operating the house aren't clear yet in the minds of the board members, but there is some talk of turning it into a movie palace. Success of *Henry* here spurred this talk. However, hope isn't dead for legit productions, altho Kollmar (See *Wildberg Loses on page 4*)

Legit's Road Map Spotted With Clinkers

No One Knows Why

By Frank Gill

NEW YORK, Nov. 9.—Current feeling that a business slump is quite likely for legit shows on the road, in line with general showbiz recessions, has reawakened discussion among legit producers as to the vagaries of certain towns insofar as the box office is concerned. Analysis shows that there are, generally speaking, three types of legit road cities. They are the juicy spots, where almost any offering does biz; the unpredictable towns, where there's no accounting for b.-o. reactions, and finally the dog spots, where the returns almost invariably make producers reach for aspirin.

Dog towns, at least insofar as legit is concerned, include Cincinnati, Syracuse, St. Paul, Cleveland and Montreal. These are the bogey towns, for no matter how grosses may zoom elsewhere they always seem to sag in the dogvilles. They are, in short, the problem towns of today's road.

Pittsburgh; New Haven, Conn.; Baltimore, Minneapolis, Los Angeles and Vancouver are in the unpredictable category. A show's past record doesn't seem to count, and producers and show bookers just don't know how to account for the fluctuating biz.

There are real bright spots, tho. Chicago, Washington, St. Louis; Kansas City, Mo.; Detroit, San Francisco and Toronto are lush—the sort of cities where producers wish theaters had elastic walls.

The bogey towns, however, represent a real problem. If biz is bad there now, at a time when touring takes are high, what's gonna be when—and if—that slump does arrive? Ever since the road "came back" some years ago trade execs have been trying to find an answer—without success. They have seen border-line towns, such as Pittsburgh or Baltimore, make a comeback from what seemed to be a permanent slump period. And they ask, if those towns can do it, why can't others?

All agree that in the top towns, and in some of the others, good local theater managership is a prime factor in hyping the b. o. Men who handle the houses there, they say, are civic-minded, are an influence in the community and, above all, have imagination and can create a legit-minded public out of their fellow citizens. In other towns, however, and not all of them are bogey towns—there are managers who miss badly, with the result that even hit shows just don't click in their territories. This, Stem says, is one fundamental reason for (Hallelujah & Wailing on page 42)



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The Billboard, Main Office, 25 Opera Place, Cincinnati 1, Ohio. Subscription Rate: One year, \$10.00. Entered as second-class matter June 4, 1897, at Post Office, Cincinnati, O., under act of March, 1897. Copyright 1946 by The Billboard Publishing Company.

Showbiz Taxes Due for Cut Under New GOP Legislature; Niteries, Theaters To Gain

Early Slash to Pre-War Levels Due From New Congress

WASHINGTON, Nov. 9.—Entertainment business will benefit from sharpest cut in excise levies in many years thru legislation which will go to committee shortly after the new Republican-controlled Congress organizes, GOP leaders here revealed this week. Altho the cut in excise next year had been in the works for some time, as foretold by *The Billboard*, reduction is now slated to be sharper than originally planned, inasmuch as earlier GOP plans had not been predicated on the Republicans taking control of the Senate as well as the House. Possibility that the entertainment tax cuts may come sooner than expected is seen in expedited preparations by the Treasury Department to make public a blueprint it has been preparing for some weeks, as reported earlier by *The Billboard*. Treasury, it is disclosed, is anxious to bolster itself for the shock of GOP demands and is seeking to beat the GOP to the draw thru its compromise plan, intended to help keep the budget balanced.

Congress has a chance to slash the excises down to pre-war levels even before tax legislation for the 1947 fiscal year could be approved. Slash would be effected automatically if Congress carries out a GOP threat to wipe out all executive wartime controls thru liquidation of the War Powers Act and by calling an end to the "unlimited national emergency." Whether this threat will be carried out is open to conjecture inasmuch as some GOP leaders are fearful lest the step might be premature.

Definitely in the offing is the drastic paring down of the taxes on theater admissions, niteries, alcoholic beverages and others, effective July 1, 1947. A spokesman for the House Ways and Means Committee revealed that a plan drafted by the GOP Tax Steering Committee in anticipation of last Tuesday's sweep cuts in excises which Republicans long have regarded as far out of line.

Cuts Overdue

One Republican, who will have an influential place in the new Senate Finance Committee, described the excise levies today as "the stepchildren of all our taxes," because the last Congress declined to cut them even slightly. This despite the fact that these levies were upped during the war to all-time highs with a promise by congressional leaders at the time that reductions would be made as soon as the war ended.

Representative Harold Knutson (R., Minn.) who is slated to become chairman of the House Ways and Means Committee, is known to be anxious to get tax cuts operative even before the start of the next fiscal year. He has urged an income tax cut of 20 per cent to become effective at the outset of the next calendar year. Knutson's prospective rise to the chairmanship of the House's most powerful fiscal committee is already giving rise to speculation whether he might introduce legislation with which he stunned lawmakers four years ago—a bill calling for a permanent government lottery as a revenue-raiser. Under the Knutson-proposed lottery, tickets would be sold at two dollars each, with drawings once monthly, with prizes ranging from \$100 to \$100,000. Knutson estimated that the government would have a profit of 82.5 million on every \$100,000,000 of tickets sold. Prize money would be exempt from income tax. His legislation would wipe out a law of 1890 forbidding distribution of lottery tickets or advertising one thru the mails.

D. C. Deckhands Get 12% Pay Hike From N. Y. Mgrs.

NEW YORK, Nov. 9.—Washington stagehands have been granted a 12 per cent increase by the League of New York theaters. Agreement which was arrived at Thursday (7), runs for one year starting from September, 1946. Pact is retroactive. Heads of departments now get \$87 a week, head flymen and bridgemen, \$8.75 per show and grips and sidemen \$8.25 per show. Hourly rate is \$2.75 for department heads, \$2.50 for flymen and \$2.25 for all others. Larry Katz, of Local 22, IATSE, Washington, negotiated for the grips. New York producers generally go down to Washington to set these deals, but this time Washington deckhands came to them.

"Twilight Alley" New Tag For "Beggars Opera"

NEW YORK, Nov. 9.—Duke Ellington and John LaTouche have rechristened version of the *Beggars Opera*, new tag being *Twilight Alley*. Perry Watkins and John R. Shepard Jr. will preem the show in New Haven, Conn., Thursday (21), going to Newark, N. J., for one week beginning Tuesday (26) and thence to Philly. Broadway opening is skedded during the Christmas holidays. Dorothy Johns, Rollin Smith and Gordon Nelson are latest additions to cast.

Star, New Orleans, Reopens With Legit-Vaude Policy

NEW ORLEANS, Nov. 9. — Its boards dark for practically two years, the Star Theater here has launched on a new policy of interspersed legit and vaude productions, opening last week with Jules Pfeiffer's *Maid in the Ozarks*. Plenty of biz for the eight-day run was predicted by Ted Kraft, who said more than 1,000 of 1,200 seats were sold at the first offering, with ducats at \$1.50-\$2.50. Until inauguration of this new program at the Star, vaude has been confined to the St. Charles Theater here for the past couple of years.

WILDBERG LOSES

(Continued from page 3)

Satenstein *Mulligan's Snug*, rumored to have gone in when *Henry* closed, definitely hasn't been inked. One company exec said he didn't think it would be. With legit producers screaming for Chi houses (*The Billboard*, November 2) if company decides to nix legit for pix, the situation will be even tighter in the Windy City.

Reason company decided not to renew Wildberg's lease is a reflection of good legit and pix biz here. In semi-lean times company was glad to have a steady customer at a low take, but now the thinking is why not keep it steady as well as high.

'A Family Affair' Is Set Down as Escapist Fare

A FAMILY AFFAIR

(Opened Wednesday, November 6, 1946)

ERLANGER THEATER, BUFFALO
By Eva Warner

A new comedy by Henry R. Mifrock. Presented by Jesse Long and Edward S. Hart. Staged by Alexander F. Kirkland. Stage manager, William Johnson. Press representatives, Marian Byran and Phyllis Perlman.

Florence McConnel	Emily Ross
Mary	Amelle Barleon
Alice Jones	Jewel Curtis
Julia Wallace	Ann Mason
Walter Wallace	John Williams
Johnny Wallace	Peter Scott
Martha	Kay Stewart
Mike Cassidy	Allan Stevenson
George Weaver	Robert Smith
Peggy Wallace	Margaret Garland
Dr. Christopher Patterson	Frank Lyon
Gregorian	Anatol E. Wynogradoff

Family Affair as a play capitalizes on an amusing and somewhat novel twist, but lacks substance. Strictly comedy, it offers fairly good possibilities for Broadway, but remains escapist fare. Revolving around the same three for three whole acts, its dialogue is thoroly entertaining, well handled and replete with clever cracks. The lines are the most revealing features of the farce and include a goodly number of laugh-getters. Direction is well paced, fast moving and holds interest. Single living room set is plenty eye-filling and well done, as are fem outfits, which help.

Plot centers on affairs of the attractive urbane Wallace Clan, whose son, Johnny, has written a play with his own family and their friends as main characters, not however, behaving in their actual conventional manner, but with a moral inclination and extra marital mix-ups. To his complete dismay, family members follow his imaginary patterns in real life, leading to various farcical to the improbable complications and culminating in a happy but somewhat contrived conclusion. Mother's romance with an old college sweetheart and father's retaliation by falling for his secretary is the main theme, along with the son's and daughter's love life problems. The secondary interest story is spread thin, but this lack may well be overcome by the engaging characterization of the players, who do a convincing enough job for a pretty entertaining evening. Ann Mason, as the maritally confused mother, is striking and offers a top-notch portrayal, as does John Williams as the father counterpart. Peter Scott's Johnny, the juve playwright, who wreaks havoc with families' happy homes, is okay, as is ingenue Kay Stewart, his best girl. Frank Lyon scores as Chris Patterson, psychiatrist, family friend, and mother's one-time beau, whose interest in her is suddenly rekindled. Jewel Curtis is fetching as the Southern cutie secretary. Emily Ross clicks with her visiting small-town club woman. Margaret Garland is daughter Peggy, who can't decide between two suitors, ably done by Allen Stevenson and Robert Smith.

Mifrock's comedy might make the grade for the new producing team of Long and Hart despite its shortcomings. It is boosted by polished sophistication and sprightliness and doesn't compare badly with other vehicles of this nature.

New Boston Room Debts

BOSTON, Nov. 9.—Sable Room, newest entry to Hub's night life, bowed Wednesday (6). It is built on two levels with a horseshoe terrace in Hotel Touraine. Tony Senna works at the piano from small spotlighted platform in room. Touraine also has a Surrey Room.

Chi Opera Ends; Shaky for '47?

CHICAGO, Nov. 9.—Chi Opera Company closed its six-week season yesterday (8) amid talk that it wouldn't open again. This week Abner Stillwell, prexy of the org, had to get a court order for \$25,000 out of the company's trust fund, supposed to keep until next year, in order to meet a deficit. Anomaly here is, from standpoint of attendance, Chi opera season was a success. Nearly full houses marked almost every show and at a \$6 top with 3,600 seats, makes for plenty loot.

Opera execs were confident the opera would go on next year because opera lovers "won't let the opera die, etc."

"We always operate at a deficit," said one, "but we always manage to reopen the next year. The Metropolitan, with practically every seat taken for 18 weeks, will lose about \$300,000. Opera is one phase of show business that doesn't pay off in terms of money."

Chi opera expenses are heavy since its facilities are the largest in the world maintaining an orchestra of 82, a large ballet, top talent plus a big stagehand crew.

VIOLENCE IN PITTS

(Continued from page 3)

strike, including wages of workers out, runs between five and six million dollars.

Legit Holds Up

The Nixon, local legit house, is still doing good biz, considering the conditions. The Shubert rep presentations of *Rose Marie* and *Countess Maritza* this week hauled in 19G with a \$2.50 top. Only Wednesday mat was off.

In addition, the Mae West show, *Come On Up*, already has a 9G advance sale. Burly is back to normal, having a good week with Lana Bari featured. Nitery biz, however, is still off badly because of the beer drought.

The Billboard

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U. S. STEPS INTO AFRA CASE

Chicago Local In Unanimous Strike Assent

600 Members Vote Go-Ahead

CHICAGO, Nov. 9.—Chicago local of AFRA last night voted unanimously to give the union's national executive board the power to call a strike at any time. The meeting was attended by 600 of the 700 local members and was part of the national vote taken on the same subject this week in New York and Los Angeles. Need for the national board to be given power to call strikes was first passed in the form of a resolution at AFRA's Los Angeles national convention a few months ago.

With power to call a strike assured, union's national board is now in a better position to bargain with the networks.

Negotiations were suspended after the industry had refused to accede to AFRA's demand for an "unfair station" clause. This new contract clause, which constitutes the point on which the industry and the union have disagreed most, has been widely misinterpreted, Ray Jones, AFRA's assistant national executive secretary and executive secretary of the Chicago chapter, said here this week. Clause in general would call for AFRA members not to work on network programs fed to affiliated stations with which AFRA was having trouble.

Jones, however, insisted that contrary to usual interpretation, this clause would not be used directly as a weapon to make stations hire AFRA members. It would merely mean that "AFRA members would not have to appear on programs that are fed to stations which have been declared unfair by AFRA after AFRA has been certified by the NLRB and after the station has refused to arbitrate."

Some members of the industry claim that adoption of this clause would put the networks in a position of violating the rules of the Interstate Commerce Commission. They claim that AFRA's application of the clause would constitute a "secondary boycott" in that it would not allow the nets to fulfill, as the ICC says they must, the contracts stating they must provide service to their affiliates. AFRA says this would not be so because nets could continue to service programs that do not use AFRA members, and that all the union wants is to make sure its members do not work on shows fed to stations that have been declared unfair by AFRA.

SAG Backs AFRA

HOLLYWOOD, Nov. 9.—Screen Actors' Guild, by unanimous approval of its board of directors, today agreed to back the American Federation of Radio Artists in the event of a strike against the webs. SAG said it will order all its members not to appear on any web show or enter into contract to appear on net programs.

Coast Optimistic; AFRA Strike Call May Be Prevented

HOLLYWOOD, Nov. 9.—American Federation of Radio Artists membership here unanimously approved a strike against the webs, agreeing to stick by the national org for a general walkout if and when such action is ordered. Strike vote was taken here at special meeting after union's contract negotiations with the nets were suspended. Claude McCue, AFRA Coast exec secretary, last night flew to San Francisco for a similar strike meet.

Feeling among net execs here is that the picture looks black, but that issues probably will be settled before a walkout ties up the industry. Others along Radio Row say strike vote was expected as a pressure device and point to a similar move to AFRA's Hollywood local during last summer's negotiations with Southern California Broadcasters covering indie station announcers.

New Producer for E. Bracken Show; Wolff for Griffin

HOLLYWOOD, Nov. 9.—Sagging scripting and rumored ax-heaving aimed at the Eddie Bracken-Texaco seg, resulted in a quick, midstream change in production reins this week, with Producer Z. Wayne Griffin giving up chores in favor of Nat Wolff. Wolff had been acting as production supervisor in addition to producing the Abbott and Costello show. Griffin drops segs after the November 10 show.

Griffin's exit from Bracken ailer came after series of disagreements with Buchanan Agency. Show is reportedly in bad shape sponsorwise, with rumors circulating that unless writing takes a turn for the better, ailer may be ditched. Tony Martin is rumored as a possible replacement.

Griffin is also producer of the Frank Morgan ailer, *The Fabulous Dr. Tweedy*, and will continue on that show.

Court Withholds Decish On AFM Dismissal Motion

CHICAGO, Nov. 9.—Judge Walter Labuy, sitting in federal court here last week, withheld decision on a motion by the American Federation of Musicians to dismiss government charges that the AFM and its president, James C. Petrillo, violated the Lea Act. Judge wanted more time to study the case. Joseph Padway, AFM general counsel, argued that the act discriminates against musicians; John S. Pratt, government attorney, called Petrillo the "operator of a million dollar racket."

RDG, NBC Negotiating; Directors Seek 15% Boost

NEW YORK, Nov. 9.—Radio Directors' Guild opened negotiations yesterday with NBC for a pact to cover web meggers. RDG wants a 15 per cent increase.

First confab was harmonious, with little done except handing radio execs list of demands. NBC has never negotiated with directors before.

Federal Conciliator Tries To Avert Walkout; Strike Voted By All Union Locals

Strike Possible After Nov. 23 If Stalemate Continues

By Leon Morse

NEW YORK, Nov. 11.—A last-minute attempt to prevent the AFRA strike will be made this week by Jacob Mandelbaum, U. S. Labor Department conciliator, who is preparing to step into the case after the New York AFRA local, at the largest meeting in its history (Friday, 8), voted virtually unanimously to strike. Only three of the 1,200 AFRAites attending voted against the walkout. Members in Chicago, San Francisco and Los Angeles gave similar whole-hearted approval to AFRA negotiators. Unless AFRA and the webs get together before November 23, a strike is possible anytime after that date. AFRA, in keeping with the Smith-Connolly Act, filed a strike notice with the Labor Department October 23. If settlement does not occur within 30 days, the radio actors can walk. AFRA was uncertain as to whether the SC Act applied to its members—but filed under its provisions to preclude last-minute delays if a strike is called.

Reps, Wolverton White Slated To Head Key Group

WASHINGTON, Nov. 9.—Slated for the chairmanships of the all-important congressional committees which handle legislation dealing with radio and related fields in the next Congress are Representative Charles A. Wolverton (R., N. J.) and Senator Wallace H. White (R., Me.).

When the GOP-dominated Congress organizes in January, Wolverton is expected to succeed Representative Clarence A. Lea (D., Calif.) as chairman of the House Interstate and Foreign Commerce Committee, while White will probably take over the parallel spot in the Senate. It had been held by Senator Burton K. Wheeler (D., Mont.). Both committees are among the favored small number which will remain in the new streamlining called for by the Monroney-LaFollette Congressional Reorganization Act, which drastically reduces the number of committees in each house.

Both Wolverton and White have long shown a legislative interest in radio matters, and both have wide legal backgrounds.

93% of U. S. Stations Land Logs in Dailies

WASHINGTON, Nov. 9.—Ninety-three per cent of U. S. radio stations have their program listings printed in local newspapers, according to a survey by the NAB research department. Figures are based on NAB stations only.

Only 4 per cent of the stations reported that all their respective local newspapers refuse to publish logs. An additional 3 per cent said that some, but not all, local papers refuse to carry their listings.

According to Dr. Kenneth Baker, NAB director of research, 81 per cent of stations whose listings are published in local papers are not required to pay space-rates. No clear-channel stations reported being charged for newspaper listings.

Among stations whose listings appear in local newspapers, 13 per cent have trade arrangements whereby space is swapped for air time. About 30 per cent of stations reporting have ownership affiliations with papers.

Friday's meeting also instructed AFRA reps to return to the webs for one final attempt at negotiating. Confab will be set this week when Ray Jones, assistant national exec sec, returns from Chicago, and Claude McCue, AFRA's Coast topper, comes in from the Coast. Negotiations have not been broken off, merely suspended. Position of AFRA reps is now considerably fortified—the webs realizing that in view of the strike vote, the chips are on the table, once and for all.

Friday's meeting was devoted only to the strike issue. Principal address was made by George Heller, national executive secretary, who reported on the negotiations since their start October 1. Heller reviewed AFRA's position and reported that the principal stumbling blocks were AFRA's insistence that webs cease feeding programs to stations which refuse to negotiate or arbitrate with unions and its demand for one pact to cover the entire country to be negotiated here.

Heller explained that the nets' position was that compliance with AFRA's demand on its unfair station clause might mean that they would be guilty of a secondary boycott, and that they would be acting to organize stations for AFRA. National executive secretary claimed that union was not asking nets to organize any station and that all it was proposing was an effective method of settling disputes. Proposal is legal, according to union attorneys, (See *Fed Man Tries* on page 13)

Web's Position

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Ralston Due for New Daily Hillbilly Show

CHICAGO, Nov. 9.—Ralston Purina Company, St. Louis, is dropping its current Saturday Mutual ailer *Checkerboard Jamboree* as of January 6 next, replacing it with an across-the-board series featuring American folk music. Talent and final format of the new ailer haven't been set yet.

New nasology sessions will air on some 270 stations, some of the outlets carrying it live, others via e. t.'s. Show will most likely originate in Nashville, whence *Jamboree* hails. Agency is Gardner, of St. Louis.

CROSBY SHOW IN TURMOIL

Wobbly 12.2 Hooper Cues Changes Soon

Trotter Ork To Be Cut 50%

NEW YORK, Nov. 9.—Bing Crosby-Philco transcribed program, which has been a key trade topic since it made its debut October 16, this week was the center of more discussion than ever before. Turmoil was occasioned by several problems, namely:

(1) A current Hoopering of 12.2, a sharp drop from the 24 the program scored on its preem.

(2) An obvious decline in entertainment quality of the series, with the entertainment quotient off since the sock show, and the reported possibility that the program might go live.

(3) The known dissatisfaction with the series on the part of Philco and its ad agency, Hutchins.

(4) Persistent trade criticism that transcriptions were of poor mechanical quality.

(5) An economic problem, raising the question of whether, with the comparatively poor rating of 12.2, the high cost of the program can be maintained over any consistent period of time.

(6) A further threat to the actual qualities of the program, with a 50 per cent reduction in the number of men in the supporting John Scott Trotter ork to be made shortly. Slash stems from the increased transcription rates recently won by the American Federation of Musicians.

Actually, trade discussions of Crosby's n. s. h. Hoopering are not fully warranted. Rating reflects the audience of the American Broadcasting Company alone and gives no indication as to the size of the audience catching the program on non-web, or non-ABC stations. Program, at the start, had 311 outlets, of which 217 were on ABC, rest being affiliates of other webs or indies. Thus, as it was pointed out to *The Billboard* this week by Everett Crosby, Der Bingle's brother and manager, the 12.2 sheds no light on the popularity of the new series in areas outside of Hooper's basic 33 web cities.

E.T. Handicap?

As to the entertainment element, there have been two schools of thought, one being that cutting the shows six weeks or so in advance stymies Crosby on getting hit songs. Another is that even the Bob Hope helped give the show a terrific send off, it has given many listeners the idea that the Crosby series was to be a comedy affair, rather than primarily a straight musical offering. It also made it tough to follow up, programatically. Nevertheless, spokesmen for the Hutchins Agency, while refusing to elaborate, flatly told *The Billboard* this week that (See *Wobbly 12.2 Cues on page 9*)

Wesson Buys Hill on ABC

NEW YORK, Nov. 9.—Edwin C. Hill's *Human Side of the News* will be bank-rolled on 77 ABC stations by Wesson Oil, Monday thru Friday, 3:30-3:45 p.m., starting December 9. Kenyon & Eckhardt is the agency.

NCBC Refinancing Hearing Due Nov. 14; Boler Is "Confident"

ST. PAUL, Nov. 9.—A stronger, more vital network will come out of federal court intervention into the affairs of North Central Broadcasting Company and Mississippi Valley Network, John W. Boler, NCBC prexy said, as he prepared to go into court here next Thursday (14). Court appearance is in connection with an agreement reached last August whereby Boler was given 90 days in which to arrange refinancing. Boler said his big problem has been to line up a majority of the 150-odd creditors who have \$185,000 coming from the operations. His task is to convince them that his reorganization plan and new capital is worthy of their approval. Boler said he is confident that by next Thursday he will have the necessary majority.

Boler explained there are 43 stations being billed by his company, with 21 full-time affiliates. These are NCBC clients, the balance Mississippi Valley accounts.

In the meantime, the status quo continues, with Richard Kyle, St. Paul attorney, court-appointed trustee, in charge. Boler said that while he has heard that some of his stations have solicited affiliation with Mutual, he believes that as of Wednesday (6) there were no contracts signed. A number of stations are committed to go along with him, Boler said, and he feels they will serve as a deterrent against any other affiliation.

In Chicago, Boler's statements drew negative reactions from both Mutual execs and NCBC creditors, who said at least 14 of the NCBC stations in North and South Dakota, Michigan and Wisconsin would affiliate with Mutual directly and pull out of North Central completely.

It's also known that some NCBC affiliates which were more or less indirectly in the Mutual fold during their period of active connection with North Central will come in with a direct Mutual affiliation the first of the year.

FCC Maintains Anti-Press Kick; Nixes Two Applicants

WASHINGTON, Nov. 9.—As 11 AM and three conditional FM grants were authorized this week, FCC held to its anti-publishing stand in denying AM applications of two Florida newspapers. *The Daytona Beach News Journal* lost out to the Daytona Beach Broadcasting Company, and Atlantic Shores Broadcasting Company, Coral Gables, Fla., won the decish over the Miami Beach Publishing Company, which was seeking a new outlet for Miami Beach.

An application by Drohlich Brothers, Flint, Mich., also got the nod, while Booth Radio Stations, Inc., were denied a grant for Grand Rapids, Mich., on grounds that Booth had a license in Detroit.

Decisions also went to Freeport Broadcasting Company, Freeport, Ill., and Port Arthur Broadcasting Company, Port Arthur, Tex.

Six construction permits for AM stations went to Madrazo & Diaz, Pajardo, P. R.; Bluff City Broadcasting Company, Ltd., Memphis, Tenn.; P. C. Wilson, Canton, O.; Sampson Broadcasting Company, Clinton, N. C.; Burlington-Graham Broadcasting Company, Burlington, N. C., and Balboa Radio Corporation, San Diego, Calif.

FM conditional grants for class B stations went to Luther E. Gibson, Salinas, Calif., and Myles H. Johns, Milwaukee. United Garages Service Corporation, Lakewood, O., received a grant for a class A peeper.

WMCA Revamps In Business Hypo

NEW YORK, Nov. 9.—WMCA is revamping its program structure, effective Monday (11), as part of its drive to latch on to more national advertisers. New deal will set all the station's public service stanzas in two specific time slots, 8 to 10 p.m., Monday thru Saturday, and 7 to 10 p.m. Sundays.

There were two main reasons for the switch. One was that with its pubserv shows scattered thruout its schedule, station ran into occasional time clearance problems when sponsors wanted across-the-board deals which would have involved canceling a pubserv seg. Another is the fact that these evening hours are tougher to sell in view of stiff evening competition from webs. This now leaves the more salable daytime spots open.

Schedule switch follows two recent appointments designed to help WMCA meet the increasingly stiff indie competition in New York. Appointments were those of Herman Bess (WNEW) as sales director and Joe Gottlieb (WCAU) as commercial manager. Station also named Free & Peters as its national sales rep.

WMCA latched on to a new five-week commercial this week calling for sponsorship of the Brooklyn Dodger football games, with Stan Lomax and Joe O'Brien spiling. Straus Stores and *Pic* magazine are picking up the tab. Station also debuts two new pubserv shows this week under its new set-up with *The New York Herald Tribune*. Stanzas will have Bert Andrews, *Trib* Washington correspondent, and Norman Stabler, *Trib* biz editor, doing capital and business round-up spiels respectively.

New Shaeffer Pen Show Due by Jan.

CHICAGO, Nov. 9.—Strong possibility that the Shaeffer Pen Company would have a new network program on the air after the first of the year was shown here Friday (8). Deal which is tentative, calls for the pen company to sponsor a show built around the exploits of members of the Adventurers' Club, national organization of men who have had interesting and dangerous experiences as explorers, etc. Show would start early in January.

Altho plans are still indefinite, and no network contracts have been signed, CBS, according to reports, will get the program. A spokesman admitted that show would most likely be a Chicago origination. Whether airing of new program would mean the end of the company's *Parade* program on NBC Sunday afternoons could not be ascertained.

ABC Setback Seen in Bing, Morgan Dive

Opposition Hypos Efforts

NEW YORK, Nov. 9.—Dive in ratings of both the Bing Crosby-Philco and Henry Morgan shows is regarded in the trade as a major setback in ABC's attempt to build a sock Wednesday evening line-up via the Crosby-Morgan parlay. In the four-week span from October 16 to November 6, Crosby's rating showed a consistent decline, the initial 24.0 being followed with a figure of 18.3 for the second show; 15.1 for the third; and 12.2 for November 6. Morgan debuted commercially October 16 with 11.1 and wound up the four-week span with a figure of 7.5.

As of now, ABC professes no particular alarm over the 12.2 Crosby figure, one spokesman pointed out that it is customary for a new seg to open at a high point, fall to a comparatively low level, and then move up to a comfortable rating. And 12.2, it's claimed, is still a good rating, altho the high cost of the program admittedly lends a negative touch to this point of view. Hutchins agency and Philco are huddling on jacking up the show and an attempt will be made to use performers of better name value than some of the artists who have guested. Andrews Sisters, for instance, have been pacted for a series of three shots at a cost of \$9,000. But this kind of hypo again raises the economic question, particularly in view of the 50 per cent hike in musicians' transcription scale and Everett Crosby's attempts this week to get concessions on this matter from the American Federation of Musicians.

Meanwhile, the Crosby opposition has become optimistic over the picture and every effort will be made to hypo the CBS-Squibb *Academy Award Theater* and the NBC-American Tobacco *Fabulous Dr. Tweedy. Award Theater*, for instance, is known to have hiked its rating considerably with the Wednesday (6) show, last estimates placing the likely figure beyond eight. Squibb's last Hooper was 5.4 It all adds up to a knock-down, drag-out, many-angled fight in the weeks immediately following.

Bing Sells Sets

HOLLYWOOD, Nov. 9.—Despite sag in the Crosby rating, James H. Carmine, Philco vice-president in charge of sales, informed Hutchins agency this week that the groaner has really been peddling receivers. According to Carmine, distributors and dealers say Der Bingle's sales appeal is very marked, with customers coming into stores Thursday—one day after Bingsday—to clean out all sets on hand.

Carmine also stated plans were being shaped to send the platters to South America and overseas.

U. S. Studies Ban By Soviet; Webs Protest Damper

WASHINGTON, Nov. 9.—A State Department spokesman revealed today that a "study" is being made of Russia's halting of broadcasting from Moscow by American radio correspondents. State Department official made the disclosure after Columbia Broadcasting System requested the department to intervene with the Russian government in an effort to obtain a reversal of Soviet denial of facilities.

CBS, in addition to putting the issue up to the State Department, sent a cable to Premier Stalin emphasizing a desire to "report the news of Russia by radio" and threatening to withdraw Columbia's correspondent, Richard C. Hottlet, unless Soviet reconsiders its decision. CBS cable was signed by Edward R. Murrow.

NEW YORK, Nov. 9.—Plan of CBS to issue a joint network statement, together with NBC and ABC, protesting to the State Department the Russian withdrawal of shortwave broadcasting facilities, fell thru yesterday. Moscow denied facilities to American correspondents on October 7, but story was sotto voce until broken Thursday (7) by Jack Gould, *New York Times* radio editor. Official Soviet reason for the ban was that a heavy winter schedule of shortwave operations precluded time for American correspondents.

Effort to tackle the matter jointly with the other webs collapsed when CBS sent its statement to Niles Trammell, NBC prexy. Unofficially the attitude of NBC was that it prefers to attempt unraveling the matter without the aid of other webs and with the co-operation of the State Department and the Russian government. NBC figures it is unwise to protest officially to the State Department.

It was pointed out in the trade, too, that positions of NBC and ABC are not similar to that of CBS, inasmuch as the latter's correspondent, Richard C. Hottlet, works for CBS exclusively. NBC's Robert Magidoff represents *The London Daily Telegraph* and ABC's Edward Stevens is correspondent for *The Christian Science Monitor*. It's known, too, that both NBC and ABC believe all correspondents might be barred in the event the situation is played up strongly.

One segment of the trade figures the ban resulted from publication of George Moorad's book, *Behind the Iron Curtain*, which annoyed the Soviet Union. Moorad was formerly a CBS correspondent.

CBS, unable to get NBC and ABC to chime in with a joint squawk, issued a statement last night that it "requested the State Department to intervene with the Russian government in an effort to secure a reversal of that government's decision to deny broadcasting facilities to its correspondents in Moscow." In addition, Edward R. Murrow, CBS vice-president in charge of public affairs, sent a wire to Premier Joseph Stalin, pointing out CBS's desire to report the news from Russia, and concluding "unless your government's decision is reconsidered, we shall withdraw our correspondent forthwith."

ABC followed the CBS statement by issuing the text of a letter sent to Ambassador Walter Bedell Smith at the U. S. embassy in Moscow signed by Robert E. Kintner, ABC vice-president. It said, in part, "We have been greatly disturbed by the Russian withdrawal of radio facilities." Kintner stressed the idea of international amity, and requested information on the reasons for the ban.

Detroit 'News' Radio Ed Mourns Lack of Alert P.A. Coverage

—By Herschell Hart, Radio Editor, *The Detroit News*

DETROIT, Nov. 9.—*The Billboard* has asked us to write about the "Gripes of a Radio Editor." That we're glad to do, but first we must make clear that our column, *Air Gossip*, in *The Detroit News*, does not follow the line of many other columns. It is a column of honest-to-goodness news and some criticism, designed primarily to answer the unasked questions of readers. We try to be our readers' eyes in describing their friends of the air and we try to keep readers up to date on the happenings in radio that affect those friends. This also applies to our air shows on WWJ. There are other columns, all good in their way. Those of fine writing, a virtue to which we lay no claim; those that are intensely critical, and those which keep the reader thoroughly informed on programs. As we said before, we try to give the news—real news, and some critical personal opinions. These opinions are our opinions, and we could be wrong, but we try to be sincere.

We're an "old line" newspaper—curious and wanting to satisfy curiosity. We try to be accurate and concise. We deal in information, not history. The story that happened 10 years ago is not news today in our opinion. The story that happened a week ago must be told with a follow-up lead. That's the way we see it.

Now that we have explained our side of the case we'll get down to brass tacks with our gripes.

Biggest Gripe

Our biggest gripe, perhaps, is that both network and personal publicity men stress the show instead of the individual in radio. Naturally we have to forgive them for that, especially those working for the nets, for that is their job, but it doesn't give us what we want. We believe our readers are interested in individuals rather than shows. During the course of a week, we get many phone calls from listeners and readers asking questions; they're all about individuals.

Our second gripe is that the "whole" story isn't told. How many times have you other radio editors received notes saying that some actor or actress has replaced some other actor or actress on a certain show. The item ends there. But—we ask—why was the actor replaced? What is the story? Now if you ask the net press representatives, it's been my experience that they hedge. Franker ones will tell you that the sponsor didn't like the replaced actor—or that there was an argument with the director, or that they're not supposed to tell me anything.

Of course, we'll agree that some news is better left unpublished, but we feel that a smart press writer could have so worded the original item—could have given some fairly reasonable excuse for the replacement so that we could have given our readers something to think about. Unfortunately for me, our readers want to know about those things. We can understand that; we're the same way. For 33 years now, as a newspaper man, we've been asking, "why?"

When a certain tenor decides to quit the business and enjoy life, everybody is very secretive about it. The net says he's on an extended vacation, but that they expect him back. Hundreds of letters have reached our desk in the last two years asking about that tenor. We answered them. Fortunately we knew what had happened; we had dug up the real reason for his absence. But we still can't understand why it should be a secret. After all, if a man wants to retire, why shouldn't he?

And here's another gripe: In addition to our column, we run quite an extensive highlight listing. Now these highlights are not best bets. We don't pick programs for our readers. How do we know what they

Listeners Daffy As WABC Is WCBS; WJZ May Go WABC

NEW YORK, Nov. 9.—WJZ, key ABC station, is likely to change its call letters to WABC some months in the future. Deal for the call letter switch is understood to be in the works, but the actual change-over must wait until the call letter switch of CBS's key New York outlet is well-implanted in the minds of listeners.

CBS outlet, formerly known as WABC, changed to WCBS Saturday (2), the same day NBC's WEAJ changed to WNBC. WJZ change-over to WABC would cause confusion at the present time, it's figured.

CBS, P&G, Hopper, Sued for 100G Over "This Is Hollywood"

HOLLYWOOD, Nov. 9. — Denny Shane, Hollywood fan mag writer and radio gabber, this week filed a \$100,000 damage suit against Hedda Hopper, alleging the rival gossipper took the *This Is Hollywood* tag for the current Camay dramatic show which Miss Hopper emcees. Suit, filed in Superior Court November 7, named Columbia Broadcasting System, Procter & Gamble, Pedlar & Ryan Agency and Miss Hopper as co-defendants.

Suit alleges that the *This Is Hollywood* handle originated with Miss Shane, and was formerly used from January to August, 1944, over KECA, Hollywood ABC outlet. Gossipper further alleges that she was negotiating with Procter & Gamble last year for a show built around her *This Is Hollywood* format.

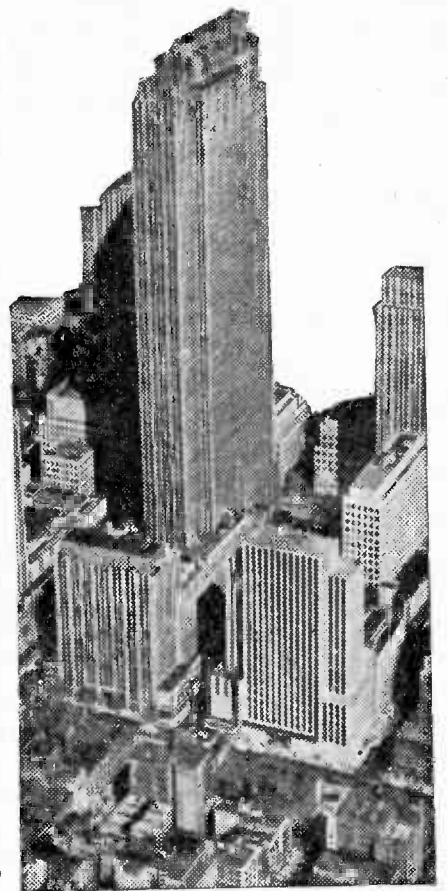
Attorney for joint defendants indicated they would answer suit next week with the argument that titles of air shows are general property and cannot be considered exclusive property of an individual or corporation. This claim may affect the entire title-property right situation.

White Collarites, CBS, Resume Negotiations

NEW YORK, Nov. 9.—United Office and Professional Workers of America (CIO) will resume negotiations with CBS Wednesday (13) regarding wage levels and working conditions affecting some 800 CBS white collar workers.

Talks were stalemated last week over some of the clauses in the proposed union contract, including job and union security and discharge procedure.

like? Instead, we list in the highlights those programs about which there is some news. It's an abbreviated news digest of the evening's programs. If there isn't any news about a certain program—no going to a set book of what's guests (See *Herschell Hart Tells on page 8*)



FROM THE PRODUCTION CENTERS of RADIO

Your own NBC Custom-Built Show!

Straight from the production centers of the nation's most popular network programs, advertisers, agencies, station managers and independent organizations can order their own top-notch radio-recorded programs . . . made to their own specifications . . . without worry about talent, skill or undue production expense.

For NBC Radio-Recording Division is ready for all jobs, whether it's a spot announcement or a half-hour program . . . ready to do everything from idea, script writing, casting, producing, right down to finished pressing . . . everything from tee-off to wind-up. All this at a price to match your budget.

Why not, then, join the happy throng of advertisers, agencies, station managers and independent organizations who have discovered that when a program is NBC Custom-Built and recorded it is well on its way to a brilliant showing of results in audience response.

NBC
Radio-Recording Division



AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS
RCA Building, Radio City, New York 20, N.Y.
Chicago • Washington • Hollywood • San Francisco
A SERVICE OF RADIO CORPORATION OF AMERICA

Herschell Hart Tells What's Wrong With P. A. Coverage

(Continued from page 7)
happen—no title—then we leave it out.

Snafu on Guests

Our gripe is about the names of guest artists. It's our policy, as we said, to put them in the highlights. How do you think we feel then when we listen to the show that night and find, not the guest we listed, but another? Okay—suppose it was a last-minute change—couldn't something have been said on the show to explain?

Let us point out to that person who may not answer—"Ah, what's the difference?"—that a column is only as valuable as the reader's confidence in that column. If the reader thinks the highlights were wrong, and such differences continue, he'll quit reading. Then what good does the feature do the sponsor, the net, the agency, the artist or the newspaper?

A week or so ago, a prominent singer collapsed right after his last show and was taken home with a 102 fever. We didn't hear about it for four days—when we saw it in the regular mimeograph report of one of the personal publicity men. Think of that. Here's a man hundreds of thousands of listeners like—have a personal interest in—and we're not told when he's seriously ill. We should have had a wire on our desk the next morning. As a matter of fact, we can't understand why the Associated Press or United Press didn't have the story. I have access to both, and would have had it if it had come over either.

No News

The point I'm trying to get over is that reams of copy come to our desk in the course of a week, but only about one one-hundredth of it is news—and—when real news breaks, nothing is done about it. Some radio editors may not worry about that, but we do. We feel we're not doing a good newspaper job when we fail on any bit of honest news, no matter how small. And we're not getting out a weekly. *The News* is a daily, and, in a daily, old news has no place.

As we said before, we can understand the attitude of the network press departments. Their job is to publicize their shows and they certainly do that. As a matter of fact, we're compelled to read and throw away fully 90 per cent of the material sent us by the nets. If they would brief their information, they'd save countless dollars in stamps and paper—and much of our time—that is, of course, if all columns were like ours. All columns are not like ours, however, so we suppose the nets must go on as they have since the beginning.

But now we come to the personal press agents. They represent, as a rule, the individuals and should be prepared to keep the public informed of the real news about them. Some of these personal press agents do a

good job—but somehow or other we also find a hell of a lot of trash on our desk—all of which must be read. And when we say "read," we mean really scrutinized carefully—or we'll be taken astray.

Inaccuracies

For instance, not too long ago we got an item about a West Coast girl who came East and "was in bed three days with smallpox." After those three days, she went home. Now, of course, if it had been smallpox she would have been ill longer than three days. What was the gag? Either it was or was not smallpox. If it wasn't smallpox—why say it was? So we fired the item back with the question. The answer was that the girl had been vaccinated recently and this was the after-effect. Well, all we have to say is—it wasn't smallpox. If the man who wrote that had stopped to consider that the girl might not like to have us say she had smallpox—that she might even have sued—and carried away two or three of our presses as a result—he probably wouldn't have written it. Naturally, we'll be very careful of his material from now on.

Now another gripe. *The News* sees to it that I get into New York several times a year to look over the situation, to meet the people in radio, and to tell my readers about them. We don't ask any favors of anybody, but we do expect those whose job it is to make our task possible to get busy. Some do—they work hard at it. But others seem afraid of their clients—or rather, perhaps, they think they're protecting their clients from the boor out of the hinterlands of the West. Or—perhaps the artist wants to be protected—doesn't want to see us even briefly. We know radio people like that—and we also know some of the biggest who've invited us to their homes for dinner.

We don't interview like some editors—we write impressions, describe the actor or actress or singer, try to draw word pictures of what we've seen and of what we talked, so you can imagine why we don't like to go to broadcasts or rehearsals. The interviewee doesn't relax when he's busy, and besides the atmosphere isn't good for a story. It's been told too many times. Remember, I started writing radio in 1932. That was a long time ago. We want to see the people, talk with them—get to know them.

In closing—as we should have long ago—we want to stress that we feel too many people in radio regard the radio editor as a necessary nuisance. Too many of those whose job it is to pass out the news would like to be able to write it as they want it, and get it in the papers that way without question. To have a curious radio editor start asking questions or wanting to know about this or that sacred cow, irritates them.

Under orders, those of one net dare not speak of someone on another net, unless the name be so big it can't be avoided. Seldom, very seldom, dare they take notice of even a program to be handled by all nets. Some even, again under orders, no doubt, tab such a broadcast as being handled exclusively. All this tends to confuse the radio editor. And so it goes—

We'd like to see it recognized that, in return for space given by the radio editor to radio, the radio editor's right and desire for real news and information, written clearly, concisely and completely, is legitimate. When radio news comes out of New York, Hollywood and Chicago with all the details, fresh, new and replete with interest—that will be a wonderful day for the radio editor.

Comparative Territorial Index

Based on "FIRST TWENTY" Evening "Program Hooperatings" as compared with Pacific Coast ratings, rank order and competition for these same programs. Both are for period October, 1946. Network figures are average of two ratings.



Vol. II No. 3E November, 1946

Network Opposition	Net	National Hooperating	National Rank	Program	Pacific Coast Rank	Pacific Hooperating	Pacific Coast Opposition	Net
No Sponsored Show	ABC	25.9	1	FIBBER MCGEE AND MOLLY	3	25.3	No Sponsored Show	ABC
Hollywood Players	CBS						Hollywood Players	CBS
No Sponsored Show	MBS						No Sponsored Show	DLBS
No Sponsored Show	ABC	24.8	2	FRED ALLEN	5	24.2	No Sponsored Show	ABC
Crime Doctor	CBS						No Sponsored Show	CBS
Parker Pen News	CBS						No Sponsored Show	CBS
Special Investigator	MBS						Special Investigator	DLBS
No Sponsored Show	ABC	24.6	3	BOB HOPE	2	26.2	No Sponsored Show	ABC
No Sponsored Show	CBS						No Sponsored Show	CBS
Upton Close	MBS						Upton Close	DLBS
No Sponsored Show	ABC	24.4	4	EDGAR BERGEN	9	21.7	No Sponsored Show	ABC
Adv. of Sam Spade	CBS						No Sponsored Show	CBS
No Sponsored Show	MBS						No Sponsored Show	DLBS
Academy Award Theater	CBS	24.0	5	BING CROSBY*	4	25.0	Jack Carson	ABC
No Sponsored Show	MBS						News	DLBS
Frank Morgan	NBC						Rex Miller	DLBS
							Mr. and Mrs. North	NBC
Hildegard Exploring the Unknown	CBS	22.4**	6	WALTER WINCHELL	6	23.4	Hildegard Exploring the Unknown	CBS
Manhattan	MBS						Man, Merry-Go-Round	DLBS
Merry-Go-Round	NBC							NBC
Drew Pearson Mon. Morning Headlines	ABC	21.5**	7	JACK BENNY	1	33.4	Drew Pearson Mon. Morning Headlines	ABC
Gene Autry	ABC						Gene Autry	ABC
No Sponsored Show	MBS						No Sponsored Show	DLBS
No Sponsored Show	ABC	21.2	8	RADIO THEATER	11	17.5	No Sponsored Show	ABC
Gabriel Heatter	MBS						Gabriel Heatter	DLBS
Spotlight Bands	MBS						Spotlight Bands	DLBS
Telephone Hour	NBC						Mobil Touch-down Tips	NBC
Borge-Goodman Show	NBC						Borge-Goodman Show	NBC
No Sponsored Show	ABC	19.9	9	RED SKELTON	8	22.4	No Sponsored Show	ABC
No Sponsored Show	CBS						No Sponsored Show	CBS
No Sponsored Show	MBS						Red Ryder	DLBS
Doctors Talk It Over	ABC	18.5	10	SCREEN GUILD PLAYERS	10	17.6	Lone Ranger Adv. B. Drummond	ABC
No Sponsored Show	MBS						Contented Program	DLBS
Contented Program	NBC						Contented Program	NBC
No Sponsored Show	ABC	18.4	11	BANDWAGON	17	15.2	Hollywood Music Hall	ABC
Blondie	CBS						No Sponsored Show	CBS
No Sponsored Show	MBS						No Sponsored Show	DLBS
No Sponsored Show	ABC	18.0	12	AMOS 'N' ANDY	18	15.1	No Sponsored Show	ABC
Vox Pop	CBS						Vox Pop	CBS
Gabriel Heatter	MBS						Gabriel Heatter	DLBS
Real Stories—Real Life (Oct. 15th Report only)	MBS							
Pot o' Gold Ford Show-Dinah Shore	ABC	17.4	13	MR. DISTRICT ATTORNEY	32	12.5	Henry Morgan Adv. Ellery Queen	ABC
Spotlight Bands	CBS						Inside Sports	CBS
	MBS							DLBS
Fishing-Hunting Club of Air	ABC	16.7	14	GREAT GILDERSLEEVE	13	16.4	Fishing-Hunting Club of Air	ABC
Dr. Christian	CBS						Dr. Christian	CBS
Johns-Manville News	CBS						It's Up to Youth	DLBS
It's Up to Youth	MBS							
No Sponsored Show	ABC	15.9	15	DUFFY'S TAVERN	39	11.3	No Sponsored Show	ABC
Songs by Sinatra	CBS						Songs by Sinatra	CBS
Gabriel Heatter	MBS						Gabriel Heatter	DLBS
Real Stories—Real Life (Oct. 15th Report only)	MBS							
No Sponsored Show	ABC	14.7	16	EDDIE CANTOR	7	22.7	Monitor Views News	ABC
That's Finnegan	CBS						That's Finnegan	CBS
No Sponsored Show	MBS						Red Ryder	DLBS
Theater Guild on the Air	ABC	14.7	17	TAKE IT OR LEAVE IT	16	15.8	Theater Guild	ABC
Mystery Is My Hobby (Oct. 15)	MBS						Gabriel Heatter	DLBS
Gabriel Heatter's Brighter Tomorrow (Oct. 30)	MBS						Don Ameche	NBC
Don Ameche	NBC							
No Sponsored Show	ABC	14.4	18	BURNS AND ALLEN	45	10.8	No Sponsored Show	ABC
FBI in Peace and War	CBS						Suspense News	CBS
Johns-Manville News	CBS						Washington Man	DLBS
No Sponsored Show	MBS							
Lum and Abner	ABC	14.0	19	SUSPENSE	58	9.1	No Sponsored Show	ABC
Monitor Views News	ABC						News	DLBS
No Sponsored Show	MBS						Washington Man	DLBS
							Burns & Allen	NBC
Lum and Abner	ABC	13.8	20	BIG TOWN	62	8.7	No Sponsored Show	ABC
No Sponsored Show	MBS						News	DLBS
Rudy Vallee	NBC						Washington Man	DLBS
							No Sponsored Show	NBC

*Program broadcast during second October reporting period only.
**Includes first and second broadcasts.

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**BOSTON'S EXCLUSIVE
ABC OUTLET
NOW 5000 WATTS**

WCOP

Serving the entire Metropolitan area of 3 million people

A COWLES STATION

Represented nationally by the Katz Agency

Comparative Territorial Index

Based on "FIRST FIFTEEN" Daytime "Program Hooperatings" as compared with Pacific Coast ratings, rank, order and competition for these same programs. Both are for period October, 1946.



Vol. II No. 3D November, 1946

Network Opposition	Net	National Hooperating	National Rank	Program	Pacific Coast Rank	Pacific Hooperating	Pacific Coast Opposition	Net
Terry and Pirates No Sponsored Show No Sponsored Show	ABC CBS MBS	7.3	1	WHEN A GIRL MARRIES	2	6.3	What's Doing Ladies? No Sponsored Show No Sponsored Show	ABC CBS DLBS
Dick Tracy No Sponsored Show Superman	ABC CBS MBS	6.4	2	PORTIA FACES LIFE	3	6.1	What's Doing, Ladies? No Sponsored Show J. J. Anthony	ABC CBS DLBS
No Sponsored Show Hollywood Jackpot (MWF) No Sponsored Show (TT) No Sponsored Show	ABC CBS CBS MBS	6.4	3	LORENZO JONES	12	5.3	No Sponsored Show Str. Rom. E. Winters No Sponsored Show	ABC CBS DLBS
No Sponsored Show No Sponsored Show No Sponsored Show	ABC MBS NBC	6.3	4	MA PERKINS	11	5.3	Ted Malone (MWF) Wm. Lang (TT) No Sponsored Show No Sponsored Show	ABC ABC DLBS NBC
Glamour Manor No Sponsored Show No Sponsored Show	ABC MBS NBC	6.2	5	KATE SMITH SPEAKS	22	4.6	Glamour Manor No Sponsored Show No Sponsored Show	ABC DLBS NBC
No Sponsored Show Hollywood Jackpot (MWF) No Sponsored Show (TT) Buck Rogers	ABC CBS CBS MBS	6.2	6	YOUNG WIDDER BROWN	1	6.7	No Sponsored Show No Sponsored Show No Sponsored Show	ABC CBS DLBS
No Sponsored Show No Sponsored Show Fred Waring	CBS MBS NBC	6.1	7	BREAKFAST IN HOLLYWOOD (Kellogg)	6	5.9	Our Gal Sunday No Sponsored Show No Sponsored Show	CBS DLBS NBC
Tennessee Jed No Sponsored Show Tom Mix	ABC CBS MBS	5.8	8	FRONT PAGE FARRELL	19	4.8	No Sponsored Show Meet the Missus No Sponsored Show	ABC CBS DLBS
No Sponsored Show No Sponsored Show No Sponsored Show	ABC MBS NBC	5.7	9	OUR GAL SUNDAY	52	3.3	Bkfst. Holly. (Kel.) No Sponsored Show No Sponsored Show	ABC DLBS NBC
Glamour Manor Coke Club Merton Downey No Sponsored Show	ABC MBS NBC	5.5	10	AUNT JENNY	26	4.4	Glamour Manor Coke Club-Morton Downey No Sponsored Show	ABC DLBS NBC
Jack Armstrong No Sponsored Show Captain Midnight	ABC CBS MBS	5.5	11	JUST PLAIN BILL	18	4.8	John B. Kennedy Meet the Missus No Sponsored Show	ABC CBS DLBS
No Sponsored Show No Sponsored Show No Sponsored Show	ABC CBS MBS	5.5	12	PEPPER YOUNG'S FAMILY	31	4.2	Try 'n' Find Me No Sponsored Show No Sponsored Show	ABC CBS DLBS
No Sponsored Show No Sponsored Show No Sponsored Show	ABC CBS MBS	5.4	13	RIGHT TO HAPPINESS	9	5.5	No Sponsored Show No Sponsored Show No Sponsored Show	ABC CBS DLBS
No Sponsored Show No Sponsored Show Fred Waring	CBS MBS NBC	5.3	14	BREAKFAST IN HOLLYWOOD (P & G)	33	4.1	Rom. Helen Trent No Sponsored Show No Sponsored Show	CBS DLBS NBC
Try 'n' Find Me G.E. House Party (MWF) No Sponsored Show (TT) No Sponsored Show	ABC CBS CBS NBC	5.3	15	STELLA DALLAS	28	4.4	No Sponsored Show G.E. House Party (MWF) No Sponsored Show (TT) No Sponsored Show	ABC CBS CBS DLBS

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Wobbly 12.2 Cues Changes Soon in Der Bingle's Show

(Continued from page 6)
"corrective measures" were being planned for the show.

Trade sources maintained this week that the Crosby-Philco contract called for the series to go live should it fall to a 12 rating or lower. However, Everett Crosby denied this, stating that the option to go live rested solely with Bing. Going live, however, might conflict with the avowed Philco advertising scheme, which is to blanket the country, spotting the e. t.'s on a total of 500, and possibly more, stations. Trade sources persist, however, in saying that Philco has cancellation privileges when ratings hit 12 or less.

There was also considerable conjecture as to how the program quality itself would be affected by a marked reduction in the personnel of the Trotter ork. He now has 30 men. Principal reason for Ev Crosby's New York jaunt was to huddle with AFM execs on the possibility of getting concessions on the musicians' scale. Crosby-Philco arrangements provide that Philco assume any increase in the costs of musickers, with Philco now refusing to up this part of its program budget.

One point which has baffled the trade completely is consistent talk that mechanically, the Crosby platters have been poor. Lack of fidelity was spotted on the very first broadcast, altho a special Hooper survey found that majority of audience was not resentful of the e. t. airing. It was figured defects would soon be eliminated, but, trade says, this has not been the case. Many transcription men are concerned deeply over this fact, for they feel that the ultimate outcome of this venture will have material effects on the entire platter biz. One top recording official said that practically every one of the Crosby cuttings has been "sub standard," pointing to fuzzy piano effects and wavers thruout the platters. In view of the higher fidelity achieved by e. t.'s in the past, quality of the Philco job is even more difficult to understand, these execs say.

Economic question raised by the Philco series is one which none outside the sponsoring organization can answer. Conservative estimates, however, claim that Crosby, with time, talent and supporting ad campaigns is costing Philco \$35,000 weekly, admittedly a terrific nut. Even allowing that the 12.2 Hooperating does not show non-ABC audiences, it is at least held to be indicative and the question, therefore, is raised as to whether Crosby can sell enough radios to warrant a \$2,000,000—or thereabouts—annual advertising expenditure. As one web official declared, "You gotta sell an awful lot of radios to cover that nut."

National Fave Segs Tumble on W. Coast

NEW YORK, Nov. 9.—Current comparison of Pacific Coast Hooperatings with national Hooperatings, in a report especially prepared by C. E. Hooper, Inc., for *The Billboard* and published in current issue, shows some startling contrasts in West Coast preferences as compared to nationwide favorites. Most notable examples concern *Mr. District Attorney*, *Duffy's Tavern*, *Burns and Allen*, *Suspense* and *Big Town*.

D.A., while thirteenth in the October Hooperatings, falls down to 32d place on the Coast; *Duffy's Tavern* tumbles from 15th to 39th; *Burns and Allen's* comedy rates them 18th nationally but a pathetically weak 45th coastwise. *Suspense*, 19th nationally, falls down to 58th and *Big Town* goes from 20th to 62d.

There's not much contrast otherwise, however, in the top 10 or 15 Coast shows as differentiated from the national faves. Usual leaders, Fibber McGee, Hope, Benny, Bergen, Allen, Winchell and Skelton, are on hand as usual. Daytime shows, however, show much stronger differences virtually all the way thru.

WJMJ, Philly, To Debut Dec. 25; WDAS on Block?

PHILADELPHIA, Nov. 9.—Local radio gets its 10th outlet Christmas Day when Patrick J. Stanton, formerly general manager of WDAS, goes on the air for the first time with his own indie outlet. Identified as WJMJ and operating from dawn to dusk, Stanton has leased the ballroom of the center-city St. James Hotel to house his station.

With the departure of Stanton from WDAS, radio row is buzzing with reports that Alex W. Dannenbaum is selling the station. Rumors are flying that prospective buyer is William Goldman, who operates a chain of movie houses here. Insiders claim that contracts have been drawn up already, with the selling price quoted as being a bit under \$400,000. WDAS operates on full schedule.

In the Worcester area, the overall Hooper Listening Index, Dec. '45 thru Apr. '46, looks like this:

WTAG	52.9
Station B	16.8
Station C	14.7
Station D	11.3
Station E	4.8

W T A G
WORCESTER

WBNS
MAKES TIME PAY

For Example
HOOPERATING
COLUMBUS, OHIO
Winter-Spring '45-'46
VOX POP
22.0
ASK ANY BLAIR MAN

REPUBLICANS GUNNING FOR FCC

New Congress Sure To Sock Air Commish

Budget Trim Main Weapon

WASHINGTON, Nov. 9.—Republicans in control of both houses of Congress are preparing to clamp down tough controls on the Federal Communications Commission and are already studying new legislation to curb James C. Petrillo's American Federation of Musicians, notwithstanding the current test case of the Lea-Vandenberg anti-Petrillo law, *The Billboard* has learned. GOP cramping of FCC style is expected to develop along a three-pronged approach, as follows: (1) Investigation of FCC; (2) reduced budget for FCC and (3) revisions in communications act for purpose of limiting commish's Blue-Book powers.

Rep. Joseph W. Martin Jr., who is certain to be the speaker of the next house and who weeks ago announced he wanted an inquiry into FCC, since election day has instructed his aids here that the go-ahead is on for the commish investigation at next session. At his office here, his aids predicted unofficially that the inquiry might shape up as part of an overall investigation of executive agencies not included in separate investigation moves. The GOP Congress is expected to stage a free-for-all of individual investigations into such outfits as Reconstruction Finance Corporation, United States Supreme Court and Federal Public Housing Authority, with the FCC now being included among two or three agencies which will get a going-over by a separate congressional group, according to Congressman Martin's office.

Chief object of inquiry will be to

Democrats!

WASHINGTON, Nov. 9.—WOL and its listeners got some unexpected election night comments Tuesday (5) during the switching of election newscasts back to regularly skedded shows. During a break in *Michael Shayne*, mystery show, WOL's newsroom chief Al Warner summed up his bulletins on one occasion by saying, "It seems as if the Republicans are sweeping the nation." Switch-back to the *Shayne* show brought the next line of script, a woman shrieking, "What a nice job of strangling!"

On a break in the next program, *The Falcon*, a WOL newscaster concluded, "The GOP tide is still rising." Switch-back to *The Falcon* brought *The Falcon's* voice commenting hoarsely, "How long is this farce going to continue?"

determine whether FCC is exceeding authority under the existing communications act and whether amending legislation is needed. Back of the inquiry, it is learned, is a desire in some congressional quarters to reduce the impact of Blue Book regulations and to curtail controls on stations. Some congressional observers hint that the house inquiry may be "noisy, but relatively unproductive," inasmuch as FCC is not regarded as falling in the "new deal left-over" category and is believed to be already adjusted to a GOP Congress.

Prospect that former FCC Chairman Paul A. Porter may be called in for testimony is seen here by persons close to Martin, who has been waiting a long time to put new deal boys on the witness stand. Porter, as head of Office of Price Administration, has been a target of GOP guns for months, and altho he is ready to step out of the OPA, which is on its way to dissolution, the GOP leaders apparently are not forgetting their old score. President Truman, meanwhile, is expected to make an early decision on permanent chairmanship of FCC. Charles Denny has been acting chairman since Porter left to go to OPA.

Budget Weapon

A GOP weapon that will be felt more effectively, according to insiders, is the economy ax which House Appropriations Committee is almost certain to wield under chairmanship of Rev. John Taber, of Auburn, N. Y. Taber is skedded for that important post without a contest. He has consistently and often wrathfully fought for severe cuts for federal agencies, particularly those in the executive arm. Similar policy is due to prevail in the Senate, where Sen. Robert A. Taft is expected to take over the all-important finance committee chairmanship. Sole possible reason for Taber and Taft to modify their policy in respect to FCC, it is pointed out, will be a reminder that curtailment of funds would drastically hamper broadcast actions and create a log jam of applications. FCC is known to be already very seriously understaffed and it is possible that GOP economy boys may relent somewhat in favor of getting station applicants accommodated.

Present outlook is for a tumultuous controversy on NAB's "free speech issue" and FCC in Congress, but in (GOP Guns For FCC on opp. page)

Chi Video Sales At \$350 Per Set Overwhelm RCA

CHICAGO, Nov. 9.—Ease with which video sets can be sold and the pent-up desire the public has for them was graphically illustrated here this week, when RCA put its first post-war receivers on sale. During the week, according to Ned Corbett, local RCA radio and television sales manager, 80 dealers took more than 1,000 orders for sets and over 250 dealers asked for franchises. New franchises, however, will not be granted until production can be increased. One significant point was that many dealers were not taking advance orders, meaning more orders could have been taken. However, one dealer did take advance orders for more than 50 sets.

Proof that the public is willing to put out real dough for video sets was given by the fact that RCA put on exhibit only its \$350 set, and all orders taken were for that model.

Corbett said sales "had gone beyond expectations," and that no other RCA appliance, radios included, "had ever been greeted with such enthusiasm; nothing else in our history here has ever gone as well."

U. S. Official Sees British Tele Boom

WASHINGTON, Nov. 9.—Commerce Department reports that British television is set for a boom, with the industry authorized to produce 100,000 sets by June, 1947. The present production is cramped by labor difficulties and shortages of parts, particularly cathode ray tubes, commerce spokesman predicts Britain's difficulties will be licked soon.

Video sets will retail in Britain for \$160 to \$545, including a 33 1/3 per cent purchase tax. Retailers will erect television antennas for an additional \$40 to \$60, a commerce official said.

Cheaper model has a 6x8-inch screen while screens of higher priced sets range up to 14x18 inches.

Coin Machine Tele Set Shown; 50c for Half Hour

NEW YORK, Nov. 9.—A coin-operated "pay as you play" video set, designed for home use, was demonstrated this week by Tradio, producers of coin-operated radios. Trade-marked Tradiovision, sets will be leased to home-owners and will play half an hour for 50 cents.

Current plans do not call for direct sales of sets to consumers. Instead, sets will be installed on a "pay as you play" basis. Production is expected to get under way within the next 60 days. Further details are given in the Coin Machine Section of this issue.

Co-Op Tele Sports Series

NEW YORK, Nov. 9.—American Broadcasting Company is skedded to preem a new series of sport programs on WABD, DuMont, beginning Thursday (14). Contract is with Hirshon-Garfield ad agency, which has lined up a number of sponsors to back the show from week to week. Natura Fabrics will sponsor the first few programs.

Pointing a Moral

NEW YORK, Nov. 9.—A pre-Armistice Day production, in which all characters but one are animals, is skedded on NBC's video station, WNBT, Sunday (10). Titled *The Last War*, play's theme is that human beings have destroyed themselves and animals have taken over the world. Play, scripted by British Author Nel Grant, is one of the best one-act plays of 1934. Cast will include Fay Marlowe, Philip Tonge, William Post Jr., Kendall Clark and Walter Coy.

Gen. Mills Makes Chi Video Debut

CHICAGO, Nov. 9.—General Mills will enter the television picture here for the first time starting November 20, when it begins sponsoring on WBKB the ABC presentations of Wednesday night hockey games and wrestling matches. ABC started the hockey games on WBKB Wednesday (6), having presented wrestling matches every Wednesday night for the past few months. General Mills, in a deal sold by Jim Stirton, director of television for ABC here, will sponsor one-third of the Wednesday night hockey and wrestling shows. Grunt matches will be presented when the Chicago Blackhawks, which play in the Chi stadium, are not at home.

ABC is not making any money on the General Mills series. The Mills have been sold the shows for just about what it cost ABC to buy them from WBKB. One entire hockey game or wrestling match, which usually runs about one hour and a half, costs ABC about \$500.

Coincidental with the General Mills video sponsorship, ABC, starting Sunday (10), will present telecasts of the Blackhawk home games on WBKB. Sunday hockey telecasts are also for sale.

Beginning of Sunday hockey telecasts by WBKB marks the first time that the station has had programs on that day and also marks the beginning of a schedule whereby WBKB is on the air seven days a week. However, the station will be on the air seven days a week only when the Hawks are playing here and the ABC shows are aired.

WPTZ Staffers Vote To Go IA

PHILADELPHIA, Nov. 9.—With all theatrical labor unions eying television, employees of WPTZ, Philco tele station here, have voted to elect the IATSE as their bargaining agent. Vote was 27 to 3 in favor of the IA. An application has been made for an IA charter, and the new local hopes to be organized before the end of the month.

Also on the labor front, WIP has won a point in an arbitration case with the American Communications Association. Arbitration was the aftermath of a two-week strike of announcers, engineers and program department employees last July. Arbitrator upheld the discharge of an employee which the union claimed was discriminatory because of union activity.

THERE'S PLENTY OF BUSINESS IN DAYTON, OHIO

Get Your Share By Using...

WING The Dayton Station

WEED & CO. National Representatives

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

Unsurpassed in Quality at any Price

NO NEGATIVE CHARGE—NO EXTRAS OF ANY KIND

100, 8"x10", \$6.48	MOUNTED ENLARGEMENTS
1000, 8"x10", \$55.00	30"x40" \$3.85 EA.
Fan Mail Photos	20"x30" \$2.50 EA.
1000, 5"x7", \$34.00	
1000 Postcards, \$22.00	

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WRITE DEPT. 65
165 West 46th St.
BRYANT 9-1723 N.Y.

WE DELIVER WHAT WE ADVERTISE

Election Returns

Reviewed Tuesday (5), 8-12 mid-night. Style—Election Coverage. Sustaining over WCBS-TV, New York.

Four-hour election coverage by WCBS proved without a doubt that the eye-and-ear medium will take first place during future election coverages. CBS's method of giving home-viewers the results was comparatively simple, but the coverage was not only interesting, to the point, and well planned, but complete—giving scanners up-to-the-minute news on national and local returns.

Two bays, or sets, were used; one for national returns and the other for local tallies. Maps were used to highlight and show in detail political trends in various sections of the country. Marked Democrat and Republican pins showed party districts on maps. To add further interest, as returns poured in, photos of candidates concerned were telecast while commentator gave running accounts. Typewriters and teletype machines were set up in studio, giving background sound to spiels by Tom O'Connor and Jim McMillin, commentators.

So as not to cram too much election news on scanners, station picked up scenes from the National Horse Show at Madison Square Garden. Following some exciting exhibitions of jumping, there were switchbacks to the studio where latest returns were again telecast.

Simplicity of the show itself was impressive. No fancy frills to distract or bore the viewer. If more cameras were available, it would have been interesting also to have had a number of cameras spread thruout the city—showing voters, candidates, etc.—and even Governor Dewey at the Republican Committee Headquarters. But no doubt, all elections henceforth will be thoroly covered by remotes.

WCBS was the only video station in New York giving coverage of the nation's first national peacetime elections. Production was supervised by Bob Bendick and directed by Fred Rickey.

Special RCA Dealer Show

Reviewed Thursday (7), 12 noon to 1 p.m. Sustaining on WBKB, Chicago.

This show was intended to help dealers trying to sell the new RCA video sets which went on sale here this week. But because it had little of unusual interest, it could hardly have accomplished its purpose.

The program, one in a series WBKB presented at the same time all this week to hypo set sales, opened with a verbal salute to RCA and dealers that were showing the new sets. Then Jack Gibney, WBKB staffer, took the audience behind scenes at the WBKB studios and explained how a show is put together.

He explained the way cameras are handled, how sets are designed, etc., using studio equipment as he delivered his explanation.

After Gibney's 20-minute routine and after a short gander of Chi's Loop streets and sky line, the station showed two sound films. These, titled *My Visit to Poland*, and *The Bridge*, were the best part of the program and at least demonstrated that new set owners can expect some fairly interesting film presentations from video. But that was all the show had.

Since these programs were being witnessed by plenty of people who had never before seen television, and since as they watched they were trying to make up their minds if they would pay about \$375 for a video set, the station should have gone to greater lengths to present good talent and material that would demonstrate to best advantage the things which tele can do better than any other medium.

Dons Vs. Browns

Reviewed Sunday (3), 2-4:30 p.m. Style—Football remote. Sustained over W6XYZ (Paramount), Hollywood.

Sharp, clear picture and fine camera work marked this pickup of Los Angeles Dons and Cleveland Browns grid clash. With Old Sol lending a hand, scanner was quite a contrast to last week's coverage when heavily overcast skies forced outlet to blackout. Plays today could be easily followed. Working without telephoto lenses, however, handicaps the tele eye since neither players' numbers nor the ball in motion could be detected. This didn't detract too much from game's enjoyment since home viewers could see as well (if not better) as tho they had been in average coliseum seats, with pic clarity allowing one to follow plays.

Kieth Heatherington took over the gab chores, resulting in a definite improvement over last week's announcing as handled by Michael Roy. This time, there was a little more "football" injected, with Heatherington naming tactics, plays and players. For his first crack at tele football spiling, guy did well. Considerable room for improvement remains in going into pigskin strategy. Above all, he should whip himself into a more enthusiastic approach. Altho game was nip and tuck (final score 17-14), quiet gab chilled, rather than excited, the set watcher. Crowd mike would help get some spirit across to the tele on-lookers.

Outlet could also boost interest by asking members of either or both pro-clubs to come on between halves for their opinion on game's outcome. A tele interview with a member of the winning team (maybe guy who made winning run, etc.) at the end of the game might also do the trick.

Southern California Ford dealers got a free plug when a 1946 Ford (to be given away to a lucky number holder) was driven around the stadium, and followed by cameras.

Election Returns

Reviewed Tuesday (5), 9:30-11 p.m. Style—Returns. Sustaining over W6XYZ (Paramount), Hollywood.

Outlet's coverage of the election returns was simple yet adequate. A United Press ticker tape bearing precinct reports and national election news moved across station's trademark. Close-ups allowed easy reading of printed words. Continuous recorded music was carried in the background. By this device, the tele set owner could get his election news sugar-coated, and without having to suffer a number barrage fired at him by announcers. Whenever curious, he could glance at his screen. Whenever the returns grew tiresome, he had but to look away and enjoy relaxing music.

GOP GUNS FOR FCC

(Continued from opp. page)

siders are not looking for drastic legislative changes, particularly with Rep. Charles A. Wolverton and Sen. Wallace H. White slated to take over the interstate commerce committees which handle such legislation. Wolverton and White are viewed as "legally cautious and conservative." However, tighter controls on Petrillo's AFM are seen sure to be imposed, regardless of whether the Lea-Vandenberg law is invalidated. Expectations are that the latter act, which is getting its first test in Federal District Court in Chicago, will be months in reaching the nation's highest court. GOP leaders are known to be studying possibilities of amending the Wagner Labor Relations Act, in which anti-Petrillo provisions might be incorporated.

WNBC Edge Towns Getting Extended Promotion Wooing

NEW YORK, Nov. 9.—Continuing campaign by WNBC (formerly WEAJ) to promote change in station call letters is tied up tightly with station's desire to establish a close liaison with outlying cities within its coverage area. Field exploitation therefore, will keep going at a fast pace, with a new man, Murry Harris, just added to the WNBC staff to handle this project. Harris will keep the field ballyhoo going until at least February, and perhaps beyond.

What is in the minds of the WNBC execs was indicated some months ago when Bob Davis, flack chief, visited outlying cities in Jersey, Westchester, Yonkers, etc., to contract newspapers and develop the angle that the station regarded both hinterland newspapers and citizens as integral parts of the metropolitan area. Nobody within the coverage area would be a stepchild, WNBC mouthpieces proclaimed.

Change in the station's call letters is being used to further this long range aim of cementing the tricorned relationship of station, press and newspapers. Roadshowings of WNBC personalities in 13 cities and attendant promotion based on an "honor city" gimmick, ties in with this aim. Results are already showing up remarkably well.

"Ma Perkins" Can't Escape From Chi, Says P&G Exec

CHICAGO, Nov. 9.—Ma Perkins, CBS Chi-originated soaper sponsored by Procter & Gamble, won't move from Chi for some time at least, said a P & G exec this week, contradicting a rumor prevalent in the trade that the tear jerker was slated to exit from the Windy City.

"There would have to be agree-

New Chi Negro Show Pays Off Talentwise For Legit, Opera, Air

CHICAGO, Nov. 9.—Newly inaugurated WBBM-Chicago Defender program, *Democracy, U. S. A.*, using hitherto unknown Negro talent, is paying off handsomely in discovering new faces. Number of the virtually untried performers have been able to land pro jobs in Chi radio, legit and opera as a result of their work on the WBBM feature.

Less than a month ago *Democracy* held city wide auditions. About 20 Negro actors were picked for use of the seg, which seeks to "draw the races closer together by airing programs depicting lives of great Americans." After meetings at which representatives of *The Billboard*, *The Chi Defender* and WBBM attended, a plan whereby the actors could be admitted to AFRA by special long term payment was drawn up.

Producers, both radio and legit, began taking notice of the newly pro thespis. Results so far: Georgia Johnson copped a commercial as "Aunt Jemima" on a regular news slot; Harris Gaines knocked off a part in the Chi operas production of *Emperor Jones*; John Kelly was asked to audition for the forthcoming Kaiser-Frazer radio show. Also two radio scripters were uncovered. Bob Lucas and Richard Durham are now getting pro payment and are members of Radio Writers' Guild.

Hooper White, producer of the show, plans mixed casts in the future. Whites will take the part of whites; Negroes will enact Negro roles.

ment among us, the agency and the talent, particularly, Virginia Payne (Ma Perkins), before anything could happen," the P & G exec declared.

If Ma left Chi it would leave CBS here minus any web commercials out of the Windy City.

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10 Sections
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Please send ENCYCLOPEDIA OF MUSIC for which I inclose \$5.00.

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TED HUSING, who started his disk jockey show over WHN, New York, October 28, already has 11 sponsors lined up. Bankrollers include Robert Hall Clothes, Mission Bell Wine, Paramount Pictures, Warner Brothers, MGM, B. C. Headache Powders, Vick's, Pennsylvania Central Air Lines, Fitzgerald Beer, Evervess and Bill Williams (used cars). Husing, who was the first of the network-made personalities to take the more lucrative job of disk jock on an indie, figures to make \$250,000 if his show sells out completely. Airings are Monday thru Saturday, 10 a.m.-12 noon, and 5-6:30 p.m. Saturday. Station is continuing its all-out promotion campaign on Husing, plugging the jock with extensive newspaper ads, announcements, car cards, tie-ups with Loew's theaters, etc.

Sport, national sports mag, is inserting copies of WHN, New York, monthly sports calendar in issues sold in WHN listening area. Calendar highspots daily sports events covered by station. . . . Ben Slade Cole, who will preem a new experimental theater group on WLIB, Brooklyn, November 24, to promote new radio talent, is holding auditions. . . . Richard Willis, WNEW's beauty expert and Astrid Lind, of Annie Get Your Gun, married over the week-end.

Perry Como and Jo Stafford renewed for 26 weeks on *Chesterfield Supper Club*. Martin Block, who left for the Coast November 4, will be replaced on the Como show by Mel Adams. Block will inaugurate his disk show in California and will emcee the Stafford portions when the thrush originates her shows from the Coast starting December 10.

ABC has renewed its contract with Alexander Stores, sponsors of the video show, "Play the Game," Tuesdays over WABD (DuMont). . . . Hoagy Carmichael is coming east for two broadcasts. He'll air from New York November 17 and from Indianapolis the 24th. . . . WCBS-TV on November 17 begins video coverage of UN conference. Featured will be five-minute interviews with prominent UN delegates. Eleanor Roosevelt skedded for first guest spot. . . . Joe Mooney Quartet may replace the King Cole Trio on NBC's Kraft Music Hall.

Entire cast of the Edgar Bergen-Charlie McCarthy, Chase & Sanborn coffee program on NBC will step into web's video program, *Hour Glass*, on WNBT Thursday (14). . . . Harold Dorschug, video technician in CBS's television field department, appointed chief engineer of WEEI, Boston. . . . U. S. Coast Guard distributing platters consisting of five 15-second station breaks, five 30-second breaks, and eight 50-second spots to radio stations near 26 recruiting stations for use in recruiting drive this winter. . . . Radio time and facilities of WTAG, Worcester, Mass., under the guidance of management and staff, have been placed at the disposal of town's young people of high school

TOO SHORT FOR A HEAD

Ted Husing Disk Show Lands 11 Bankrollers in 10 Days for WHN

age interested in radio. Some 13 schools are represented. . . . Don Goddard, news commentator of WMCA, New York, appointed director of radio department of Physioc & Merckle, public relations counselors.

Vern W. Williams, formerly merchandise and production manager of KGBX, Springfield, Mo., appointed manager of WCLO, Janesville, Wis. . . . Robert T. Mason, owner of WMRN (ABC), Marion, O., elected Chamber of Commerce prexy in that city. . . . Bing Crosby, Rosalind Russell and Kate Smith will be heard Saturday (16) on a special broadcast on MBS inaugurating the 1946 fund appeal of the Sister Kenny Foundation.

WIND, Chicago, again carrying exclusively all home and road games of the Chicago Cubs in 1947. Bert Wilson, sportscaster, recently signed by station to a two-year radio-television contract, will handle the play-by-play broadcasts. Again in 1947, games will be sponsored alternately by Old Gold cig and Walgreen Drug Company.

Frank V. Webb Jr., former manager of the Los Angeles office of Lewis H. Avery, Inc., station reps, appointed general manager of KVPO in Honolulu. New 10,000 watt station, an ABC affiliate, will be the largest station in the Hawaiian Islands and is skedded to begin operations the first part of the year. . . . Bob Martineau, announcer at WTIC, Hartford, Conn., appointed assistant manager of WKBR, Manchester, N. H., a Yankee web station. . . . J. D. Saltsman, formerly of WSUN, St. Petersburg, Fla., new copy chief and announcer at WRHP, Tallahassee.

Colgate-Palmolive-Peet has renewed sponsorship of two NBC shows—*Can You Top This?* and *The Judy Canova Show*. . . . Anne Hayes, director of women's activities for KCMO, Kansas City, Mo., appointed chairman of the NAB's 10th district of the Association of Women Directors. . . . Sid Strotz, NBC v.-p., and Frank Mullen, web's exec v.-p., will host members of NBC's 10-Year Club. . . . Sam Fuller, Sherman & Marquette radio chieftain, takes over production reigns on Mel Blanc show.

Dr. W. R. G. Baker, vice-president in charge of electronics for General Electric, has been elected new prexy of the Institute of Radio Engineers, succeeding Frederick B. Llewellyn, of Bell Telephone Labs. . . . Carlton Ide and Pierre Paulin, staff spielers of KDKA, Pittsburgh, will open a radio announcing school this month. Courses will cover all phases of radio announcing, acting and production in a fully-equipped studio.

Frank Satenstein, Broadway producer, has joined forces with Allen Stuart, of WMCA, New York, in a partnership for the packaging of radio shows. . . . Earl F. Lucas, chief engineer of WPAT, Patterson, N. J., has been appointed vice-president in charge of engineering for the station. . . . Edward J. DeGray, business manager of WBT, Greensboro, N. C., has been named a member of Southeastern Broadcasting Company's board of directors. . . . Ben Feiner, program manager of WCBS-TV, CBS video station, off for a two-week's cruise

to the West Indies on the Schooner Stella Polaris.

Dates for the next annual conference on station problems at the University of Oklahoma will be March 6 to 9, inclusive. . . . New station, WACE, Chicopee, Mass., will be in operation by the end of November. It was scheduled to begin broadcasting October 1, but was delayed by shortages of equipment and building materials. Terry Colwell will be program director of the 1,000 watter, and Ralph Robinson will be chief engineer.

WLIB, Brooklyn, in the pangs of growing pains, will move its studios and personnel to East 30th Street, Manhattan. Renovation on the four-story building will start this week with station expected to move in around the first of January. Indie has application pending with FCC to hike power from 1,000 to 10,000 watts and for full-time broadcasting. FM application is also pending. . . . F. Carleton McVarish, formerly Yankee network's director of merchandising and research, to Mutual as manager of audience promotion.

MBS-Armour deal for an across-the-board variety seg reported washed out because Armour couldn't find choice time slot. . . . Bret Morrison, radio's *Shadow*, to play lead on Aunt Jenny program. . . . Father's day for two CBS staffers this week. Harry Feeney, of the press department, and his missus, Eileen, have a newcomer, Brian Michael, six pounds, eight ounces. Joseph Sage, pix page editor, and his wife, Letitia, have a new girl, Jane Letitia. . . . Quaker Oats, the Johnnie Olsen *Ladies Be Seated* program, and ABC, which carries the show, are co-operating with Universal Pictures in a radio audience contest for identification of *Magnificent Doll*.

Fred Allen skedded to play lead in *The Man Who Came to Dinner* on ABC's Theater Guild of the Air show on the 17th. . . . J. B. Walton, of Abilene, Tex., won the Pot o' Gold phone call this week. Pot was worth \$1,900. . . . Eddie Foy Jr. will replace Edward Everett Horton on Kraft Music Hall when Horton returns to Hollywood for six commitments in January. . . . Michael Douglas, Kay Kyser vocalist, will leave show first of year for recording and film stints. . . . NBC stars will be used exclusively in annual Santa Claus lane parade, Hollywood Christmas promotional event. . . . Una Merkel set for two guest shots with Les Mitchell's *Skippy Hollywood Playhouse*. . . . Radio Writers' Guild and Radio Directors' Guild members may try to revive Academy of Radio Arts and Sciences plan, recently cold-shouldered at NAB convention.

Jack Smith set for his first vaude date, opening at Adams Theater, Newark, N. J., November 28 for one week. Said to be getting \$4,000 per with split in receipts over \$24,000. . . . WNEW, New York, will preem Monarch record of Fala November 17 on *Children's Playhouse*. Platter was approved and revised by FDR at Warm Springs, Ga., a few days before his death. . . . Jack Wyatt, former Buchanan ad agency radio head, switched to Cecil & Presbrey as radio director.

Sarah Palfrey Cooke, holder of 37 national tennis titles, signed by WHN, New York, to do color accounts of professional New York Knickerbockers' basketball games. . . . Oscar Levant will do guest shot on Paul Tomaine's "Veterans' Jamboree" on WNYC November 16. . . . Johnny Grant, wire recorder interviewer on WINS, New York, resigned. . . . Al Marshack appointed dramatic assistant to Seymour Siegel, director of programs for WNYC, New York. . . . General Artists' Corporation closed down radio section in Chicago and brought Frank Hobbs to New York to head up radio. . . . Board of directors of CBS have declared a dividend of \$1 to stockholders.

In a tie-up with University of Pennsylvania, KYW, Philadelphia, has begun a special radio course with students completing required hours for credit in the studios. . . . The WCTU would like to have its own radio station. The Iowa convention of the organization adopted a resolution calling for a plan to raise funds for a radio station. Plan will be presented at the national WCTU convention in 1947. . . . KRNT, Des Moines, is using airplanes for spot news coverage of news breaks. Russ Van Dyke, newscaster, flies to some community where there's a story. . . . George Scheck, producer and creator of ABC's wartime show, *Swing Shift Frolics*, and industrial welfare consultant for the web, has set up a personal management office and will specialize in video artists.

"No Merchandise"

(The Tim Salesman's Lament)
I start out early, in tip-top form
To visit my clients, take them by storm;
I go in with a smile and an outstretched hand
Use only the best adjectives at my command
And then I look in his cold, hard eyes
And hear one phrase: "No Merchandise!"

That's not so bad; it could be worse,
I close with a smile and an inaudible curse
And go to the next with a new resolve,
To be of help and his problems help solve.
And then I look in his cold, hard eyes
And hear one phrase: "No Merchandise!"

Two calls I've made and not a sale,
But I still feel good. I will not fail!
My next stop calls for different tact—
I give him a story based on fact.
And then I look in his cold, hard eyes
And hear one phrase: "No Merchandise!"

Plodding on my way for the next regular call,
He sees me first and his face starts to fall.
He says his business is about to flop—
His present advertising has to stop!
And then I look in his cold, hard eyes
And hear one phrase: "No Merchandise!"

It's time for lunch, so I stop to eat,
I enter the diner and take my seat.
I smile at the owner, say, "Whatta nice place,
You're selling food at a rapid pace."
And then I look in his cold, hard eyes
And hear one phrase: "No Merchandise!"

And so it goes the whole day thru
I feel so bad. What will I do?
Yet I go doggedly making my rounds—
And each in turn looks up and frowns
And then I look in his cold, hard eyes
And hear one phrase: "No Merchandise!"

At night in bed I toss and turn,
My eyes are red and start to burn.
Ah! Sleep at last; then I wake with a scream
As I see that man in my horrible dream.
And then I look in his cold, hard eyes
And hear one phrase: "No Merchandise!"

It's so disgusting, I suppose when I die
And on my heavenly journey start to fly,
I'll ask St. Peter for harp and wings
And all those other wonderful things.
And then I'll look in his cold, hard eyes
And hear THAT phrase: "No Merchandise!"

By RICHARD PYLES,
Salesman, Radio Station WPAX,
Portsmouth, O.

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Soaps for Africa If Govt. Okays Commercials

(Continued from page 3)

would be practically incomprehensible to an American audience. Yank humor, she said, would not go down in South Africa either.

Drama is the thing in S. A. radio, with English programs leaning heavily on both Norman Corwin and Arch Oboler for scripts. The Afrikaans programs use indigenous stuff with local talent. Pay for thespians averages \$40 for a one-hour drama. Some talent prefers to play for free, figuring the publicity is worth it and the salary too low to accept. Musicians—longhair—get more, picking up about \$100 for an hour's recital. Big names, of course, can name their own pay ticket.

There is a big interest in video now, and the government is buying equipment hoping to start telecasts as soon as possible.

Miss Dommissie discussed the whole showbiz picture in South Africa, explaining that the need for dual languages makes things somewhat difficult, but that in legit, as in radio, Dutch-speaking companies are giving English-speaking legiters a run for their money. South Africans, she pointed out, are great legit fans, and considering that there are only about 2,000,000 white people in the country and that the cultural element is compressed into a small area, the 27 full-time professional repertory companies, and the many movie houses, speak well for the country.

Until recently all live amusement, as well as movies have been tied up by Yank, I. W. Schlesinger. However, Miss Dommissie points out, this "monopoly" may soon be broken, since J. Arthur Rank is fighting the Schlesinger interests and various municipalities plan to build their own theaters and civic centers.

Four Legit Companies

Most important legit companies are the Johannesburg Repertory Players, who are building their own houses; a company formed by two British thespians—Gwen Ffrangcon-Davies and Marda Vanne (herself a South African), an Afrikaans company headed by the country's top actor, Andre Huguonet, and a fourth group headed by Taubie Kuschlik. Huguonet has the most progressive outfit and is regarded as the top trainer of native talent for legit. He is currently preparing an Afrikaans version of *Hamlet*.

Second group does a variety of shows, many of them Broadway hits. According to Miss Dommissie the Stem is the major source of plays in South Africa. Seventy per cent of the Johannesburg's shows are from Broadway, translated into Afrikaans.

Due to the theater situation, shows seldom run more than four weeks in any spot, but players do okay financially, nonetheless. Pay is not high, according to Broadway standards. Small parts call down \$30-\$40 a week; feature roles, \$50, and stars, \$400. But—and it's a big "but"—with salaries, actors get all food, housing and travel expenses, so that, in comparison with Broadway, bit players in S. A. get \$90 a week and feature players around \$200.

There is little vaude in South Africa and few niteries. A few bands, such as Hendrik Susann, the "Guy Lombardo" of S. A., use package shows on tour, but vaude, as it is understood elsewhere, doesn't exist in the union of South Africa.

Possibilities are that if and when the government decides to go ahead on commercial radio, it will begin a new era for showbiz in South Africa, and may even intro vaude and American-type entertainment, giving the dual-tongued public a new vista of the biz.

Critic Dewey

NEW YORK, Nov. 9.—At Republican committee headquarters in New York election night, Gov. Thomas E. Dewey, following his re-election, spoke over a local station hook-up—but not without ruffling his feathers and taking a crack at press photographers and radio. After blowing his top to press photographers about taking too many pix, Dewey approached the mikes to give his "appreciation spiel," but was kept waiting while one local gabber kept going on and on. Gabbers had been warned to give the governor only a brief intro. Finally Dewey leaned over and asked, in no uncertain terms, if he was finished. After Dewey had spoken some 10-15 seconds, it was discovered that he was talking into dead mikes—and he had to begin all over again. When things were finally in order, Dewey began his message, saying, "Looks like New York stations are confused over their time."

WGR, Buff., in 750G Sale; Byrnes' Aide Sells WSPA for 155G

WASHINGTON, Nov. 9.—Highlighting Federal Communications Commission authorizations this week for changing hands of nearly a million dollars worth of radio stations, is one involving Donald Russell, described by FCC folk as the present Assistant Secretary of State in charge of administration and former law partner of Secretary of State James F. Byrnes. FCC granted consent to acquisition of control of Spartanburg Advertising Company, licensee of Station WSPA, Spartanburg, S. C. from Russell to A. B. Taylor for consideration of \$155,000.

Biggest of the consent cases, three in number, involved station WGR (Buffalo), which changes hands from Buffalo Broadcasting Corporation to WGR Broadcasting Corporation for \$750,000. Smallest was consent to voluntary assignment of license of Station KTNM, Tuscumari, N. M., from Hoyt Hoock, Robert D. Houck and Walter G. Russell, doing business as Tuscumari Broadcasting Company, to R. B. McAllister, Pryde E. Hale and Grady Maples, doing biz as MCMA Agency. Consideration was \$45,000.

Feltis Defends BMB Research

NEW YORK, Nov. 9.—Obviously defending the Broadcast Measurement Bureau, Hugh Feltis, BMB prexy, told the American Marketing Association this week that the bureau had set out to do two things—to determine the number of families that listen to a station and to ascertain where those families live. "This is quite different from measuring the number of families that listen to an individual program," he said. "Neither measurement is a substitute for the other."

Regarding the questioning attitude of stations toward their BMB reports, Feltis pointed out that it "shows that they are anxious to present true and valid pictures of their audiences to marketing men and researchers." He added that it may take some time to answer the questions raised by broadcasters and come to a clear interpretation of BMB findings, and warned against the misuse and mis-

Exec Changes Hit Philly Stations; WCAU Revamp

PHILADELPHIA, Nov. 9.—Bumper crop of exec additions and deletions along local radio row was harvested this week. Biggest switching was at WCAU, which is due to be taken over by J. David Stern, publisher of *The Philadelphia Record*, by November 12. Dr. Leon Levy, WCAU prexy, who with his brother, I. D. Levy, become members of the *Record* board of directors, will continue in their exec posts as long as their services are required. J. David Stern III, son of the new owner, and editor of the Camden, N. J., *Courier-Post*, will take an active interest, serving as liaison between the station and newspapers.

With newspaper ownership, WCAU's news set-up gets a major hypo. Paul Capron, Stern's son-in-law, becomes director of news, succeeding Joseph T. Connolly, who will move up as program chief when Stan Lee Broza steps out next month to open his own talent agency in New York. In addition, Bill Campbell has been named sports editor; Charles C. Shaw, CBS foreign correspondent, joins up as news commentator-analyst, and Besse Howard, back from a European junket, returns her news commentary to the station. Three news rewrite men also come in; Bob Rodos, from Transradio, Washington office; Irving Marder, from United Press, and trainee Ralph Paskman.

KYW Switches

At KYW, Donald G. Baird comes in from the publishing field as assistant to Educational Director Bill Galleher. John Meagher takes over the publicity chores to succeed Chick Kelly, who joined Carl Byoir in New York. Frank Bowes left the KYW sales staff to join NBC spot sales.

WFIL, which is co-operating in the establishment of a new department of radio dramatics and speech at Temple University, to start in February, has brought in Armand Hunter, ex-chairman of the radio department at Northwestern University, to head the new department. Course will provide a regular four-year course yielding a college degree in radio. At WPEN, Gil Babbitt returns as special events director. He was publicity chief for WPEN and WCAU here before going to New York with Dave Elman.

Major change also marked at WPTZ, Philco television station here, with Ernest Walling, producer, moving up as program manager, to succeed Paul Knight.

interpretation of the BMB audience findings. "BMB is not a substitute for other radio research nor for ability, experience and judgment," he said. "So I hope you will feel your way carefully in the use of BMB information. Test and experiment to see how it can be used validly. Guard against misinterpretations that may lead to costly wrong decisions."

How BMB findings might be presented so as to guard against hurried and invalid conclusions concerning BMB audience areas, and how to aid advertisers and agencies make comparisons between stations, were discussed by the bureau's technical research committee Friday (8).

After hearing arguments pro and con on the establishment of primary, secondary and tertiary levels, committee agreed to consider further and later on make recommendations to the BMB board regarding methods by which BMB data best may be presented.

Fed Man Tries To Avert Strike

(Continued from page 5)

Heller said. He added that AFRA's demand that unfair stations negotiate or arbitrate in good faith would be binding on the union as well as stations.

Heller declared that were a contract to be signed on the basis proposed by the webs, there'd be a strong likelihood of wildcat AFRA strikes in such cities where AFRA members might walk on the ground that they were not getting union support. Support of this position was demonstrated by a poll, taken at the meeting. A voice vote showed that 60 per cent of members present had started on small town stations.

Heller said that the webs had offered to negotiate AFRA's wage offer if AFRA would drop its "unfair station" demand. Offer was regarded in union circles as "tantamount to a bribe."

Feeling in the trade is that webs have badly misjudged the temper of the AFRA membership. Report is also that nets felt that political differences within the union might weaken the union's position. However, fact is that in both New York and Los Angeles, where there has been the most squabbling, the ranks have closed the tightest. Vote in L. A. was unanimous for a strike.

Heller told *The Billboard* Saturday (9) that "the result of the membership meeting indicates that the membership is solidly behind the negotiating committee in its demands. They feel that the request that the union is making to prevent AFRA performers in New York, Chicago and Los Angeles from being heard on affiliated stations which have refused to negotiate or arbitrate in good faith is a just demand that should be resolved satisfactorily in negotiations."

Radio Takes Over As Walkout Hits Detroit Free Press

DETROIT, Nov. 9.—Radio had the entire responsibility of informing city of election results when *The Free Press*, only morning paper, missed publication for the first time in 115 years because of a printers' chapel "meeting" called just before deadline. This left the town without a newspaper till next day's afternoon editions. All stations consequently stressed extra coverage of election returns.

Free Press took 90 minutes Wednesday morning to digest news on WXYZ, having columnists appear on air, and reading comics, etc. Situation again threatened Thursday when *News* and *Times*, only afternoon papers, were several hours late in getting editions out from similar cause.

Tuesday night development indicated public has grown to rely on radio for quick spot coverage of such events as elections, without paper being missed too much until time for detailed summaries hours later.

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MORE BAND BIZ 'BLUES'

Johnny-Come-Lately Orks' Big Struggle

AFM Restrictions No Help

NEW YORK, Nov. 9.—Present band biz slump is making conditions increasingly difficult for new names. Generally rising costs, operators' lack of faith in the ability of a new name to draw, surplus of active bands and general booking problems bide little good for the newcomer orks.

The initial overhead incurred in building a band today has gone up to exorbitant figures. Cost of building a library, thoroly pre-rehearsing musicians, renting rehearsal space, buying band uniforms and music stands, and other minor miscellaneous expenses bring the initial tab to over the 25G mark. High payrolls, due to recent raises in various job scales and heavy transportation bills, combined with the small initial takes add several thousand more to the investment.

Investor Drawbacks

Prospective band leaders are finding it more difficult to find backers during these days of economic uncertainty. The lush wartime period for most angels is over, and stock market fluctuations and rising standards of living have driven the dough-holding boys into the sanctity of thriftiness. Potential investors realize that amidst the present day swarm of big bands it would take an exceptionally "different" organization to make the grade. Potential investors are also aware of AFM ruling that an angel can't take out more than 5 per cent off an ork's gross take at one time, provided that he is licensed with the union as an ork personal manager. A non-licensed backer, according to union regulations, is not legally entitled to any percentage, and in cases where band leader balks on a contract with such a backer, the union would declare that contract void. Business-wise investors would realize that they can usually get a greater and surer return on their money in other fields than they could in the band business with its limited and uncertain returns.

Should a band leader be fortunate enough to find a backer, he next will run into management and booking problems. Getting proper handling is essential in building a new band, but the ratio of good handlers to the number of orks is large enough to give newcomers beaucoup headaches. There isn't more than a handful of biz-wise personal managers available to the entire industry, and most of these are lodged comfortably in lucrative management posts with top-drawing big name orks. Union maximum ruling on p. m.'s, set at 5 per cent off band gross, keeps a good manager away from uncertain b.o. contenders.

Agency Restrictions

Surplus of bands has made it extremely difficult for a newcomer to sign up with a top band booking agency. Most ork agencies are dropping, rather than adding bands to their rosters. Frederick Bros. recently parted with orks like Georgie Auld, Lee Castle and George Pax-
(See J-C-L ORK'S on page 18)

Flying in "A"

NEW YORK, Nov. 9.—Wild rumors, bad guesses and juicy fabrications struck the keynote in the music biz this week as business continued to cause general alarm.

Mike Vallon, Woody Herman personal manager and lawyer, along with Goldfarb and Mirenburg, summed week up with classic crack: "Somebody ought to score *Rumors Are Flying in A-flat* because the bottom's falling out anyway."

Aragon Adds Acts To Hypo Week-End Biz

HOLLYWOOD, Nov. 9.—Aragon Ballroom, Ocean Park Beach location, will attempt to hypo sagging biz by tossing in acts for week-end runs during winter months. Terperly Manager Gordon Saderup is currently completing bookings for December, with Sally Rand and Dorothy Lewis's Ice Show practically set. Show gimmick will be tossed in with no price increase and ballroom expects to go in for big budget attractions. Lewis ice show will probably run a full week, with other attractions holding forth on Fridays, Saturdays and Sundays.

No Musicraft Shake Now

NEW YORK, Nov. 9.—Rumored shake-up in the front office of Musicraft Records probably will not take place until firm vacates its present midtown headquarters in favor of the downtown Jefferson-Travis Corporation offices. Move downtown is not due to take place for another two weeks.

Next Congress To Kick Around Copyright Laws; Interim Changes Likely

D. C. Experts Feel Juke Issue Will Be Sidestepped

WASHINGTON, Nov. 9.—Interim changes in existing copyright law preparatory to a long-range plan for overhauling the nation's copyright structure are in the works for action by the next Congress, *The Billboard* learned this week. Changes are expected to sidestep recent resolution by International Confederation of Societies of Authors and Composers on returns from juke box plays, but will be aimed at bringing up to date the 1909 law on all questions for which there is some basis of agreement so as not to stymie congressional action. Temporary copyright reform, which died in committee in 1936 after lengthy hearings by the House Patents Committee, is skedded to be effected as the first step to paving way for U. S. participation in international copyright union. Copyright experts say that the long-range plan will include U. S. membership in some form of international copyright body, perhaps a combination of the Berne ICU and the Buenos Aires Pan-American Convention, with the new agency operating under the United Nations either thru its economic and social council or as a separate agency as the international labor organization.

Tough ASCAP Opposition

Pressure certain to be felt in congressional halls from ASCAP for inclusion of a coin machine provision
(See Congress To Kick on page 90)

New Ork Faces, Better One-Nighter Routes Among Cures Suggested for Ailing Business

Many Coast Aches, But See Lift in Few Months

HOLLYWOOD, Nov. 9.—With West Coast one-nighters currently scraping the bottom, bookers, promoters and orksters are speculating on causes and effects, with the blame being placed squarely in the laps of ballroom ops and leaders. And even the dwindling biz has operators crying in their shrunken bank rolls, percenters are pooh-poohing the current slump with post-election predictions of speedy recovery within three to four months.

It's no secret, of course, that biz is off everywhere, but rumors of new lows filtering east of the Rockies have scared Eastern and Midwestern bands silly until it is almost impossible, if not impractical, to lure fresh crews westward. Ironically enough, it is this same lack of new musical faces which both bookers and buyers feel is reason for the biz slump.

Few Location Dates

Coast bookers depend to a great extent on one-nighters to keep bands in clover. Aside from major Hollywood and San Francisco locations and discounting two vaude houses in Los Angeles and San Francisco (Million Dollar and Golden Gate) spots which can carry top names on location dates are few indeed. So it has been booking practice to line up one or

two hot location dates, two vaude houses plus maybe three to five weeks of solid one-nighters. During the war boom this was an easy job. Today, however, population shifts have washed away former one-night spots, and ones remaining have been burnt so often that ops see red before their eyes and on ledger sheets when agents mention prices for top attractions. Yet, unless a one-night promoter is willing to gamble with big name orks, he must revert to local crews and do a "nickel and dime" biz.

Price Slide Welcome

Agents freely concede that wartime prices were out of line and forecast a swift return to "normal" one-night tariffs. Prices have slid from an all-time high of \$3,000-\$4,000 per night for such toppers as Harry James, Tommy Dorsey, Benny Goodman and Woody Herman, to a current average \$1,500 maximum for top names and as low as \$400 a session for semi-name and territorial faves. Promoters hail the shift with a feeling of "at last, orksters are working for us—not we for them."

To spearhead eventual recovery of one-nighter biz, talent salesmen are advancing many schemes, some wild, others logical. Most reasonable idea suggested so far, however, comes from one of the top band offices which tosses the ball to ops. Only way customers will shell out shekels for bands, agency man argues, is for one-night promoters to organize, either thru recently formed Western Ballroom Association or a similar org, for purpose of co-ordinating one-night tours and thus guaranteeing orksters at least a month's work on the Coast in addition to location and theater dates. Under the present system spotty one-night bookings discourage any but the hardiest of bands to roam coastwise. True there are exceptions, but the average crew is lucky if it works four out of seven nights under the present set-up. Booking offices, knowing this, often turn down bookings rather than send costly crews out on split-week tours.

Too Many Repeaters Bad

Booking situation fostered by keen competition between ops is unhealthy for all interests, talenters argue, and hold that by getting together as suggested, everybody wins — nobody loses. Unless the flow of top attractions continues ops hint they may forget names only and settle for local talent, good or bad. Booking offices caught in the middle can give ops plenty of sympathy but little help. If bands refuse to come West they say there's nothing to do but ship the same crews on repeat tours. This, they admit, has been done so often that mere mention of some top-name attractions is yawn provoking and many orks have worn welcome mats threadbare. For personal and professional reasons, frontiers like James, the Dorseys, Cugat, Goodman and
(See New Faces Better on page 34)

Jump Orchestration Price From 75c to \$1

NEW YORK, Nov. 9.—Majority of publishers are raising the price of their standard orchestrations from the old 75-cent retail price to \$1.00. Price hike is not expected to draw beefs from either jobbers, dealers, or consumer since more are aware that today's orchestrations are a far cry from those issued when 75-cent price became effective. Pages have increased from 24 to 40 or 50, and books are scored for much heftier instrumentation. Average standard orchestration sales runs around 1,000 to 2,000 copies.

AND SOME 64 DOLLAR ANSWERS

MBOA Meet Mulls High Band Costs, SS Ruling And Eastern Group Idea

70 Operators, Many Bookers at Des Moines Session

DES MOINES, Nov. 9.—With about 70 operators and several booking agency representatives attending, Midwest Ballroom Operators' Association met last week and almost unanimously squawked about high guarantees being charged by name and semi-name orks. Convention talk also centered around admish tariffs, organization of an Eastern ballroom operators' association and the present national biz slump. Ops gripe on high band prices incited talk of a possible buyer's strike until prices come down. They pointed out that high ork prices forces their admish tariffs to rise. Rising tariffs are driving the customers away. Most ops agreed that good territory orks outdraw some of the names and semi-names when final receipts are added. Most operators hadn't yet been affected by bad biz with the exception of most of name ork dates, where nut was high and so was admission.

Congressional Resolution

MBOA drew up a resolution for presentation to Congress calling for elimination of the 20 per cent excise tax. Ops discussed possible cut or elimination of tax and agreed that it would be wise to advertise present prices as including taxes, so that in event of cut it would appear that (See MBOA Meet Mulls on page 33)

Lunceford Gets WM Release; No New Pact

NEW YORK, Nov. 9.—Jimmie Lunceford got his release from the William Morris Agency yesterday after the agency had failed to set a satisfactory New York location job for the ork.

Lunceford pact was due to expire December 31, but had options up to five years on it. Bandleader has no immediate plans to sign with another agency and may try to book himself.

No Rumor Slump as Gossipoops Have 'Em All Folding

NEW YORK, Nov. 9.—Poor biz in band field caused an overwhelming flood of hot gossip on the streets last week. Once news of break-up of Tommy Dorsey and Les Brown orks hit home, rumor mongers ran wild at the expense of almost every other top band in the country. Gossipers had Woody Herman, Claude Thornhill, Benny Goodman, Tommy Tucker, Jerry Wald, and innumerable others busting up.

With the exception of Tucker, who is rumored to be folding in favor of his new perfumery and other non-music biz investments, all the others, either in person or via personal managers have denied break-ups. Herman is booked, solid thru April, Thornhill is booked solid thru March and so is Goodman. Wald is going thru a hasty reorganization following his present Palladium, Hollywood, date and series of one-nighters. Band is going to switch to a sweet kick. Rumor had Wald band stranded on Coast without enough dough for transportation back East, but Dick Gabbe, band p.m. denied talk.

Goodman, now at 400 Restaurant, NYC, denied band break-up and said that ork was going West following present date, but added that ork had no bookings set up for return to the Coast. Clarinetist said that disks, (See No Rumor Slump on page 34)

Orks, Bookers & Promoters All At Fault

That 'Extra Effort' Needed

NEW YORK, Nov. 9.—While too many bandsters, bookers and operators are moaning about the present so-called slump in band biz, more aggressive tradesters are doing a little healthy soul-searching in an effort to find some of the \$64 answers to the present let-down. While it is conceded by practically everyone that the amount of loose dough around is not what it was at the wartime boom peak, many ork leaders, bookers and operators feel that there is plenty that all three groups can do about giving biz a shot in the arm.

More progressive operators are naturally attempting various promotion hypos, redecorating and making their spots more attractive and pursuing other steps to lift the take (see Aragon story and Midwest Ballroom Operators' Association story in this issue). The surprising thing about the current check-up on whys and wherefores reveals that many of the factors which must be con- (See ORKS, BOOKERS on page 19)

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Decca Doubles Net Profit With Neat \$1,346,227

NEW YORK, Nov. 9.—Decca Records' net profit for nine months ending September 30 amounted to an unaudited \$1,346,227, after provision for \$987,903 for all estimated income taxes. This is \$3.46 per share on 388,325 shares of capital stock outstanding September 30. Net for corresponding period in 1945 was \$640,289 or \$1.65 per share on same number of outstanding shares.

Wednesday (6) the company's stockholders approved plan of splitting the stock on a two-for-one basis on capital shares, and increasing authorized shares from 500,000 to 1,500,000. Trading in new shares on the local stock exchange began yesterday (8).

2 L. A. Ballrooms Try Western Hypo

HOLLYWOOD, Nov. 9. — With ballroom biz here tapering off to week-end draws while only cowboy terpseries pull in the dough, two danceries are trying a mid-week Western night. Space Cooley will come into Trianon Wednesday nights, doubling from his week-end stint at Santa Monica Ballroom. Smiley Burnette will bring a Western group into Casino Gardens on Tuesday nights.

Understood Western frontiers welcome the weekly one-nighter since it gives them a crack at top air remotes. In the case of Burnette, for example, he gets a full ABC web airshot plus a local remote on KLAC. Danceries want the dough and if Western attractions will bring it in, that's okay with the ops.

Mr. P., Comic

CHICAGO, Nov. 9. — AFM Prxy James C. Petrillo netted one of the few yocks heard at Democratic Headquarters locally Tuesday (5) when party moguls were hearing tales of the election shake-up in the Kelly machine locally. When asked if he was going to the week-end Army-Notre Dame grid battle in New York, the AFM chief said, "I'm going, but only to see the musicians play between the halves."

Des Moines Pop Concerts Hot as Cugat Hits 9G

DES MOINES, Nov. 9. — Concert type orchestra presentations continued to do well at the KRNT Radio Theater (formerly Shrine) with Xavier Cugat pulling in 3,600 on Tuesday. The Cugat house was about 200 more than Tommy Dorsey a week earlier and his gross was approximately \$9,500, including tax.

The concert-type band is something new for Des Moines and with good grosses for the first two (Dorsey and Cugat) the trend will be given additional tests immediately with Duke Ellington skedded for November 14 and Woody Herman November 17.

A & N Presentations, of Kansas City, Mo., is handling Ellington and Herman dates, while Dorsey was handled directly by KRNT and Cugat came in on a rental deal.



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WCAU Paces Remote Rebirth in Philly

PHILADELPHIA, Nov. 9.—After a wartime layoff local radio is once again becoming dance band remote conscious. And with WCAU, CBS 50,000-watter, taking the lead, augurs all the other spots jumping on the remote band wagon. Only thing holding off enthusiasm of some of the other stations is a dearth of suitable bands to pick up.

WCAU grabbed off the gravy boat by stringing a mike to both Frank Palumbo's Click, which features the top name bands, and Frank Valentine's Mocambo, town's newest class nitery. Station schedules two half-hour shots a week from each spot, which started last week when Sammy Kaye held down the Click stand. From the Mocambo WCAU picks up the Latin music of Luis Del Camp, former arranger and vocalist for Xavier Cugat.

WDAS Picking Up, Too

Click nitery, town's only spot geared to a name-band policy, has inked in the top tootlers to round out the year. Fortnight stands are set for Jimmy Dorsey, Woody Herman and Frankie Carle, with one-week pitches for Saxie Dowell, Ina Ray Hutton and Alex Bartha. Spot also has Harry James signed for a stand next July.

Along with WCAU, the indie WDAS has picked up the remote pick-up trend, airing the music of Bob Shebley from Trianon Ballroom. A livelier remote schedule may find music publishers hiring contact men for this town. In recent years song plugging has become a lost art here, with the boys coming in from New York to contact the wand wavers passing thru.

Bets to Bed

PORTLAND, Ore., Nov. 9.—Local 99 Prexy Herman Kenin sold Monty Brooks ork to Portland Meadows Race Track for live music shows between races for the 31-day meet. At the end of the second day, Track Manager Bill Kyne found that Brooks' music kept suckers in stands and away from pari-mutuel booths. Kyne wanted out on ork pact, but Kenin talked the track man into switching band engagement to Portland Veteran's Hospital and Barnes General Hospital, Vancouver, Wash. Hospitals can use ork anytime they want it until track contract is worked out.

Earlier Off-the-Air Time K.O.'s Chi CBS Remote; 1 for WIND

CHICAGO, Nov. 9.—Song pluggers took another radio remote kick in the pants here this week, when CBS locally dropped its five-night-per week half-hour shots from the Sky Club, suburban semi-name location spot, which aired at 1:30 a.m. Bill Barth, Chi CBS remote chief, said station is not putting any other spot in, but is shutting off its power at 1:30 a.m. instead of former 2 a.m. hour. Remote was of value, for usually two or three shots per week went out on Midwest net wires.

Lead-sheet carriers got slight recompense from WIND's addition of 15-minute shot six-times-weekly from Colosimo's, featuring Sol Fela's 10-piecer. WIND, independent, offers no net facilities.



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J-C-L Orks' Big Struggle; AFM Restrictions No Help

(Continued from page 14)

ton, while Music Corporation of America has been dropping or not renewing pacts with several Midwest and Coast territory and traveling orks. Recent shake-ups at General Artists' Corporation might find several of their orks out as well, with talk in recent months indicating that GAC stable will be sheared rather than refurbished. Key to agency picture is percentage restrictions clamped down on bookers by AFM.

Agencies can take no more than 20 per cent off the net on one-niters, with the cost of selling one-niter work up high (high paid personnel, long distance phone calls, wires, etc.) and high band expenses (transportation costs, union taxes, etc.) bringing that down to 13 per cent or less. Bookers are restricted to 15 per cent for location jobs booked at double scale and 10 per cent otherwise, again at net, and after shearing off costs and overhead the agency may net 3 to 8 per cent. As a result, agencies would rather book established names that command a price than take on risky new names. With the agencies concentrating their efforts on keeping their big name properties working and happy, a newcomer landing an agency pact would not be assured the flawless handling required to move into a money making position.

... Then Aches Begin

The newcomer who has gone as far as signing a booking pact is prepared to meet the next flock of problems that will crop up when the actual mechanics of booking swing into action. The most agencies have been trying with new bands for years, ops, especially during the present recession, are afraid to try with young orks, simply because higher location scales have brought young band prices not too far off the established ork prices. Rock bottom minimum payroll for a band with a Class A rating of today's standard 17-man plus vocalist size, is 2G per week, using the average seven-hour Local 802 rate of \$103.50 per man as a basis. This figure does not take into account musicians who draw extra loot for doubling, nor does it include staff arranger salaries, personal manager, press agent or agency commissions. Ork would have to pull minimum of \$2,250 to break even on a date without considerable transportation costs. Reasonable asking price for ork, in order to walk out showing a reasonable profit would have to be 3G, which is not too far below what an established ork would get for a hotel or cafe location.

One-Nighter Let-Down

Due to this doubt on part of the operator, jobs for young orks are limited. In some cases, scarcity of jobs and the need for work would cause an ork to make several hundred-mile jumps between one or two-niter jobs, where the takes would be virtually nullified by traveling expenditures. Break-down of one-niter routes thru the Midwest thru closing of army camps, war plants and shuttering of spots due to poor biz, are of little comfort to the newcomer. In many one-niter spots, ops prefer to use territory bands at lower rate, than take on new traveling ork. One-niter dough is the most lucrative source of income for young orks and if one-niter biz continues to drop, then new band opportunities to make some loot will also drop. With sideman scales up, and with operators campaigning to bring band prices down, the new leader will usually stand little chance

of recouping the initial cost of starting an ork.

Remotes and Disks

Location jobs, even at a loss, were once of unlimited value to new orks if only for the air time jobs afforded, but remote air shots, once a great factor in building names, have taken on less and less importance. Several operators, such as the Newark, N. J., Terrace Ballroom's Simon LaFarge, have pulled out some or all of their lines in order to cut down on overhead. Other spots are apt to follow suit in face of bad biz to save not only cost of wires, but the expense of paying remote taxes (\$3 per man in New York and Detroit) to AFM locals in some sections of the country.

In recent years, practice has proved that remotes are being replaced by recordings in the band building procedure. With unlimited possibilities for ether plugging via disk jockeys, jukes and home plays, plus the loot that disk making affords, a waxing contract is, of course, invaluable to the newcomer. The situation in the platter field is much the same, if not more specialized than the agency picture. Major record company rosters in the pop field are fairly well established, and they are pruning their artists, rather than adding any. It is a rare exception when a new name cracks the big four, while indie firms, due to increases in musicians' recording scales and limited production facilities, do not generally use big bands, and the few that do, prune their choices with such dexterity as to give very few names the essential disk break. In addition, record field is made up of specialty type artists and specialty type orks. Should a new band be fortunate enough to land a disk pact, usually ork would be subjected to waxing meaningless pops, unless it were lucky enough to wax a sleeper. Diskeries naturally are forced to give top bracket artists first crack at plug tunes.

Theater Date Obstacles

Further booking headaches carry into the theater field. Theater ops, who realize that number of bands outnumber possible theater booking demands and that high theater scales bring young band rate into the established name class, would rather use an experienced B band than give a new ork the theater work. New band nut for a theater date would be around \$2,200 for sidemen payroll at scale minimum for a Class A house. Commissions and other expenses would bring that up another grand or so. Grand total would bring band just up to or slightly below what Grade B ork might get for a theater week. In addition, the spreading practice of increasing holdovers in key theaters thruout the country is decreasing the number of potential theater bookings per annum.

Personality seeking to front a new band today must be more than a musician. Guy has to be a business man, aware of economic trends and public tastes. With trend now to smaller sized orks and sweet music, chances aren't good for a guy with jazz and surrealistic ideas, since the payoff is not in rave musician reception.

With fewer available bookings and present flock of established biz-wise leaders, odds are against the new band. Only hope most trade sources hold for newcomer orks is based on the theory that exceptional talent will not be denied. They feel that as bad as biz may be at the moment, a newcomer with something special on the ball could still hit.

Orks, Bookers and Promoters At Fault; Extra Effort Needed

(Continued from page 15)

tributing at least in part to the let-down are obvious failings which can be remedied with a little thought and effort.

Various trade elements, including leaders themselves, feel the orksters are at fault along these lines: There is too much brass and the bands blare too loudly. . . . Jump numbers are played too fast, and at a tempo with which only a few dancers can contend. . . . Ballads are played too slowly. Too many leaders confuse the demand for sweet music to mean that payees want draggy tempi. Even ballads must be played fast enough to enable the kids to move to them. . . . Too many bands pay too little attention to such items as their appearance. This applies both to uniforms and bandstands. Often these are dirty and beat-looking. . . . Musicians take off too long between sets, and leaders often don't spend enough time on the bandstand. . . . Too much smoking and even occasionally, drinking right on the stand. . . . Leaders are not co-operative enough. They fluff autograph seeking fans on dates. Won't show up for disk jockey and retail store appearances. Even occasionally fluff the operator and his friends. . . . Too little use of competent men out ahead of the band to help promoter on building for a date.

It is conceded by the leaders' severest critics that at least in some of the above faults it is pretty difficult for orksters to correct the situation. For instance, if a leader and his band have traveled a couple of hundred miles on a bouncing bus and the boys have a few hours in which to get cleaned up and grab a bite, they can hardly be blamed for not wanting to make an appearance on a disk show with a questionable listening audience. The point remains, however, that when the going gets rough, in the band biz as any other biz, that extra effort is needed.

But the orksters themselves are far from being the only ones at fault. The agencies and bookers are at least equally guilty. Just plain bad booking, overselling, selling an op the wrong band at the wrong time, etc., are routine beefs against the agencies. Worst complaint is that practically no agency has an adequate publicity and promotion department to help operators build a date. Very often a band will change vocalists, for instance, and notify the office of the change. Three months later he'll play a date and the office will still have the old vocalist listed among the personnel, and send photos of the ex-vocalist. There is not a single agency in town, and it's safe to say there isn't one in Chi-

or L. A. which has up-to-date biogs on all of its ork attractions. Since they don't take the trouble to do a good general job on publicity, etc., say promoters and leaders, it's a cinch the agencies don't help with any of the little extras that might be important in a let-down period. A cinch space-stealer, used by many another industry, for instance, is the gimmick of sending "Local Boy Makes Good" yarns to papers in towns in which attractions appear. With bands numbering from 11 to as high as 30 men, any number of dates played would give the agency an opportunity to get out publicity material on one or more of the guys in the band who hail from or lived in the town booked, and make it a cinch for the promoter to line up real pay-off copy. This is just one example of what agencies aren't doing publicity-wise.

Promoters' Lack of Effort

The publicity-promotion routine, however, works in all directions. Leaders themselves don't do an adequate job and orksters and agencies claim that too many of the promoters don't know the first thing about exploiting a date, or if they do know, won't spend the dough to do so. It is certainly a fact that many operators book in a more or less expensive band, take a couple of two-inch ads one day in the local papers, maybe buy a couple of spot announcements, toss out a few window cards and let it go at that. The exploitation factor, all tradesters agree, is one on which three-way co-operation would do the trick, but no one has yet come along to effectively work out that co-operation.

Trade also blames promoters for other failings. Most spots, say the leaders who've played them, have faulty public address systems. Pianos are flat and haven't been tuned for years. And there's nothing that will bring a band's performance down like playing with a flat, lifeless, out-of-tune piano. Many promoters pay practically no attention to ventilating systems or heating systems in their spots. Too many dates find musicians (in the winter) playing with numbed hands and lips, and (in the summer) melting on the bandstand.

And speaking of bandstands, too few promoters seem to pay any attention to the kind of podium they set the band on. In many spots the stand is strictly a one-level affair so that customers can see only the front row of musicians. Indicative of what can be done to alleviate a situation of this kind is routine used by orkster Dean Hudson, who, along with publicity material he shoots to promoters, sends two bandstand plan sketches. They are of simplest design, and are worked out so that promoters can set up the stands as per Hudson's plans, as the way they've been doing in past. Hudson also recommends that they lay a rug of some kind across bare boards on stand, and this one factor alone helps acoustics considerably. There are very few bandleaders who will go to this kind of trouble to help make their dates pay off. Most figure it's the promoter's business, and he should take care of it.

That same attitude goes for many of the points brought out in this round-up of trade opinion as to some of the possible \$64 answers to boosting biz. Too many leaders, promoters and bookers feel the points are too unimportant and insignificant to worry about. And while more conscientious tradesters agree on insignificance of points taken singly, they hold that any small combination of such points can and does hurt a dance date, and that these shortcomings often spell the difference between profit and loss.



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NEW INTERNATIONAL HITS!



HENRI RENÉ

and his Orchestra

VIENNESE NIGHTS. Eight best-loved waltzes by Strauss and Lehar played in strict dance tempo. Includes *Vienna Life Waltz; Blue Danube Waltz; Merry Widow Waltz; Gold and Silver Waltz; Tales from Vienna Woods; Wine, Woman and Song; Emperor Waltz; Southern Roses Waltz.* RCA Victor Album 5-46.

DESI ARNAZ

and his Orchestra

Carnival in Rio (Samba) and Carinoso (Bolero)

Vocal refrain by Desi Arnaz

Vocal refrain in Spanish by Elsa Miranda

RCA VICTOR 25-1071

MISCHA BORR

and his Orchestra

My Prayer (Tango) and Serenade (Beguine)

(Avant de Mourir)

(by Toselli)

RCA VICTOR 25-0070

LAWRENCE DOUCHOW

and his Red Raven Orchestra

Red Raven Polka and Ravino Waltz

RCA VICTOR 25-1072

PEDRO VARGAS

[with Gabriel Ruiz' Orchestra

Alone With You (Canción Blues)

(A Solas Contigo)

and **Afraid (Beguine)**

(Miedo)

RCA VICTOR 26-9003

RCA VICTOR RECORDS

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 8

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.

Position This Week

Position Last Week

1. RUMORS ARE FLYING

By **Bennie Benjamin and George Weiss**
Published by **Oxford (ASCAP)**

1

Records available: Andrews Sisters-Les Paul, Decca 23556; Hal Brooks Ork, BelTone BT-7012; The Brown Dots, Manor 1040; Billy Butterfield, Capitol 282; Frankie Carle, Columbia 37069; Harry Cool, Signature 15043; Saxie Dowell Ork, Sonora 3026; Tony Martin, Mercury 3032; Betty Rhodes, Victor 20-1944; The Three Suns, Majestic 7205; The Two Tones (Benny and George), Cosmo 504. Electrical transcriptions: Les Brown, World; Billy Butterfield, Capitol; Norman Cloutier, NBC Thesaurus; Joe Reichman, Standard.

2. FIVE MINUTES MORE

By **Sammy Cahn and Jule Styne**
Published by **Melrose Music (ASCAP)**

2

Records available: Tex Beneke-Glenn Miller Ork, Victor 20-1922; Phil Brito, Musicraft 15086; Bob Crosby, Decca 18909; Skitch Henderson Ork, Capitol 287; Curt Massey, Cadet CR-205; Frank Sinatra, Columbia 37048; The Three Suns, Majestic 7197. Electrical transcriptions: Chuck Foster, Lang-Worth; Connie Haines, Standard; Curt Massey, Standard; Eddy Oliver, MacGregor; Joe Reichman, Standard; Charlie Spivak, World.

3. OLE BUTTERMILK SKY

By **Hoagy Carmichael and Jack Brooks**
Published by **Burke-Van Huesen (ASCAP)**

4

From the Universal film "Canyon Passage," sung by Hoagy Carmichael. Records available: Connie Boswell, Decca 18913; Hoagy Carmichael Ork, ARA 155; Helen Carroll and The Satisfiers, Victor 20-1982; Marie Greene, Signature 15040; Kay Kyser, Columbia 37073; Danny O'Neil, Majestic 7199; Paul Weston Ork, Capitol 285. Electrical transcriptions: Elliott Lawrence, Associated; Russ Morgan, World; Leighton Noble Ork, Standard.

4. TO EACH HIS OWN

By **Jay Livingston and Ray Evans**
Published by **Paramount Music (ASCAP)**

3

Records available: Don Byas Quartet, Savoy 640; Ople Cates Ork, 4 Star 1131; The Fiesta Four, Emerald 101; Marie Greene, Signature 15053; Eddy Howard Ork, Majestic 7188 and 1070; Freddy Martin, Victor 20-1921; Tony Martin, Mercury 3022; The Modernaires-Paula Kelly, Columbia 37063. Electrical transcriptions: Nat Brandwynne, World; Chuck Foster, Lang-Worth; Dick Jurgens, Standard; Freddy Martin, Standard; Curt Massey, Standard; Novatime Trio, NBC Thesaurus; Silver Strings, MacGregor.

5. YOU KEEP COMING BACK LIKE A SONG

By **Irving Berlin**
Published by **Berlin (ASCAP)**

6

From the Paramount film "Blue Skies," sung by Bing Crosby. Records available: Jan August Rhythm Stylists, Diamond 2040; Bobby Byrne, Cosmo 503; Dennis Day, Victor 20-1946; Bobby Doyle, Signature 15039; Georgia Gibbs, Majestic 12000; Gordon MacRae, Musicraft 15089; Jeannie McKeon, Black & White BW-790; Dinah Shore, Columbia 37072; Jo Stafford, Capitol 287. Electrical transcriptions: The Coronettes, Standard; Dick Jurgens, Standard; Elliott Lawrence, Associated; Russ Morgan, World; Jo Stafford, Capitol; Don Swan, MacGregor.

6. SOUTH AMERICA, TAKE IT AWAY

By **Harold Rome**
Published by **Witmark (ASCAP)**

5

From the legit musical "Call Me Mister," sung by Betty Garrett. Records available: Bing Crosby-Andrews Sisters, Decca 23569; Xavier Cugat, Columbia 37051; Betty Garrett-Call Me Mister Ork, dir. by Lehman Engel, Decca 23562; Monica Lewis, Signature 15055; Mel Torme and His Mel-Tones, Musicraft 381; George Paxton Ork, Majestic 7202. Electrical transcriptions: Les Brown, World; The Coronettes, Standard; Aaron Gonzales, MacGregor; Connie Haines, Standard; Richard Himber, Associated; The "umpin' Jacks, NBC Thesaurus; Joe Reichman, Standard.

7. THE OLD LAMPLIGHTER

By **Charles Tobias and Nat Simon**
Published by **Shapiro, Bernstein (ASCAP)**

10

Records available: Hal Derwin, Capitol 288; Saxie Dowell Ork, Sonora 3026; Morton Downey, Majestic 1061; Anita Ellis, Mercury 3033; Sammy Kaye, Victor 20-1963; Kay Kyser, Columbia 37095; Hal McIntyre, Cosmo 502. Electrical transcriptions: Hal Derwin, Capitol.

8. THIS IS ALWAYS

By **Mack Gordon and Harry Warren**
Published by **Bregman-Vocco-Conn (ASCAP)**

9

From the 20th Century-Fox film "Three Little Girls in Blue," sung by Vivian Blaine. Records available: Bobby Byrne Ork, Cosmo 496; Harry Cool Ork, Signature 15038; Joan Edwards, Vogue R-767; Jan Garber Ork, Black & White 787; Dick Haymes, Decca 18878; Louanne Hogan, Musicraft 382; Harry James, Columbia 37052; George Paxton Ork, Majestic 7195; Betty Rhodes, Victor 20-1885; Jerry Sellers, Sonora 3013; Ginny Simms, ARA 154; Jo Stafford, Capitol 277; Anson Weeks Ork, Continental C-1194. Electrical transcriptions: Vivian Blaine, NBC Thesaurus; Les Brown, World; Connie Haines, Standard; Elliot Lawrence, Associated; Joe Reichman, Standard; Jo Stafford, Capitol.

9. IF YOU WERE THE ONLY GIRL

By **Clifford Grey and Nat D. Ayer**
Published by **Mutual (ASCAP)**

7

Records available: Joan Brooks, Musicraft 15023; Perry Como, Victor 20-1857; Bob Chester Ork, Sonora 3011; Dick Haymes, Decca 18590; Claude Thornhill, Columbia 37092. Electrical transcriptions: Joan Brooks, Lang-Worth; Norman Cloutier, NBC Thesaurus; The Coronettes, Standard; Frankie Froeba, World; Dick Jurgens, Standard; Claude Thornhill, Lang-Worth.

10. THE WHOLE WORLD IS SINGING MY SONG

By **Mann Curtis and Vic Mizzy**
Published by **Robbins (ASCAP)**

8

Records available: Les Brown, Columbia 37066; Harry Cool, Signature 15043; Dennis Day, Victor 20-1978; Jimmy Dorsey, Decca 18917; Morton Downey, Majestic 1061; Jack Smith, Capitol 300. Electrical transcriptions: Norman Cloutier, NBC Thesaurus; Jimmy Dorsey, World; Leighton Noble Ork, Standard; Jack Smith, Capitol.



LARRY GREEN IS NEW!

First time on records, with his sensational piano-with-the-band orchestra. Vocals by Gilbert Phelan.
FOR YOU, FOR ME, FOR EVERMORE
(from the 20th Century-Fox film "The Shocking Miss Pilgrim")

and
EITHER IT'S LOVE OR IT ISN'T
(from the Columbia picture "Dead Reckoning")
RCA Victor 20-2009

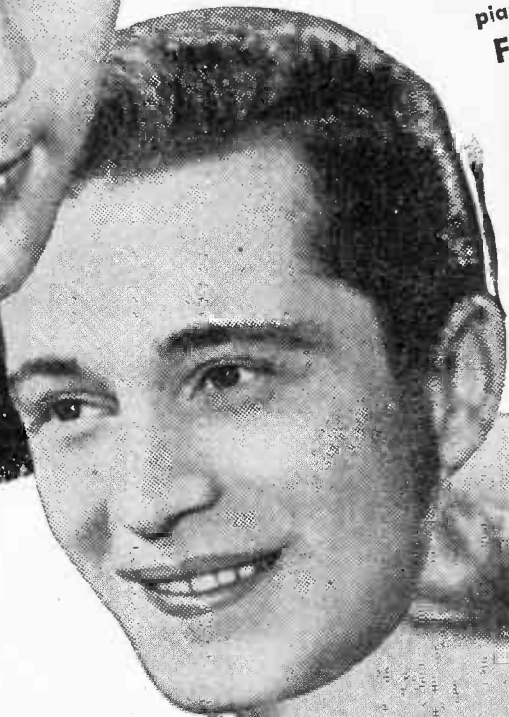
SONATA
and
I HAVEN'T GOT A WORRY IN THE WORLD
RCA Victor 20-2010

COMO!

2 all-time Christmas favorites—
with Russ Case and his Orchestra.

THAT CHRISTMAS FEELING
and
WINTER WONDERLAND

With The Satisfiers
RCA Victor 20-1968



HUTTON!

It's that terrific Hutton punch again!
With Joe Lilley and his Orchestra.

ON THE OTHER END OF A KISS
With The Four Hits
and

DON'T TELL ME THAT STORY
RCA Victor 20-2012



MARTIN!

Smooth romancing with Stuart Wade
vocals and the Martin Orchestra.

ONCE UPON A MOON
and

YOU ARE EVERYTHING TO ME
(Eres Todo Para Mi)
RCA Victor 20-2011



ROGERS!

The King
of the Cowboys with
Country Washburne's
Orchestra.

MY HEART WENT THAT-A-WAY
and

NO CHILDREN ALLOWED
Roy's stirring treatment
of the housing-problem ballad!
RCA Victor 20-1994



THE FOUR KING SISTERS
With Buddy Cole and his Orchestra
IT'S A PITY TO SAY GOODNIGHT
and
DIVORCE ME C.O.D.
RCA Victor 20-2018

WALTER DAVIS
Blues singer with piano and drums
PLEASE REMEMBER ME
and
NEW B & O BLUES
RCA Victor 20-1999

THE STARS WHO MAKE THE HITS ARE ON



RCA VICTOR RECORDS



A GREAT SONG FOR NOW... AND ALL THROUGH THE YEARS

Winter Wonderland

by DICK SMITH and FELIX BERNARD

3 Great New Recordings!

PERRY COMO
(Victor)

THE ANDREWS SISTERS and GUY LOMBARDO and his ROYAL CANADIANS
(Decca)

JOHNNY MERCER and THE PIED PIPERS
(Capitol)

BREGMAN, VOCCO and CONN, Inc.
NEW YORK • CHICAGO • HOLLYWOOD

The Billboard

MUSIC POPULARITY CHARTS

PART II

Sheet Music

Week Ending November 8

TRADE SERVICE FEATURE

BEST-SELLING SHEET MUSIC

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

Weeks to date	Position Last Week	Position This Week	SONG	Artist
9	1	1	RUMORS ARE FLYING (R)	Oxford
7	4	2	OLE BUTTERMILK SKY (F) (R)	Burke-Van Heusen
14	2	3	FIVE MINUTES MORE (R)	Melrose
18	3	4	TO EACH HIS OWN (R)	Paramount
5	6	5	YOU KEEP COMING BACK LIKE A SONG (F) (R)	Berlin
2	8	6	THE OLD LAMP-LIGHTER (R)	Shapiro-Bernstein
3	9	7	THE WHOLE WORLD IS SINGING MY SONG (R)	Robbins
13	5	8	IF YOU WERE THE ONLY GIRL (R)	Mutual
11	7	9	SOUTH AMERICA, TAKE IT AWAY (M) (R)	Witmark
9	11	10	THIS IS ALWAYS (F) (R)	Bregman-Vocco-Conn
4	10	11	THE THINGS WE DID LAST SUMMER (R)	E. H. Morris
1	—	12	WHITE CHRISTMAS (R)	Berlin
8	15	13	I GUESS I'LL GET THE PAPERS (And Go Home) (R)	Campbell-Porgie
3	14	14	THE GIRL THAT I MARRY (M) (R)	Berlin
6	12	15	PRETENDING (R)	Criterion

ENGLAND'S TOP TWENTY

Weeks to date	Position Last Week	Position This Week	SONG	ENGLISH	AMERICAN
21	2	1	BLESS YOU FOR BEING AN ANGEL	Noel Gay	Shapiro-Bernstein
7	3	1	ALL THROUGH THE DAY	Chappell	Williamson
6	1	2	LET IT BE SOON	Francis Day	*
7	7	3	TO EACH HIS OWN	Victoria	Paramount
6	5	4	SWEETHEART, WE'LL NEVER GROW OLD	Strauss-Miller	*
19	4	5	PRIMROSE HILL	Lawrence Wright	*
6	9	6	YOU KEEP COMING BACK LIKE A SONG	Chappell	Berlin
16	5	7	DOWN IN THE VALLEY	Leeds	Leeds
8	10	8	THE 'AMPSTEAD WAY	Chappell	Burke-Van Heusen
14	6	9	THERE'S A HARVEST MOON TONIGHT	Strauss-Miller	*
9	8	10	SO WOULD I	Chappell	Burke-Van Heusen
16	17	11	YOU ALWAYS HURT THE ONE YOU LOVE	Bradbury Wood	Sun
2	15	12	TILL THEN	Chappell	Sun
2	11	12	SOMEDAY (You'll Want Me To Want You)	Irwin Dash	Main Street Songs
19	10	13	LAUGHING ON THE OUTSIDE (Crying on the Inside)	Campbell-Connelly	BMI
4	15	14	PRETENDING	Bradbury Wood	Criterion
4	12	15	MAKE BELIEVE WORLD	Strauss-Miller	*
13	14	15	DO YOU LOVE ME?	Chappell	Bregman-Vocco-Conn
10	13	16	JOHNNY FEDORA	Leeds	Leeds
6	16	17	SIOUX CITY SUE	Chappell	E. H. Morris
10	—	18	AREN'T YOU GLAD YOU'RE YOU?	Chappell	Burke-Van Heusen
1	—	19	IT'S ALL OVER NOW	Campbell-Connelly	BMI
2	—	20	MISTER MOON	Lawrence Wright	*
3	—	20	ANY TIME AT ALL	Mac Melodies	*

*Publisher not available as *The Billboard* goes to press.

PLAY STATUS OF FILMS WITH LEADING SONGS

Tunes listed alphabetically are in films currently showing or to be shown soon. Only tunes which have won a position in one or more of the other features of the Chart are listed, since many film-featured tunes never reach any degree of popularity, and many others are never even published.

AND THEN IT'S HEAVEN (Remick), sung by Phil Brito in Monogram's "Sweetheart of Sigma Chi." National release date—November 16, 1946.	Blaine in 20th Century-Fox's "Three Little Girls in Blue." National release date—October, 1946.
BLUE SKIES (Berlin), sung by Bing Crosby in Paramount's "Blue Skies." National release date—September 27, 1946.	SEPTEMBER SONG (Crawford), in United Artist's "Knickerbocker Holiday." Released in 1944.
EITHER IT'S LOVE OR IT ISN'T (Mood), in Columbia's "Dead Reckoning." National release date not set.	SOMEWHERE IN THE NIGHT (Triangle), sung by Vivian Blaine in 20th Century-Fox's "Three Little Girls in Blue." National release date—October, 1946.
FOR YOU, FOR ME, FOREVERMORE (Chappell), sung by Dick Haymes in 20th Century-Fox's "The Shocking Miss Pilgrim." National release date—December, 1946.	THIS IS ALWAYS (Bregman-Vocco-Conn), sung by Vivian Blaine in 20th Century-Fox's "Three Little Girls in Blue." National release date—October, 1946.
OLE BUTTERMILK SKY (Burke-Van Heusen), sung by Hoagy Carmichael in Universal's "Canyon Passage." National release date—July 26, 1946.	YOU KEEP COMING BACK LIKE A SONG (Berlin), in Paramount's "Blue Skies." National release date—September 27, 1946.
ON THE BOARDWALK (In Atlantic City) (Bregman-Vocco-Conn), sung by Vivian	ZIP-A-DEE-DOO-DAH (Santly-Joy), in Walt Disney's "Song of the South." National release date—November 20, 1946.

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MUSICRAFT RECORDS INC.
NEW YORK • HOLLYWOOD



The Billboard MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Week Ending November 8

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, November 1, 8 a.m., and ending Friday, 8 a.m., November 8)

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 total times the song has appeared among the top 30 in the Peatman survey to date will be indicated in the chart

under the "Weeks to Date" column, but only those making their appearance in the list on or after November 29 are tabbed. Other tunes have been on Peatman before but this information is not available. The music checked is preponderately (over 60 per cent) alive.

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

Wks. to date	TITLE	PUBLISHER	LIC. BY
2	A Garden in the Rain (R)	Melrose	ASCAP
13	And Then It's Heaven (F) (R)	Remick	ASCAP
12	Blue Skies (F) (R)	Berlin	ASCAP
2	Either It's Love or It Isn't (F) (R)	Mood	ASCAP
1	Everybody Loves My Baby (R)	Goode	BMI
12	Five Minutes More (R)	Melrose	ASCAP
6	For You, For Me, Forevermore (F) (R)	Chappell	ASCAP
18	If You Were the Only Girl (R)	Mutual	ASCAP
7	It's a Pity to Say Goodnight (R)	Leeds	ASCAP
1	It's All Over Now (R)	BMI	BMI
15	Linger in My Arms a Little Longer, Baby (R)	Bourne	ASCAP
7	My Sugar Is So Refined (R)	Capitol Songs	ASCAP
6	Ole Buttermilk Sky (F) (R)	Burke-Van Heusen	ASCAP
6	On the Boardwalk (In Atlantic City) (F) (R)	Bregman-Vocco-Conn	ASCAP
9	Rumors Are Flying (R)	Oxford	ASCAP
7	September Song (F) (R)	Crawford	ASCAP
12	Somewhere in the Night (F) (R)	Triangle	ASCAP
16	South America, Take It Away (M) (R)	Witmark	ASCAP
1	The Best Man (R)	Vanguard	BMI
7	The Coffee Song (R)	Valiant	BMI
7	The Girl That I Marry (R)	Berlin	ASCAP
5	The Old Lamp-Lighter (R)	Shapiro-Bernstein	ASCAP
1	The Ricketty Rickshaw Man (R)	Peer	BMI
4	The Things We Did Last Summer (R)	E. H. Morris	ASCAP
6	The Whole World Is Singing My Song (R)	Robbins	ASCAP
12	This Is Always (F) (R)	Bregman-Vocco-Conn	ASCAP
17	To Each His Own (R)	Paramount	ASCAP
6	Under the Willow Tree (R)	Peter Maurice	ASCAP
9	Why Does It Get So Late So Early? (R)	Harms, Inc.	ASCAP
10	You Keep Coming Back Like a Song (F) (R)	Berlin	ASCAP
1	Zip-A-Dee-Doo-Dah (F) (R)	Santly-Joy	ASCAP

RECORDS MOST-PLAYED ON THE AIR

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,359 disk jockeys throught 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	Position	Record	Lic. By
8	1	1. RUMORS ARE FLY-ING	Frankie Carle (Marjorie Hughes) Columbia 37069-ASCAP
16	3	2. FIVE MINUTES MORE	Frank Sinatra Columbia 37048-ASCAP
5	4	3. OLE BUTTERMILK SKY	Kay Kyser Columbia 37073-ASCAP
20	2	4. TO EACH HIS OWN	Eddy Howard (Eddy Howard) (Issued with two different "B" sides) Cynthia's in Love Majestic 7188-ASCAP Careless Majestic 1070-ASCAP
2	11	5. YOU KEEP COMING BACK LIKE A SONG (F)	Dinah Shore Columbia 37072-ASCAP
1	—	6. (I LOVE YOU) FOR SENTIMENTAL REASONS	Eddy Howard Majestic 7204-BMI
1	—	6. (I LOVE YOU) FOR SENTIMENTAL REASONS	King Cole Trio Capitol 304-BMI
5	12	7. RUMORS ARE FLY-ING	Betty Rhodes (Charles Dant Ork) Victor 20-1944-ASCAP
15	6	7. TO EACH HIS OWN	Freddy Martin Victor 20-1921-ASCAP
9	12	8. FIVE MINUTES MORE	Tex Beneke-Glenn Miller Victor 20-1922-ASCAP
2	—	8. PUT THAT KISS BACK WHERE YOU FOUND IT	Sam Donahue Capitol 293-ASCAP
2	7	8. RUMORS ARE FLY-ING	Three Suns Majestic 7205-ASCAP
13	4	8. SOUTH AMERICA, TAKE IT AWAY (M)	Bing Crosby-Xavier Cugat Decca 23569-ASCAP
13	12	8. TO EACH HIS OWN	The Modernaires-Paula Kelly Columbia 37063-ASCAP
4	—	9. BLUE SKIES	Count Basie (Jimmy Rushing) Columbia 37070-ASCAP
4	15	9. RUMORS ARE FLY-ING	Andrews Sisters (Vic Schoen Ork) Decca 23656-ASCAP
3	15	10. THE OLD LAMPLIGHTER	Sammy Kaye (Billy Williams-Choir) Victor 20-1963-ASCAP
1	—	10. THE THINGS WE DID LAST SUMMER	Jo Stafford (Paul Weston Ork) Capitol 297-ASCAP
1	—	10. THIS IS ALWAYS (F)	Harry James (Buddy Di Vito) Columbia 37052-ASCAP
8	8	11. THE COFFEE SONG	Frank Sinatra Columbia 37089-BMI
2	10	11. OLE BUTTERMILK SKY (F)	Paul Weston-Matt Dennis Capitol 285-ASCAP
4	—	12. PRETENDING	Andy Russell (Paul Weston Ork-Vocal Group) Capitol 271-ASCAP
3	6	12. RUMORS ARE FLY-ING	Billy Butterfield (Pat O'Connor) Capitol 282-ASCAP
12	9	12. SOUTH AMERICA, TAKE IT AWAY (M)	Xavier Cugat Columbia 37061-ASCAP

(Continued on page 98)

PEER-LESS DISCOS



Present Latin American

PARADE OF HITS

1. NOCHECITA 2230
2. NO VUELVO CONTIGO 2246
3. CONFESION 2303
4. TU FELICIDAD 2355
5. CONOZCO A LOS DOS 2235
6. SOMOS DIFERENTES 2219
7. TRAICIONERA 2318
8. HUMO EN LOS OJOS 2239
9. AMOR DE LOS DOS 2171
10. 10 MINUTOS MAS 2196
11. DE CORAZON A CORAZON 2213
12. PALABRAS DE MUJER 2153
13. NOCHE PLATEADA 2105
14. NUESTRA SEPARACION 2323
15. NADA ES VERDAD 2376

COMING UP

- NOCHE DE RONDA 2408
- SINCEREDAD 2283
- LA PASEADA 2327
- FIESTA MEXICANA 2392

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The Billboard
MUSIC POPULARITY CHARTS
PART IV
Retail Record Sales

Week Ending
November 8

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 4,020 dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) indicates tune is in a film; (M) indicates tune is in a legit musical. The B side of each record is listed in italic.

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label	Cat. No.
8	1	1	1	RUMORS ARE FLYING... <i>Without You</i>	Frankie Carle	Columbia	37069
15	2	2	2	FIVE MINUTES MORE... <i>How Cute Can You Be?</i>	Frank Sinatra	Columbia	37048
3	3	2	2	OLE BUTTERMILK SKY <i>On the Wrong Side of You</i>	Kay Kyser	Columbia	37073
16	5	3	3	SOUTH AMERICA, TAKE IT AWAY (M) <i>Route 66</i>	Bing Crosby-Andrews Sisters	Decca	23569
18	4	4	4	TO EACH HIS OWN	Eddy Howard (Issued with two different "B" sides): Cynthia's in Love, Majestic 7188 Careless, Majestic 1070	Majestic	7188
1	—	5	5	THE OLD LAMPLIGHTER... <i>Touch-Me-Not</i>	Sammy Kaye-Billy Williams	Victor	20-1963
4	8	6	6	RUMORS ARE FLYING... <i>Them That Has—Gets</i>	Andrews Sisters-Les Paul	Decca	23656
11	6	7	7	TO EACH HIS OWN... <i>I Never Had a Dream Come True</i>	Ink Spots	Decca	23615
2	10	8	8	RUMORS ARE FLYING... <i>How Could I?</i>	Betty Rhodes	Victor	20-1944
1	—	9	9	OLE BUTTERMILK SKY... <i>Just Squeeze Me</i>	Paul Weston-Matt Dennis	Capitol	285
3	9	9	9	RUMORS ARE FLYING... <i>And Then It's Heaven</i>	Tony Martin	Mercury	3032
11	7	10	10	FIVE MINUTES MORE... <i>Texas Tex</i>	Tex Beneke-Glenn Miller Ork.	Victor	20-1922

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 4,020 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

POSITION	Weeks to date	Last Week	This Week	Album Title	Label	Cat. No.
1	—	1	1	Merry Christmas Music <i>Perry Como</i>	Victor	P-161
3	3	2	2	Blue Skies Album Bing Crosby, Fred Astaire and Trudy Erwin, John Scott Trotter Orchestra and Choir	Decca	A-481
2	5	2	2	Merry Christmas Album Bing Crosby-Andrews Sisters, John Scott Trotter Orchestra, Vic Schoen Orchestra, Max Terr's Mixed Chorus	Decca	A-403
9	1	3	3	Ink Spots Album <i>Ink Spots</i>	Decca	A-477
14	4	4	4	Twilight Time <i>Three Suns</i>	Majestic	1041
56	2	5	5	Glenn Miller <i>Glenn Miller and Orchestra</i>	Victor	P-148

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Label	Cat. No.
58	1	1	1	Clair de Lune <i>Jose Iturbi</i>	Victor	11-8851
73	2	2	2	Chopin's Polonaise <i>Jose Iturbi</i>	Victor	11-8848
47	4	3	3	Warsaw Concerto Arthur Fiedler, conductor; Leo Litwin, pianist, Boston Pops	Victor	11-8863
31	3	4	4	Jalousie Boston Pops	Victor	12160
24	5	5	5	Warsaw Concerto Andre Kostelanetz	Columbia	7443-M

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 to date	Last Week	This Week	Album Title	Label	Cat. No.
9	1	1	1	Rachmaninoff Concerto No. 2 in C Minor Artur Rubinstein, pianist, NBC Orchestra; Vladimir Golschmann, conductor	Victor	1075
65	2	2	2	Rhapsody in Blue Oscar Levant, Philadelphia Orchestra; Eugene Ormandy, conductor	Columbia	X-251
39	3	3	3	Rachmaninoff Concerto No. 2 in C Minor Rachmaninoff, Philadelphia Orchestra	Victor	DM-58
4	4	4	4	Tchaikovsky Nutcracker Suite New York Philharmonic Symphony Orchestra; Rodzinski, conductor	Columbia	MM-627
33	—	5	5	Grieg Piano Concerto in A Minor Artur Rubinstein-Ormandy, Philadelphia	Victor	DM-900



RECORDINGS PRODUCED BY BOB THIELE

- RAY BLOCH**
15054 BEGIN THE BEGUINE (vocal by choir)
 HUMORESQUE (instrumental)
- BOBBY DOYLE**
15057 A SERENADE TO AN OLD FASHIONED GIRL
 (from Paramount's "Blue Skies")
 I WONDER WHO'S KISSING HER NOW
- JOHNNY BOTHWELL**
15059 TO A WILD ROSE (instrumental)
 MY OLD FLAME (vocal by Don Darcy)
- MONICA LEWIS**
15060 UNCLE REMUS SAID
 (from Walt Disney's "Song of the South")
 A RAINY NIGHT IN RIO
 (from Warner's "The Time, The Place and The Girl")



JUKE BOX
SURE FIRE
HITS

JB512
TIDDLE DE WINKS
Vocal by Ed Harris

SHANGHAI STOMP
Vocal By Cal Lucas

TIDDLE DE WINKS is one of those clever spicy novelty tunes that sustains interest with its continuous lyrics and lilting melody.

SHANGHAI STOMP—if you have ever been to St. Louis, you'll know the tempo and mood that this tune sings about. It's good jumpy rhythm.

CAL LUCAS and his ORCHESTRA are now the featured attraction at the San Pedro Club where they have been playing for the past six months. Cal Lucas began his career with the famous "KID LIPS" HACKETT back in Chicago when Hackett had the town talking.

Around Southern California Cal Lucas is known for his style where he set the pace for 6 months in the Rose Room of the Morris Hotel in Los Angeles and his sensational engagement at the Paradise Club in Pasadena.

The gentry around St. Louis will recall Cal Lucas for his excellent radio work on WIL and WEW prior to the war.

ALSO IN THE BIG HIT RACE FIELD

JB 504	R. M. Blues & Rhythm Blues	Roy Milton & His Solid Senders
JB 503	Milton's Boogie & Groovy Blues	Roy Milton & His Solid Senders
JB 502	Voo-It Voo-It & Crying Blues	The Blues Woman with Buddy Banks Sextet
JB 505	Not On The First Night & The Lazest Gal In Town	Frankie & Her Boys
JB 506	Pine Top's Boogie Woogie & Eccentric Rag	The Bailey Swing Group
JB 508	Fat Boogie Woogie & Loved & Lost	By Ollie Jackson and His Band
JB 509	Baby Got To Have It & You'll Miss Me When I'm Gone	By Ollie Jackson and His Band
JB 510	Take Your Big Hands Off & He's Got A Panch Like Joe Louis	Vocal by Alberta Hunter
JB 511	Don't Want No Man That's Lazy & Your Bread May Be Good, But It Ain't As Good As Mine	Vocal by Alberta Hunter

DISTRIBUTORS IN PRINCIPAL CITIES OR
JUKE BOX RECORD CO., INC., 7 W. 46TH ST., N. Y. 19, N. Y.

The Billboard
MUSIC POPULARITY CHARTS
PART V
Juke Box Record Plays
Week Ending November 8

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 3,204 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I.

Weeks to date	POSITION	Last Week	This Week	Record
7	1	1	1	1. RUMORS ARE FLYING —Frankie Carle (Marjorie Hughes) Columbia 37069
7	4	2	2	2. OLE BUTTERMILK SKY (F) —Kay Kyser Columbia 37073
15	2	3	3	3. FIVE MINUTES MORE —Frank Sinatra (Axel Stordahl Ork) Columbia 37048
19	3	4	4	4. TO EACH HIS OWN —Eddy Howard (Eddy Howard) Careless...Majestic 1070 Cynthia's in Love...Majestic 7188
5	7	5	5	5. RUMORS ARE FLYING —Andrews Sisters (Vic Schoen Ork) Decca 23656
15	5	6	6	6. SOUTH AMERICA, TAKE IT AWAY (M) —Bing Crosby-Andrews Sisters (Vic Schoen Ork) Decca 23569
12	8	7	7	7. FIVE MINUTES MORE —Tex Beneke-Glenn Miller Victor 20-1922
12	6	8	8	8. TO EACH HIS OWN —Ink Spots Decca 23615
6	11	9	9	9. RUMORS ARE FLYING —Betty Rhodes (Charles Dant Ork) Victor 20-1944
2	17	10	10	10. THE OLD LAMPLIGHTER —Sammy Kaye (Billy Williams-Choir) Victor 20-1963
14	9	11	11	11. TO EACH HIS OWN —Tony Martin Victor 20-1921
16	10	12	12	12. CHOO CHOO CH'BOOGIE —Louis Jordan and His Tympany Five Decca 23610
5	19	13	13	13. OLE BUTTERMILK SKY (F) —Hoagy Carmichael...ARA 155
1	—	14	14	14. YOU KEEP COMING BACK LIKE A SONG (F) —Bing Crosby Decca 23647
1	—	15	15	15. OLE BUTTERMILK SKY (F) —Helen Carroll and the Satisfiers (Russ Case Ork) Victor 20-1982
7	16	16	16	16. I GUESS I'LL GET THE PAPERS (AND GO HOME) —Mills Brothers Decca 23638
5	18	17	17	17. SHANTY IN OLD SHANTY TOWN —Johnny Long Decca 23622
1	—	18	18	18. SOONER OR LATER —Sammy Kaye (Betty Barclay Quintet) Victor 20-1976
3	13	19	19	19. OLE BUTTERMILK SKY (F) —Paul Weston-Matt Dennis Capitol 285
1	—	20	20	20. THE THINGS WE DID LAST SUMMER —Vaughn Monroe (Vaughn Monroe-The Moon Maids) Victor 20-1972
10	17	21	21	21. FIVE MINUTES MORE —Three Suns Majestic 7197
4	12	22	22	22. RUMORS ARE FLYING —Tony Martin Mercury 3032
1	—	23	23	23. YOU KEEP COMING BACK LIKE A SONG (F) —Dinah Shore (Harry Bluestone Ork) Columbia 37072
4	—	24	24	24. RICKETY RICKSHAW MAN —Eddy Howard Majestic 7192
1	—	25	25	25. PASSE —Tex Beneke-Glenn Miller Ork Victor 20-1951
2	19	26	26	26. RUMORS ARE FLYING —Three Suns Majestic 7205
1	—	27	27	27. (I LOVE YOU) FOR SENTIMENTAL REASONS —King Cole Trio Capitol 304
1	—	28	28	28. IF I'M LUCKY —Perry Como (Russ Case Ork) Victor 20-1945
1	—	29	29	29. AIN'T THAT JUST LIKE A WOMAN —Louis Jordan Decca 23610
4	18	30	30	30. FIVE MINUTES MORE —Skitch Henderson Capitol 287

MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	POSITION	Last Week	This Week	Record
9	1	1	1	1. DIVORCE ME C. O. D. ...Merle Travis...Capitol 290
6	3	2	2	2. THAT'S HOW MUCH I LOVE YOU ...Eddy Howard...Victor 20-1948
5	4	3	3	3. HAVE I TOLD YOU LATELY THAT I LOVE YOU? ...Gene Autry...Columbia 37079
12	2	4	4	4. WINE, WOMEN AND SONG ...Al Dexter...Columbia 37062
1	—	5	5	5. RAINBOW AT MIDNIGHT ...Ernest Tubb...Decca 46018
3	5	6	6	6. WHEN YOU LEAVE DON'T SLAM THE DOOR ...Tex Ritter...Capitol 296
1	—	7	7	7. FILIPINO BABY ...Ernest Tubb...Decca 46019

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	POSITION	Last Week	This Week	Record
14	1	1	1	1. CHOO CHOO CH'BOOGIE ...Louis Jordan and His Tympany Five Decca 23610
5	2	2	2	2. AIN'T THAT JUST LIKE A WOMAN ...Louis Jordan Decca 23669
3	3	3	3	3. TANYA ...Joe Higgins Exclusive 231
1	—	4	4	4. GOTTA GIMMIE WHATCHA GOT ...Julia Lee and Her Boy Friends Capitol 308
1	—	5	5	5. SUNNY ROAD ...Johnny Moore Exclusive 233
23	—	6	6	6. DRIFTIN' BLUES ...Johnny Moore's Three Blazers Philo P-112
2	4	7	7	7. ETHEL MAE ...Arthur (Big Boy) Crudup Victor 20-1949
1	—	8	8	8. AFTER HOURS ...Erskine Hawkins Victor 20-1977
1	—	9	9	9. PORT WINE ...Bill Samuels (Cats 'n' Jammers) Mercury 8012

The Billboard
MUSIC POPULARITY CHARTS

PART VI



Record Reviews and Possibilities

Week Ending November 8

RECORD POSSIBILITIES

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.

UNCLE REMUS SAID **Tex Beneke, with vocal by Tex Beneke, Lillian Lane and vocal group** **Victor 20-2017**

This lyrical gem also gets a screen hypo, stemming from Walt Disney's "Song of the South." It's an animal world jingle with kiddie appeal that is easily carried over to the older folks, particularly in the bright and breezy setting it is placed by Tex Beneke, both in the band's whimsical playing and the maestro's own singing, assisted by the entire vocal corps. Mated is a new ballad, "Anybody's Love Song," with Artie Malvin handling the romantic lyric.

YEARS AND YEARS AGO **Phil Brito, with Walter Gross's Orchestra** **Musicraft 15095T**

The old masters again promise to crowd out the hit parade leaders, for here is the gorgeous and lush melody of Toselli's "Serenade" conveniently wrapped around attractive wordage that comes out as "Years and Years Ago." As such, spins as one of the most melodically appealing ballads of the day, which Phil Brito sells like a million, with added dividends in singing an Italian lyric for the second stanza. In good romantic voice, Walter Gross's music provides the piper with a plush setting. Companion piece is the bouncy "Sooner or Later," from the rich-in-hit potential "Song of the South" screen score.

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.

WOODY HERMAN (Columbia 37160)

If It's Love You Want—FT; VC.
Wrap Your Troubles in Dreams—FT; VC.

Mary Ann McCall, canarying for the top bands in recent years before stepping out of the spotlight, comes out of retirement again. And again is assigned to the vocal chores for the Herman herd. Her voice may not have matured over the years but the gal has certainly acquired a worldly style in delivering the wordage. Making her return bow with the oldie "Wrap Your Troubles in Dreams," Miss Mary Ann not merely blends with the Herman musical style but also displays a sultry quality that characterizes the Billie Holiday singing school. Moreover, Miss McCall is an apt pupil, bringing plenty of lyrical life to the familiar ballad taken at a moderately paced tempo with the spinning also taking in a stretch of tenor sax and clarinet smoke. It's the slow and forthright blues chanting of Woody Herman for "If It's Love You Want," packing plenty of rhythm and low-down vitamins in his vocal that explains love will last longer than cash. And for instrumental measure there's Bill Harris's valve trombone magic.

Woody Herman fans will wrap up both of these sides, with "Wrap Your Troubles" getting an added nod.

ARTIE SHAW (Musicraft 428-L)

Anniversary Song—FT;
Guilty—FT; VC.

Rich in rhythmic appeal is the punch Artie Shaw applies to "Anniversary Song," which the band designs with a riff pattern and then gives way for some real exciting clary kicks on part of the maestro. Ditty is from "The Jolson Story" movie and the tunesmiths have taken their melody from the "Over the Waves" waltz classic. Contrasting, Shaw brings back Gus Kahn's "Guilty" ballad, dressing it up with fiddle flourishes, muted brasses and a lick of his own clary stick. Matching the melodic appeal is the lyrical harmony of Mel Torme and His Mel Tones.

Jump fans will find it joyous for "Anniversary Song," with the ditty getting added attention on strength of the movie tie.

TEX BENEKE (Victor 20-2016 and 20-2017)

Falling Leaves—FT.
Uncle Remus Said—FT; VC.
Stardust—FT.
Anybody's Love Song—FT; VC.

Loaded with instrumental body and color, Tex Beneke paints a beautiful orchestral picture for Frankie Carle's "Falling Leaves," bringing out all of its melodic richness in an arrangement scored the Glenn Miller way and polishing off the platter with tenor sax phrases of his own. Just as rich and colorful, making it an instrumental tone poem, with the string section giving it a high gloss, is the Beneke interpretation of "Stardust." Both scorings are beauts and likely come out of the

Miller books. Nonetheless Beneke and his boys do well by the missing master. Stepping up the tempo to a breezy pace, and with plenty of zip in the song of Beneke and his vocal group, it's a gay and lovely pattern plattered for "Uncle Remus Said," the animal song from Walt Disney's "Song of the South." Couplet is complete with the exposition of a new ballad, "Anybody's Love Song," with Artie Malvin's baritone reading in good taste and expression.

The Disney movie highlighting the ditty, Beneke's "Uncle Remus Said" will have plenty to say along the phono circuits.

PHIL BRITO (Musicraft 15095-T)

Years and Years Ago—FT; V.
Sooner or Later—FT; V.

Based on the lush melody easily recognized as Toselli's "Serenade," the tunesmiths have fashioned a highly tuneful and attractive ballad in "Years and Years Ago." And for Phil Brito, it's easy singing, attracting added attention to his sympathetic styling in coupling his chant with an Italian lyric as well. Flipover finds a bright and breezy sing for "Sooner or Later" from "Song of the South" movie score, the ditty already scoring in top circles. Walter Gross's music frames the Brito pipes fashionably.

A real hit potential, Brito's balladeering for "Years and Years Ago" adds up to phono sugar.

MONICA LEWIS (Signature 15046)

For You, for Me, for Evermore—FT; V.
Au Revoir—W; V.

Piping with plenty of persuasion and a honey-coating in her chant, Monica Lewis falls as easy as balsam on the lobes for both of these lyrics. Singing it slow and expressionful, la Lewis gets under the ballad lyric of "For You, for Me, for Evermore," from the movie "Shocking Miss Pilgrim." And gives out just as effectively for the "Au Revoir" waltz, which has the flavor of the continent. However, for maximum appeal, the plattering would be more attractive if the waltz melody were sung in tempo and not lose its three-quarter time flavor as it spins out for the instrumental stanza.

A vocal lovely for the lads, with the screen spotlighting the song, "For You, for Me, for Evermore," which packs the phono possibilities.

CHARLIE SPIVAK (Victor 20-2019)

Let's Go Home—FT.
Stomping Room Only—FT.

Charlie Spivak attempts to prove that his band can beat out on a rhythmic kick as well as sugar-coating their syncos. And to prove the point, platters riff compos back to back. Most impressive is Howard Marks' "Stomping Room Only," a hard-hitting ensemble thruout that shows off a finely knit ensemble. "Let's Go Home" is a weak sister, lacking in any drive in its four-beat setting, and the instrumental solos never meant to be.

Jump fans will shower some favor on "Stomping Room Only," even if it doesn't disk the golden tones of the maestro's trumpet.

HE'S BACK AND GOING BIG!



Dick Jurgens
and his orchestra

JUST SQUEEZE ME
(But Don't Tease Me)

Vocal by Jimmy Castle, Al Galante and Bob Campbell

WHEN YOU MAKE LOVE TO ME
(Don't Make Believe)

Vocal by Jimmy Castle

COLUMBIA 37150



YOU'LL SEE WHAT A KISS CAN DO

Vocal by Jimmy Castle

PASSÉ

Vocal by Jimmy Castle

COLUMBIA 37096

Fresh from the Marine Corps, Dick is doin' what comes natur'lly—wowin' the Fans!

Columbia Records

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



(Continued on page 28)

Woody Herman



JUST RELEASED!

If It's Love You Want

(BABY, THAT'S ME)

Backed with

WRAP YOUR TROUBLES IN DREAMS

(AND DREAM YOUR TROUBLES AWAY)

COLUMBIA 37160

STILL RIDING HIGH —

FAN IT

Backed with

BLOWIN' UP A STORM

COLUMBIA 37059

NO! DON'T! STOP!

Backed with

HEAVEN KNOWS

COLUMBIA 37094

Sterling HITS



SR108 BOOGIE WOOGIE TIME DOWN SOUTH

Here are the inimitable fingers of Reno's popular Lillette Thomas singing and playing her famous style of boogie woogie with a southern twang.

DOWN IT AND GET FROM AROUND IT

This is one of Lillette's jumpy, spicy numbers that has made her the popular artist she is.

VOCALS by LILLETTE THOMAS

Lillette Thomas and Her Boys play both these numbers, namely: Lillette Thomas, Piano; H. Mitchell, Guitar; W. Davis, Bass; S. Joshua, Drums — who recorded SR100 (Blues for My Daddy & Lillette's Boogie) and SR101 (Variety Blues & That's What Happened to Me), both Big Hits.

OTHER FAST SELLING NUMBERS

- SR103 Aint'cha Glad & Empty Bed Blues Monte Easter and his Orchestra
- SR105 Pluckin' the Bass & I'm Gettin' Sentimental Over You Roy Eldridge and Orchestra
- SR106 St. Louis Blues & Time for Jookin' Judy Canova
- SR107 I Need a Girl Like You & Evening Blues Monte Easter and his Orchestra

RHYTHM SPIRITUALS

- 1501 Rocka My Soul & Brother Noah The Sunshine Quartet
- 1502 Twelve Disciples & You Better Run The Sunshine Quartet

Distributed in all principal cities — or
STERLING RECORDS, INC., 7 W. 46th St., New York 19, N. Y.

(Continued from page 27)

JACK LEONARD (Majestic 1075)

Years and Years Ago—FT; V.
I Knew I'd Fall in Love Tonight—FT; V.
With the orchestra and glee club, directed by Hal Kanner, providing brilliant instrumental and vocal body, the baritone of Jack Leonard is placed in a production setting and sells his spin. Sings it ad lib and then again in tempo for "Years and Years Ago," again giving proof to the hit potential of this lush lullaby based on Toselli's "Serenade." And in the slow ballad tempo, with glee club voices blending with the instruments, brings attraction to "I Knew I'd Fall in Love Tonight." Contrasting, the orchestra and glee club sandwich into his song a stanza in waltz time. Plattering on both sides plenty pleasant and colorful. Familiarity of the "Years and Years Ago" melody will hold up for those liking the lyric in a plush setting.

HAL McINTYRE (Cosmo 505)

Summer Night—FT.
September Song—FT.
Rich in harmonic flavor and creating music on the mood level, Hal McIntyre impresses for both of these instrumental expressions. Both "Summer Night" and "September Song" are of yesterday's vintage and are taken at a slow ballad tempo. And apart from showing off the tonal qualities of his band, there's a wide expanse of the maestro's own alto sax artistry, displaying fine tone both for the melody and obligato passages. McIntyre makes fine music here, but it's hardly fare for the phonos.

GEORGIA GIBBS (Majestic 12007)

The Things We Did Last Summer—FT; V.
Is It Worth It?—FT; V.
Plenty of body and expression in the singing of Georgia Gibbs, who proves as potent for the ballad, "The Things We Did Last Summer," as for the rhythm singing in "Is It Worth It?" But while Earle Hagen's music, strong on strings and celeste, provide the proper frame for Miss Georgia, they saddle the gal with a vocal quartet of the barbershop harmony variety for the ballad expression. And while she's on her own for the rhythm ditty, the song itself falls to strike a responsive note in its needling.

"Things We Did Last Summer" is the song, but there's heavy competition to face for the coins.

VAUGHN MONROE (Victor 20-2015)

Life Can Be Beautiful—FT; VC.
Hold Me, Hold Me, Hold Me—FT; VC.
With a bright bounce beat and Vaughn Monroe with the Moon Maids singing it rhythmically, there's much contagion in their chant for Jack Segal and Bee Walker's "Hold Me, Hold Me, Hold Me." Maestro Monroe warbles it alone for the screen ballad "Life Can Be So Beautiful," from "Smash-Up," only the song is not as tuneful as the title.

"Hold Me, Hold Me, Hold Me," holds all the phono promise.

JOHN KIRBY (Apollo 762)

Sampson and De-Lie-La—FT.
Natchez Ball—FT.
Their ensemble phrasing in unison along with the solo flashes out of the top drawer, the John Kirby sextet kick out in grand style for both Edgar Sampson's "Sampson and De-Lie-La" riff delight and for Danny Mendelsohn's minor strain setting for "Natchez Ball." Both riff designs are tuneful and taken at a lively clip. And with Kirby's bass work sparking the rhythm, it's a royal romp for trumpeter Clarence Brereton, alto saxer Hilton Jefferson, clarinetist Buster Bailey and pianist Billy Kyle—for the most part the original Kirby clan.

For the hot jazz fans, who will find both of these sides to their likings.

THE MERRY MACS (Majestic 1084)

Sooner or Later—FT; V.
There's Them That Do—FT; V.
The rhythm harmonies and vocal blend of the Merry Macs make it a toothsome dish for both of these tunes. And with Mannie Klein's music adding to the rhythmic urge, it's delightful diskings. Mixed trio mixes up the slow ballad and breezy tempo for the "Sooner or Later" ditty dandy from Walt Disney's "Song of the South." And spin it just as bright for the homey philosophy packed in the "There's Them That Do" ditty. "Sooner or Later" is the side that counts for coins.

TRUMMIE YOUNG (Cosmo JS-901)

Rattle and Roll—FT.
Behind the Eight Bar—FT.
It's an exciting succession of hot stanzas that trombonist Trummie Young offers here, pitting his own slyphorn smoke with the heated improvisings of Ike Quebec, Buck Clayton, Kenney Kersey, Jimmy Crawford, Lord Byron and even Siam Stewart. Boys ride righteously for Buck Clayton's "Rattle and Roll" riff, and at a speed eight-beat tempo for Kenney Kersey's "Behind the Eight Bar" blues theme.

For the hot jazz fans.

SHERMAN HAYES (Cosmo 506 and 511)

Land of Dreams—FT; VC.
Love Doesn't Grow on Trees—FT; VC.
The Doodle Song—FT; VC.
What've You Got To Lose But Your Heart?—FT; VC.

It's been a long time since the waxworks offered up a Lombardo-styled aggregation. And that's what gives with Sherman Hayes from out Chicago way. Scoring his saxes low in range from tenor to bary, and with the addition of an electric guitar, grooving is in the Guy genre. Most engaging are the rhythm ditties, to which Hayes adds a shuffle beat, and for "What've You Got To Lose?," the maestro and Dell Welcome take turns with the wordage. "The Doodle Song" is a rhythm novelty with a mixed trio for doodling wordage. "Love Doesn't Grow on Trees" and "Land of Dreams" are in the ballad fashion with the maestro passing by on the chants.

Sides stack up in the Midwest where the maestro enjoys a personal following.

MORTON DOWNEY (Majestic 1061)

The Old Lamplighter—FT; V.
The Whole World Is Singing My Song—FT; V.

Tenor pipes of Morton Downey are still plenty lyrical. And with full orchestral body provided by Jimmy Lytell, takes both of these slow ballads in stride. Brings out the nostalgic flavor of "The Old Lamplighter," and sings it sweetly for "The Whole World Is Singing My Song," which would spin stronger if kept in tempo.

Phono play will depend largely on personal following of the singer, which must be legion.

GORDON MacRAE (Musicraft 15089)

Stars Fell on Alabama—FT; V.
You Keep Coming Back Like a Song—FT; V.

There's much richness in the tutored baritone pipes of Gordon MacRae. And he's in good voice for both the oldie "Stars Fell on Alabama" and Irving Berlin's more recent "You Keep Coming Back Like a Song." However, the lyrical flow is stiff, never getting under the lyric to make for an easy flow of song and melody. Walter Gross's music provides full-fashioned support.

Manifests little strength to snatch coins.

LILYANN CAROL-CHARLES VENTURA (National 7013)

Either It's Love or It Isn't—FT; V.
Misirlou—FT.

This marks the first spin for Lilyann Carol singing away from Louis Prima's band. And at the same time the platter preem of Charles Ventura's new ork. For the "Either It's Love" ballad, Miss Carol displays fetching rhythmic inflection in her chant, also allowing for some fine tenor sax phrases on part of the maestro. Ventura on his own for a Latin-scored "Misirlou," showcases his own tenor sax flourishes. But the band is a wild aggregation, blowing without regard to the maestro's own personal efforts or to the making of a discerning blend of its own. In the least, they all blow hard and loud. Prima fans may show some interest in the Lilyann Carol side.

MARIE BRYANT (Hub 3025)

I Ain't Gonna Be No Topsy—FT; V.
Pigfoot Pete—FT; V.

Marie Bryant spins as an attractive rhythmic chanteuse, but hardly to best advantage here. With the balance bad as she tries to chirp over the Al Casey Trio led by the electric guitar and including piano and bass, she shows her best sparks for the eight-beat "Pigfoot Pete." However, neither Casey nor his trio impress either under or over the songbird. "I Ain't Gonna Be No Topsy," for which Miss Marie talks her way thru the song, adds up to nothing. Nor does the trio anything more.

Below standard to attract coinage.

CARL BRISSON (Apollo 1021)

Nora—FT; V.
Ireland—W; V.

Great guns on the nitery floor, particularly among the oldsters, Carl Brisson brings nothing of his personality equation to the wax. And sight unseen, it's difficult to figure out what makes the old folks "swoon" when he gives out in song. His is an intimate and continental manner which falls to ring true for either Fred J. Coots' old "Nora," a serenade to a Shamrock maid, or for Art Noel's "Ireland" waltz. Jerry Jerome's music affords full support.

Hardly juke box fare.

PAUL DOUGLAS (Majestic 5004)

The Face on the Barroom Floor—V.
Down in the Lehigh Valley—V.

With a barbershop quartet setting the stage with "Sweet Adeline," radio's Paul Douglas comes on for a reading of "The Face on the Barroom Floor." And it's "My Gal Sal" to start him off on "Down in the Lehigh Valley." Both pieces of prose of barroom classics, but Douglas is entirely too sober in his reading to give it the necessary flavor. Sounds more like a sonnet by Shelley.

Ops can pass these by.

(Continued on page 92)

The Billboard
MUSIC POPULARITY CHARTS
PART VII
Advance Information

Week Ending
November 8

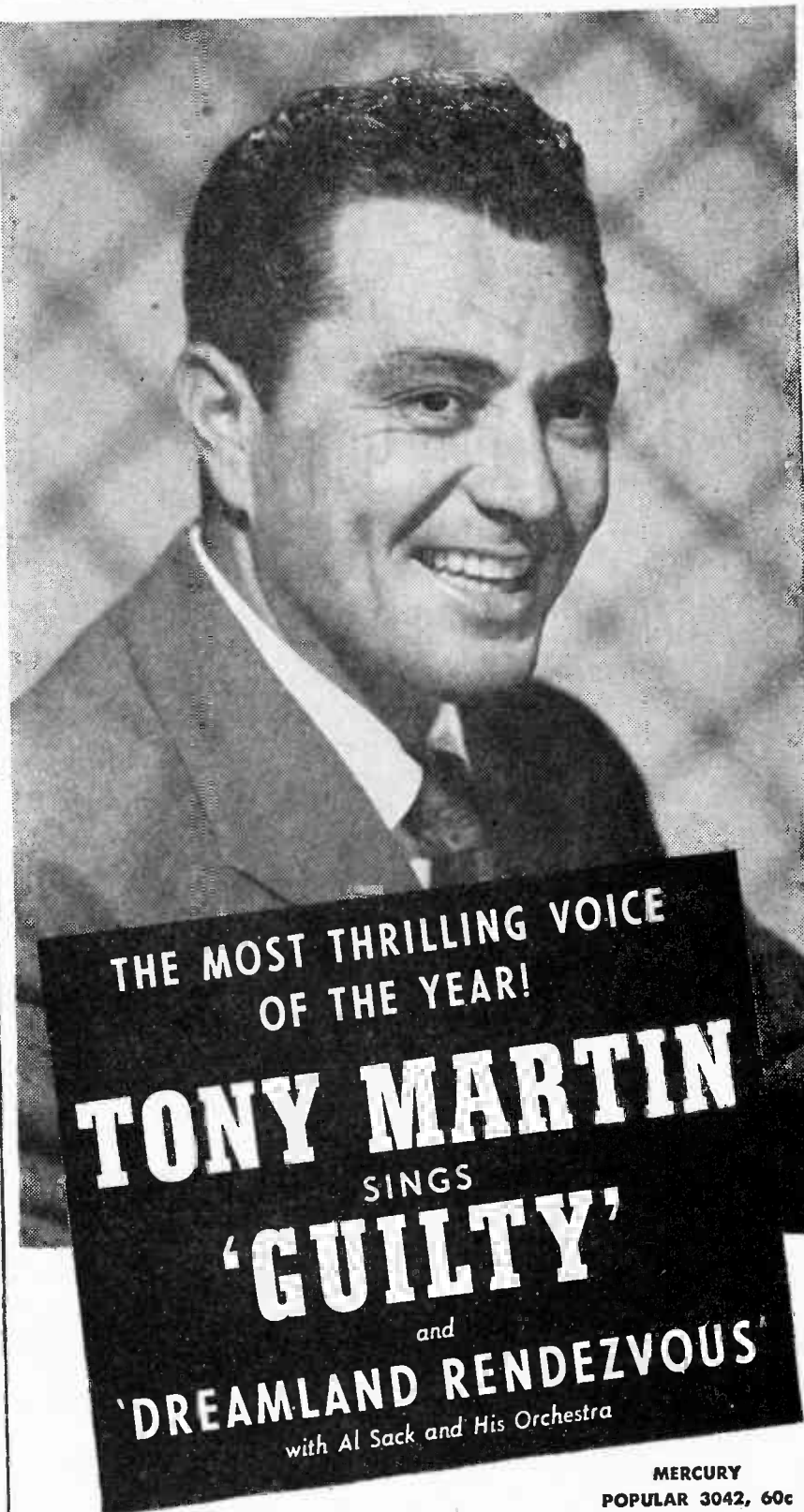
ADVANCE RECORD RELEASES

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.

- A GAL IN CALICO..... Louis Prima (HE LIKE)..... Majestic 1087
- A RAINY NIGHT IN RIO..... Sam Donahue (Sam Donahue) (ANYBODY'S LOVE)..... Capitol 325
- A RAINY NIGHT IN RIO..... Monica Lewis (Ray Bloch Ork) (UNCLE REMUS)..... Signature 15060
- A SERENADE TO AN OLD-FASHIONED GIRL..... Bobby Doyle (Ray Bloch Ork) (WONDER)..... Signature 15057
- PAULINE ALPERT ALBUM..... Pauline Alpert..... Pilotone 116
- Chopin: The Minute Waltz..... Pilotone 5040
- Dvorak: Humoresque..... Pilotone 5035
- Gabriel-Marie: La Cinquantaine..... Pilotone 5037
- Paderewski: Minuet..... Pilotone 5033
- Poldini: Dancing Doll..... Pilotone 5039
- Rimsky-Korsakoff: Song of India, Scheherazade..... Pilotone 5038
- Schubert: Marche Militaire..... Pilotone 5034
- Johann Strauss: The Blue Danube..... Pilotone 5036
- AND THEN IT'S HEAVEN..... Sammy Kaye (Don Cornell) (WHY DOES)..... Victor 20-2000
- ALFREDO ANTONINI AND HIS VIVA AMERICA ORK ALBUM..... Alfredo Antonini Viva America Ork..... Pilotone 115
- Alla En El Rancho Grande; Guadalajara (Los Panchos Trio)..... Pilotone 5066
- Alma Llanera (Elsa Miranda)..... Pilotone 5071
- Desde Que Te Fuiste (Los Panchos Trio)..... Pilotone 5068
- El Vaquero Enamorado; Me Gustan Todas..... Pilotone 5072
- Irimo..... Pilotone 5065
- La Palma (Los Panchos Trio)..... Pilotone 5067
- Rosa Negra..... Pilotone 5069
- Siencio (Elsa Miranda)..... Pilotone 5070
- ANYBODY'S LOVE SONG..... Sam Donahue (Bill Lockwood) (A RAINY)..... Capitol 325
- AULD LANG SYNE..... Tommy Tucker (Don Brown-Kerwin Somerville-The Three Two-Timers) (HAPPY BIRTHDAY)..... Columbia 37171
- BEGIN THE BEGUINE..... Ray Bloch Ork (Choir) (HUMORESQUE)..... Signature 15054
- *BLUE MOON..... John Laurenz (Fidgy McGrath) (BLUE SKIES)..... Pan-American Pan-069
- BLUES AT MIDNIGHT..... Jump Jackson Band ("Baby-doo" Caston) (HOMESICK BLUES)..... Specialty SP-505
- BOOGIE WOOGIE TIME DOWN SOUTH..... Lillette Thomas (Lillette and Her Boys) (DOWN IT)..... Sterling SR-108
- BY THE WATERS OF MINNETONKA..... Fred Lowery (TOO LATE)..... Columbia 37172
- CHOO CHOO CH'BOOGIE..... The Moore Sisters (The Big Buckaroos) (I BETCHA)..... Sonora H-7028
- CHOPIN WALTZES ALBUM..... Jacques Abram..... Musicraft 76
- Waltz in A Flat, Op. 34..... Waltz in D Flat, Op. 64
- Waltz in A Flat, Op. 64..... Waltz in E Flat, Op. 18
- Waltz in A Minor, Op. 34..... Waltz in F Major, Op. 34
- Waltz in C Minor, Op. 64.....
- DEEP RIVER BOYS ALBUM..... Deep River Boys..... Pilotone 118
- Git on Board, Little Children..... Pilotone 5147
- Go Down, Moses..... Pilotone 5150
- Honey, Honey, Honey..... Pilotone 5152
- I'm Trampin'..... Pilotone 5154
- My Castle on the Nile..... Pilotone 5153
- Oh, Freedom!..... Pilotone 5151
- Swing Low, Sweet Charlot..... Pilotone 5149
- We Are Walking in the Light..... Pilotone 5148
- DESERT FANTASY..... Sonny Dunham Ork (SAVE ME)..... Vogue R-774
- DILLY DALLY POLKA..... Monty Rosci (Sleepy Hollow Ranch Gang) (SLEEPY HOLLOW)..... Cowboy CR-104
- DOWN IT AND GET FROM AROUND IT..... Lillette Thomas (Lillette and Her Boys) (BOOGIE WOOGIE)..... Sterling SR-108
- DUST ON THE BIBLE..... The Blue Sky Boys (SPEAK TO)..... Victor 20-2022
- EITHER IT'S LOVE OR IT ISN'T..... Larry Green Ork (Gilbert Phelan) (FOR YOU)..... Victor 20-2009
- (I Love You) FOR SENTIMENTAL REASONS..... Art Kassel (Jimmy Featherstone) (SOONER OR)..... Vogue R-781
- FOR YOU, FOR ME, FOREVERMORE..... Larry Green Ork (Gilbert Phelan) (EITHER IT'S)..... Victor 20-2009
- FREIGHT TRAIN BOOGIE..... Delmore Brothers (SOMEBODY ELSE'S)..... King 570
- FROM NOW ON..... Tex Ritter (LOVE ME)..... Capitol 327
- GUILTY..... Margaret Whiting (Jerry Gray Ork) (OH, BUT)..... Capitol 324
- HAPPY BIRTHDAY TO YOU..... Tommy Tucker (Don Brown-The Three Two-Timers) (AULD LANG)..... Columbia 37171
- HE LIKE IT! SHE LIKE IT!..... Louis Prima (A GAL)..... Majestic 1087
- HE'S JUST MY KIND..... Peggy Lee (Dave Barbour Ork) (IT'S A)..... Capitol 322
- HEYWOOD BLUES..... Eddie Heywood Ork (YOU MADE)..... Decca 23677
- HIS EYES ARE ON THE SPARROW..... Rising Star Gospel Singers (THE NEW)..... Pacific 625
- HOMESICK BLUES..... The Blues Man and His Blues Band (BLUES AT)..... Specialty SP-505
- HOW DO YOU DO?..... The Modernaires-Paula Kelly (Mitchell Ayres Ork) (THE MISSION)..... Columbia 37170
- HOW LONG BLUES..... Al Hibbler (I GOT)..... Aladdin 154
- HUMORESQUE..... Ray Bloch Ork (BEGIN THE)..... Signature 15054
- HUMPERDINCK: HANSEL AND GRETEL ALBUM (4 12")..... Basil Rathbone-Jane Powell-Ted Donaldson..... Columbia M-MM-632
- I BELIEVE I'LL GO DOWNTOWN AGAIN..... Johnny Temple (YUM YUM)..... Queen 4151
- I BETCHA MY HEART I LOVE YOU..... The Moore Sisters (The Big Buckaroos) (CHOO-CHOO)..... Sonora H-7028
- I CAN BEAT YOU DOIN' (What You're Doin' to Me)..... Stu Davis (The Northwesters) (I TIPPED)..... Sonora H-7024

*This side omitted in the Advance Record Releases for the issue of November 9, 1946. Listed here for the record.

(Continued on page 30)



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(Continued from page 29)

I CAN'T GET STARTED WITH YOU, Parts 1 and 2.....	Georgie Auld.....	Apollo 763
I GOT IT BAD AND THAT AIN'T GOOD.....	Al Hibbler (HOW LONG).....	Aladdin 154
I HAVEN'T GOT A WORRY IN THE WORLD.....	Larry Green Ork (Gilbert Phelan) (SONATA).....	Victor 20-2010
I PAID WITH A BROKEN HEART.....	Carlisle Brothers (MAGGIE GET).....	King 504
I TIPPED MY HAT AND SLOWLY RODE AWAY.....	Stu Davis (The Northwesters) (I CAN) Sonora H-7024	
I WONDER WHO'S KISSING HER NOW.....	Bobby Doyle (Ray Bloch Ork) (A SERENADE).....	Signature 15057
I'LL NEVER LOVE AGAIN (La Borrachita).....	Desi Arnaz Ork (Elsa Miranda) (TIA JUANA).....	Victor 20-2020
I'M BEGINNING TO FORGET YOU.....	Ernest Tubb (YOU WERE).....	Decca 46013
IT AIN'T LIKE THAT NO MORE.....	Jimmie Gordon and His Bip Bop Band (ROCK THAT).....	Queen 4150
IT'S A BLESSING.....	Rising Star Gospel Singers (SENDING UP).....	Pacific 626
IT'S A GOOD DAY.....	Peggy Lee (Dave Barbour Ork) (HE'S JUST).....	Capitol 322
JEALOUSY (Jalousie).....	The Three Suns (SONATA).....	Majestic 1090
JUKE BOX BLUES.....	Cowboy Copas (NO MORE).....	King 566
JUNGLE CALYPSO ALBUM.....	Tha Duke of Iron.....	Stinson 105
Don't Stop De Carnival.....		Stinson 105-3
Duke of the Calypso.....		Stinson 105-2
Jam Session.....		Stinson 105-2
Mickey Cipriani.....		Stinson 105-1
Pretty Woman.....		Stinson 105-3
Roo Koo Bay.....		Stinson 105-1
ERNESTO LECUONA ALBUM.....	Fausto Curbelo.....	Gotham G-6
Andaluca (The Breeze and I).....		Gotham 128
Danza Lucumi (From One Love to Another).....		Gotham 127
Jungle Drums (Canto Karabali).....		Gotham 129
La Cumparsa (For Want of a Star).....		Gotham 130
Malaguena.....		Gotham 127
Marla La O (Maria, My Own).....		Gotham 128
Para Vigo Me Voy (Say Si Si).....		Gotham 129
Two Hearts That Pass in the Night.....		Gotham 130
LET'S GET MARRIED.....	Art Kassel (Gloria Hart) (TOUCH ME) Vogue R-780	
LET'S GO HOME.....	Charlie Spivak (STOMPING ROOM).....	Victor 20-2019
LITTLE MAN BLUES.....	Pete Turner (PETE TURNER).....	Haven 3001
LONG GONE, BABY.....	Bob Atcher (ONE LITTLE).....	Columbia 37173
LORD, REMEMBER ME.....	Rising Star Gospel Singers (WHAT A).....	Pacific 624
LOVE ME NOW.....	Tex Ritter (FROM NOW).....	Capitol 327
MAGGIE, GET THE HAMMER.....	Carlisle Brothers (I PAID).....	King 504
MI BUMBA NE.....	Maya and His Rhumba Ambassadors (Hector Rivera) (RUMBOMBA).....	Sonora 3031
MUJERCITA.....	Enric Madriguera (Patricia Gilmore) (VEM VEM).....	Vogue R-776
ARTHUR MURRAY TEACHES THE RUMBA ALBUM (4 10").....		Musicraft E-2
MY OLD FLAME.....	Johnny Bothwell Ork (Don Darcy) (TO A).....	Signature 15058
NO MORE ROAMIN'.....	Cowboy Copas (JUKE BOX).....	King 566
OH, BUT I DO.....	Skinnay Ennis (Carmene) (SO WOULD I).....	Signature 15056
OH, BUT I DO.....	Margaret Whiting (Jerry Gray Ork) (GUILTY).....	Capitol 324
ONE LITTLE TEARDROP TOO LATE.....	Bob Atcher (LONG GONE).....	Columbia 37173
PETE TURNER BLUES.....	Pete Turner (LITTLE MAN).....	Haven 3001
PETER AND THE WOLF ALBUM.....	Sterling Holloway (Charles Wolcott Ork) Peter and the Wolf, Parts 1 and 2.....	Victor W-323
	Peter and the Wolf, Parts 3 and 4.....	Victor 45-0005
		Victor 45-0006
PIANO PORTRAITS ALBUM.....	Diana Lynn.....	Capitol CC-38
Body and Soul.....		Capitol 10066
Concerto Theme.....		Capitol 10068
Laura.....		Capitol 10066
Lover.....		Capitol 10067
Rondo.....		Capitol 10067
Slaughter on Tenth Avenue.....		Capitol 10068
ROSE OF THE ALAMO.....	Rosalie Allen and the Black River Riders (WE GO).....	Victor 20-2021
RAINY DAYS BLUES.....	Jump Jackson Band (Bob Carter) (RED LIGHT).....	Specialty SP-506
RED LIGHT.....	Jump Jackson Band (Bob Carter) (RAINY DAY).....	Specialty SP-506
ROCK THAT BOOGIE.....	Jimmie Gordon and His Bip Bop Band (IT AIN'T).....	Queen 4150
RUMBOMBA.....	Maya and His Rhumba Ambassadors (Hector Rivera) (MI BUMBA).....	Sonora 3031
SAVE ME A DREAM.....	Sonny Donham Ork (Pete Hanley) (DESERT FANTASY).....	Vogue R-774
SENDING UP MY TIMBER.....	Rising Star Gospel Singers (IT'S A).....	Pacific 626
ALEX SHANDOR AND GYPSY ORK ALBUM.....	Alex Shandon and Gypsy Ork.....	Pilotone 123
(a) Bublitchki (Cracknella); (b) Bozhaley (Oh Console Me) (Louis Barson).....		Pilotone 5008
(a) Csardas (Hungarian Dance); (b) Hora Staccato (Roumanian Dance).....		Pilotone 5004
Egy Rozsaszal (Only a Rose) (Anne Roselle).....		Pilotone 5001
Janos Vitez (Hero John) (Anne Roselle).....		Pilotone 5003
(a) Most Kazdodik a Tanc (Let's Begin the Dance); (b) Megugrattak Hortobag- yon (On the Hortobagy) (Louis Barson).....		Pilotone 5006
(a) My Star; (b) Enesco: Roumanian Rhapsody.....		Pilotone 5007
Ti Si Moya (You Are Mine).....		Pilotone 5005
SHANGHAI STOMP.....	Cal Lucas Ork (Cal Lucas) (TIDDLE DE) Jesse Price Ork (Jesse Price) (SWEET MAN).....	Capitol 326
SLEEPY BABY BLUES.....	Monty Rosci (Sleepy Hollow Ranch Gang) (DILLY DALLY).....	Cowboy CR-104
SLEEPY HOLLOW POLKA.....	Skinnay Ennis (Skinnay Ennis) (OH, BUT).....	Signature 15056
SO WOULD I.....	Claude Thornhill (Buddy Hughes) (THIS TIME).....	Columbia 37169
SOMEBODY ELSE'S DARLING.....	Delmore Brothers (FREIGHT TRAIN).....	King 570

(Continued on page 98)

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Music---As Written

NEW YORK:

Leeds Music-Louis Jordan-Berle Adams hassle settled amicably out of court after proceedings had commenced. Settlement details not available. . . . Harry Moss agency will handle the MacFarland Twins' ork after first of the year. . . . Shorty Cherock ork will do two weeks of one-nighters for Cy Schribman following his present Danville, Ill., stand. . . . Joe Mooney Quartet cut first Decca sides Friday (8). Hot group will guest shot on the November 17 Hildegard show.

National Records added Oriole Distributors to cover Baltimore, Washington and Virginia areas for diskery. . . . New Jesse Stone ork set for November 23 debut at 845 Club in Harlem after pacting with Gale Agency. Ork was formed and is p.m.'d by Sidney Mills. . . . Murray Wizell is the new professional manager of Famous Music. . . . Dave Rose flew back to the Coast last week with several offers in his pocket to cleff Broadway musicals.

William Morris agency signed Ray Herbeck ork. . . . Harry Cool ork will play at Colonial Inn at Miami Beach, Fla., this winter. . . . Henry Busse into the Palace Hotel, San Francisco, January 1 for an indefinite stay. . . . Bobby Gross is the new contact man for Emery Music on Coast. *When You Make Love to Me* is his current plug. . . . *Duz Does Everything* is newest singing commercial to be converted into a pop ballad. Published by BMI. . . . Columbia Records added two new distribs, Larson Company, Fargo, N. D., and Home Appliance Distributors, Little Rock. . . . Buddy Morrow opens at Terrace Ballroom, Newark, N. J., for four weeks beginning November 12. . . . Dave Dexter Tome, *Jazz Cavalcade*, to be released November 15. . . . Guitarist George Barnes cut an album and several single sides for Key-note. . . . Edmond Hall and his ork will reopen at Cafe Society Uptown December 2 with a new show. . . . Raymond Scott ork jumped 2028 miles from Fresno, Calif., November 2 for a November 5 opening at Tune Town Ballroom, St. Louis.

Pat Terry now vocalizing with the Bobby Byrne ork. . . . Bibletone diskery added additional factory quarters in New York. . . . Billy Eckstine ork into Rio Casino, Boston, for two weeks beginning December 8. . . . Saxie Dowell ork drew largest opening night crowd at Philly's Click Club since spot opened, according to Operator Palumbo. . . . E. B. Marks Music preparing six orchestrations on Lecuona's *Carnival in Costa Rica* score. . . . Bertica Serrano goes into Town Casino, Buffalo, December 16 for two weeks.

CHICAGO:

After two kids' albums, Dick (Two-Ton) Baker joins Mercury's popular series December 15 with *Zip-Ah-De-Do-Dah* release. . . . Dave Charlton, assistant manager of Regal Theater, resigned to go to West Coast, Jesse Porter replacing. . . . Starlighters get permanent vocal group spot on *Chesterfield Supper Club*, starting December 11. . . . Ork-fronter Chuck Foster married model Johnny Johnson in New Kensington, Pa., November 3. . . . Regal Theater, has set Bill Samuels Trio and Johnny Otis ork for November 22; Slim Gailard Trio and Jimmy Lunceford ork, December 6, and Duke Ellington, December 27.

Arranger Edgar Sampson forming 16-piece ork, with Essie Perry and Frankie Malone as vocalists. . . . Frankie Lane set for six-record Mercury album to be issued January 1. . . . Lawrence Welk reported to have

gone into percentage in 22 out of 33 dates thru Midwest before his opening at Trianon last week. . . . Bill Russo, ex-Tucker and Weems tramen and scorer, fronting 10-piecer spotting three muted trams. . . . Joe Sudy makes bow at Bismark Hotel November 15.

Freddy Slack grabber \$7,000 for week-end at University of Georgia, Athens, November 29-30. . . . Frank Sinatra, Jane Russell, Jon Hall and Frances Langford added to cast of *Chi Times Harvest Moon Ball*, November 23. . . . Jack Teagarden follows Ray Anthony at Hotel Sherman's College Inn November 22. . . . Cab Calloway set for Chicago Theater third week of December. . . . Dorsey Brothers, Tommy and Jimmy, reportedly set to work together for month at Swank Troutdale-in-the-Pines resort, Denver, co-owned by their buddy, Chi attorney Jim O'Keefe.

PHILADELPHIA:

Charles Wright making his local bow at the Warwick Hotel's Warwick Room. . . . Maestro-tenor saxist Jimmy Adams and pianist Leonard Henry will be Spain-bound as soon as plane reservations come thru, joining George Johnson, former Raymond Scott and John Kirby alto saxist, for a stand in Madrid. . . . Charles Ventura, who joined maestro ranks since leaving his home here, returns for a home-coming date December 7, playing a prom at the Broad & Wharton Armory that night. . . . Fran O'Hanlon lights up the new Royal Ballroom with Jack Instone getting the band call at the new Wynmar Ballroom. . . . Dance promoters locked horns November 7 when Reese DuPree presented the Sweethearts of Rhythm at Mercantile Hall while Al Cooper took over Elate Ballroom that same night for a Jimmy Lunceford prom. . . . Sally Satro sets her all-gal band at Cedarwood Log Cabin, Malaga, N. J. . . . Tunesmiths Dave and Christy Appell come up with *None But the Lonely Wolf*. . . . Marj Woods, Cotton Bowl band mistress, launched a series of Sunday proms at Mercantile Hall to raise a fund for a hospital bed that will be reserved for ailing musicians in need. . . . Pianist Sammy Price joins forces with dance promoter Reese DuPree to handle his location and one-night stands.

HOLLYWOOD:

Phil Moore has been named director of Black & White's blues and jazz department. . . . Ralph Wonders, GAC, Hollywood exec, will accompany Spike Jones on a month's Midwestern tour, since Jones' manager, Beau Lee, is ill. Jaunt starts November 18. . . . Pied Pipers leaving Hollywood for New York November 14 to be with Frank Sinatra on Old Gold show when ainer moved to Gotham. . . . University Recording Company is going to try and eliminate the middleman by operating diskery as a mail order house and deliver directly to dealer. Label has been incorporated, with Jimmy Richards as prexy; Syd Goldstone, v.-p.; Neli Richards, secretary, and Joe Franchino ad and publicity manager.

Martha Davis will cut out *Waiting for the Postman's Ring* for Urban. Tune is new Bill Anson-Bobby Worth cleffing. . . . Lillian Lane, former Tex Beneke-Glenn Miller thrush, inked by Musicraft as featured vocalist with Artie Shaw. . . . Aladdin cut six sides with Lester Young in Chicago. . . . Skinny Ennis and ork made first of a series of 15-minute transcriptions for North Carolina better health movement, to be distributed thruout the State. Kay Kyser is producing series.

Lena Horne
COURTESY METRO-GOLDWYN M.P.

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but don't
TEASE ME

GO TO MY HEAD

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On the Stand

Vido Musso

(Reviewed at Meadowbrook Gardens, Culver City, Calif., November 7. Booked thru Reg D. Marshall Agency. Personal Manager, Freddy Goodman.)

TRUMPETS: Bobby Clark, Jimmy Salko, Skinner Hicks, Gene Roland.

TROMBONES: Gene Roland, Freddy Zito, Milt Kabeck.

SAKES: Larry Patton, George Wiedler, Jimmy Giuffre, Stanley Getz.

RHYTHM: Billy Shuart, drum; Rollo Barberg, bass; Bob Harrington, piano.

ARRANGERS: Gene Roland, Bob Grettinger.

VOCALISTS: Beverly Byrne and Johnny Prophet.

For a new ork on opening night, the Vido Musso music crew was easy to take. The ex-Kenton tenor saxist is the outstanding factor of the youthful ork, with his fine, clean phrasing taking the major portion of the solo spotlight. Band as a whole is built along relatively smaller lines which may make it more practical during the retrenchment days ahead. New crew will have to work together for awhile before it can expect to iron out present rough spots, such as fuzzy cutoffs, volume balance, etc.

Book has enough ballads and bouncers to keep juves happy. Trouble is too much of the load is thrown on the Musso tenor pipe. While guy is great, too much of a good thing can get tiresome. If ork expects to get anywhere, arrangements will have to pack more sparkle, develop an individuality of style. In the same vein, Musso will find that it's going to take more than straight saxing on his part to win the crowds. Guy will have to turn on the personality. As it now stacks up, ork is listenable but aside from the Musso pipe has little to offer that can't be heard elsewhere.

Warbler Johnny Prophet has a pleasing voice and capably handles mike-clinging ballads of the To Each His Own variety. Songstress Beverly Byrne, who has more for the eyes than the ears, also sticks to love lullabies.

PHIL BRITO

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An offer from Lloyd Huntley's ork lured him from his chores and he stayed with Huntley four years before going to Jan Savitt's band, later to Al Donahue's. A contract with WLW, Cincinnati, took him back to his first showbiz phase, air singing.

Since then he has developed into a juke box favorite and has a disk release a month from Musicraft. He has just finished a summer series on NBC for Raleigh Cigarettes and before that a 52-week run for Krem! on the ether. In addition he has made a pic for Monogram, Sweetheart of Sigma Chi.

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MBOA Meet Mulls High Band Costs

(Continued from page 15)

admission prices had gone down. Association is planning to carry Social Security suit as far as the Supreme Court in an effort to reverse decision that makes employer of band members. Under this ruling, Social Security bills must be covered by operator.

MBOA discussed helping Eastern operators organize into an association similar to their own. Association officers disclosed that Eastern ops had been in touch with them and had indicated a willingness to form their own organization. Formation of an Eastern association would complete a national ops' association set-up, since MBOA and Pacific Coast Association cover the remainder of the country.

"Slump" Moves

MBOA members discussed plans to meet the slump reported in other sections of the country. They concluded that the smart op would have redecorated his house in order to stress other features besides bands. Bookers present reported that war-born fly-by-night ops were folding with a resultant large number of territory band date cancellations. Over-all survey showed that ballroom biz is becoming centered around larger spots which operate a full week, while smaller, split week halls are taking a shellacking. Ops attending meeting estimated that they dish out at least \$5,000,000 per annum for their orks. The next annual MBOA meeting will be held in Kansas City, Mo., sometime next spring.

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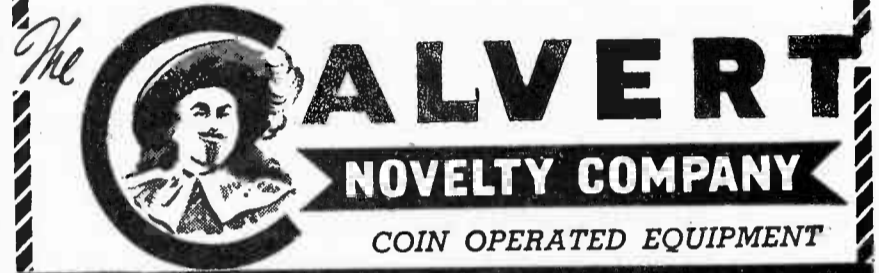
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New Faces, Better 1-Nighters Are Cures Suggested for Biz

(Continued from page 14)
others spend a good deal of the year on the Coast.

Sidemen Rates Diving?

Ork leaders admit further that prices must come down and stay down, yet complain of inability to take lesser coin as long as sidemen demand and get bigger coin than ever before. Average sideman, according to current figures, can get \$150-\$200 a week for traveling dates, with featured sidemen commanding more dough. Reports indicate, however, that competent musicians are currently jobless and the asking price is going down. It may not be too long, frontiers hope, before sidemen will be willing to start at scale.

Four major booking agencies have been free to admit plenty of cause to worry. Frederick Bros. Agency, which shelved name orks several months ago, including Georgie Auld and George Paxton crews, is concentrating on the medium-priced attractions which agency feels will be easier to peddle. Pinky Tomlin crew, for example, just completed a one-night tour for Fredericks, with 32 out of 34 nights solidly booked. Going in for nothing but sweet, commercial crews, agency execs feel they can sweat it out and still keep their talent working.

Major Agency Picture

MCA refused to talk about their prospects, only to say that things weren't looking too good. Rival agents, speculated, however, that MCA may be forced to drop many intermediate priced crews in order to service top attractions and keep them working. MCA Hollywood toppers, however, indicated that one-nighters were currently in the works for such crews as Louis Armstrong, Joe Reichman, Tommy Tucker, Al Donahue and Bob Crosby. These bands, of course, represent only a small portion of the MCA stable.

GAC has had good luck with the Beneke tour, which is the most recent on one-night tour booked by the agency on the Coast. Reason for the success of the Beneke-Miller band, GAC argues, was the fact that crew was fresh in this area. Beneke reportedly got \$2,500 a night guarantee against 60 per cent of the gross, which ain't hay these days. Next GAC one-nighter coming coastwise is Stan Kenton, who returns to this area in February.

At William Morris, bookers state that unless it's a top attraction, agency won't attempt to set up a one-night tour at this time. Agency recently finished setting up a three-week tour for Count Basie and is currently working on the same deal for Charlie Spivak.

The Spot Look-See

One-nighter locations from Vancouver to San Diego have been badly shot. San Diego's Pacific Square Ballroom, once the biggest one-nighter location on the Coast, now operates Saturday nights only. Sherman's is the only San Diego spot currently playing bands on a weekly schedule. Portland, Ore., once a good location spot for three-day stints, has cut slightly to week-ends. Spokane, Wash., has become a Saturday night town. Trianon Ballroom, Seattle, is going in for local bands. New Seattle spot, the Showbox started out with name crews then switched to local bands. Even San Francisco leans heavily on regional and local crews. Other major Coast population centers are strictly of the Saturday night variety.

Over-all, one-nighter biz is off about 50 per cent. Trade expects up-

ward swing shortly after the first of the year. Ops hope to get a shot in the arm with new faces. Orksters wish for drop in sideman costs. Agents are keeping all fingers crossed in the hope of riding out the rough days ahead with little loss of valuable properties. And everyone hopes to pull new customers out of the hat.

Newark AFM Execs' Pay Hike

NEW YORK, Nov. 9.—Newark, N. J. Local 16, AFM, voted a 35 to 40 per cent salary hike for its officials serving full time. Action was voted on at the October 28 meeting, according to James Buono, prexy of local. At the same time union also denied a report that sidemen on location jobs have been considering a voluntary cut from \$90 to \$75. Members were granted the \$15 hike only a few weeks ago.

NO RUMOR SLUMP

(Continued from page 15)

radio show and concert series would keep ork busy. Contrary to the talk that centered around him. Most figured that B. G. would take his sextet to the Coast with him and drop remainder of band. For his radio, crowd figured that Goodman would use sextet nucleus for a studio ork, and that in the event Coast bookings for full ork materialize he would reorganize with California musickers. Goodman also mentioned possibility of doing a concert tour thru Russia sometime in the spring.

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No Liquor Keeps 'Em Away So Canadian Hotel Drops Names

DETROIT, Nov. 9.—The Elmwood Hotel, opened in August as the swankiest dance palace in this section of the country (cost \$490,000 according to reports), has switched management and dropped name bands after a few weeks of expensive experiment.

Spot is located across the river on the outskirts of Windsor, Canada, and is strictly limited in its scope of activity by present Ontario regulations, which allow only the sale of beer, ale and wine by the glass in the province—and then only at specified hours of the day, closing off at 10 p.m.

Spot was obviously designed as a major nitery and has a lot of attractions that vie with the best in the Motor City area, including the largest dining room capacity around this section, for special parties, etc. Opening drew only modestly well, with such bands as Shep Fields, Enric Madriguera and Ted Fio Rito booked in. The Detroit crowd, who first thought they were going to get the liquor service they were accustomed to over here, began to drop off after they came up against the ramifications of Canadian regulation, and the name band policy was dropped in favor of a smaller band. Place, like all in Ontario, has no floorshow.

Reports are that new Ontario liquor regulations are in the making, but similar reports have been current for months. Idea, as reported in *The Billboard* months ago, appears to be a liberalization in the direction of allowing cocktail lounge or some type of night club operation. It is apparent that only a policy of this sort is likely to make the Elmwood a profitable operation because of the heavy investment and continuing heavy overhead involved.

Meanwhile, spot has changed managers, with H. E. (Willie) Willeneger coming in from Toronto to take over management for the Toronto interests who own the property.

Mpls. AFM Wins 'Back-Door' Ruling on Stand-Bys

MINNEAPOLIS, Nov. 9.—The City of Minneapolis wants no part of Minneapolis Musicians' Union proposal that a 15-man stand-by ork minimum be required for the Municipal Auditorium whenever music is presented there. John T. O'Donnell, assistant city attorney, declared that the auditorium could not be classed as a theater and that the city council public grounds and buildings committee had no right to vote such a policy.

O'Donnell did say, however, that the auditorium manager, George Adams, might advise attractions booked for the big barn of the union minimum if he so desired. Thus, altho George Murk, union prexy, couldn't get his standby until officially, it appeared he had the back door opened for him by the O'Donnell ruling that, hereafter, all musical or variety shows coming to the auditorium will be forced to have sitters-arounders.

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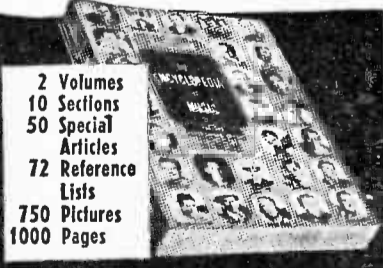
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FOREIGN DATES FROM H

EMA-ARA Election To Be Run Again; Previous Vote Is Called Unconstitutional

Broder Explains Voting Procedure to EMA

CHICAGO, Nov. 9.—Much of the under-current thinking among EMA-ARA, Chi agents' group, about unequal representation in the national administration of ARA, New York agents' national org, with which they linked a year ago was dispelled this week when I. Robert Broder, ARA exec secretary, explained ARA election methods to the local 10 percents' group and explained that the recent EMA-ARA election was no contest and would have to be run over again November 12. Since EMA tied up with ARA a year ago, a group of Chi members have felt that the national organization is dominated by Gotham members, notably the major offices. Resentment has centered in several of the independent offices here.

Broder, in a two-hour talk with EMA-ARA's general membership, explained the ARA election by-laws and demonstrated how EMA-ARA's recent vote was unconstitutional, for it gave each member the same vote power, while ARA stipulates that each office in the group be given one full membership, while each other office member be designated an associate. In the ARA election set-up, 12 members of the board of governors are selected, with full members voting in 10 while associates choose the remaining two.

In the EMA-ARA election held in mid-November, EMA-ARA utilized the previously used EMA election set-up, with a three-man nominating committee, working up a candidates' slate, which consisted of the four incumbent officers who ran uncontested, and named nine candidates for the eight chairs in the group's board of directors. Members were sent slates, checking off first, second and third choices for the board of directors.

Broder urged that EMA-ARA hold a new election under ARA by-laws, with the recently elected board of directors selecting a member as head of a three-man nominating committee with two alternates who would select a slate of 12 for the local board of governors and an additional separate slate of three to represent EMA-ARA at the forthcoming ARA national board of directors' meet in New York December 2. Membership named Boyle Woolfolk as head of the nominating committee, and he is readying names of his assistants. Under ARA by-laws, slate of 12 and three will be presented to general membership at meeting November 12, with the provision that additional nominations can be made from the floor. Vote will be taken that evening to determine the board and reps to Gotham meet. Board will get together shortly after to name its prexy, first and second v.-p.'s and secretary-treasurer.

Broder asked that the standard ARA method of election be followed so that representation nationally will always be equal. Broder pointed out that under the present ARA vote set-up the small Chi independent has as much chance of setting up slates as do major outlets like MCA, WM and GAC in New York, where all offices have but one full vote and the remainder are associates. He pointed out that under the EMA election scheme, where all members have a full vote, a closely contested election might be swung by two large

Navy Quonset Huts Weren't Like This

WASHINGTON, Nov. 9. — Here's the story of a sailor who built his morale during 17 months in the Aleutians by dreaming that his Aleutian quonset hut was a rip-roaring night club with beautiful gals and lovely music. His dream is coming true—and not in the Aleutians either. In six or eight weeks he will be part owner of a new night club in a quonset hut called Quonset Inn, adjacent to the District of Columbia, just inside the Maryland line.

Ex-navy man is Fred Kelly. He is teamed up with another navy vet, Alex Matthews, and former marine Edgar Baum, one-time owner of a local nitery, Cross Roads.

Quonset Inn will be an 80 by 40 foot hut, prettied up with rugs, pictures, music and the works. Ground floor will sport a grill and illuminated 105-foot circular glass bar. Basement is being constructed to house a South American room for dancing.

offices combining their vote.

The many of the frowning EMA-ARA members have been sated, there's still a group who feel that a compromise between local and national autonomy of the org must be found. Broder stressed a national unity in the org's problems, but feeling among some is that more emphasis must be placed on local activity, for there are certain problems, which dissenters claim, are typical of only one area and are not of interest to general membership.

Chi membership has been a bit miffed because of a meager \$750 which they are allowed under ARA set-up with which to operate central headquarters here. Amount they contend just covers postage expense. Boys feel that Broder, who acts as legal counsel for ARA nationally, is pretty far from local scene and that a Chi legal rep and perhaps a paid secretary to assist secretary-treasurer would be in order. Local percenters point out that ARA is making Chi the center for its projected expansion in the Midwest and that a good legal counsel and some office staff would assist in the membership trail-blazing.

Trade observers are agreed that Broder's junket to Chi was worth while, in that it put plenty of minds at rest, but that some agreement must be worked out on giving local chapters more rein to work out individual problems.

Spare That 1/2G

NEW YORK, Nov. 9. — A vaude booker bought a house in Long Island and wanted some trees removed from the land. He called in a firm which does that and asked how long it would take. They told him about four days. The price, they quoted would be \$500. "Five hundred dollars," he shrieked, "I can buy the Australian Woodchoppers for a full week for half that dough!"

Lou Walters in Deal With "Folies" Chirp

PARIS, Nov. 9.—Lou Walters, on a talent buying junket here, has added Daisy Daix, *Folies Bergere* chanteuse, to his collection of continental acts for the Miami and New York Latin Quarter. Arthur Fisher, LQ booker, and Jim Wittried, gal's rep, are both in on the deal. Singer will rehearse in New York and will open in Miami December 20. Walter's tour of niteries here hasn't pleased him too much. He said he has found inferior costuming and bad lighting in current shows, and admits being disappointed in Paris night spot shows.

Parisians still like them, tho. *Folies* is going so well ops don't plan another edition until 1948. At the moment politics is the best gag material, and acts akin to Bob Hall, the rhymster, calling themselves *Chansonniers*, are going big.

Despite the big dough lure of Broadway, South America today is proving a more lucrative field for continental acts than the U. S. Most international stars are being offered contracts and three shows already have been cast and are now in rehearsal here prior to shipping to Latin-America.

Josephson Hunting Names for Uptown

NEW YORK, Nov. 9. — Barney Josephson's Cafe Society Uptown is the latest nitery to throw its hat into the ring for name acts to hypo its business. Op had a deal for Hoagy Carmichael at \$3,500, but Coast reps couldn't deliver. Right now he's dickering for Lena Horne and similar performers who he thinks would fit the room.

Switch in policy is due to the fact that Josephson no longer wants to buy unknowns and build them up until they become box-office. The way business is going he wants a ready-made product. The fact that La Martinique, the Copa and now the Zanzibar also are after names, means that bidding instead of dropping off will probably step up tempo.

Hazel Scott and Jimmy Savo, who always did well for Josephson's Uptown branch, are out of the running now. Mis Scott is out of the nitery field doing concerts. Savo, recovering from his leg amputation, will probably come back to the club when his condition permits.

AGVA Lifts "Unfair" Action

PITTSBURGH, Nov. 9.—AGVA's unfair action against Club Belvedere was removed yesterday (8). Bond was put up by operator, Henry Lewis.

The Billboard
 37
 standard models. Pulled audience partici- ing to dress ple Ray Anthony acquired plen- sically and vi Chi six mor hour, savir wavers d their all crowd to tures m with ar and ke Dee K ilking he r on o'c

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NIGHT CLUB REVIEWS

El Chico, New York (Wednesday, November 6)

Talent Policy: Floorshows at 8:30 and 12. Operator, Ben Collada; publicity, Herb Kadison. Prices: \$2-\$3 minimum.

If crowds here are any yardstick, the all-Spanish talent policy pays off and has been for 21 years, that's how long the club has been running. Budget is modest and talent is strictly for the Spanish trade, but the way the customers go for it is a revelation.

Acts here did singles, then teamed up for additional work, so what would be a shortie builds up into an attractive bill, giving an impression of length. Headliner is Rosita Rios, canary, who is as good as ever. Her lilting Spanish ballads show the same delicacy of phrasing and altho her voice has lost some of its brilliancy, it still has lots of sparkle left. Audience obviously loved her and greeted and followed her with big hands.

Muguet and Albaicin, flamenco team, made an excellent appearance. Gal looked sultry and fiery; boy was the sleek caballero who matched her performance perfectly. Routine was typical flamenco with emphasis on the spine-jarring heel clicks. Work consisted of many intricacies of hand and footwork and tho perhaps meaningless to some Yanks, got yells here from the customers who knew what it was all about. Team's second number, a charming flirtation number, was more commercial for non-hepsters.

Don Q Trio (three boys, guitars and voices), who doubled for dancing, was acceptable. Routine, however, was average, voices running second to instrument work. Returned later to back Rosita Rios in a Columbian folk song and did a fine job.

Chelo Villarreal, Mexican gal, opened with some dancing and singing. Work in both departments was undistinguished. Girl had glorious costumes but little else to go with it.

Show closed with an audience participation bit, called La Raspa, a folk dance that customers joined and seemed to know all about, as if they had rehearsed it.

Jose Calderonte band played the show in okay style.

Club Belvedere, Pittsburgh (Sunday, October 27)

Talent Policy: Dancing and floorshows at 11 and 1. Owner-manager, Henry Lewis. Prices: \$1.50 cover.

Pitt's new class spot not only has bought names but top drawer talent as well. Show opens strong with the Lambertis, a controlled acro and balancing team. Good-looking fem is the balancer. Team works smooth. Bowed out to a big mitt.

Ray Robbins, band leader who doubles as emsee, on next with his canary, Nita Nance. Two did a pleasing song duet. Robbins followed with some fine trumpet solos.

The Watkins Twins, beautiful blondes, were next and presented a song-and-dance turn. Fine reception.

Tenor Donald Novis followed and if he hadn't begged off with some corny gag, he would probably still be singing. Novis chose his songs well and delivered them in a flawless manner. The crowd was with him all the way and kept pounding their mitts after each number. They finally let him go after seven songs.

Jack Durant came on in the closing spot and had the room rocking and rolling for about 20 minutes. He used up all his stock encores and had to dig into his old bag of tricks to satisfy the customer's who wouldn't let him leave the floor even tho the band tried to go into a dance number. Durant had songs, gags, imitations and everything required of a top-flight comic.

Riviera, Fort Lee, N. J. (Thursday, October 31)

Talent Policy: Dancing and floorshows at 8:30 and 12; extra 2:30 a.m. show Saturday. Operator, Bill Miller; manager, Oscar Schilmerman; publicity, Seth Babits. Prices: \$3.50 minimum; Saturdays, \$4.50.

Continuing his valiant effort to keep this nitery, loveliest of metropolitan spots, open thruout the winter, Bill Miller has lined up a fairly satisfactory layout that shows considerable promise for word of mouth. Outside of that, and newspaper ads, it's all Miller can count on; there are no names. Club is doing slow week-day business, with the nut covered on Saturday-Sunday trade. Latter has been running capacity.

Miller has one really boff turn, Comic Jack Carter, making his first club stand locally. Carter is a dynamic, high tension performer, with a better than average line of gab, a penchant for ad libs and a knack for impressions. Latter made up the best part of his act; he does 20 or 30 in rapid fire order, segueing one to another. They're brief, punchy and cogent. However, Carter lacks a change of pace, working powerhouse fashion thruout, meaning he can't build to a pay-off. When caught, even with a scanty house, which included many showbiz pros, he clicked solidly. Tab him as a comer.

Carter closes, with the Dunhills, James Burrell and Renee DeMarco before him in that order. Dunhills are three fast-stepping boys in precision tapping, with challenge toe taps and acromania for a get-off. Work is standard, but the center boy, tall and personable, impresses as a solo possibility.

Miss DeMarco's solo ballroom terpery is pleasant diversion for a short while, but this sort of turn, without a partner, doesn't stand up. Despite her grace and lissome charm, act lacks a sock bit.

James Burrell, tenor who did *I Want To Sleep So I Can Dream in This Is the Army*, emsees and deuces. This boy has nothing to worry about vocally, pipes showing training and noteworthy timbre. Needs schooling, tho, in some salesmanship and phrasing, his presentation lacking color. Vocal quality is very pleasing. Works in tails and makes a classy appearance.

Marty Beck crew plays for show and dancing, show contribution being weak. Dansapation is good, as is that of the Candi Cortez rumba crew.

Club Bali, Miami (Tuesday, November 5)

Talent Policy: Floor shows at 9:30 and 1. Owner-operators: Kurt Dose and Sam Tauslin. Prices: \$2.50 minimum.

Current show is a letdown from previous bills, with the return of Bali Models line (10), in two numbers.

Frank and Mary Shannon, jugglers, get fair returns tossing balls and handling a dozen cigar boxes for some laughs.

The Arthurs, fem and man, do comedy terp, during which gal does some acro stunts and whirls the man. Fair.

Murray Woods, midget, doubles as emsee and singer; doing a jitterbug dance with audience stooges. First act catering to blue side in this spot in a long time. Jean La Nier works with him besides chirping several numbers. Too loud for this room.

Danny Yates ork supplied the music, with a violin solo by Yates getting a heavy mitt.

He even did a Paul Muni scene from *Zola* to keep the customers happy.

Robbins ork (12) cut the show and played for dancing in good fashion.

Biltmore Bowl, Los Angeles (Thursday, November 7)

Talent Policy: Floorshows at 8:30 and 11:45. Owner, Biltmore Hotel; manager, Joseph Faber; headwaiter, Hans Stoiber; publicity, Francis Bustillo. Prices: \$1 cover weekdays; \$1.50 Saturdays.

Current show falls short by a mile, offering little in the way of new entertainment. Standout act in a weak bill is a three-man acro team, the DeWaynes, who dish out some rarely seen stunts on the teeter board and tables. Boys earned hefty mitting with their stuff.

Songstress Alice Terryll, petite blonde, got a fair mitt for her work. Well costumed and easy on the eyes, tiny thrust registered with a parody on *It Might As Well Be Spring* and *I'm a Big Girl Now*. Shifted to classics with *Tales of Vienna Woods*. Effect of pace change was mild, indicating gal should stick to pops on a night club floor.

Ballroom team of Harbors and Dale displayed little originality in their terp work. Holdover Eddie Bartell, still in top position, dishes out the same well-worn material. On for nearly 20 minutes, act is both good and bad. Bartell is a competent vocalist and mimic, but fails to hit high spot because of mediocre gags and takeoffs.

Orkster Russ Morgan, in addition to playing show, closes with piano featurette which included *Warsaw Concerto* and *The Man I Love*. Band thrush, Marjorie Lee, does okay on *Man I Love*.

38 NIGHT CLUB
College Inn, Hotel Sheraton, Chicago
Tuesday, November 5

shows at 8:30 and 11:45; pub- and \$2.50

make the spend an Phil Gordon, closed a long guttery. Gor-th infectious cre piano and one piece of kish Mable, but him two encores Boy is top sales-

nonse Berge, doing on College Inn rocks when two ants got tangled try-ster mannequins. 's commercial ork has y of finesse both mu-ually since last seen in ths ago. Band wisely down even after dinner g wind for their flag-aring floorshow. Putting nto floorshow bits caused give ork extra heavy mitt. nmercial book, which fea-ostly ballads and standards occasional easy bounce, draws eps dancers on the floor. Chirp eating acquits self nicely with tunes, but Bill Johnson ap-nd very nervous, especially when ad to cuddle up with la Keating romantic duet. Their closer, *One lock Jump*, was solid sender, with dience going in a big way for mmick of having sidemen leave he handstand to play screaming en-semble at tables.



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Village Vanguard, New York

(Thursday, October 31)

Talent Policy: Floorshows at 10:30 and 12:30, with extra 2:30 show week-ends. Owner, Max Gordon; manager, Jerry Milich; publicity, Jay Russell. Prices: \$2.50 minimum; \$3 Friday, Saturday and holidays.

Packing a bill with names such as Maxine Sullivan, Richard Dyer-Bennet and the Herman Chittison Trio for a village spot is like playing with loaded dice. You can't lose and Max Gordon has himself a show that will route plenty of niterygoers to his cellar.

Chirper Sullivan is a magic name with the regular Vanguard crowd, and they were out in full force. Singer, dressed in gold-colored gown, warms up with a swiny *No, John, No*, then does *Come Rain or Come Shine*, already dead of old age. Hits her stride with *I Never Cried So Much in All My Life* and *If*, receiving a tear-down-the-house hand. Encored with an effortless *Gone With the Wind*. Latter number, more than any other, revealed the vocal wizardry of the lass. It's a great experience hearing Sullivan sing.

Surprise of the evening came with Richard Dyer-Bennet, a relative old-timer at the Vanguard, who, despite the competitish, got a bigger hand than Miss Sullivan and stopped the show. The folksonger, accompanying himself on the guitar, did three numbers and insistent applause brought three encores. Only beg-off by Don Frye, emcee, would quiet the customers so show could continue. Dyer-Bennet is an intense troubadour who transports the patron from the nitery floor to the green fields.

With Dorothy Douglas, comedienne, it looks like the Vanguard incubator has come up with another talented youngster. Cute blonde, altho obviously inexperienced (this is her first nitery date), has good material and better potentialities. It's a shame she wastes them with poor timing and delivery. Her laughs come from blue lines rather than gags, which could be funny if put over right. Parody on *Just Plain Bill* gets a polite band; *You Ain't Cultured* has a better reception, and a bit on soap operas does best but is overlong. Encores with a version of an English girl singing *The Man I Love*, so-so.

Chittison Trio (guitar, piano and bass), which cuts show and plays for dancing, is a little jazz session in itself. Guitar alternates with piano taking the lead. The delightful, rhythmic arrangements are fascinating. You never get bored listening to this combo.

Don Frye fills in the intermission lulls capably as usual.

Silver Frolics, Chicago

(Friday, November 8)

Talent Policy: Floorshows at 9:30, 12 and 2, with cocktail units playing intermissions. Owner-managers, Ben Orloff and Irv Singer. Prices: No cover or minimum, drinks starting at 50 cents.

Tho the current line-up is overloaded with comedy, payees gave this offering the biggest mitt of any show yet to play the spot since the owners went into a show policy two months ago.

Emsee-comic Mickey Sharp offers little original material. He has made his material thefts from a large selection of comics, so payees rewarded him with considerable laughage. Good hand at bow-off. Sharp is a good deal smoother than when caught here at spot's opening.

Marie Lawler, looking plenty svelte in bare shoulder and midriff gown, grabbed ears as well as eyes with a trio of diversified tunes. She could have put more salesmanship into *South America, Take It Away*, but redeemed herself by doing a swell job in a monolog on *Just Plain Bill* that would have made chirps in the upper-salary bracket take notice. Should work up more such bits because she has dramatic

Mocambo, Philadelphia

(Tuesday, October 29)

Talent Policy: Floorshows at 8:30 and 12:30. Operator, Frank Valentine; publicity, Len Smith. Prices: \$3.50 minimum.

Beautifully decorated room, once a bakery, is strictly a class spot. Layout is U-shaped with a balcony that runs all around the room, overhanging the stage and running back to the stage-side steps down which the lines and acts come on to work.

But if the inside is flashy the outside is tawdy. Room opens out on an alley just wide enough for one car. At times there seemed to be more doing out in the alley than inside the room. Narrow street had a couple of Negro lads making with hot jazz on a washboard, frying pans and a broken down guitar; there was a scooter with midgets advertising some joint in the area. Kids were dancing and coins were coming fast.

Inside the club it was a madhouse. Customers who paid \$25 a head were all demanding ringside. Other potential customers were scrambling to get in. Over it all there was a miasma that air-conditioning couldn't lick. At times it felt like the bakery was still in business.

Show itself was strong on productions. The Donn Arden line (six boys and eight girls) were attractively costumed and went thru three routines with considerable skill. Show is built around the productions with acts fitting into them smoothly.

Bill opened with Barbara Barrie, cute tap dancer, who showed a lot of nice stepping and walked off to good hands. Next act, Cervantes Diaz Trio, three male voices and guitars, who made with the Latin stuff to fair results. Middle production, a Latin costumed affair, came next, into which was blended Olga and Donato. Couple were exciting to watch mainly because of their jungle ritual dance with heavy overtones of sex.

Next came Phyllis Arnold, billed as "sophisticated" songstress. Slinky brunette has fair pipes but showed nothing sophisticated. Opened with a standard and closed with a pop. In between, she jammed in some special stuff which she rattled off so fast it couldn't be understood. Show was running late and gal probably had to hurry, but if she's out there she should learn how to pace herself.

Headliner Jackie Gleason came on to a rousing hand. Rotund comic went thru his usual routines, getting some juicy yocks from the natives. Gleason had tremendous possibilities when he first graduated from 52d Street. His kewpie-like appearance, shape and delivery all gave promise of moving him way up. For some reason Gleason has not lived up to his potentials. Material, instead of being tailored, is a warmover of everybody else's act. Sure, it got laughs and hands, but it is the same old pattern every comic uses. There is no distinction about it.

Luis Del Campo band with leader up front with vocals, got a big play. Customers obviously are strong for the hip swivel music and jammed the floor every time he and his boys beat out the rhythms.

ability and an easy and convincing smile.

Phil D'Rey, like Sharp, delved heavily into the blue, but chuckles from every table indicated that no embarrassment resulted. Vent's first bit with finger dummy repartee, followed by dummy's fingering of trumpet closer, won neat response. Tho his closing bit with a regular on-the-knee-dummy was full of chestnuts, D'Rey's delivery and smooth co-ordination of dummy's action won heavy and frequent yocks. Dummy is something bigger vent names could study, for the wooden pawn smiles, raises eyebrows and rolls eyes.

Irv Singer's quintet played a smooth show.

Weak \$, Taxes and Exit Limit Sour Acts on European Dates

(Continued from page 37)

of fares is covered by a small hike in salary.

Altho American acts can take all the money they make out of England the situation is reversed on the continent. The U. S. is dickering for international treaties with Holland, Luxembourg and South Africa, but

Lookout House, Covington, Kentucky

(Wednesday, November 6)

Talent Policy: Dance and show band; floorshows at 8:30 and 1. Owner, Lookout House, Inc.; manager, Clay A. Rambeau; publicity, Betty Kapp. Prices from \$2.

New show suffers the fate of a consistently winning pitcher who suddenly loses his stuff. The curves are there with the Lucky Girls, and a good change of pace is offered by Harold Barnes, tight-wire expert, and Ruth Clayton, chanteuse, but El Brendel is definitely lacking in that high, hard one.

Larry Vincent doubles from his 88'er chores at the spot's Wonder Bar and proves a pleasantly odd emcee. His devil-may-care meanderings and personable manner and patter do much to enhance the layout.

Lucky Girls, in complete new garb, open with a swift *Vienese Waltz* and a click boogie routine to *Cocktails for Two*. Midway, they offer a French Can Can and give the wind-up a big lift with a slick Western turn to *Ragtime Cowboy Joe*.

Harold Barnes, former Cole Bros.' Circus feature, stopped it cold with his tight-wire gymnastics. Scored solidly with the usual toe tricks done with unusual finesse plus an intricate rope-skipping bit. Engineered a full back flip and left them howling with a double back flip at the bow-off.

El Brendel, in the headline slot, manages to grab off some titters with his Swedish dialect and outmoded comedy material. Earned scattered laughs for his gag matching with a singing fem aid, but couldn't get this smart mob to move off its hands. Fared little better in a pantomime of *The Lost Week-End* and bowed to a forced mitt.

Miss Clayton, stately blonde looker, rings the bell with chantings from *Carmen* in the approved Bizet manner, but shines particularly with the Billy Rose *Carmen Jones* conception. Her *I Can't Say No* from *Oklahoma* brought another walloping hand, and she begged off after a well-done specialized rendition of *Advice to a Bride*.

Bob Snyder ork cuts a good show and provides the dance music, with the Three Steps to Rhythm capably filling the lulls.

so far Americans can take little dough out of these countries and have to pay taxes.

France, for example, particularly Paris, where niteries are booming, would like to use Americans. But payment is based on the franc and the dollar is now worth about 119 francs officially. In addition the French do not allow the export of more than 1,000 francs. Altho the legal rate is 119 francs to the dollar, the black market price, and most of the business is black market, is about 300 francs. If an act were paid on the black market base, his dough would be equal to his American pay. But French ops can't afford it.

Before the war, and before inflation hit France, it was possible to buy American acts and pay them in dollars deposited in an American bank. Today this is practically impossible. The French government wants dollars to build up its foreign credit reserve, so it won't export them. Besides to get American dollars to pay acts ops would have to go to the black market with their francs. And there is no percentage there.

Belgium's financial position is almost similar to England's. She has a single tax base and permits the export of salaries. The fact that the Belgian franc is worth about three times the French franc is an indication of her monetary strength. But Belgian bookings, according to American sources, are very tricky. Contracts are frequently sluffed off by ops, if they feel so inclined. There are cases reported where acts hired for two weeks got one week's dough and could do little about it except go to court.

The Scandinavian countries, Norway and Sweden, are slowly beginning to nibble for American performers. Both countries permit money to be taken out and do not have a double tax base.

Holland is in somewhat the same position as France. It, too, is hoarding dollars and collects income tax from foreign acts. However, there isn't much work in Holland and deals often don't come thru on the money. Reason for sluff-off of contracts, say American sources, is the absence of strong actors orgs in these countries. Frequently an op may sign one contract and make a verbal arrangement before the end of a short run which will completely nullify the written pact. Acts, afraid of being stranded, often have to take the lesser deal, and don't register beefs until they get back to the States.

Until currency differences are ironed out in most of the continent there is no firm belief that American acts will be flocking abroad. And until American salaries drop to English standards, the chances of many acts going to Britain is equally slim.

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Loew's State, New York

(Thursday Afternoon, November 7)

New bill has Henny Youngman topping in place of Bert Wheeler, originally skedded as front name comic. Bill is a smooth mixture of vaude, with most of the comedy burden left to Youngman who does okay in his particular style of gag punching with corn, nonsense and quickies. Crowd went big for his emsinging and his violin act. A good deal of his patter is standard Youngman material, but every now and then he pitches a curved one, and, quite often flips it right over the heads in the pews. But he culled guffaws for almost every crack.

Opener, following Louis Basil and the pit ork's *Caravan*, is a nifty dance duo, Ruth and Billy Ambrose, who are not only slick terpers, but have different routines and a nice blend of comedy in their numbers. Graceful waltz number segued into the *Alligator Dance*, which Billy Ambrose introed with patter and chirp. Got a fair hand. Then the satire on old-timers doing the polka closed the act strongly and brought it to a sock

laugh finish and top mitting from the crowd.

Stan Fisher, doubling from the Carnival in his preem stem stage appearance, did a sock harmonica job, leaning heavily on the classics for his numbers, including Liszt's *Hungarian Dance*, *Claire De Lune* and *Hora Staccato*. While he lacks the smooth tonal subtlety of Larry Adler, especially in *Claire De Lune*, which had some harsh moments, Fisher is a mouth organist with plenty to sell and he peddles slickly. He has developed a lot more showmanship than when caught at the Carnival some months back. Recall red hot *Caldonia*, has him begging off.

Chanteuse Sara Ann McCabe, a looker with a powerful set of pipes, doesn't choose her numbers any too well. Oldies, which give her little chance to do more than display the power of her voice, such as *I Know That You Know* or *I Don't Know Why*, don't add up and it isn't until she hits the Rudolph Friml medley that she really puts color in her chanting. Pew-sitters went for her and brought her back for *Mollie Malone*, which is the best and brightest job of the lot.

Bill closed with the Mazzone and Abbott Dancers in their flash Apache-act, which gives a bright flip to the tail of the show.

Basil and ork played a good show.

VAUDEVILLE REVIEWS

Capitol, New York

(Thursday, November 7)

Altho individual acts did anywhere from an acceptable to a sock job, the package as a whole didn't stack up as anything solid, either for box office or performance. Bill, as a whole, showed little imagination and lacked fire, reason being too much singing and too little comedy. Even the band music lacked the flavor that customers have come to expect from Latin bands.

Enric Madriguera gang looked nice. The two maracca wielders on the flanks down front with Madriguera front center made a nice initial impression, but instead of giving out with the rumba beats, band stressed trick arrangements calling for fiddles and comedy bits. Fact that Madriguera can play a fiddle is well known. But his concertish stuff and his demonstration of how fast he can play (used *Minute Samba* and had king-size clock on stage to show it) meant nothing. It was just a lull.

Best job was turned in by Charles Fredericks, Metro semi-name baritone, who really sold them off the arm. Boy stopped the show cold and had to beg off because he ran out of songs. Even then, he had to come back twice to explain before the show could go on. Fredericks is a husky blondish fellow with dramatic bary pipes and a pleasant grin. Routine consisted of show tunes. *Glory Road* was the standout.

Murtah Sisters got laughs here and there but didn't seem to jell. Gals have been around for some time and it's about time they changed their routines. Their *Chiquita Banana* and *Hawaiian War Chant* numbers are beginning to fray at the edges. Middle gal is still the spark plug and gets her biggest laughs out of mugging. Mugging is okay but with adult audiences it can get tiresome.

Lane and Clair, two shorties, did nicely from their walk-on to their walk-off, boy and girl did tap across and comedy bits and registered all the way. Patricia Gilmore, a busy blonde, didn't show much as a singer tho she got plenty of help from lighting effects and ork backing. Danita, ork canary, was adequate on Latin numbers.

Pic, *Rage in Heaven*.

Million Dollar, Los Angeles

(Tuesday Afternoon, November 5)

House is rocking this week as Count Basie takes over to give the town's jump addicts a taste of top jive. Band packs a rhythmic wallop that has toes tapping from the start with crowd especially eating up the frantic stuff. Best of the batch is *Mad Boogie* played and sold in fine style. As the Count wraps himself around the Steinway for his knuckling chores, stage is blacked out, save for a single baby spot effectively shooting down at the ivory-riding maestro. Crowd goes wild as the Basie left wing digs deep into the boogie groove. Basie standard, *One o'Clock Jump*, has 'em whistling and stomping. Other instrumental selections getting a hefty mitt include *High Tide*, *Blue House* and *Mutton Leg*.

Brass section should be toned down for vocal by Ann Moore and Bob Bailey. Miss Moore, adequate but unexciting, turns in listenable versions of *Simple Life* and *Happiness Is a Thing Called Joe*. Bailey has an effortless singing style that clicks. His *Danny Boy* tho very well handled, is out of place in a jive revue. Jimmy Rushing's blues shouting rings the bell.

Musical portions are balanced by three tap dance acts; Pete Nugent, two Zephyrs and Coles and Atkins. Holding the mid-slot, Zephyrs' stop

RKO Albee, Cincinnati

(Friday Afternoon, November 8)

Straight vaude is top-notch entertainment and a pleasant relief from the band-show diets dished up at two previous installments. Offering is loaded with variety and sock comedy, with Donald O'Connor and Peggy Ryan, erstwhile film compositers, taking laugh laurels.

For an opener Deke Moffitt's house ork gives smart treatment to *Ole Buttermilk Sky*, after which Moffitt takes over emssee chores to do a good job. Merry Madcaps, harmonica trio in zany garb, mix sound musicianship with an assortment of laugh-provoking gimmicks to score easily. Outstanding are their versions of *Poet and Peasant* and *Night and Day*, and their Xavier Cugat and Spike Jones take-offs. Took a hefty mitt.

Three Swifts, Indian club tossers, display routines they've been using for years, but their masterful execution and expert timing still represent top vaude fare. A triple-tossing turn, with fall-guy Cecil culling the yocks, brings down the house.

Headliners O'Connor and Miss Ryan, aided by the former's wife, Gwen, provide a brilliant finishing touch. O'Connor, showman all the way, operates in staccato fashion, and his tonsilling of *If I'm Lucky* leaves nothing to be desired. Sells well, and his vintaged lines go over as handsomely as his fresh stuff. An army-life monolog, soft-shoe dance to *Swanee River*, skillfully handled, and an imaginery auto ride bit, with a perfect assist from the wife, rocked 'em with laughter.

Miss Ryan adds lustre with three amusing novelty numbers, her best being an eccentric tap and a soft-shoe turn to *Sunny Side of the Street*. Her *You're an Ugly Child* wins audience completely. Kids work with a pleasing verve, enticing congeniality and gobs of enthusiasm.

The Moffitt clan shares some of the spotlight when an unbilled sideman does a neatly conceived Joe College bit with the time-tested and approved mad-dog turn at a football game.

Pic, *White Tie and Tails*. Biz good.

Olympia, Miami

(Wednesday, November 6)

Current offering of Manager Al Weiss Jr., is one of the best bills in a long time, with every act clicking. The Cycleonians (3), fem and two men, open with a clever display of agility on the bicycle and unicycle. One does comedy in tramp outfit with the gal doing a sock acro routine. Heavy mitt.

Jay Seiler, in the deuce spot and emsinging, wowed the folks. Phony magic, coupled with patter and terpery, earned big returns.

Edith Fellows, petite canary, had listeners sewed up from opener, *In the Still of the Night*, followed with *If I Were the Only Girl* and *To Each His Own*, encoring with *The Lord's Prayer*. A hit.

Vic Hyde Musical Buffoonery, a standard turn, was a show stop.

Le Brun and Campbell, one of the better ballroom terp teams, gave out with two numbers, lifts and whirls outstanding for a palm-pounder finish.

Pic *Two Years Before the Mast*. Biz, big.

the show with their precision tap work. Pair brings down the house with a panto dice game and its resulting battle. Zany garb adds to the effect. Zephyrs are sock, providing show's only laughs. Nugent works very smoothly, making small taps count. Coles and Atkins, in second to last slot, knock themselves out in both precision routines and challenge.

Pic, *Spook Busters*. Biz, fair when caught.



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New York:
Hamp 80G Smash at Strand;
"Jolson" Big 135 in MH 4th

NEW YORK, Nov. 9.—Election day plus a one new major bill, lifted vaude-film Stem takes to \$507,000 for the six houses as against the previous week's \$480,000. Biggest contribution to the over-all gate came from the Strand (2,770 seats; average \$45,000) which counted a juicy \$80,000 for its preem with Lionel Hampton band and *Nobody Lives Forever*. Radio City Music Hall (6,200 seats; average \$110,000) was another plusser, coming up with \$135,000 for its fourth week with Nip Nelson, Rudy Tone and the *Jolson Story*, compared with \$131,000 for the previous week. Bill teed off with \$142,500.

Loew's State (3,500 seats; average \$25,000) also improved, with the Charlie Ventura ork, Bob Williams and *Monsieur Beaucaire* nabbing \$30,000, 5G more than it got the previous week. New bill, reviewed this issue, has Henny Youngman, Sara Ann McCabe, Mazzone and Abbott and *White Tie and Tails*.

Others Okay
 Other houses held up in okay style but income showed a decline. These were: Roxy (6,000 seats; average \$75,000) with \$86,000 for its third week with Frances Langford, Jon Hall and *Margie* compared to \$100,000 for previous inning and opener of \$112,000.

Paramount (3,654 seats; average \$75,000) collected \$114,000 for the third week of Stan Kenton ork, King Cole Trio, Dean Murphy and *Blue Skies*. Previous stanza saw \$120,000; opener brought \$140,000.

Capitol (4,627 seats; average 72,000) exited with \$62,000 after its third and final week with Les Brown ork, Henny Youngman, Bill Johnson and *No Leave, No Love*. Previous chukker saw \$69,000 and preem, \$79,000. New bill, reviewed this issue, has Enric Madriguera ork, Charles Fredericks, Murta Sisters, Lane and Clair, and *Rage in Heaven*.

Boston:
Wood, Kelly,
"Killers", 35G

BOSTON, Nov. 9.—Elections failed to kayo biz at the RKO-Boston altho business around town took a decided dip. Stageshow, ending Wednesday (6), combined solidly with the bally-hooed pic, *The Killers*, to rack up \$35,000 at the box-office, \$9,000 over house average. Barry Wood and Patsy Kelly headlined the fast-paced show.

Currently the Three Stooges, Dolly Dawn and Hal LeRoy head the stageshow, with *The Killers* going a second week. First day grosses indicated another good week.

Los Angeles:
Basie Beats Hefty
29G at Million-\$

LOS ANGELES, Nov. 9.—Count Basie is expected to draw a strong \$29,000 at Million Dollar Theater this week. Sharing stage are Pete Nugent, Two Zephyrs and Coles and Atkins, Pic *Spook Busters*.

Aided by publicity of raided show, Sally Rand last week fanned herself to a \$23,122 B.-O., in 31 performances, hitting the house average. Pic *Below the Deadline*.

Chicago:
Oriental Neat 55G
In Rain, Election;
Regal Av. 17 1/2G

CHICAGO, Nov. 9.—Two days of prolonged rain plus a hotly-contested local election that kept citizenry glued to their radios put a dent into anticipated grosses, but box offices showed a good figure despite the handicaps. Pic star, Joan Leslie, supported by Libonati Trio, Marshall Bros. and Willie, West and McGinty racked up above-average \$55,000 at the Oriental (3,300 seats; \$95 straight). Pic, *Angel On My Shoulder*.

Regal, South Side Negro nabe house, pulled up with a \$17,000 week, considered average for 3,000-seat theaters, with ducats at \$.75 and \$.95. Bill had Lucky Millinder's ork and Slam Stewart Trio. Pic, *Well-Groomed Bride*.

Indianapolis:
McIntyre, Tilton, Tilt
Indpls. Circle to 22G

INDIANAPOLIS, Nov. 9.—Circle Theater (2,800 seats, 74 cents) did good business last week with Hal McIntyre and his ork, featuring Martha Tilton, plus Danny Drayson and George Prentice.

Gross was \$22,000. Pic, *The Dark Horse*.

Omaha Stork Sold for 110G

OMAHA, Nov. 9.—The Stork Club, swank casino-like layout on the Iowa fringe of Omaha, was reported sold Friday night (8) for \$110,000. New manager was said by good authority to be Cy Silvers. According to Rialto talk, one owner bought out three others. Mildred Bailey opened at the spot Friday night, following up Nick Lucas.

Kay Ballad for Blue Angel

NEW YORK, Nov. 9.—Kay Ballad will open at the Blue Angel, November 29 for her first Stem nitery date. Gal was last seen with Spike Jones at the Strand last July.

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HALLELUJAH & WAILING TOWNS

Legit's Road Map Spotted With Clinkers

No One Knows Why

(Continued from page 3)

the ups and downs of the road, but it isn't the final answer.

Hit Conscious

The road, west of the Hudson, is hit-conscious. In most cases if a show goes big on the Stem it's good for a healthy pile of dough beyond Broadway. However, cases where Stem producers, hungry for road gravy, send out their shows before they have established a definite sock status on Broadway have proved that they make a grave mistake in some of the good towns as well as in the bogeys. Unproven shows just don't sell like the hit ones do. There are exceptions to this, it's true, but on the whole, a show, to milk the road of its richest gravy, must have sock Stem status well defined.

Stem has tried to write off such centers as Syracuse, St. Paul and Montreal, blaming poor b.-o. showing on the large foreign-born population in these cities. But some of the best towns—Detroit, St. Louis, Chicago and San Francisco—have even larger concentrations of foreign born, yet their legit turnstiles click tunelessly for almost every visiting show. Another example might be Providence, R. I., which, when it was a full week, was among the baddies. Now that it's shifted to a one-nighter or a split date, it hits pretty good returns almost consistently.

Lush Towns

Of the lush towns, Washington is tops with everyone. The saying goes that even flops do biz here. The tremendous working population there, with little to amuse them outside of legit or movies after work hours, is legit-hungry and really clamors for ducats when shows come to town.

Detroit, which was in a bad slump until around 1939-'40, is now a good town, even tho one of its best houses, the Wilson, now the Music Hall, has been taken out of legit and turned into a music center. San Francisco, with its four houses (site for a fifth already has been purchased), gets a gold star on road skeds. St. Louis, where every show is sold solid locally to the public, is another spot where grosses are always good. Toronto, which is practically a one-man operation by Ernie Rawley, is another city which has come back out of a bad slump during depression years and for a long time after, and now clicks solid.

Consensus of opinion is that Cincinnati (Clinkers' Clog Legit on page 44)

Les Bergner's New Script

NEW YORK, Nov. 9.—Tiffany Thayer is collaborating with Lester Al Smith on a script called *Madame Charlatan* for Elisabeth Bergner. Script is about a phony psychic whose success gives her delusions of grandeur.

U. S. Hits Seen Good for 100G Balkan-Mideast Yearly Royalties

NEW YORK, Nov. 9.—American hit play scripters can look forward to a total yearly royalty take of \$100,000 from the Balkans and the Middle East, according to Theodore Kritas, former Greek producer, director and actor, who has just been appointed rep for Society of Authors Representatives, Inc., in Greece, Yugoslavia, Bulgaria, Turkey, Egypt, Syria, Cyprus, Palestine, Roumania and Albania. Kritas has done many American shows himself, including *Street Scene* and *Beyond the Horizon*. Kritas claims that when things get back to normal, in Greece, we can expect at least 20 of our hit shows on their boards each year. This includes both current clicks and old successes. Figuring that a hit show grosses \$7,000 per week in Greece, that scripters get 5 per cent royalty, which amounts to \$350 each week, and that average run of hit there is six weeks, the American scripters take there alone would amount to \$42,000.

Kritas pointed out that among the foreign shows American plays completely dominated the stage in pre-war Greece, forcing out both French and British scripts which had their day in the '20's and '30's.

O'Neill Tops in Greece

Top American scripter in Greece is Eugene O'Neill, whose *Strange Interlude* established a record by running two and a half months in Athens. Hellenic audiences also like shows by Robert Sherwood, Lillian Hellman and Elmer Rice. *Voice of the Turtle* was produced in Athens this spring.

Cost of producing a show there runs from \$4,000 to \$20,000, says Kritas, with ducats retailing at \$1. Altho Greek playwrights get a 10 per cent royalty, foreign scripters receive 5 per cent. Translators get a flat sum from the producers, but if it's an especially tough job they get a small royalty. Producer expects to leave for Greece in January and will operate from there, contacting his owns reps in each of the other countries.

ROUTES

Dramatic and Musical

Anna Lucasta (English) Indianapolis.
Another Part of the Forest (Shubert-Lafayette) Detroit.
Apple of his Eye, with Walter Huston (National) Washington.
Ballet Theater (Shubert) Philadelphia.
Blackstone (Walnut St.) Philadelphia.
Blossom Time (Center) Norfolk, Va.
Bloomer Girl (Erlanger) Buffalo.
Born Yesterday (Wilbur) Boston.
Call Me Mister (Hanna) Cleveland.
Call Me Mister (Shubert) New Haven, Conn.
Come On Up, with Mae West (Nixon) Pittsburgh.
Dream Girl (Selwyn) Chicago.
Dear Ruth (Locust) Philadelphia.
Family Affair (Royal Alexandria) Toronto.
Fatal Weakness, with Ina Claire (Colonial) Boston.
Follow the Girls (Shubert) Chicago.
Glass Menagerie (Biltmore) Los Angeles.
Hamlet, with Maurice Evans (Town Hall) Toledo, O.
Haven, The (Opera House) Newark, N. J.
Harvey (Harris) Chicago.
I Remember Mama (Studebaker) Chicago.
Life With Father (Geary) San Francisco.
Lute Song (Davidson) Milwaukee.
Magnificent Yankee (Auditorium) Worcester, Mass. 14; (Lyric) Bridgeport, Conn., 15-16.
Mary Had a Little (His Majesty's) Montreal.
Musical Repertoire (Cass) Detroit.
Oklahoma (Erlanger) Chicago.
Pygmalion (Ford) Baltimore.
State of the Union (Blackstone) Chicago.
State of the Union (Curran) San Francisco.
Song of Norway (Forrest) Philadelphia.
Student Prince (Boston O. H.) Boston.
Tobacco Road (Hartman) Columbus, O.
Toplitzky of Notre Dame (Shubert) Boston.
Up in Central Park (American) St. Louis.
Voice of the Turtle (Omaha) Omaha, Neb., 13; (Music Hall) Kansas City, Mo., 14-17.
Voice of the Turtle (Auditorium) Asheville, N. C., 14; (Carolina) Greenville, S. C., 15; (Carolina) Spartanburg 16.
Years Ago (Clyric) Boston.

'Bye-Bye' Says By-By; 250G Musical Clinker

PHILADELPHIA, Nov. 9.—*Sweet Bye and Bye*, the Nat Karson musical, closed here Tuesday (5) after a two-week stand. Show took it on the chin from crix and customers alike, hitting a weak 12G at the b.-o. the week before it closed. Musical, which represents an investment of \$250,000, is expected to reopen later after revision and recasting. *Bye* had difficulty getting a New York house because of its out-of-town reviews and could get none but spot road bookings.

Karson closed the show during the week because he would have had to pay one week's salary to the cast had the show played Wednesday. If it had run another week he would have had to give the cast one week's notice before shutting down. Very little dough was needed for refunds since show was tagged for the cleaners after opening here October 20.

Report is that most of the capital for the musical was gathered thru Ogden Nash's connections. Nash did the lyrics for Vernon Duke's music. Book was by S. J. Perelman and Al Hershfeld. Cast included Dolores Gray, Walter O'Keefe, Winfield Hoeny and Tom Glazer. Karson flopped badly last season when he produced *Nelly Bly*.

Adverse Notices Stymie "Toplitzky" for N. Y.

NEW YORK, Nov. 9.—*Toplitzky* of *Notre Dame*, the William Cahn musical, is having difficulty getting a New York theater. Show, which was due to preem here the week after next, was given bad notices in Boston, the first stop on its try-out tour.

Musical goes to Buffalo November 20 for five days and then to Cleveland. *Toplitzky* is now undergoing intensive revision, especially in the book department, in the hope that rewriting will give it enough polish to bring it into the Stem. Book is by George Marion Jr., music by Sammy Fain and cast includes Vivienne Segal, Gus Van and J. Edward Bromberg.

Topeka Civic Theater In New Play Contest

TOPEKA, Kan., Nov. 9.—Topeka Civic Theater, Inc., is conducting a nation-wide playwrighting contest, offering an award of \$500. Eddie Dowling, actor-producer, will be the final judge of the manuscripts, which may be submitted until March 1, 1947. Any resident of the United States is eligible to enter.

Winning play will be presented by the Topeka Theater group in 1948 and will be offered to Broadway producers. Theater offices are at Ninth Street and Topeka Boulevard here.

League, ATAM Settle Dispute

NEW YORK, Nov. 9.—Final solution of contract dispute between Association of Agents and Managers and the League of New York Theaters came Thursday (7) when a membership meeting of ATAM voted to accept the League's wage offer, restore the "new blood" clause to the contract intact, plus a compromise offer on the "lay-off" clause.

Disagreement on "lay-off" clause had been the monkey-wrench hindering a new contract. ATAM plan allowed producers to drop New York drum-beaters two weeks prior to Broadway closings, provided shows opened on the road no more than one week thereafter, and provided the shows opened on Broadway within the season. However, employment of a new p. a. for the road would cost the New York incumbent only one week's pay.

League replied with a compromise offer, calling for employment of a road p. a. two weeks before Broadway closings and retaining New York agents to end of runs. This provision applies to attractions which have run more than a year. On shows which have run a year or less the New York agent will be laid off only one week before Stem shuttering and road man will take over at that time.

An odd quirk in the acceptance of this offer by ATAM is the provision that any dispute arising from its functioning shall be referred to Anna Rosenberg, noted labor official, for arbitration, and not to the American Arbitration Society, which has been the usual channel.

Scene Painters' Union Ends Strike; Gets Raise

NEW YORK, Nov. 9.—Contractual dispute between the Scenic Artists Union (Local 829, AFL), and Scenery Contractors, was settled Wednesday (6), granting the set-daubers \$.75 per hour increase. Former rate was \$3 per hour; new wage is \$3.75. Foremen get \$4.70 per hour, as against the \$3.75 they received last year.

Scenery shops had been closed since last Friday (1) by the dispute. However, not much actual working time was lost, since workers do not paint on Saturdays or Sundays.

Employers also won a concession from union, when they were allowed to keep two men for overtime work, with the union sending only one replacement. Last year's ratio was that union would send one man and employers could use one man from original crew.

Pact runs for one year beginning November 1, 1946.

New N. Y. Sound Eqpt. Firm

NEW YORK, Nov. 9.—A new competitor entered the sound equipment field Thursday (7) when Sound Associates, Inc., opened a New York shop. Partners in firm are Moe Jacobs, Frank Lennon and Saki Oura. Oura has maintained a shop in Boston for some years, and org will work from both. Accounts already on its books are *Christopher Blake* and *Toplitzky of Notre Dame*. Masque Sound Engineering has had things virtually their own way in the sound equipment field and Sound Associates are out to snare a share of the business. Jacobs will be the contact man. Lennon will be in charge of shop and radio, and Oura will handle the engineering end.

BROADWAY OPENINGS

HENRY VIII

(Opened Wednesday, November 6, 1946)

INTERNATIONAL THEATER

An historical drama by William Shakespeare. Staged by Margaret Webster. Sets and costumes, David Ffolkes. Music, Lehman Engel. Dances, Felicia Sorel. General manager, John Yorke. Stage manager, Thelma Chandler. Press representative, Wolfe Kaufman. Presented by the American Repertory Theater, Inc.

The Prologue.....Philip Bourneuf
Duke of Buckingham.....Richard Waring
Duke of Norfolk.....Raymond Greenleaf
Lord Abergavenny.....Robert Rawlings
Cardinal Wolsey.....Walter Hampden
Cromwell.....Eli Wallach
Sir Thomas Lovell.....Emery Battis
Sergeant of the Guard.....William Windom
Henry VIII.....Victor Jory
Duke of Suffolk.....Eirem Zimbalist Jr.
Katherine of Aragon.....Eva Le Gallienne
Surveyor (Servant to Buckingham).....
.....Angus Cairns
Lord Chamberlain.....Ernest Truex
Lord Sands.....John Becher
Sir Harry Guildford.....Arthur Keegan
Ann Bullen.....June Duprez
First Chronicler.....Philip Bourneuf
Second Chronicler.....Eugene Stuckmann
Sir Nicholas Vaux.....Donald Keyes
Cardinal Campeius.....John Straub
An Old Lady.....Margaret Webster
Griffith (Usher to Katherine).....Donald Keyes
Lady in Waiting to Katherine.....Ruth Neal
Garter King of Arms.....Angus Cairns
Earl of Surrey.....William Windom
Archbishop of Canterbury.....Theodore Tenley
Patience (Lady in Waiting to Katherine).....
.....Marion Evensen
A Messenger.....Robert Rawlings
Cappulus (Ambassador to the Emperor).....
.....Eugene Stuckmann
Duchess of Norfolk.....Mary Alice Moore
Ladies of the Court, Crowd, Ladies to
Katherine: Cavada Humphrey, Ann Jackson,
Mary Alice Moore, Ruth Neal.
Lords, Bishops, Monks, Guards, Servants,
Heralds, Pages, Executioner, Sergeant at
Arms: Don Allen, John Behney, Michel Corhan,
Tom Grace, Bart Henderson, Frederic Hunter,
Robert Leser, Mark McCards, Gerald Mc-
Cormack, Walter Neal, James Rafferty, Theo-
dore Tenley, Ed Woodhead.

It is pleasant to report that the first offering of the new American Repertory Theater stacks well up to expectations. Neither visually nor orally does the ART have any cause to tip its hat to its elder counterpart from London's Old Vic. On a bow-in basis this reporter will emphatically take the home talent.

This is all the more of a plug, since no one but a dyed-in-the-jerkin Shakespeare fan will look on *Henry VIII* with other than studious curiosity. The bard—even if he wrote it all, which is doubtful—was obviously hog-tied with a script about the papa of a current red-headed sovereign. Sticking to truth would likely have earned him a one-way trip to Tyburn Hill. So *Henry VIII* adds up to dull going; soft-pedaled where it ought to be robust, manufactured historical drama that blends into amiable pageantry. Its chief interest, a reporter must suppose, is for the student, because it is so seldom done. However, styled as the ART puts it out, from that point of view it is distinctly worthwhile. ART managing directors, Cheryl Crawford, Eva Le Gallienne and Margaret Webster are to be congratulated for a splendid production and a canny revision of the script.

Miss Webster has staged the play in two parts. First begins with the beheading of Buckingham and Woolsey's rise to power, the second sketches the latter's fall via Ann Bullen opposition and finales with the birth of Elizabeth. Trial scene of Katherine of Aragon packs dramatic impact and the pageantry of Ann Bullen's coronation is a sock climax.

Since ART has gathered top-drawer players under its banner, good acting results are forthcoming. Victor Jory creates a fine portrait of an arrogant, tempestuous Henry and Walter Hampden plays Wolsey with moving dignity. Eva Le Gallienne brings to Katherine, likewise, the dignity and pathos of a pawn between cardinal and king. It is the role which must dominate the proceedings and she brings a sensitive understanding to it. Outstanding, also, is Richard Waring in a few of the drama's most telling moments as the doomed Buckingham. June Duprez is excellent as the quasi-

WHAT EVERY WOMAN KNOWS

(Opened Friday, November 8, 1946)

INTERNATIONAL THEATER

A comedy by J. M. Barrie. Staged by Margaret Webster. Sets, Paul Morrison. Costumes, David Ffolkes. General manager, John Yorke. Stage manager, Thelma Chandler. Press representative, Wolfe Kaufman. Presented by the American Repertory Theater.

Alick Wylie.....Ernest Truex
David.....His Sons (Philip Bourneuf James).....Arthur Keegan
Maggie Wylie, His Daughter.....June Duprez
John Shand.....Richard Waring
Comtesse De La Briere.....Eva Le Gallienne
Lady Sybil Tenderden.....Mary Alice Moore
A Maid.....Cavada Humphrey
Charles Venables.....Eirem Zimbalist Jr.
A Butler.....Eirem Zimbalist Jr.
Electors of Glasgow and Members of the Cowcaddens: John Becher, Angus Cairns, Cavada Humphrey, Ann Jackson, Donald Keys, Robert Rawlings, John Straub, Eugene Stuckmann, Theodore Tenley, Eli Wallach, William Windom, Ed Woodhead, Eirem Zimbalist Jr.

For the unveiling of the second item on its schedule, the American Repertory Theater has stepped from sonorous blank verse to dour Scottish dialect. It must be honestly reported that the troupe lays into the latter with a heavy hand. Some toning down of the vocal burrs would make them easier to understand. However, their revival of Barrie's tender comedy is an over-all slick job, excellently directed except for overemphasis on dialect, and for the most part expertly played. *What Every Woman Knows* is a credit to the troupe and should draw patronage to the International.

Richard Waring turns in a uniformly fine performance as the humorless, conceited Shand. June Duprez's Maggie is something of a disappointment. The portrait is too austere and her voice lacks the timbre to bring out the warmth and underlying charm which belongs to it. She reads Maggie's lines well enough, but fails to get more than just under the surface of her character. Eva Le Gallienne turns from the high tragedy of Katherine of Aragon to the Gallic froth of a French countess with complete success, and Walter Hampden is amiably amusing in a switch from Woolsey's red robes to the frock coat of an aging politician. Ernest Truex, Philip Bourneuf and Arthur Keegan are all excellent as Maggie's father and brothers. Mary Alice Moore is satisfactorily dull as Shand's pretty amorata.

Woman can stand a good revival. It is still the tender and compassionate comedy that it always has been, with no creak in the joints due to passing years. And it gets a good revival at the hands of the ART. Paul Morrison's three sets are simple, but effective, and David Ffolkes' costumes are precisely periodwise. There should definitely be an audience for this worthy second addition to the ART rep.

triumphant Ann Bullen and Ernest Truex extracts what little comedy is offered by the part of the Chamberlain. Philip Bourneuf's reading of the Prologue also rates a particular salute.

To sum up ART's initial effort: The cast is fine, players speaking their pieces with ear-and-eyeful distinction; production is superlative, with David Ffolkes' settings and costumes pinning another Elizabethan feather to his cap. Margaret Webster's revisions and staging bid for best possible clarity. Lehman Engel has contributed proper incidental music and Felicia Sorel has gaited proper steps to its tempos. In spite of it all, however, *Henry VIII* looks like a commercially bad bet. Except for rabid bard-hounds, it's one of those things you'll tell the next guy he ought to see. And he'll reply: "So what?" Nevertheless, ART should get an accolade for rating culture over sales value in its first attempt.

BAL NEGRE

(Opened Thursday, November 7, 1946)

BELASCO THEATER

A ballet series with choreography and staging by Katherine Dunham. Costumes, John Pratt. Orchestra under the direction of Gilberto Valdes. Presented by Nelson L. Gross and Daniel Melnick. General manager, Robert Milford. Technical adviser, John Pratt. Musical arrangements by Gilbert Valdes, Tom Fletcher, Reginald Beane, Billy Butler. Press representative, Campbell B. Casad. Produced by Katherine Dunham.

CAST: Dancers—Lucille Ellis, Lenwood Morris, Lawaune Ingram, Vanoye Aikens, James Alexander, Ronnie Aul, Wilbert Bradley, Byron Cutler, Eddy Clay, Roxie Foster, Dolores Harper, Jesse Hawkins, Richardena Jackson, Eartha Kitt, Gloria Mitchell, Eugene Robinson, Othella Strozler, Sylvilla Fort.
Sans-Souci Singers: Jean Leon Destine, Eartha Kitt, Rosalie King, Mary Lewis, Mariam Burton, Gordon Simpson, Ricardo Morrison.
Drummers: La Rosa Estrada, Candido Vicenty, Julio Mender.

Announcement that *Bal Negre* will play only four weeks on Broadway may be a good gimmick for the b-o., but show should be good for a much longer stint on the Stem, for it is the best of the Dunham productions. All of Miss Dunham's ballet series have been highlighted by glitter, color, verve and versatility. *Bal Negre* has all of these, and then some. It is a welcome change from the surfeit of classical and orthodox terping so apparent on Broadway this season. Where other ballet pleases, Miss Dunham's production electrifies, as she and her company, with an apparently inexhaustible source of energy, present a series of dances ranging from primitive voodoo, thru the Caribbean to ragtime and rumba. All pulsating with rhythm.

One holdover from her previous production, *Shango*, is the only familiar work on the bill. Otherwise Miss Dunham has drawn from Negro life in the Caribbean and in modern America, a series of sparkling new pictures, of tragedy and horror as well as broad comedy. Top spot of the evening goes to *L'Ag'Ya*, a story of love and voodoo from 18th Century Martinique, which contains one of the most grisly scenes created in ballet since Diaghileff was in diapers. *Shango*, the holdover ritual number, is still gripping in its primitiveness.

Mood of the evening is adroitly caught in the opening choral number *Ylenko-Ylembe*, to music by Gilberto Valdes and show ripples thru a number of picturesque short Afro-Hispanic *Motivos*. *Hatian Roadside* is another standout.

Closing group, *Nostalgia*, devoted to ragtime blues and the era of the mad '20s in dance, tends to drag a little. Several numbers could be sheared and still come across with the same impact that brought out the pounding palms opening night. This group segues into the finale, devoted to pop Cuban rhythms. But even with this slight let-down—to be expected after the tension and excitement of *L'Ag'Ya*—*Bal Negre* socks over with a bang.

Miss Dunham, herself, as usual, did a top terping job thruout. She has around her several featured dancers who are standouts themselves, one of whom, Lenwood Miller, is a fine dancer with an abundance of energy, skill and variety in his steps. Vanoye Aikens, Lawaune Ingram, Lucille Ellis and Wilbert Bradley are others who turned in swell showings thruout the evening. Supporting company is well drilled and expert. The San Souci Singers and the trio of Afro-Hispanic skin-beaters also won deservedly big hands.

Putting it mildly, *Bal Negre* is an exciting evening on the Stem.

"Lute Song" Off 9G at K. C.

KANSAS CITY, Mo., Nov. 9.—*Lute Song*, second presentation of the Theater Guild-American Theater Society, pulled a net of only \$9,700 on four performances (November 1-3), Jimmy Nixon of A. & N. Presentations, bookers, reported. Next up on the A. & N. schedule is *Voice of the Turtle*, November 14-17.

BROADWAY SHOWLOG

Performances Thru November 9, 1946

New Dramas

	Opened	Perfs.
A Flag Is Born..... (Music Box)	9-5, '46	76
Anna Lucasta..... (Mansfield)	8-30, '44	932
Born Yesterday..... (Lyceum)	2-4, '46	326
Deep Are the Roots... (Fulton)	6-26, '45	469
Dream Girl..... (Coronet)	12-14, '45	307
Happy Birthday..... (Broadhurst)	10-31, '46	12
Harvey..... (48th Street)	11-1, '44	860
Iceman Cometh, The... (Martin Beck)	10-9, '46	28
Life With Father..... (Bijou)	11-8, '39	2,936
Loco..... (Biltmore)	10-16, '46	29
Made in Heaven..... (Henry Miller)	10-24, '46	20
O' Mistress Mine..... (Empire)	1-23, '46	270
Playboy of the Western World, The..... (Booth)	10-26, '46	17
Present Laughter..... (Plymouth)	10-29, '46	15
State of the Union.... (Hudson)	11-14, '45	415
Voice of the Turtle, The... (Morosco)	12-3, '43	1,076

REVIVALS

Cyrano De Bergerac... (Alvin)	10-8, '46	39
Duchess of Malfi, The... (Barrimore)	10-15, '46	31
Lady Windermere's Fan... (Cort)	10-14, '46	32

Musicals

Annie, Get Your Gun... (Imperial)	5-16, '46	194
Call Me Mister..... (National)	4-18, '46	237
Carousel..... (Majestic)	4-19, '45	655
Oklahoma!..... (St. James)	3-31, '43	1,556
Three To Make Ready... (Adelphi)	3-7, '46	286

REVIVALS

Gypsy Lady..... (Century)	9-17, '46	63
Red Mill, The..... (46th St. Theater)	10-16, '45	448
Show Boat..... (Ziegfeld)	1-5, '46	353

ICE SHOW

Icetime..... (Center)	6-20, '46	203
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OPENED

Park Avenue..... (Shubert)	11-4, '46	8
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Took a seven-to-two thumb-down from the critics. No: Herrick Brown (Sun), Louis Kronenberger (PM), John Chapman (News), Brooks Atkinson (Times), Robert Garland (Journal-American), William Hawkins (World-Telegram), Robert Coleman (Mirror). Yes: Richard Watts Jr. (Post), Howard Barnes (Herald-Tribune).

Henry VIII..... (International)	11-6, '46	5
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Critics gave ART's first effort a six-to-three majority nod. Yes: Robert Garland (Journal-American), William Hawkins (World-Telegram), John Chapman (News), Howard Barnes (Herald-Tribune), Brooks Atkinson (Times), Robert Coleman (Mirror). No: Richard Watts Jr. (Post), Ward Morehouse (Sun), Louis Kronenberger (PM).

Bal Negre..... (Belasco)	11-7, '46	4
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What Every Woman Knows..... (International)	11-8, '46	3
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CLOSED

Front Page, The..... (Royale)	9-4, '46	78
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Saturday (9).		
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Ballet Russe..... (Metropolitan Opera House)	9-29, '46	83
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Sunday (3).		
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Ballet Theater..... (Broadway)	9-29, '46	47
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Saturday (9).		
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COMING UP

(Week of November 11, 1946)

John Gabriel Borkman... (International)	11-12, '46	
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The Haven..... (Playhouse)	11-13, '46	
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Out-of-Town Opening

CHRISTOPHER BLAKE

(Opened Wednesday, November 6, 1946)

PLYMOUTH THEATER, BOSTON

A new play by Moss Hart, directed by the author. Production designed by Harry Horner. Lighting, Harry Horner and Leo Kerz. Costume supervision, Bianca Stroock. General manager, Al Goldin. Press representatives, Michel Mok, Isadora Bennett, Abner D. Killstein. Production assistant, Ann Brooks Oakman. Stage managers, Don Hershey, Sterling Mace, Terence Little. Presented by Joseph M. Hyman and Bernard Hart.

A Sailor.....David Sureck
A Soldier.....Ira Clinker
A Marine.....Dan Frazer
A Radio Man.....Ronald Alexander
Another Radio Man.....Hugh Williamson
A Photographer.....Jack Garbutt
Another Photographer.....Charles S. Dubin
A Radio Announcer.....Kermit Kegley
A Newsreel Man.....Frederic De Wilde
Another Newsreel Man.....Allen Shaw
A Military Aide.....Carl Judd
A General.....Frank M. Thomas
An Admiral.....Tom Morrison
Another General.....Guy Tano
The President.....Irving Fisher
Christopher Blake.....Richard Tyler
Mr. Blake.....Shepperd Strudwick
Mrs. Blake.....Martha Sleeper
A Courtroom Attendant.....Raymond Van Sickle
Mr. Kurlick.....Francis De Sales
Mr. Caldwell.....Watson White
Judge Adamson.....Robert Harrison
The Doorman.....Tom Morrison
The Stage Manager.....Carl Judd
Butt.....Hugh Williamson
Miss Holly.....Peggy Van Vleet
An Actress.....Phyllis Tyler
Johnny.....Mack Twamley
Ray.....Dickie Leone
The Headmaster.....Ronald Alexander
The Janitor.....Maxmillian Schultz
A Beggar.....Edward Pegram
An Angry Man.....Allen Shaw
A Policeman.....Kermit Kegley
Miss MacIntyre.....Kay Loring
An Old Man.....Tom Morrison
The Superintendent.....Frank M. Thomas
The Mother.....Susan Sanderson
The Father.....Hugh Williamson
The Bailiff.....Ronald Alexander
Photographers.....Guy Tano, Allen Shaw
Three Boys:

Charles Nevil, Dickie Leone, Mack Twamley
Another Bailiff.....Allen Shaw
A Judge.....Frank M. Thomas
Spectators and Passersby: Maylah Bradford,
Eileen Burns, Marjorie Dalton, Dorothy Beau-
vaire, Lois Harmon, Bill Hoe, Lillian Marr,
Jennifer Moore, Diane Parker, Lester Penha.

The wiser students of the writing arts know that the one subject of un-failing interest and limitless material is the human being. Evidently Moss Hart has come around to that belief, for in his new play, *Christopher Blake*, he is writing about people in an approximation of life rather than comic cardboard figures in absurdia. He has turned his brilliant talents to a compassionate study of the three principals in divorce proceedings: the father and mother, whose pig-headed egoism demands self-determination, and the son, who is the heart-broken pawn in their struggles.

The focal point of the play is Christopher, and the agony, the emotional turmoil he undergoes as his parents and their lawyers tear his heart to pieces with their last-minute quarrels. The basic scenes are the judge's ante-chambers and the courtroom. While Chris waits to be called as a witness, sickened by what he sees, his mind is set to typical child imaginings. First he pictures himself as a hero who commits suicide and thereby effects a reconciliation between his parents. Then he is a theatrical producer of sage wisdom, who shows his mother a playlet which warms her cold heart. And finally he dreams of a savage punishment which he inflicts upon his parents for what they have done to him.

Moss Hart's method of telling this story is not particularly original. He uses some of the flashback and dream sequence techniques used in his own *Lady in the Dark* and Elmer Rice's *Dream Girl*. But the important thing is that he has something to say with passion and understanding. Not all of *Christopher Blake* is successful. Necessarily, perhaps, there are scenes of turgid, explanatory statement. The opening scene, with nothing to give it reference, seems theatrical and phony. The obdurate mother is not always convincing, especially when

Clinkers Clog Legit Map But No One Knows the Answer

(Continued from page 42)

cinnati heads the list of bogey towns. Grosses always dip here regardless of how good the show may be. And this has been the case for a long time. Take the case of *Dead End*, which tramped a decade ago after 78 weeks on Broadway. It did an average of \$16,000 in most towns, but when it hit Cincy it dived to a low 8G. In more recent times *Life With Father*, which piled up as much as \$1,000,000 in Chicago and more than \$60,000 for three weeks in Washington, never got above \$10,000 in Cincy.

Cleveland—Ouch!

Cleveland is another center that gives plenty of trouble. It is probably the most unpredictable town of all. Some shows get by pretty well, but many find the date at the Hanna Theater something to cry about. For example, when *Foolish Notion*, with Tallulah Bankhead, hit Cleveland it dropped to a poor \$15,800 as against \$18,000 in Pittsburgh, \$62,000 for three weeks in San Francisco and \$11,000 for three Kaycee performances. Again *Without Love*, with Katherine Hepburn, which like *Notion* was no world beater, chalked up \$37,000 for seven showings in Providence, R. I.; New Haven and Hartford, Conn., and \$19,000 in Buffalo, but did only a poor \$13,000 in Cleveland. *Life With Father's* biggest Cleveland week never exceeded \$14,000. *Anna Lucasta*, on the other hand, chalked up \$17,500 advance a week before the troupe hit town recently.

A similar story might be told of Pittsburgh. Here at the beginning of the recent big strike, *I Remember Mama* did a poor \$9,100 for a week, while *Lucasta*, arriving at an even more crucial moment in the strike, chalked up \$25,693 for the week. How can you figure, ask producers.

Of the other towns in the 25 leading spots scrutinized only L. A. gives some trouble. Too close to movies, it is almost impossible to figure the gross in advance. Even pic names in

she violates even feminine logic in her arguments against calling off the divorce.

But this is a serious effort in the theater and should be judged as such. It is one of the first plays we have had in a long time which really has something to say. Not just a "message" but an idea, a conception of a basic ill in our society.

If for nothing else, *Blake* will be noted for the performances of its principals. The writer is always paramount and all Moss Hart's soul and skill are in this. His three leading actors probably have never done better work. Richard Tyler's portrayal of the title role is one of the most remarkable things in the modern theater.

The bells will ring this season for Tyler.

The performances of Martha Sleeper and Shepperd Strudwick, as the parents, are equally notable. In the first place they must compete with a child actor of tremendous ability. Never once do they falter. It's a tribute to themselves, and to Hart who selected them and directed the show, that they are able to accomplish this.

Blake is worthy in ideals, skilled in production, absorbing and mightily moving in the writing. For these it deserves to be a great success. But its future probably depends upon the willingness of today's flighty audiences to accept a serious idea which may cut too close to home. Critical success, perhaps. Commercial success—well, it asks an awful lot of an audience.

shows don't always click here.

Boston, when the censors don't get busy, is a natural for musicals. Denver will carry a one or two-night stand, no more. Salt Lake City is another brief stop town that clicks. Philly is steadily good. Rochester, N. Y., could do more if better developed for legit. Milwaukee, despite proximity to Chicago, does okay generally. Columbus is okay for a half week. Newark pays the penalty of being too close to the Stem and doesn't do well as a general rule.

Producers are watching the distant dark clouds hovering over the road. If the take is down in the good spots, well, that can be accepted, since these stands have paid while times were good. But it's the bogey towns that have them worried. They'd be murder in a slump.

NEW YORK, Nov. 9.—Legiters hitting the tank town circuit have been having trouble at the b.-o. lately. *Life With Father* troupe that undertook to service towns without legit for years has been losing money ever since it started out. Company has been grossing around \$8,000 per week, but with a \$6,000 weekly nut and \$2,500 to pay out for theaters each week, has been taking it on the chin steadily. Show started out in New England, went to Upper New York State and is now in Ohio where biz has slumped more than ever. Cargill, Kling and Jones, the producers, have found that the dates with sponsors behind them (Kiwanis, Rotary and Lions' Clubs) have brought in the most dough ever. However, since most people in *Father* territory need plenty of legit educating to bring them to the b.-o., towns may pay off better to next troupe coming their way.

Stanley Woolf's company of *Dear Ruth*, which hits towns of similar size has been doing \$5,000 a week, but with its much lower nut has managed to eke out a profit for the producer. Show has played Indiana, Iowa and Wisconsin and heads into the Dakotas.

Even *Maid in the Ozarks*, now playing large cities in the Deep South has been having b.-o. trouble. Show did badly in Montgomery, Ala., and Atlanta, and has lost about \$1,000 each week the past few weeks. Last season legit did good biz on road. Addition of Ann Corio was expected to bolster the take, but has not had desired effect. However, New Orleans stand this week has been more successful.

NORFOLK, Nov. 9.—There is still plenty of coin in this once golden road show town, tho the population has fallen off from the abnormal level of the last four or five years. But this year's entertainment schedule is one of the heaviest in the city's history. It is a load under which the show-going public can hardly stagger, as attested by meager attendances at top-drawer shows, which have been booked into the Center Theater and USO auditorium-arena almost one on top of the other, and for much longer runs than has been customary in the past.

Dear Ruth played four days with never more than a half-house at the Center (capacity, 1,900), and was followed by *Carmen Jones* which ran three days to crowds only slightly better. *Voice of the Turtle* ran a week to spotty business, generally good considering that it came on the heels of the other two and bucked the Ringling-Barnum circus and an opera. Next week's schedule includes two operas and the opening of a two-week engagement by the Barter State Theater Players, not to mention a full

Foreign Opening

THE WORLD IS ROUND (LA TERRE EST RONDE)

SARAH BERNHARDT THEATER, PARIS

A play in 3 acts by Armand Salacrou. Music by Marcel Delannoy. Staged by Charles Dullin. Costumes and sets, Andre Masson.

French audiences are flocking to the Sarah Bernhardt Theater to see the revival of Armand Salacrou's *The World Is Round (La Terre Est Ronde)*, with producer-Director Charles Dullin playing one of the principal parts. Scene is laid in Florence between 1492 and 1498, in the reign of Lorenzo de Medici, a time when moral decrepitude had reached new depths. As a result of the looseness of the period the Dominican monk, Savonarola, commences his self-support mission to reform Florence. Soon the Florentines become tired of the arbitrary severity he has imposed and demand that he perform the miracle of standing at the stake and not be burned. He refuses and is attacked, tortured and hung along with several of his followers. This theme dominates the three acts of the play.

It was first produced in 1938 under the dark cloud of Munich. Altho one of Salacrou's best works, it already appears somewhat dated in its overly obvious resemblance to fascism (vehemently denied by the author). This comparison between 1492 and 1938 is emphasized by the constant shouts of the youthful religious zealots, "Christ Is King," which have all the markings of a "Heil, Hitler" salute.

The action takes place alternately in three sections of a permanent set. Changes from one locale to another are accomplished with smoothness, with no wait at any time between scenes. Designed in almost a monotone, the set services a double purpose as do the costumes.

Marcel Delannoy's incidental music is predominantly modern, occasionally a little pseudo-Stravinsky. Yet it retains a renaissance flavor, particularly the liturgical quality accompanying Savonarola's scenes.

Charles Dullin gives an outstanding performance as the great monk. One feels all his mortal torment, decisive strength and stern rigidity. Dullin does not play a man; he is that man. His deliberately slow, clear diction and the amazing flexibility of his voice give much depth to the play.

However, for an American spectator the lines are spoken too rapidly, tho the players move easily and without apparent effort. This style of dramatic delivery appears incompatible with our sense of timing. But there is a "oneness" to the production. Dullin's unique sense of artistry creates a unity between set, costumes, music, actors and direction not often found on our stage.

week's run of *Blossom Time* at the Center.

Holiday on Ice ran for a full week at the arena, but drew capacity biz only two nights. First play into the Center, *Her Unborn Child*, did poorest business of all, but booking jam had nothing to do with this.

The glut of attractions scheduled for the remainder of the season, however, is causing many here to fear that promoters will bring about so many financial flops that New York again will start giving Norfolk the go-by. This town can stand a steady and a not inconsiderable diet of roadshows, and can support them in the style to which they are accustomed, but most observers feel the limit is two a month.

Magic

By Bill Sachs

G. RAY TERRELL, with Judy and Jack, opened Monday (11) at the Mount Royal Hotel, Montreal, for their seventh engagement there in four years. They follow that with the King Edward Hotel, Toronto, November 25, and the Park Plaza, St. Louis. In the spring the Terrells are slated to embark for Europe for an engagement at Les Ambassadeurs in Paris. . . . Jack Herbert winding up a two-weeker at Hotel Henry Grady, Atlanta. . . . John Calvert has his magic show in New England territory. On November 8, Providence magi hopped to New Bedford, Mass., to catch the Calvert trickery and to participate in an after-theater party arranged by the New Bedford mystics. . . . Jim Sherman, the Chi magic dealer, with Mrs. Sherman, who assists him in his act, left for New York last Wednesday (6) to join the Edgar Bergen troupe. The Bergen unit will do several benefits and a television broadcast of the Bergen aftershow. Broadcasts were made from New York Monday (11) and another will be made next Monday, with the troupe leaving for Atlanta for a broadcast and show November 24. From there the show is routed to Dallas for a broadcast December 1. . . . Dell O'Dell and Charles Carrer close Thursday (14) at the Brown Hotel, Louisville, and move to the Alpine Village, Cleveland, November 17 to December 7, their fifth visit to the latter spot in two years. From Cleveland they go to the Henry Grady Hotel, Atlanta, (See MAGIC on page 46)

"Prince" Nabs S. R. O. 10G In 21st New Haven Stand

NEW HAVEN, Conn., Nov. 9.—A complete sellout greeted the 21st revival of *The Student Prince* here when 6,000 persons chipped in close to \$10,000 to see the operetta in its return after an absence of two years (October 31-November 2). Sellout signs were out three days before the show opened. Even the balconies sold out.

Following the break-in of the road company of *Call Me Mister* (13-16), the Shubert will offer Libby Holman and Alfred Drake in the new musical, *Twilight Alley* (21-23). New show features Avon Long, Jet McDonald and Mildred Smith, with music by Duke Ellington. John Houseman directs.

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WANT MAGICIAN IMMEDIATELY J. C. ADMIRE
Albany, Ga.

Lima N. S. H. for U. S. Acts; Clubs, Vaude Scarce; Pay Low

LIMA, Peru, Nov. 9.—Blame long, foggy winters, peculiar living habits, temperament or what have you, but whatever the reason, Lima is by no stretch of the imagination a hot show town. If anything, it's a bad one; an exception even to Latin-American show centers.

For example, bands which do big biz in other countries in Latin-America, often flop here. Legit, almost strictly devoted to Spanish-type entertainment, is also in the n. g. category. There are two legit houses, the Municipal and the Secura, which show mostly Spanish vaude and an occasional play or two. Few U. S. acts ever hit here, unless they are of Spanish origin. Instead, acts come from Argentina, Chile, Cuba, Mexico and even from the U. S. S. R. One reason for this may be that acts play on contracts made with the theater ops, and run anywhere from a week to three months. Ops assemble the troupes and sell the entire show on a percentage of the b. o., usually about 50 per cent. There are three shows daily, at 3:30, 6:30 (which is called the vermouth) and 10 p.m.

This style of entertainment may, in turn, explain why niteries don't flourish here. There are only two;

Ice Performers Get 20% Pay Hike With AGVA-Follies' Deal

NEW YORK, Nov. 9.—Agreement entered into between *Ice Follies*, now current on the West Coast, and AGVA has given the cast a 20 per cent boost in pay, and it will apply to all the major ice shows, *Ice-Capades*, *Ice Follies* and *Ice Cycles*. *Ice Follies* had an AGVA agreement signed in 1944. When chorus started to ask for more dough a few weeks ago and threatened a wildcat strike, AGVA entered the picture. After a huddle an amendment was added to the old agreement calling for an increased cost of living hike.

Old scales called for \$65 a week for the "A" performers, \$60 for the "B" and \$55 for the "C." Besides calling for a 20 per cent hike in these scales, deal also made for improved working conditions, lesser rehearsal time and increased rehearsal pay.

Mask & Wig To Tour; Album Due on Tunes

PHILADELPHIA, Nov. 9.—Mask & Wig Club, of the University of Pennsylvania, will take this year's collegiate musical, *Cris Crosses*, on a road tour after a five-season wartime discontinuance. College show preems November 22 at the Erlanger. Road tour, all one-nighters, starts December 11 in Bridgeport, Conn., carrying on with Wilkes-Barre, Pa., December 12; Lancaster, Pa., December 13; Wilmington, Del., December 14; Hartford, Conn., December 27; Syracuse, N. Y., December 28; Buffalo, December 30; Rochester, N. Y., December 31; Cleveland, January 2; Cincinnati, January 3 and Pittsburgh, January 4.

This year's show will also mark the first time that a waxery will issue a show album of the musical score. Show tunes have always made for single disks, the Clay Boland music registering some real hits over the years. This year, Cosmo label grabbed off the score for a regular album package of platters. Waxery, however, will set up its own cast of singers and orchestra, Mask & Wig being an entirely male and college lad set-up.

the Grill Room of the Hotel Bolivar, run by J. Rosenthal, and the Club Cabana, in Exhibition Park, run by Heliodiro Garcia Habana. Neither has a cover charge and both use a first and alternate ork from 10 p.m. to 2 a.m. Federal law requires employment of Peruvian acts six months out of the year. Since theatrical agencies are unknown here, contracts are made direct with band leaders. Only concession to large Yank patronage of these clubs is the use of American tunes sandwiched in between Latin numbers. Big bands draw down approximately \$8,000 a month. An 18 per cent tax on foreigners is another reason why American bands and acts don't visit here.

In radio, amateur hours are big. Since broadcasting salaries are low, most performers have to do outside work to get by. Four or five-piece combos get a maximum of \$700 a month, while nine or 10-piece outfits get \$1,000.

However, radio picture may change soon, since there are rumors that McCann-Erickson is planning to open an office here. Luis Blau, MCA rep, was here last month on a talent-survey trip prior to selection of a branch site for his outfit.

In the outdoor field, circuses are unknown and the only major carnival is the three-day Mardi Gras. Jukes are few and far between and coin machines have not caught on well, due possibly to the fact that instructions on how to run them are not in Spanish.

Books Received

NEVER LET WEATHER INTERFERE, by Messmore Kendall; Farrar, Straus & Cox, New York, \$3.75.

The biography of the man who, among other things, built the Capitol Theater, New York.

HOW TO WRITE, SING AND SELL POPULAR SONGS, by Nick Kenny; Hermitage Press, New York, \$2.

A "how to" book with advice by 35 names in the music biz.

THEATER WORLD, 1945-'46, edited by Daniel C. Blum; Theater World, New York, N. Y., \$2.50.

A pictorial and statistical record of the 1945-'46 New York legit season.

AN AM-ATED VERSE, by Al Maister; Bruce Humphries, Inc., Boston, \$2.

Odd and humorous verse, much of which first appeared in the author's column *Miles o' Smiles*, in *The Boston Observer*.

Ciggie Firms Fight "S. American Way"

CARACAS, Venezuela, Nov. 9.—Ciggie accounts are staging a merry battle for Latin names to bolster their radio shows. Philip Morris brought in Tin-Tan, Mex comic, who doubled at the Principal Theater to packed houses. Camels had Enzo Masceroni, Italian baritone, and also brought in for its *Camel Caravan* hour *Negro Rhapsody*, a group of six presenting Cuban folklore.

Chesterfields introduced over its airshow the Aguila Sisters, Mexican girl singers, who also have appeared at local clubs and theaters, and at Maracaibo as well. Lucky Strike bolstered its show with Carmen Perret, Colombian singer.

KANSAS CITY, Mo., Nov. 9.—Harry Lawrence has been appointed technical director of Kansas City's Resident Theater.

Burlesque

By UNO

Tillie, now Renee Griffin, after 10 years in Chicago niteries, returned to burly thru Phil Rosenberg, at the Mayfair, Dayton, O., where she opened November 8. . . . Tom Phillips, B.A.A. prexy, mourning the death of his mother, Catherine, 84, who passed away November 4 at her home in Philadelphia. . . . Murray Brown has organized a new revue, *Varieties* of 1947 for vaude-pic houses. Company includes Ursulina, Irma Cruz, Gene Allen, Tom Kelly and six chorines. . . . Rita Zane returned to the Follies, Los Angeles, when that house reopened November 8. . . . George P. Murphy, ex-featured comic, now night manager of Duffy's Tavern, Manhattan, is being tendered a testimonial November 21. . . . Joe Brady, former teammate of Jim Howell, recovered from a recent illness and is back as doorman of the Century Circuit's Marine Theater, Brooklyn. . . . Marty White, ex-burly ace, now heading his own ork, functioned for Freddie Fulton's recent show in Palm Garden, Manhattan, in behalf of Lionel Tachna Judah Post 288. Acts included Doris Scott, Dan DePaola, Charles Johnson, Ross Brothers, Lockjaw Jackson, Continentals, New-comers and Bob Davis and Arthur Boran, emsees.

Leon DeVoe has been appointed West Coast rep for the B.A.A., with headquarters at 5133 Boswell Place, Los Angeles. . . . Harold Hanson, manager of the Empress, Milwaukee, flew to California last week to negotiate for another house to be added to the Hanson-Fox quota. . . . Bobby Fay, comic, initiated into the Masons, Daylight Lodge 525, Detroit. Sponsor was Stanley Montford, straight man. Other burly Daylighters are Arthur Clamage, Maxie Furman and Charlie Harris. . . . Rene Andre and Eddie Innis, of the Midwest Circuit, have adopted a baby, June Allison Innis. . . . Star and Garter, Chicago, changed from burly to pix, forced a layoff on the Midwest Circuit between Minneapolis and Kansas City. . . . Muriel Asche, the only flying dance producer, is pilot of her own plane, an Aeronca (Chiefee), fielded at Teterboro, N. J. Eight Asche Girls, captained by Ginger Maloney, form the stock end of the show playing Friday and Saturday at the Lyric, Allentown, a Hirst Circuit spoke routed between Washington and Philadelphia. . . . Jacque Barrie and Colleen opened at the Rialto, Chicago, November 1.

Lyle Page has resigned as producer at the Casino, Pittsburgh, to train a line of girls for work in Pitt niteries. Jack Montgomery has replaced him. . . . Babs Rumlper, Casino showgirl, has taken a leave of absence for a few months due to doctor's orders.

WANTED CHORUS GIRLS

Top salary, extra for specialties. Can use a few inexperienced Girls.

GAYETY THEATRE
250 S. HIGH ST. COLUMBUS, OHIO

NET OPERA HOSE

Elastic, black or suntan, \$4.95. Theatrical Eye-lashes, \$1.50. Rhinestoned G-Strings, white or black, Chainette fringe, \$10.00. Rhinestoned bras, \$2.50. Net chorus or strip panties, \$1.35. Bras, 75¢. Strip panels, bras and gloves, set, \$10.00. White rhinestones with settings, \$2.25 Gross.

C. GUYETTE
346 W. 45th St. New York 19, N. Y.
Phone CI-rols 6-4137

THE FINAL CURTAIN

BOZZELL—Grover, 61, brother and manager of the late Billy Bozzell, lecturer, magician and originator of the iron-tongue act, formerly with the Johnny J. Jones Exposition, November 8 in Indianapolis.

BOLLER—Carl H., well-known theater architect, in Los Angeles October 30. Survived by his widow, Josephine, and a brother, Will. Burial in Forest Lawn, Glendale, Calif., November 4.

BURNS—Joseph, 57, former member of the vaude team of Burns and Kissen, in New York November 3. Since retiring from the stage in 1936, he has been with Harms, Inc., music publishers.

CAHILL—J. W. (Jack), director of the Calgary Exhibition and Stampede for 25 years, recently in Calgary, Alta. Survived by his widow, two sisters and two brothers.

CZERWINSKY—Stanley H., 60, at his home in Memphis, recently. He played in the Ringling Bros. and Barnum & Bailey Circus band for 15 years. He is survived by his widow, a daughter and two sons. Burial in Memphis.

DAWSON—Stanley F., 70, former ticket seller with the Ringling circus, with which he was associated for 35 years, and more recently with Cole Bros.' Circus, November 4 in his room at the Bliss Hotel, Columbus, O. During the war he served as an entertainer with USO shows. Survived by a daughter, Mrs. Clara L. Lyons, Cleveland. Services in Columbus November 6, with burial in Green Lawn Cemetery there.

DE JONGH—Phillip, 50, magician, in Philadelphia October 30. A native of Holland, he came to America 15 years ago.

DUNCAN—Henry, 68, former legal adjuster for the C. W. Parker Amusement Company and former adjuster and concessionaire with Cosmopolitan Shows, in Kansas City, Mo., November 3. Burial was in Showmen's Rest, Memorial Park Cemetery, Kansas City.

EVELYN-ELLIS—Thomas, eighth Baron Howard De Walden, 66, wealthy British playwright, poet and painter, in London November 5. Among his works are the plays, *Lanval*, and *Heraclius*, and the operas, *The Children of Don, Dylan*, and *Bronwen*. In 1912 he aided Oscar Hammerstein launch his operatic season in London by taking 16 boxes at a price of \$60,000.

FETZER—Ray, staff musician at Station WLW, Cincinnati, for the past 10 years, in St. Francis Hospital, Cincinnati, October 3 of a heart attack. Survived by his widow, Grace. Burial in Cincinnati October 6.

HOCK—Edward A., 68, in Chicago November 7. (See story in Carnival section.)

SIMPSON—Maj. Warren W., 53, concessionaire with Dumont Shows, in Medical College Hospital, Richmond, Va., October 24 of a heart attack. Survived by his widow, two sons and two daughters. Burial in Woodlawn Cemetery, Winston-Salem, N. C.

STOJOWSKI—Sigismond, 76, Polish pianist and composer and pupil of Paderewski, in New York November 5. He came to New York in 1906 and for five years taught piano at the Institute of Musical Art. Among his pupils were Oscar Levant, Mischa Levitzki and Alfred Newman. In 1918 married Luisa Morales Macedo, Peruvian pianist.

THOMPSON—William (Blackie), former circus and carnival concessionaire, last with the H. R. Rosen Amusement Company, November 3 in City Hospital, Columbus, Ga. Burial in Riverdale Cemetery, Columbus.

Marriages

CAPELL-POUNDS—Jack N. Capell, co-owner of Capell Bros.' Shows, and Elizabeth Pounds, in Columbus, Kan., October 30.

COHEN-PEARLSTEIN—William Cohen, office manager of 20th Century-Fox Pictures in Philadelphia, and Phyllis Pearlstein in that city November 7.

COOK-JACKSON—Ira Cook, Hollywood disk jockey, and Virginia Jackson, nonpro, November 2 in Las Vegas, Nev.

DABNEY-McINTYRE—Leroy Dabney and Teddy McIntyre in Newberry, S. C., October 30. Groom operates Dave Fineman's bingo on the W. C. Kaus Shows, and bride is the daughter of Mr. and Mrs. Ernie McIntyre, cookhouse ops on the same shows.

KETHERLY-ASHER—Bob Ketherly and Mildred Asher, both with Ringling Bros. and Barnum & Bailey Circus, recently in Norfolk.

LAY-MAAS—John Hunter Lay, radio and motion picture writer, and Mary Brigid Maas, script writer with the British Broadcasting Corporation, in New York November 9.

MAY-BRACK—Bob May (Bobby Maynard), of the Jimmy Lynch Death Dodgers, and Julie Brack, formerly of the Paul Sisters, October 30 at New Boston, Tex.

WILLIS-LIND—Richard Willis and Ostrid Lind, actress appearing (Imperial, New York) in *Annie Get Your Gun*, in Greenwich, Conn., November 10.

WRIGHT-WALSH—Bill Wright, writer-producer, and Clare Walsh, staff writer at Schwimmer & Scott, Chicago, in that city November 4.

Births

A daughter to Mr. and Mrs. Bill Anson at St. Vincent's Hospital, Los Angeles, October 5. Father is an announcer at KFVB, Los Angeles.

Triplets, two sons and a daughter, to Mr. and Mrs. Edward B. Dyer in Tampa October 1. Mother, Roxy, is a former showgirl with World of Mirth Shows.

A son, Paul Fumio Jr. to Mr. and Mrs. Paul Higaki September 30 in San Francisco. Father is ex-trombonist with Jimmie Lunceford and Lucky Millinder and is now fronting his own band in San Francisco.

A son, Michael Larabee, to Mr. and Mrs. John Ables October 1 in Philadelphia. Mother is the former Polly Whittaker, program director of WDAS, that city.

A son to Mr. and Mrs. Al Shulskis October 3 in Episcopal Hospital, Phil-

adelphia. Father is assistant manager of Warners' Boyd Theater in that city.

A son, Gregory John to Mr. and Mrs. Robert Carney in Bridgeport, Conn., October 1. Father is manager of Loew's Lyric Theater, Bridgeport, Conn.; mother is cashier at Loew's Globe Theater there.

A daughter, Kathleen, to Mr. and Mrs. Charles Sheridan, October 13 in Jewish Hospital, Philadelphia. Father is a sports announcer in Philadelphia, known as Sherry O'Brien.

A son, Eugent George, to Mr. and Mrs. Gene Lewis, in a Petersburg, Va., hospital October 21. Parents were formerly with *Paradise Revue* on Cetlin & Wilson Shows, father as drummer in the band and mother as dancer.

Twin sons to Mr. and Mrs. Dick Breen, in San Francisco, recently. Father is on the production staff of KGO, San Francisco.

A son to Mr. and Mrs. Pete DiMilesi October 16 in Detroit. Father is bass man in Don Michele's orchestra.

A son to Mr. and Mrs. Clark H. Hammonds in Passavant Hospital, Chicago, recently. Father is director of promotion and advertising for the General Outdoor Advertising Company, Chicago.

A daughter, Terrell Sullender, to Mr. and Mrs. Frank S. Wise, of Cole Bros.' Circus, recently in St. Mary's and Elizabeth Hospital, Louisville.

A daughter to Mr. and Mrs. Maury Rone in St. Mary's Hospital, St. Louis, recently. Mother is a chorus girl at the Grand Theater there and father is secretary to the manager and assistant treasurer.

A daughter to Mr. and Mrs. Ben Cooley in Boston October 20. Father is commercial advertising salesman for *The Billboard* in Hollywood.

A daughter, Concetta, to Mr. and Mrs. Frank R. Sanfilipp, of outdoor show business, in Alexandria, Ind., recently.

A son to Mr. and Mrs. Hugh Enfield at Queen of Angels Hospital, Los Angeles, October 28. Father is Craig Reynolds and mother is Barbara Pepper, film players.

A son, William John, to Mr. and Mrs. Mal Burke in New York October 26. Father is a member of Les Chanteurs Quartet. Mother is the former singer known as Terry Jean.

A daughter, Dean, to Mr. and Mrs. John (Chick) Kelly in Jefferson Hospital, Philadelphia, October 23. Father is the former publicity director of KYW, that city, and now head of the radio department of Carl Byoir Associates, New York.

A daughter to Mr. and Mrs. Duke Morgan in Jefferson Hospital, Philadelphia, October 28. Father is a songwriter and show promoter.

A daughter, Rita Louise, to Mr. and Mrs. Andy Allan in St. Joseph Hospital, St. Paul, recently. Parents were concessionaires with Imperial Shows.

A daughter to Mr. and Mrs. William Eshbaugh, at the 5th Avenue Hospital, New York, November 6. Father is a singer under the name of Bill Russell, and vice-president of the Ted Eshbaugh Studios.

A daughter, Maurleen, to Mr. and Mrs. Maurice Miller in Mariemont, O., September 18. Father is the son of Cleo and the late Morris Miller, owners of Miller Bros.' Shows.

A daughter to Mr. and Mrs. Michael Higgins in Paw Paw, Mich., October 24. Parents are known as Higgins and Hayes, vaude team.

A daughter, Christina Lyn, to Mr. and Mrs. Ronald C. Cooley, October 20 at Richardson House, Boston. Father is on *The Billboard's* West Coast office staff.

A daughter, Sherry Faun, to Mr. and Mrs. Dick Betts in Harper Hospital, Detroit, October 22. Father is an organist with the Sheraton hotel chain.

A son, Ted Edward, to Mr. and Mrs. Ted E. Dunlap in Doctors' Hos-

Divorces

Leila Weston, saxophonist in Phil Spitalny's orchestra, from William E. Weston, in Detroit October 1.

Carmen Castillo Cugat from Xavier Cugat, ork leader, October 3 in Los Angeles.

Norma Marino, chorus girl at the Grand Theater, St. Louis, from Joe Marino, nonpro, in St. Louis October 3.

Juanita Fortner, chorus girl at the Grand Theater, St. Louis, from George Fortner in St. Louis October 3.

Patsy Ruth Miller, screen actress and writer, from John Lee Mahin, film writer, September 27 in Los Angeles.

Marcelle Dudley, model, from Fred Crane, radio actor, October 1 in Los Angeles.

Edwina S. Grauso, office assistant of the National Showmen's Association, from Vincent Grauso, in Jacksonville, Fla., July 1, just announced.

Alfred E. Hall, non-pro, from Doris Stone, actress, in Los Angeles October 23.

Norma Rogers MacDonald, daughter of the late R. W. Rogers, circus owner, from Mack MacDonald, October 15 in Louisville.

Irene Hester from Harvey (Heck) Hester October 8 in Roanoke, Ala.

Deane Marich, Cincinnati, from Elsie Marich, circus performer, in that city October 28.

Ted North Jr., film player and son of Ted and Mary North, of the former well-known Ted North Players, tent rep organization, from Mary Beth Hughes, screen actress, October 30 in Las Vegas, Nev.

MAGIC

(Continued from page 45)

December 12 to January 7. . . . Fred Roner has just concluded a fortnight's stand at Montreal's El Morocco. . . . In the same city Freikia has just finished a two-weeker with his magic at the Esquire Club. . . . Dave and Pauline Coleman wind up their season at the Lincoln Hotel, Indianapolis, November 20, and depart for San Antonio, where they are set for the Texas Newspapermen's Convention December 3. They will follow that with the same Texas and Mexican spots they worked last season.

THE 10th New England Convention of Magicians, first since war, was held in Hartford, Conn., November 2-3, under sponsorship of Assembly 21, Society of American Magicians and the Robert Houdin Club, both of Hartford, and the West Hartford Magic Club, with William R. Greenough as general chairman. About 250 attended. Convention got under way Saturday afternoon, with a show emceed by Joe Newton, Hartford, and highlighted by a 45-minute lecture on "Magicians' Mistakes," by Jack Chanin, Philadelphia. Ira C. Williams, Harry Thomas, Ace Gorham, Doc Daley and H. Adrian Smith rounded out the program. Saturday night show was emceed by Bill Williston. Acts included the Camerons, Jim Boyce, Doc Irving and Princess Yvonne, with Yvonne II; Florence Schaffer, L. Raymond Cox and company (Mike Parente, Hal Haviland and Nora Wheeler), Amedeo and Herbert Peterson. Sunday afternoon dealers' show had Warren Cosgrove doing the introductions, and Billy Holden, Jack Chanin, Tod Petrie, Joe Karson and Raymonde demonstrating their wares. Roy Dohs, Chris Agnoli and Jess Webster also entertained. Banquet show Sunday night had the Brocketts, Dr. Chang (Sherman Ripley), Rev. Willard Smith, Art Lyle, Joe Karson and Slydini. The 1947 convention goes to Boston.

pital, Jacksonville, Fla., October 31. Father is a pitchman and floss candy concessionaire; mother is Margaurite Mills.

In Memory of
PFC CLARENCE J. K. HUNTER
Who Was Killed in Action
November 12, 1944, on Leyte Island.
We All Miss You Very Much While
You Are on Your
HEAVENLY FURLOUGH
ROSE AND EDDIE HUNTER
AND MIKE WIERZBA

MILLER—Wilmer T. (Zack), 65, showman and rodeo director, November 3 in Marthaville, La. Burial in Belleville, Ill.

ROGERS—Arlene, 32, wife of Roy Rogers, film cowboy star, November 2 in Los Angeles, a week after giving birth to her third child. Survived by her husband, three children and her parents. Interment in Forest Lawn Memorial Park, Los Angeles.

R-B MUST HOLD NEW ELECTION

Phoenix Roosevelt Bowl Will Present Varied Programs

PHOENIX, Ariz., Nov. 9.—Built at a cost of a half-million dollars, Roosevelt Bowl here will bring to Phoenix nationally known figures in the entertainment and sports world.

Art Craner, long identified with Mike Krekos' West Coast Victory Shows, has been named manager and already is laying plans for at least three mammoth stage productions next year. Plans have been worked out whereby athletic and thrill events will be booked along with softball at least four nights each week.

Bowl was built by William Collier and Dave Funk, both of Phoenix, who also operate dog racing tracks in Phoenix and Tucson. Associated with them, in addition to Craner, are Jack Rhodes, Jack Schaller and Harry Miller, the last named a Salt Lake City publisher.

Mayor Altman To Ask Passage of Luxury Tax

ATLANTIC CITY, N. J., Nov. 9.—Mayor Joseph Altman will ask the next session of the New Jersey legislature to enact a bill providing a luxury tax to aid communities in need of additional revenue.

Plan is designed to replace the income lost by this resort when the local sales tax was declared illegal by the State Supreme Court. Sales tax earned \$2,136,181 for the city during the year it was in effect.

Indoor Season in Belgium Opened by Cirque Royal

BRUSSELS, Belgium, Nov. 9.—Cirque Royal, leading indoor circus of Continental Europe, opened its season October 31, with the Dutch-German Mikkenie-Strassburger Circus occupying the arena. Louis Claes is manager and Albert Sykes fronts the orchestra.

Featured are the Liberty and high-school horses of the Schumanns from Denmark, the Polo-Rivels Troupe, Tobas Trio, Pipo and Rhum, and the Andres, clowns.

At least 11 tent circuses were on the road in Belgium the past season, most of which are now headed for winter quarters. Cirque De Jonghe is currently at Liege, Cirque P. Semay at Ostende, and Cirque G. Demuyne is closing at Lierre.

Greiner Raymond in Mich.

OXFORD, Mich., Nov. 9.—Greiner Raymond Society Circus made its bow here Saturday (2) under auspices of the American Legion. House was light at the matinee but fair at night. Line-up of acts included the Romig-Rooney Riding Troupe, Betty Fanchon and Her Canine Revue, Slim Girard and the Greiner Trio, clowns. Show boasts 14 head of stock.

Org plans to troupe under canvas next season, moving on four trucks and carrying a side show and cook-house.

1,000 Attend SFA Barn Dance

CHICAGO, Nov. 9.—More than 1,000 persons attended the fifth annual barn dance, given by Showfolks of America in the Grand Ballroom of the Midland Hotel here October 31.

Costume prizes in the women's division were won by Colette Minto Collins, first; Mabel Goede, second; Joan Old, third, and Lulu Cooper, fourth. In the men's division, Chet Genter was first and Ace Jacoby, second.

Special guest was Kathleen May.

Jack Lamey was general chairman of the party. Other chairmen and their committees follow: Reception, Peggy Richards, chairman; Art May, Ace Jacoby, Chet Genter, Vi Lamey, and Maud Green; program, Darrell Lyall, chairman; Bud Schaffer and Jess Harlow; tickets, Tom Coulthard and Warren Warren, co-chairmen, Bergie Bergman; commissary, Nellie Groesch, chairman; Etta Coulthard, Julia Appel, Coral Chapple, Trudy Lyall, Adelynn Wynn, Herman Stroike, Carl Nelson, Marguerite Bruce; prizes, Violet Lamey, chairman; Florence Reisel, Rose Page; arrangements, Jess Harlow; chairman; Charles Nelson and Jay Stoker.

Hugo Sets Program For Nov. 14 Round-Up Honoring Showfolks

HUGO, Okla., Nov. 9.—Big doings are in store for the showfolks of this town Thursday (14) when the Chamber of Commerce sponsors its first annual circus round-up in appreciation of the shows which have winter quarters here.

Gene Autry is scheduled to fly from Boston after the close of his rodeo there Monday (11). He will share the spotlight with Gov. Robert S. Kerr in the parade and at the high school football stadium, where he is to emcee the afternoon program. Uncle Leo Blondin, old trouper and now superintendent of the zoo at Oklahoma City, will appear downtown in the morning as an organ grinder and serve as kid greeter at the stadium.

Hardy Murphy, of Ardmore, Okla., will bring his trick horse, Buck, to repeat performances he has presented in Madison Square Garden. Vaughn Kreig, Choctaw County's gift to the rodeo arenas, will appear in trick riding. Franklin Noel will put the six elephants of the Al G. Kelly-Miller Bros.' Circus thru their paces, and Harry Villepontoux, aerialist, will represent Stevens Bros.' Circus on the program. As a neighborly gesture, Gainesville, Tex., will send several acts from its community circus.

The Casey Smith Shows will share the welcome-home honors with the circuses. There'll be a street dance at night.

The McIntosh Monkey Circus is in quarters at Bellevue, Mich., after a successful season of parks and fairs. Work has been started on an all-aluminum monkey trailer for next season.

Tri-Show Rodeo Group Formed At Pendleton

PENDLETON, Ore., Nov. 9.—A closely knit tri-show organization, each separate, but co-operating as to dates and aims, was affirmed at a recent meeting of the board of the Pendleton Round-Up and representatives of the boards of the Ellensburg Rodeo and Lewiston Round-Up.

Representing Ellensburg, Wash., were President Cliff Kaynor and Secretary R. E. Bayne, and from Lewiston, Idaho, were James McGonigle, president; Harry Wahl, arena director; Ted DeFore, assistant arena director; Joe Skog, secretary; Doug Hart, announcer, and E. S. Cook, director in charge of the Queen's Court. Pendleton Round-Up was represented by all of its officers and board members, headed by President F. S. Legrow.

No definite dates were set but it was understood that Ellensburg will as usual, hold its 1947 show Sunday and Labor Day, Lewiston will follow the first week in September and Pendleton the following week.

Mendelson Sells Heavy Bill on Southern Trip

CHICAGO, Nov. 9.—Bernie A. Mendelson, O. Henry Tent & Awning Company, returned last week from an extensive Southern sales tour on which he closed a number of contracts.

He sold Zack Terrell, of Cole Bros.' Circus, a 150-round with three 50's for the 1947 tour, the top to be forest green and the trim a bright orange.

Floyd King, owner of King Bros.' Circus bought a 110 with three 50's, while World of Mirth Shows went overboard and ordered all new tops for Bucky Allen's concessions and all shows on the back end. Cetlin & Wilson Shows popped for new tops for the girl, posing, midget and monkey shows, and C. R. Montgomery went for a new Side Show top.

Philadelphia Tightens Law Governing All Fireworks

PHILADELPHIA, Nov. 9.—Revision of the city's fire code by city council gives the city fire department complete control of all fireworks displays. Law governing the sale and display of fireworks, which was passed by the State Legislature in 1939, has virtually eliminated accidents and deaths by controlling the use of these explosive devices. City's new fire code now requires a certificate for all fireworks exhibitions.

Fort Pierce, Fla., Dads Want License Fees Paid

FORT PIERCE, Fla., Nov. 9.—Executive committee of the Fort Pierce Merchants' Association will recommend that the association ask the city commission to enforce license fees for carnivals and other traveling entertainments, even if appearing under local sponsorship.

Court Rules For Robert

Loos's decision for adjournment upheld—officials un-accessible for comment

WILMINGTON, Del., Nov. 9.—A new meeting of stockholders of Ringling Bros. and Barnum & Bailey Combined Shows, Inc., to elect officers was ordered in the Court of Chancery here Monday (4) by Vice-Chancellor Collins J. Seitz.

Court's opinion supports the contention of Edith Conway (Mrs. Charles Ringling) that the April 10 election of directors and executive committee of the circus was invalid. It was at this election that James A. Haley was named president to succeed Robert E. Ringling, and John Ringling North was named vice-president.

Since then the circus has been operated under that administration.

Spurs Speculation

Vice-Chancellor Seitz's finding renews speculation as to the future administration of the Greatest Show on Earth. Only one of the principals involved readily accessible for comment was Robert Ringling, who was located by telephone at the Hotel New Yorker, in New York. While reaffirming the contention that he legally is still president of the show and that the latest ruling confirms this stand, he said he was unable to make any statement at this time as to what the further developments might be.

Vote Agreement Upheld

Seitz upheld the agreement of September 15, 1941, between Mrs. Ringling and Aubrey (Mrs. James A.) Haley to vote the Ringling-Haley stock together and designating Karl D. Loos, Washington attorney, as arbitrator in case of disagreement.

Arbitrator Loos previously had testified before Seitz that in the absence of an agreement between Mrs. Ringling and Mrs. Haley last spring, he ordered the Ringling-Haley shares votes to adjourn the annual meeting. Contrary to Loos's decision, however, (See New R-B Election on page 58)

Maynard Visingard Bound For Ga. With Western Unit

JOHNSON CITY, N. Y., Nov. 9.—Maynard Visingard, late of the James M. Cole Circus, now has his own Western revue on the road under the title of Tex Maynard and His Oklahoma Aces. Show is piloted by Mike Guy, leader of the James M. Cole band, who jumped from Atlanta to Conder, N. Y., to be on hand for the opening.

Visingard reports business has been okay in New York and Pennsylvania. Final Northern date will be in the Glenn Theater, Watkins Glen, N. Y., after which show will head south to open in Georgia under canvas. Outfit moves on a bus, truck and trailer.

BEATTY POPS; IT'LL BE ALL HIS

\$'s in Escrow, Concello Sells

Only legal details and inking remain for completion of deal—more animals

HOUSTON, Nov. 9.—Clyde Beatty, playing Arabia Shrine Circus here, confirmed this week a report he is about to become sole owner of the Clyde Beatty Circus.

He admitted he was negotiating to purchase from Art Concello the train, wagons, canvas and other equipment used by the show the past season.

Money for the deal has been placed in escrow, he said, and only a few legal details in connection with the transfer of title remain to be completed. Beatty expected the transaction to be closed within a few days.

Still on 15 Cars

Equipment is in winter quarters at Nacogdoches, Tex., in charge of Ira Watts, who will continue as general manager. Beatty said that, while a few changes in personnel are contemplated, most of the other key men on this year's staff will be retained. Show will continue to use 15 cars, but Concello's private car is to be replaced by a new flat. This, Beatty said, will provide space for some of the stuff previously transported by truck and permit enlargement of the menagerie.

Seven new animals are to be put (See BEATTY POPS on page 68)

Larger Big Top For King in '47

UNION SPRINGS, Ala., Nov. 9.—Contract for construction of next season's big top for King Bros.' Circus has been awarded to the O. Henry Tent & Awning Company, of Chicago, it was announced here by Floyd King. Top is to have 110-foot round ends with three 40-foot middle pieces and 12-foot sidewall, and will be of 11½-ounce olive drab twill, flame proofed thruout.

Big top used this season is an 80 with three 40s and has proved inadequate to accommodate the crowds in many stands where the show appeared.

King entered Alabama at Atmore Monday (4) after seven weeks in Mississippi, during which 42 one-day stands were played. Show moves into Florida the middle of next week, with a month yet to go before the season ends.

Stanley Dawson Dies at Age 69

COLUMBUS, O., Nov. 9.—Stanley F. Dawson, 69, veteran trouper, died in his sleep at the Bliss Hotel here Monday afternoon (4).

Funeral services were held from the Denton, Donaldson & Kuhn funeral home, with Doc Waddell, circus parson, officiating. Burial was in Greenlawn Cemetery here.

Surviving are his wife and a daughter, both of whom make their home in Cleveland.

Dawson was a member of the Masons, Elks and Eagles.



WHEN A PHOTOG SHOWS UP WITH A LIVE BULB there is seldom any difficulty to get a few folks to pose, so here's the gang that gathered backstage at the recent Kansas City Shrine Circus. Left to right: Archie Gayer, Frozen Alive concert; Doris Miller, in charge of the Al G. Kelly-Miller Bros.' elephants; George W. Pughe, promoter for the Shrine Circus; Frank Cervone, band leader; Terrell Jacobs, animal trainer, and Cal Hicks, public relations.

Edgar Sells Trucks, Sends Sparks to Florida by Rail

Big top and chairs reported sold to Schweyer, of South America—plans for going on rails next year told as '46 season ends with turnaway crowds at Tyler, Tex.

TYLER, Tex., Nov. 9.—The Ringling-owned elephants and wild animal act and some of the property of the Sparks Circus were loaded into baggage cars Tuesday (5) and shipped to Sarasota, Fla., via the Cotton Belt, Frisco, Southern and Seaboard railroads, following the close of the show's 1946 season here Monday. Two turnaways in an all-day downpour were in contrast to spotty business encountered elsewhere during the show's final two weeks in Texas. The Sparks canvas and trucks were sold here, according to a statement by the management. From other sources it was reported the big top, grandstand chairs and other equipment were bought by Emil Schweyer, who is shipping them to his American Circus in South America.

Showmen here for the closing day, in addition to Schweyer, included Ben C. Davenport, Ralph Noble, Butch Cohn and Jack Knight, of Dailey Bros.; Ira Watts and Bill Moore, of the Clyde Beatty Circus; C. R. Montgomery and Bill Longstreet, of the Montgomery show; Frank and Bernice Ketrow and Mrs. William Newton, of Animal Oddities; Ray Marsh Brydon, the Side Show impresario, and Mel Vaught, carnival owner.

Choo-Choos in '47

It was announced that Owner-Manager James Edgar and staff members would go to Sarasota to start building a new railroad show to be launched next spring. The following additional details were given in a statement released by Walter D. Nealand, publicity director:

P. A. McGrath, who will be trainmaster, is now in Memphis, Tenn., supervising construction by the Lewis Supply Company of 21 streamlined steel and aluminum show wagons.

Flat cars have been delivered by the Warren Tank Car Company (the (See Edgar Sells Trucks on page 58)

Cole Loses Day On Texas Trek

Winning tour interrupted by cancellation of Bay City because of muddy lot

BAY CITY, Tex., Nov. 9.—Cole Bros.' Circus called off its scheduled performances here Thursday (7) because of a bad lot resulting from heavy rains. Cancellation was decided upon after the first wagon went into mud up to its bed. Show continued to Beaumont, Friday's stand.

Cole Bros. had one of its biggest days of the season at Austin, Tex., Friday (1). Matinee was capacity despite showers and the night crowd was strawed to the ring curbs in threatening weather. Gov. Coke Stevenson headed what was termed a friendly and receptive audience.

Two good days were chalked up at San Antonio Saturday and Sunday (2-3) close after Polack Bros.' week stand for Alzar Shrine. Saturday night was big and so was Sunday's matinee, even tho preceded by showers.

The two-day stand at Corpus Christi Monday and Tuesday (4-5) also was big. Opening matinee was jammed altho delayed until 4 p.m. by a late arrival and a muddy lot, and Monday night was a straw house. Tuesday produced a three-quarter matinee and full night house in cold, damp weather.

At Victoria, Tex., Wednesday (6), show had a half a house at the matinee and three-quarters at night.

Hamid-Morton Shrine Gross Tops 100G at Pittsburgh

PITTSBURGH, Nov. 9.—Gross receipts of the Hamid-Morton date for Syria Shrine here October 21-26 topped \$100,000, Vernon L. McReavy, promotional director, revealed before leaving for Baltimore. This figure is considered particularly imposing because of the handicap created by a 27-day power strike, called off just one day before the show opened. McReavy and Bob Morton expect Pittsburgh to develop into one of the country's biggest indoor dates.

Hamid-Morton's next engagement is at Atlanta, opening Monday (11).

Buck Owens Blows Matinee

BAINBRIDGE, Ga., Nov. 9.—Buck Owens Circus and Wild West played to a light night house here Tuesday (5) after canceling the matinee for want of customers. Sparks Circus was here September 26.

R-B Moving OK On One-Dayers Thru Carolinas

GREENSBORO, N. C., Nov. 9.—Playing a string of 10 one-day stands leading across the Carolinas and Georgia to the home state of Florida, Ringling Bros. and Barnum & Bailey Circus was moving satisfactorily this week, even tho the labor supply was still far from flush.

A new lot was held partly accountable for rather disappointing business at Norfolk, Friday and Saturday (1-2). Matinees were less than half and night houses about two-thirds. Location was in South Norfolk and was not too accessible, even tho the Virginia Transportation Company ran special busses. Sam Stratton, of the press department, conferred with the city relative to obtaining a new site adjacent City Park next season. Weather was warm the first day, but turned cloudy Saturday and rain fell that night.

A dip in temperature caught up (See R-B Moving Okay on page 68)

Lost (In) Hope

ST. LOUIS, Nov. 9.—William L. Oliver, who closed his season as-advertising car manager of Dailey Bros.' Circus last week, at Llano, Tex., says anything can happen on that show and most of the time does. Example: One of the 10 Dailey elephants strayed away at Hope, Ark., Saturday (2) and held up departure of the train two hours while it was hunted. The beast was found two miles away.

Dressing Room Gossip

Ringling-Barnum

The weather has taken a nose-dive in the Carolinas, giving us our share of rain and cold. However, we're moving along in good shape.

Visitors: John H. Marks, Paul Lane, Mr. and Mrs. Judy and C. Jack Shaffer, of John H. Marks Shows; Dr. L. C. Holland, who joined clown alley for a day at Norfolk; Frank West, Eloise and Dude Rhodus, Mr. and Mrs. Frank Cook and daughter, and Herman Joseph.

Frankie Saluto celebrated a birthday. Harry (Bad) Brown closed the season. Willie and Jeannie Krause and Cappy Farley also left. Sheila Blood is on the inactive list. Mildred Asher and Bob Ketherly were married at Norfolk. Irah Watkins was host at a Halloween party. Chitlin Chase's family visited. James (Candy) Shelton entertained members of the Side Show with an old-fashioned chicken dinner. Among those attending were Bobbie Hason, Harry Brown, Harry Doll, Charles Roark and Joseph Nawrath.

Around the lot: With the cold weather we've been having, hunting firewood for nightly campfires seems to be the order of the day. . . . Dunn, the back yard cop, showing his mother around the lot at Goldsboro, N. C., his home town. . . . Straight Ahead Willie, shopping bright and early every morning for soap, is something to see. . . . With the last route card out, the closing date guessing game is over.—DICK MILLER.

K. C. Shrine

Terrell Jacobs, Ethel D'Arcy and Cal Hicks, together with Fred Stein, general chairman, were speakers at the South Central Business Men's luncheon. Chairman Stein and George Saunders, Shrine recorder, gave a party for the performers after the show Friday night (1). Festivities broke up about daybreak.

Visiting showmen came from far and near. Among them were Tom Packs, from New Orleans; Dick Wayne, West Virginia; Leo Seltzer, Chicago; James M. Cole, of the circus bearing his name, Penn Yan, N. Y., and Charles Meyer, general agent for the same show from New Jersey. Other visitors were Paul Van Pool, of Joplin, Mo., and Mr. and Mrs. Bud Anderson, of Emporia, Kan.

All acts praised the co-operation of Chairman Stein and Recorder Saunders. Latter was awakened at 4 a.m. by George Pughe. It seems the baggage car set out for Terrell Jacobs was too small for the cats and steel, and in a matter of minutes after the call to Saunders, a larger car was on the track. Saunders then went back to bed.—CAL HICKS.

King Bros.

We are trouping thru the peanut section of Alabama. Several of the towns are as many as 12 years fresh. Business and weather have been splendid. The show is in its 30th week, and General Agent John D. Foss says the season will run a little longer than eight months. So those who hoped to get home by Thanksgiving will have to be content with eating turkey on the lot.

Winter quarters have not been definitely decided. Several spots are under consideration. We are hoping it will be in the South to insure an early opening.

Membership in the Frederick Wentzel Club is closed as the organizer departed. It was expensive. Arthur Williams, boss props, is proud of the new dressing room, which was set up for the first time at Luverne, Ala. Come rain or fire, he says the top is (See KING BROS. on page 68)

Dailey Bros.

Several of our horse enthusiasts were invited to Vance Jernigan's ranch at Malvern, Ark., to see his beautiful white horse perform. Jernigan and the horse, Ace, accompanied by his partner, Nubbins Lashley, and clown mule, Abner, played rodeos the past season.

Peggy Harrison has announced she will be obliged to carry an extra chair next season for her dog, Buttons. Joe Wallace has added another pair of sorrells to the pole wagon team, making an eight-up for Dutch Warner's expert handling. Rocky Knight and Bobbie Mitchell are working on an act for next year. Nellie Kitchie speaks Spanish to an extent and supplies what she lacks in gesticulations, much to the amusement of our Mexican troupe. The Stevens girls are the most devoted sisters we have seen—always together, always clothed identically.

A circus day at Fort Smith, Ark., recalled by Kid Cummings: While the show was on parade, a beautiful woman dressed in an expensive black and white outfit came prancing down the street mounted side saddle on a handsome black stallion with a white blaze on his face. Around her slender waist were strapped two large caliber pistols. No one said a word or looked at the parade until she had passed from sight. 'Tis whispered she was a famous lady horse thief upon whose head rested a large reward.

Myron and Norman Orton, of the Four Ortons, famous on two continents before vaudeville died a much lamented death, drove thru Little Rock on a visit with relatives, picked up Ruby Orton, widow of Gordon Orton, and brought her to Benton, Ark., for a day on the show. It has been a few years since Ruby and the writer trouped on a Mugivan circus, and reminiscences flew back and forth.

Other visitors: Ida McBeth, who had charge of our sleepers one season; the Taylors, friends of your truly, who have a beautiful frozen custard machine and other concessions; Mr. and Mrs. George Engesser and daughter, Roxie; Mr. and Mrs. Max Goodman, Mr. and Mrs. Hunter Jarreau, Mr. and Mrs. George C. Reader, Sugar Foot Williams, Blackie Holly and Blackie Logan. Trumpeter C. B. Van Vactor and nephew, R. M. Dickerson, spent a day with Willard Isley and other members of the band.—HAZEL KING.

Buck Owens

A week in Alabama and back into Georgia. The week starts off with everyone wondering about the two-carat diamond ring on Phyllis Darling's finger. Unlike most women (it is said) she won't talk.

Our genial bandleader, John Dusch, has learned what it means to pass a school bus on the road. Ask him.

At Cuthbert the lot was so small we had to give the show in one ring and two stages.

At Eufaula the horse wagon of Dolly Jacobs arrived but no Dolly and no elephants. Finally got a wire that they were 400 miles out of the way.

At Abbeville the whole shooting match arrived. Dolly and the three elephants and grooms and what not. It was a welcome sight. Next day they went in the show and not a horse got scared. Everything went lovely.

For saying "there should be a law" about some guest clowns some time ago, we have received a letter with some very thinly veiled threats of doing me some harm. To the first remark I should like to add "and a disinfectant!". Seelah! It's a great life.—NORMAN HANLEY.

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1946

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5 Bulls in Bailey Quarters As '47 Plans Are Launched

NEWBERRY, S. C., Nov. 9.—When Bob Stevens, manager of Bailey Bros.' Circus, left early this week for Los Angeles, the show's five new elephants were ensconced in winter quarters here, ready for their winter's tutelage under MacDonald. The bulls were brought to Newberry last week in a semi-trailer by Stevens, MacDonald and Pete Sadowski, show's superintendent of transportation, after their arrival in Boston from Ceylon and delivery by Harry Rimberg, of International Import & Export Company. Two of the five are described as twins, three years old and about three and a half feet high. The other three are about five and a half feet and will be broken by MacDonald for an act.

Stevens expects the twin babies to be a great attraction. Dr. William Mann, National Zoological Park, Washington, said in all his years handling animals these were the smallest elephants he'd seen, and when a stop was made on the Ringling-Barnum lot at Richmond, Va., en route to Newberry, the punks created a minor sensation among the show's personnel.

New Canvas Ordered

Show also acquired a year-old camel, and to house the animals Stevens said a 60-foot menagerie, with three 30-foot middles would be added to the layout next season. An order also has been placed with the O. Henry Tent & Awning Company, Chicago, for a new big top of flame-proofed green canvas trimmed in orange. Top is to replace the new one acquired in mid-season of 1946, which was badly damaged by the tail end of a tropical hurricane which caused the show to close abruptly at Smithfield, N. C., October 8.

Since the show closed, Stevens said delivery has been received on four 1946 Chevrolet trucks, a car, four new semi-trailers and an additional 33-foot sleeping trailer. He said a total of 14 new trucks had been added this year and that the show's fleet now consists of 38 trucks and six 33-foot sleepers.

New Ticket Wagon

Before leaving for the Coast, Stevens said 14 men were in quarters and that the winter's work had been started under the direction of MacDonald; Sadowski; Johnny Wall, superintendent; Boots Wecker and Willie Blue Lundy. A new ticket wagon is to be built of the same design as the wagon used this year, and two more light towers are to be added to the midway, making a total of eight.

Stevens also announced that next year Jack Grady would be press agent and car manager, Guy Smuck would have the Side Show, and Anderson and Ellis again would have the concessions, all outside stands to be lighted with neon.

George Myers has been re-engaged as equestrian director. Already contracted for next season's program, according to Stevens, are Bert and Corrine Dearo.

**Circus Set-Up Is Resumed
By Bagwell; Heads for Fla.**

GREENSBORO, Ala., Nov. 9.—James Bagwell, who recently closed his Bradley & Benson Circus and re-organized it into a hillbilly show and rodeo, revealed here this week that he had abandoned his Guitardo after a trial had proved the venture unsuccessful.

He said he was reconverting his show into a circus along the same lines under which he operated in the past. He plans to enter Florida soon and stay out most of the winter.

The Circus in Story, Action and Music was the subject of a program given by Charles S. Kitto and Sherman White for the Beloit Historical Society recently at Beloit, Wis.

Orrin Davenport's Rochester Line-Up; Wichita Date Next

CHICAGO, Nov. 9.—Back from Houston where he helped get the Arabia Shrine Circus started, Orrin Davenport stopped off at his home here Thursday (7) before continuing to Rochester, N. Y., where he produces his own first date of the indoor season November 11-16 for Damascus Shrine. His only other date before the New Year will be Wichita, Kan., December 1-7. Resuming at Grand Rapids, Mich., January 20-26, his route consists of three weeks at Detroit, January 27-February 16; two weeks at Cleveland, February 17-March 2, and a week at St. Paul, March 10-17.

Davenport's talent line-up for the Rochester date only includes Dick Clemens and His Wild Animals; the Aerial Ortons, sway pole; Eva Mae Lewis, revolving trapeze and cloud swing; Corrine Dearo, single traps and cloud swing; Ruby Haag, dogs; Phil and Bonnie Bonta, hand balancing and perch; Don and Helen Hartley, rolling globe and comedy elephant; Don Francisco, wire; Walter Jennier and his seal, Buddy; the Aerial Solts, double traps; Tien-Tsi-Lieu Troupe, Chinese acrobats; Dorita and Alex Konyot, high-school horses; Joe Hodgini Family, trampoline and bareback; Torrelli's Liberty horses and dogs, ponies and monks; Hunt Bros.' Circus elephants (3); the Sensational Kays, high wire, and George Valentine's Flying Valentinos.

Clowns will be Joe Lewis, producing; the Sherman Brothers, Bozo Harrell, George LaSalle, Tad Tosky and Bill Alcott.

Victor Robbins will have the band, Glenn Graves will be the announcer, and Leo Lorenger will have charge of props.

Re-Elect Des Brisay Sask. Rodeo Prexy

SWIFT CURRENT, Sask., Nov. 9.—Delegates to the Saskatchewan Rodeo Association's annual meeting here reported the 1946 shows topped all previous records.

Ralph Des Brisay, re-elected president of the association which represents eight Saskatchewan towns, named Carl Olson, Cardston, Alta., winner of the all-round cowboy championship trophy.

Other prize winners were: Floyd Peters, Browning, Mont., Maplecreek trophy for calf roping; Tom Knight, Cody, Wyo., Swift Current award for steer decorating, and Harry Thompson, Diamond, Alta, East End trophy for bareback riding and the Weyburn trophy for steer riding.

Rodeo dates set tentatively for 1947 are: Leader, June 21; Maple Creek, June 23-24; East End, June 25; Assiniboia, June 27-28; Swift Current, July 1-2; Melville, July 16-17.

Des Brisay and C. L. Powley, re-elected association secretary, will represent the association at the Stampede Managers' Convention at Calgary December 12-13.

N. Y. Rodeo Results

NEW YORK, Nov. 9.—Results during the fourth and final week of the 21st Annual Championship Rodeo, Madison Square Garden, September 25-October 27, follow:

Bareback Bronk Riding—Seventh day (five performances), Jack Wilkerson, \$550; Bud Linderman, \$440; Sunny Trueman, \$350; Frank Finley, \$275; Wilbur Plaugher, \$165; split, Tommy Cahoe and Wag Blessing, \$37.50 each. Eighth day (five performances), Gerald Roberts, \$530; Marvel Rogers, \$440; Spec McLaughlin, \$350; Red Wilmer, \$275; Tommy Cahoe, \$165; Bud Linderman, \$75. Ninth day (five performances), split, Paul Bond and Bud Linderman, \$485 each; split, Jim Like and Larry Finley, \$312.50 each; Wayne Dunafon, \$165; Frank Duce, \$75.

Steer Wrestling—Eighth day (five performances), Glenn Tyler (6.1), \$730; Steve Heacock (6.2), \$600; split, Eddie Curtis, Jay Overman and Jiggs Burk (6.3), \$358.33 each; Andy Curtis (7), \$115. Ninth day (five performances), Manuel Enos (7.4), \$730; Bill McGuire (9), \$600; Earl Blevins (9.3), \$480; split, Tom Hogan and Howard McCrorey (10), \$297.50 each; Bill McMackin (10.2), \$115. Tenth day (five performances), Ken Boen (7), \$730; Dave Campbell (8), \$600; Verne Castro (8.1), \$480; split, Norman Person and (See N. Y. Rodeo Results on page 68)

Rain No Deterrent As Dailey Returns To Lone Star State

TERRELL, Tex., Nov. 9.—Despite rain and muddy lots at Hope, Ark., Saturday (2) and at the first three stands in Texas this week, Dailey Bros.' Circus reported attendance of near-capacity or better at most of the performances in these spots.

Monday (4) at Marshall, show did business even tho rain fell all day and the mud by night was almost knee deep. Tuesday (5) at Longview, two straw houses were recorded in the rain. Wednesday (6) at Mineola, the menagerie top was used for the big show and the menagerie was corralled.

Menagerie was sidewalled also Thursday (7) at Terrell, but the big top again was in use. Ideal summerlike weather prevailed here, and a big crowd turned out for the matinee.

R. M. Harvey, general agent, is back on the show, having completed his season's work. William L. Oliver, advertising car manager, visited at Marshall. His crew dispersed after billing Llano, Tex., the show's final stand of the season.

Nets Required in Paris

PARIS, Nov. 9.—As a result of a number of serious accidents, two of which resulted in deaths recently, Paris circuses and music halls are being compelled to see that all aerial acts use safety nets. A similar regulation was in force prior to the war, but not rigorously enforced. Paris police now view all acts of a dangerous nature and decide whether or not a safety net is necessary.

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Houston Jams 'Em After Rain Crimps Start

Andrew Hopes To Top '45

HOUSTON, Nov. 9.—After four days of rain which had held down attendance, Arabia Shrine Circus started turning 'em away at Sam Houston Coliseum here Wednesday (6), with indications that sell-outs would continue the rest of the 12-day run ending Tuesday (12). John S. Andrew, producer, well pleased with the business, predicted the gross would top last year's \$182,000.

Present Friday (8) night was a delegation of Shriners from Moslah Temple, Fort Worth, where the same program with a few revisions is to open Saturday (16) for nine days. Representatives of the press came along to preview the show and shoot pictures.

Performance was halted momentarily Friday afternoon in silent tribute to A. F. Oppenheimer, Shriner and circus fan, who died suddenly the day before.

Week's Casualty List

Several minor casualties occurred during the week among the performing personnel. Merrit Belew, equestrian director, suffered a heart attack. Esther Escalante, heel-and-toe aerialist, bothered several days with a shoulder injury, dropped out of the program Friday afternoon. Appendicitis sent Jeannie Sleeter to the hospital Friday, with Bobby Peck taking over her elephant act and Joanne (Siegrist) Day replacing her in the Flying Concellos. And Jimmy Davison and Van Wells, of clown alley, were nursing lame arms.

Show's staff, in addition to Belew includes Izzy Cervone, musical director; Norman Carroll, announcer; Bob Reynolds, prop boss; Ann Reynolds, wardrobe mistress, and Vander Barquette, aerial director. Albert Marx, of Houston, shares credit in the printed program with Happy Kellems and Earl Shipley, producing clowns. Clowns number about 30. Orrin Davenport, here the first few days to help line up the program, is listed as director of personnel.

The Program

Show's imposing array of talent is presented in the following order:

- 1—Eddie Poio and his slide hanging by the hair.
- 2—The National Anthem and tournament, program simply as the ladies and gentlemen of the circus.
- 3—Harriet Beatty and her elephant-riding tiger in the steel arena.
- 4—South Stage, Donahue and LaSalle, table rack. Center, Rue Enos, contortionist trapeze.
- 4—North Stage, Chick Yale, toppling table and barrels.
- 5—Clyde Beatty and his wild animals in the steel arena.
- 6—Johnny Gibson's Hollywood Sky Ballet (3 at each end).
- 7—South Stage, Sonny Moore's California Pooches. Center Ring, Jack Joyce and ponies.
- North Stage, Morales' Dogs.
- 8—Clown walkaround.
- 9—South Stage, Pape and Conchita, perch. Center Ring, Zoeppe-Zavatta, unsupported ladder act. North Stage, The Olveras, perch.
- 10—Malkova on the high wire.
- 11—South Stage, Ward-Bell Troupe, trampolines. Center Stage, The Jansleys, Risley.
- North Stage, Tom Kitchen's Kitchenettes, trampoline. Between stages and ring, Virgie Emmons, pedestal contortion, and Laddie Lamont, rolling globe.
- 12—Clown Boxing Bout, Jimmy Davison and Gabby Dekos.
- 13—Pallenberg's Bears, Mil Pallen Sr.
- 14—Aerial Ballet, produced by Vander Barquette, and featuring Mickey King and her one-arm planges.
- 15—South Stage, St. Clair Sisters and O'Day, cyclists. Center Stage, the Helen Reynolds Girls, roller skating. North Stage, Paige, Jewett and Kiki, cyclists.
- 16—Ernie Wiswell and His Atomic Ford.
- 17—Clyde Beatty Elephants (4 on each stage), presented by Jean Evans and Jeannie

UNDER THE MARQUEE

James M. Beach, local contractor on the Sparks Circus, was a visitor in Macon, Ga., for several days last week, en route home to Seneca Falls, N. Y.

Fifty orphans were guests of the Charles H. Consolvo Tent, Circus Saints and Sinners, at the November 3 matinee of Ringling-Barnum at Norfolk. Lou Jacobs, clown, put on a special one-man show for the kids.

Rex Rossi, after closing with the Roy Rogers' Rodeo in Chicago, went to Joplin, Mo., where he will visit with his mother and sister, Mary and Evelina Rossi, before continuing on to Hollywood where he will be engaged as stunt man.

Ted Lewis, for years horse trainer and equestrian director for various circuses operated by the late R. W. Rogers, has harvested a huge crop of turkeys at the big Rogers turkey farm, near York, S. C. Lure of the farm has kept Lewis off the road for several years.

Harley Rogers closed as downtown ticket seller for R-B at Lynchburg, Va., and went to Philadelphia for a throat operation. . . . Homer Sharar (Roberta Roberts), who left King Bros. in Mississippi and returned to Detroit for the winter, caught the Big One at Nashville and visited Joe Jrund, formerly with King Bros.

Edwin N. Williams, who produced indoor circuses earlier this fall at Greenville and Asheville, N. C., and Augusta, Ga., will have further dates after the first of the year, according to the John H. Billsbury Agency, Chicago, which books the acts for Williams' Shows. John H. Billsbury is leaving November 15 for Hollywood for a visit with his son, Rye Billsbury, radio actor.

R. M. (Hi-Brown Bobby) Burns, general agent for Sello Bros.' Circus the past three seasons, infos that after booking his November 15 date he went over to Boris Petroff's *Hollywood on Ice* at Fresno, Calif. . . . Joe Baker is on the move again. He advises that after a vacation at Buffalo, he jumped to Dayton, O., and then to Butte, Mont. At Butte he was greeted with a heavy snowfall.

In the public prints: The November issue of *Startling Detective* carries a yarn titled *Circus Horror* and the *Carnival Queen*, by Tom Bailey, but Col. C. G. Sturtevant, CFA historian, San Antonio, reports his exhaustive files fail to list a Stuart & White Wagon Show of 1897 or any of the personnel mentioned in the story. Sturtevant adds: "Such trash does the circus no honor." . . . The *Kansas City Star* (November 3) carried a feature on Mrs. Leo Hamilton (Ethel D'Arcy), written by Staffer Bill Moore.

Marshall Johnson, the show-minded Selma, Ala., capitalist paused in Chicago on his way to the Coast and said he'd be back for the December meetings. . . . Al Butler, in the Middle West with a Shubert road show, flitted in and out of Chicago.

- Sleeter (replaced by Bobby Peck), with walking long mount on the track.
- 18—Clown Band, produced by Earl Shipley and led by Happy Kellems.
 - 19—Aerial Numbers, with Don Dorsey in the center, surrounded by Esther Escalante, heel and toe; Jean Evans and Bebe Siegrist, single traps; Conchita, iron jaw; A. Zavatta and Ernie White, head-balancing trapeze.
 - 20—Center Ring, Liberty Horses, presented by Jack Joyce.
 - 21—Clown Wedding.
 - 22—Flying acts, the Flying Concellos and the Ward-Bell Troupe.
 - 23—Center Ring, the Zavatta Family, bare-back riding.
 - 24—Aida, the Girl in the Moon, presented by the Walkmirs.

Phil Fein, commuting between the Chicago Opera Company and the St. Paul Civic Opera Association, says his wife, Florence Tennyson, won't know him when she comes home from Cole Bros. Phil is directing *Naughty Marietta* in St. Paul, first of three annual productions.

Art (Doc) Miller, Wellsburg, N. Y., who gave up trouping some years ago to become a dairy and fruit farmer, writes he recently unearthed three ancient circus parade wagons near Berkshire, N. Y., and soon after he'd taken them to his Meadowbrook farms one was snapped up by the scout for a movie studio. The wagons were built of "honest oak," Miller reports, but had been patched so many times, little of the old lumber remained. His find prompts Miller's belief that "there is plenty of equipment strung thru the country either stored or 'hid out' and forgotten."

R. Crawford cards that King Bros.' Circus played to turnaway crowds, afternoon and night, at Pascagoula, Miss., November 2. The King show's three elephants arrived at Pascagoula too late for the matinee because of a mishap involving the truck hauling them from Picayune, Miss. In the early-morning fog sweeping the Gulf Coast, the show truck sideswiped a county road truck near Bay St. Louis. Altho damage reportedly was light, Leon Robinson, the circus driver, was held until a representative of the show could arrive to post bond.

Mr. and Mrs. A. Morton Smith, Gerry Murrell and Vern Brewer, of the Gainesville (Tex.) Community Circus, made a 400-mile trip October 31 to be guests of Col. Harry L. Thomas, personnel director, at the matinee of Cole Bros.' Circus in Temple, Tex., and to catch Sparks Circus in Corsicana, Tex., as guests of Owner-Manager James Edgar. The party also caught Polack Bros. in Oklahoma City October 27.

Kokomo Morrison, circus butcher, cards that he is again selling apples on the L. & N. Railroad between Nashville and Cincinnati.

Managers of circuses are requested to send their winter-quarters or mail addresses to *The Billboard*, 25-27 Opera Place, Cincinnati 1, O., so that mail may be forwarded promptly.

Arnold Wins at Chandler

CHANDLER, Ariz., Nov. 9.—Carl Arnold, Buckeye, Ariz., edged out Bob Crosby, Roswell, N. M., in a steer roping and tying match here by 7.7 seconds. Arnold won the \$5,000 stake, plus one-third of the gate receipts. About 4,000 persons witnessed the contest. Joe Bassett, Tonto Basin, Ariz., has challenged Arnold to a match with a \$2,000 stake. No date has been set.

Show Set for Dec. 25 In Chicago Coliseum

CHICAGO, Nov. 9.—Preparations were under way this week for a circus to be produced in the Coliseum here opening Christmas Day and continuing thru January 5, it was revealed by Leo A. Seltzer, owner of the building. Promotion is under the aegis of Nathan E. Jacobs, and Ernie A. Young has been contracted to book all acts.

With the dates falling at a time when most activities using circus acts are at a standstill, Young believes it will be possible to assemble an exceptionally strong program. Show will be billed as the International Coliseum Circus.

7th Go in Little Rock Best Yet for Polack

CHICAGO, Nov. 9.—Polack Bros.' seventh annual engagement for Scimitar Shrine, Little Rock, broke all previous records, it was revealed by I. J. Polack here this week. The four-day run at Joseph Robinson Memorial Auditorium ended Saturday (2). All nights and the final matinee were turnaways, and the net receipts totaled \$17,000.

Jimmy Rison, whose advance promotion grossed \$10,600 from the program and ticket sales, moved to Davenport, Iowa, to handle the annual Polack date for Kaaba Temple.

City To Share Profits

CHEYENNE, Wyo., Nov. 9.—Under terms of the new 10-year lease the city will receive 5 per cent of the net profits of the Cheyenne Frontier Days show as payment for rental of Frontier Park.

WANTED AT ONCE

Sober man to work on small Animal Show that can drive truck. Good pay. Wire or write

HARRY HARRIS
Faris Cafe, Mayfield, Ky.

PHONE MEN

For Circus Program Tickets, Banners.

H. R. MARTENEY

Daniel Boone Hotel Charleston, W. Va.

MORE CIRCUS "OLDIES"

Forepaugh-Sells Adv. Car. 1904; Ringling Adv. Car. 1895; B. & B. Balloon Horse. 1905; Barnes Wreck. 1930. 5 views, 35¢ each; 6 for \$1.50. Many others. List for stamp. **H. T. GREEN, Hobby Landings, 4048 Greenview Ave., Chicago 13, Ill.**

FOR SALE

On account of health, Pat the Wonder Horse and Tony, my trained and educated horses. They work for anybody and can be seen in winter quarters at Morris, Okla.

EARL POUNDS

FOR SALE

FEMALE INDIAN ELEPHANTS

Substantial Deposit Required With Orders.

6 Feet and Under—Tame and Broke.

Similar to those brought in recently and sold to Bailey Brothers' Circus. "The best elephants that were ever brought to this country," was the opinion of animal dealers who inspected them upon arrival in Boston. Orders now being accepted for immediate delivery. Next shipment due December 15.

INTERNATIONAL IMPORT & EXPORT CORP.

HARRY RIMBERG, PRES. 240 EAST 45TH ST., NEW YORK 17, N. Y.

SEATS WANTED

CAN USE 8,000 TO 10,000

Must be type suitable for race track, grandstand or rodeo arena. Give full particulars as to price, present location and other data. Full description and pictures if possible.

BOX D-372

Care The Billboard

Cincinnati 1, Ohio

Wilcox Chalks Up '46 Season As Big Winner

Cuts Outfit for Atlanta

MACON, Ga., Nov. 9.—Stopping here en route from the final fair engagement of the season at Eastman, Ga., Shan Wilcox, owner of Shan Bros.' Shows, said the 1946 season will go down in his books as the best since he launched an org six years ago.

Dodge County Fair, at Eastman, last week proved a winner despite rain Saturday, Wilcox reported. This was the final fair date. Shows were reduced to a smaller outfit which went to Atlanta to play lots as long as weather permits and biz holds up.

Wilcox and members of his family left for St. Petersburg, Fla., as they will spend the winter in that State. Shows ended the fair season with staff the same as at opening stand; Wilcox, owner-manager; Fred Cantrell, assistant manager, and R. E. Stewart, general agent. Cantrell will be in charge in Atlanta until Wilcox returns. Several locations for winter quarters are under consideration and likely choice will be in the Atlanta vicinity.

The Wilcox org established a record in colored show entertainment this fall, carrying the Harlem Hep Cats with a cast of 35. Managed by Mose Taylor, show was a consistent winner at fairs.

Lee Houston, well-known dog and pony trainer, joined Wilcox after the (See *Wilcox a Winner* on page 62)

Orangeburg Biz Tops Predictions Of Strates Org

ORANGEBURG, S. C., Nov. 9.—Despite a heavy rain on the final day, business at Orangeburg Fair was way ahead of expectations for the James E. Strates Shows. Friday (1), the University of South Carolina-Citadel football game in the stadium adjoining the fairgrounds brought out 15,000 persons. Following the game the midway was jammed and rides and shows did big business.

Publicity was good here. Lemke's Monkey Show made the front page with a feature and Hartwick's Wild Animal Exhibit got some space when the local railway express company demanded the animals be removed from the depot to the grounds in the middle of the night. Josh Kitchen's Animal Circus gave a show at Veterans' Hospital.

Owner James E. Strates gave a banquet for officials of the fair. Guests included Mr. and Mrs. J. W. Smoak, Mr. and Mrs. J. E. Gramling, Judge and Mrs. J. M. Hughes, Mr. and Mrs. W. A. Schifley, Mr. and Mrs. M. K. Jeffords and Mr. and Mrs. Rudolph Bozzard.

Visitors here included Milt Morris and Jack Wilson, Cetlin & Wilson Shows; Doc Cann and Mr. Cobbs, of World of Mirth Shows, and Ralph Lockett, general agent, Johnny J. Jones Exposition.

Kirkwood Ends Season

FAYETTEVILLE, S. C., Nov. 9.—Joseph J. Kirkwood Shows concludes their season here tonight and will move into winter quarters at Raleigh, N. C., Al C. Beck, secretary-treasurer, said here today.



NINE DIGNITARIES OF SHOWBIZ were rounded up at the recent Kansas Free Fair, Topeka, when Warner Bros.' crew hit the lot to make a color film of Royal American Shows. Left to right are C. J. Sedlmayr Jr., assistant manager of Royal American; Saul Elkins, Warner Bros.' director and writer and winner of two academy awards; Frank B. Joerling, manager of The Billboard's St. Louis office; Raymond A. Lee, manager of the Minnesota State Fair; C. J. Sedlmayr Sr., general manager of Royal American; D. E. Ackers, president of Kansas Free Fair; Maurice W. Jencks, secretary-manager Kansas Free Fair; Howard W. Cress, cameraman for Ray-Bell Films, and Don Carle Gillette, of Warner Bros.' New York office.

Reap on Road But Back Home Macks Run Into Woes

CHICAGO, Nov. 9.—Mr. and Mrs. Cuban Mack, veteran independent Side Show operators, are firm believers in the old adage that troubles never come in small packages, and for a good reason, too.

Returning here recently after their summer's tour, the Macks, along with their two sons, Maxie, 11, and Louis, 17, were well satisfied with the results of the tour. Then things began to happen.

First, Maxie fell down stairs at the Mack home at 4035 Calumet Avenue and broke his leg in two places. A few days later, Louis was changing (See *Macks' Woes* on page 62)

Reid Elected Vt. Legislator; Show To Tour in 1947

MANCHESTER, Vt., Nov. 9.—King Reid, prominent New England showman and owner of the King Reid Shows, was elected to the Vermont Legislature as representative from his district in the November 5 elections. Reid was swept into office by a 6 to 1 landslide that ran far ahead of the Republican ticket.

Interviewed at his home here, Reid announced that this would not affect the show in any way, and that with the legislative session closing about April 1 he would be on tour with his shows for the entire season.

Edward A. Hock, Two Times President of SLA, Succumbs

CHICAGO, Nov. 9.—Edward A. Hock, 68, twice president of the Showmen's League of America and identified with show business for 50 years, died here Thursday (7).

For the past seven years he operated rides on lots in Chicago. Prior to that he had owned the Imperial Shows, which played Illinois, Indiana and Michigan, and which were de-



EDWARD A. HOCK

stroyed by fire.

At one time he was an independent concessionaire, operating in Canada and this country, and before that he had been associated with the late Arthur Davis in the promotion of indoor sponsored events.

For the past three years he had been in ill health, and repeatedly was hospitalized for a kidney ailment. He had been a hospital patient for six weeks prior to his death, which was due to pneumonia and complications.

He is one of the relatively few two-time presidents of the Showmen's League of America, having served in 1927 and 1928. He was active in League work and also in Masonic circles. He was a member of the Columbia Commandery, Medina Temple and Siloam Lodge of Masons, all in Chicago, and of the Loyal Order of Moose, Grand Rapids, Mich.

He is survived by his widow, Margaret, who is active in showfolks' clubs in Chicago; a daughter, Evelyn, and a brother, Albert, also of Chicago. Last named has been identified with him in the operation of rides.

Masonic funeral services were to be held in the chapel of Woodlawn Cemetery here Monday (11) at 2 p.m. Interment will be in Showmens Rest, in Woodlawn.

W. M. Benefit Nets Over 2G at Augusta Party

AUGUSTA, Ga., Nov. 9.—World of Mirth Shows raised \$2,595.50 at the annual showmen's benefit party here under the Plantation top.

Amount will be divided as follows: Max Linderman Fund, \$1,000; National Showmen's Association Hospital Fund, \$1,095.50; National Showmen's Association Ladies' Auxiliary, \$250.

Doc Cann and Lew Hamilton were auctioneers. Prizes for the auction were donated by Dee Fouriner, Rachel Lilly, Ann Detweiler, Lena Gamble, Ruth Summers, Mrs. Pat Brody, May Allen, Bonnie Arnold, Zella Bassinger, Vera Hauck, Ann Goldie, Edna Lasures, Gloria Phelps, Lillian Nixon, Elizabeth Murphy, Georgia Knipek, Hilda Bergen, Mary Saunders, Caren Glass, Pauline Daniels, Josephine Haywood, Mabel Hamilton, Mrs. Peters, Bess Traylor, Helen Clewley, Mrs. Kane, Mrs. Dudley, Katherine Walsh, Mai MacAskill, Theo Purdy, Betty Mack, Mrs. Gail, Alberta Mack, Diana (Johnny) Wright, Mrs. Don Clark, Pearl Holiday, Mary Ingalls, Margaret Cobb, Mrs. Bob Buffington.

Highest bidders at the auction were Frank Bergen, \$160; Bucky Allen, \$180; Jeff Harris, Jimmy Summers, Ernest Allen, Mrs. Jimmy Summers, Frank Schillizi, W. Lilly, Harry Hauck, Spot Basinger, Joe Scorotino, Gerald Snellens, Jake Linderman, Hilda Bergen, Bert McGane, Morris Spitzcove and Mary Saunders, each \$50; Jim Bergen, \$75; George Harris, \$70; Hy Steinberg, Ben Glass, Jules Lazures, Novelty Man Nathan and Frank Anderson, each \$45; Tommy Saunders, Eddie Berner, Doc Mc- (See *W. M. Benefit* on page 62)

Biz in South N. G.; So Geren Orders His Org Into Quarters

GREENSBURG, Ind., Nov. 9.—Canceling eight weeks of the route in Missouri, Arkansas and Mississippi "because of the lack of business at other shows playing those States," W. R. Geren, owner of Geren's United Attractions, ordered his shows into winter quarters here.

Geren reports he visited six shows on a two-day trip in the cotton country and found business almost nil. He returned to his org at Eldorado, Ill., and headed it for the barn.

At present there is a crew of four men working on equipment here. Preliminary work on the new trucks for the five new rides expected in January — Roll-o-Plane, Caterpillar and three kiddie rides—has begun. Also to be built here is a new 16 by 36 bingo stand. Canvas has been ordered from Anchor Supply Company. Geren reports six new light towers are being made for the show in Paris, Ky. Geren recently was given the agency for Superior semi-trailers in Decatur, Ripley and Dearborn Counties in Indiana.

Visitors here included Frank M. Sutton Sr., Walter Brinkman, Tell Eckman and Robert Coe King.

Victory Exposition Shows Ink Childress, Tex., Fair

ST. LOUIS, Nov. 9.—Don M. Bra-shear, business manager of Victory Exposition Shows, signed contracts Saturday (2) to furnish midway attractions for the Childress (Tex.) State Fair September 16-20, 1947.

Victory Shows move into winter quarters the end of this month.

217-Day Tour Ends for Kaus

NEW BERN, N. C., Nov. 9.—After a 217-day season's tour, the W. C. Kaus Shows arrived here in winter quarters Monday (3), making the 334-mile trip from Newberry, S. C., where the org ended the season, without mishap. Show closed at Newberry in a downpour of rain, final day being all but rained out.

Back in quarters, the shows' statisticians mulled over figures and came up with these: Total number of stands played during season, 31; mileage covered, including run to winter quarters, 2,683; longest move, 137 miles; shortest, 29 miles; largest city played, Durham, N. C., smallest, Selma, N. C.

First 11 Weeks Spotty

First 11 weeks of the season were spotty, due to rain; 10 weeks of still dates were good and the fairs, with Chester, S. C., the lone exception, were excellent when weather permitted.

Show opened and closed with the same staff, which includes Marie Kaus, owner-operator; Russ Owens, manager; Jack Perry, assistant manager; H. B. Shive, general representative; Helen Owens, secretary-treasurer; Grover Hill, special representative; Edward Elkins, superintendent of privileges; John Riggle, Diesel superintendent, and Henry Owens mailman.

For the first time in four years, Mrs. Kaus traveled with the show.

Only the drivers, workingmen and a few of the staff returned to winter quarters. Org owns its winter quarters here and boasts bunkhouses for the workingmen and a few cottages for veteran employees and their families.

Plenty of Visitors

Visitors at the last few stands included Fred and Betty Gregg, who closed the season with Crescent Amusement Company and who stopped en route to their home in Plymouth, Wis.; Mrs. Boswell and her sister, Vernie Spain; the Prell family and several members of the Prell staff; Mrs. Shirley Lawrence and Mr. Levy, of the Lawrence Greater Shows; W. C. York, L. C. McHenry, owner-operator of the Crescent Amusement Company; Bob Stevens, owner of Bailey Bros.' Circus, and Dolly Jacobs, formerly with Bailey Bros.' Circus and now with the Buck Owens Circus.

Ride foremen, most of whom have been with the org for years, who opened and closed with it this year are Allen Barton, LeRoy Richardson, Walter McNaillis, John Kukel, Curtis (Rusty) McCurdy, Leland Jones, Wallace Robinson, Joe Raposa, F. M. Hamilton, Hank Owens, Lawrence Turner, Elmer Nathenstein, Dave Mitchell, Pender Morrison, Eliza

Richmond Again W. M. Quarters

RICHMOND, Va., Nov. 9.—Closing the season Saturday (2) in the rain at Augusta, Ga., World of Mirth Shows moved into winter quarters here and General Manager Frank Bergen immediately started going over improvement plans for next year. Already purchased are several giant searchlights and Bergen says all show fronts will be modernized next season, using plenty of neon.

With the shows safely in quarters, personnel scattered to various points. Line-up looks like this: Bergen and Bucky Allen, to stay here for a time; Doc Cann, Sarasota, Fla.; Joe and Phil Scorotino, various places in Florida; Mr. and Mrs. Lew Hamilton to Philadelphia for the holidays and then to giants' Trailer Camp for the winter; Blondy and Alberta Mack, and Tommy Riggins, Miami; Willie Kane, Tampa; Eddie Cename, Rochester, N. Y.; Mr. and Mrs. Charles Holiday, Morgantown, W. Va.; Mr. and Mrs. Eddie Edwards, Ralph Smith and Wally Cobb, all Richmond, and Dada King and Jake Linderman, New York.

Kenzy, Deb Simmons and Joe Kupnez. Eddie Poupin and Bill Hamilton had the front gate and Walt Lark was first assistant to Riggle, Diesel foreman.

Here's the winter destinations of personnel:

Russ and Helen Owens, Plymouth, Pa.; Mrs. Kaus will reopen her home; Jack Perry, after a trip to Florida and Hot Springs, will wind up at the Chicago doings; Herb Shive, after 10 days in quarters, will visit in Wisconsin then go to the Chicago meetings; Grover Hill, who works for a bottling concern advertising department, has assumed those duties; Eddie Elkins, New York; John Riggle, Iowa; Hank Owens, Pennsylvania; Mrs. Grover Hill, who recently underwent two major operations at Duke University Hospital, will spend the winter in Durham, N. C.; Dave and Ginny Fineman, Miami; Charles Small, York, Pa.

Mr. and Mrs. Leonard Dixon, New Bern, N. C.; George Collins, Charlotte, N. C.; Childs Small, Rock Hill, S. C.; LeRoy Dabney, Rock Hill, S. C.; Alfred Kroneberger, Miami; Bill and Gertrude Nuss, Max Tratch, Irv Goldberg, French Poquin, Jack Fanning, Roy McIntyre, Mike McCoy, A. B. Brown, Junior Howard and John Wilkinson, all to Miami; Leon and Francis Morley, El Paso, Tex.; the Howard family, Forty Fort, Pa.; Maud Westcott, Plant City, Fla.; Bill Fabry, Kankakee, Ill.; Eddie Paupin, winter quarters.

Frank and Mary Maddish, after a trip to their native Poland, will return to Kulpment, Pa., in time to open with the show next season; Don and Ruth Saunders, Taswell, Va.; Fred Linville, Tampa; Ranzey Mosely, Cincinnati; Dick and Mary Dabney and son, John, Los Angeles; Adele James, Pine Bluff, N. C.; Roger and Joan Fingar and daughter, Marcia, and sons, Lauren and Don, Jacksonville, N. C.; Crisco Miller, Winchester, Va.; Mr. and Mrs. Ernie McIntyre, Winchester; Klondike and Mrs. Fred Wright, Winthrop, Mass.

Jim and Doris Jernigan, Charlotte; Walter Rusch, Newark; Walter and Linda Silverberg, first to New York then to Miami; Walter Hohn and Specs Cautin, to their Beauty Rest Cabins at Pine Bluff, N. C.; Bob and Jackie Coleman, Kankakee, Ill.; Bill and Rose Hamilton will move into the Kaus servant's quarters and will act in that capacity during the winter; Red Turner, winter quarters; C. S. Eagleson, Allendale, S. C.; J. R. and Cecilia Jones, Howey, Fla.

Doc Anderson and his Side Show will continue operations with some winter unit as will Scottie's Harlem Broadcasters; the Melzoras to Saginaw, Mich.; Zeb Smith and Pat Mulrooney, Pittsburgh; Will and Clara Carter, Houston; Slim and Bea Barry, Miami; Paul Harris, Kankakee, Ill.; Lola Donahue, Miami; Jack and Gabe Strump, after a visit with their daughters will be joined by Hank Owens for some Pennsylvania hunting; George and Peggy Mindan, Miami; Harry Myers, Miami; Willand Jewell, Scanlon, Tex.; Hugh Whitfield, Anderson, S. C., and Hayden Wiggs, Selma, N. C.

Virginia Greater Ends Year; Org Back in Suffolk

SUFFOLK, Va., Nov. 9.—After its final stand of the season at Chesterfield, S. C., which proved very successful, the Virginia Greater Shows moved into winter quarters here. Org's route this year carried it thru Virginia, Maryland, New Jersey, West Virginia and North and South Carolina. Business was spotty early in the season due to rain, but the Southern tour was more than satisfactory.

At Chesterfield, playing under auspices of the Volunteer Fire Department, with J. Stephenson as chairman, business was good. Visitors at Chesterfield included Bert Melville, of the Southern Tent & Awning Company, who received orders for canvas from Manager Rocco Masucci; Francis E. Liles; Mr. and Mrs. Jordan; Judge Hill, from Wadesboro, N. C., and Mrs. Bill Penny, who visited Bill and family.

A stork shower and bingo party for Mrs. Ronald Prue was held in Bob Coleman's bingo tent by the ladies of the show.

The Masuccis plan to return to their home in Orange, N. J., until after the holidays and then will return to quarters here. Other personnel and their winter destinations follow: General Agent William C. (Bill) Murray, who will have charge of winter quarters here; Arthur Gibson, master mechanic and electrician, and Raleigh Gibson, ride superintendent, will visit their home in Charlottesville, Va., for a few weeks; Mr. and Mrs. Ed Curtin plan to spend the time at their home up North, returning later to quarters; Bill Penny plans to make a few more dates with his concessions before returning to his farm in Swansea, S. C.; Mr. and Mrs. Bob Coleman will be at their home in Tennessee; Jack Ross, manager of the *Parisian Revue* and *Miss America* shows, Elizabeth,

Majestic Org Hits Quarters One Week Ahead of Schedule

GREENSBORO, N. C., Nov. 9.—Majestic Greater Shows are in local winter quarters a week earlier than planned because of license trouble in Burlington, N. C., where the org was scheduled to end the season this week.

Final stand was made at Ashboro, N. C., where business was anything but good.

With the show in quarters, personnel scattered for various spots. Here's a line-up of the destinations of some of the folks: Leonard Gould, bingo op, left for Detroit; Pete and Agnes Smith and son, Richard, and Harry E. Wilson, Florida; Mr. and Mrs. Maxwell Kane, Miami; Al Stempin, Detroit; Mr. and Mrs. Jimmy Sakobi, Florida; Ginger Rae, New York; Manager Sam Goldstein, Detroit; Mr. and Mrs. Troy Scruggs and family, Tampa; Roy Rosier, off to Jacksonville, Fla., for the fair and will join Leo Bistany in Miami later; Mr. and Mrs. Lloyd Soules and son, Nashville.

Mr. and Mrs. George Bradley will remain here in Greensboro. Shorty Madden, Porkey Suckey, Russell Hall and Phillip Jones will return to quarters after January 10, as will Mr. and Mrs. Don Thompson and son, Richard.

N. J.; D. D. (Doc) Hall, Fun House manager, California, to visit a son who is in the army; Louis Augustino, operator of the Ten-in-One, and Mrs. Kate Augustino, who has four concessions, Waycross, Ga.; Mike, Ike and Leo Matina, winter quarters, with Leo, the chef; Mr. and Mrs. Chet Klinetop and two sons, Pennsylvania; Mr. and Mrs. Dave Linebarrier, Daytona Beach, Fla.; Joe Conley, Miami, and Mr. and Mrs. J. Boyle, a few Georgia dates before quitting for the winter.

LAST CALL

LAST CALL

SHAMROCK SHOWS

Want for Thunderbolt Fair, Savannah, Ga., week November 18

Rides not conflicting. Will book a couple of Grind Shows. Want Ball Games, Cotton Candy, Photo, Bingo, Scales, Age, Duck Pond, Penny Pitches, French Fries, Shooting Gallery. Want to hear from Ken Sheely, Captain Engerer, Speedy Phoenix, Lynn Hunting, N. A. Allison, Joe Parsons, Skin Songer. All answer

CHARLIE DAY, Owner

KIDDIE RIDES FOR SALE

\$50,000 WORTH

2 Merry-Go-Rounds, 3 Cage-Type Ferris Wheels, 3 Auto Rides, 1 Miniature Theater, 16MM. Projector, 4 Miniature Trains, 3 Airplane Rides, 2 Street Cars.

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3640 SO. CRENSHAW BLVD.

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LOS ANGELES 16, CALIF.

WANT HELP FOR ZOO

Smoky Scruggs, Crabbo Henderson, Kenny Baker, Dick Stack, Dick Hagen, Carolina, Big Mack (Beardstown), Frank Long, Harry Hartzog, Jack Potts, Crossroads and others I know, get in touch with me immediately. Now open for 6 weeks and will stay all winter in this location.

HARRY WEBB

c/o WESTERN UNION, BAY ST. LOUIS, MISS.

(Phone: Logtown, Miss., 53W)

FOR SALE

1940 Chevrolet Truck with tandem wheels, ship yard trailer bus, windows all around, 33 feet long, very low built. Would make swell Office or Pop Corn, Mitt Camp or similar Concession. I have seats if you want it, lumber rack on top, new tires all around. Frank Sutton Jr., do you still want this? Tractor is in perfect shape.

L. A. BARKER

1603 Edmundson HOUSTON, TEXAS

WANT WANT WANT

Stock Concessions of all kinds. Rides not conflicting. Out all winter. Stock Stores, \$16. Best spots in Mississippi booked. What have you? Wire

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PENNY PITCH GAMES
 Size 46x46", Price \$35.00.
 Size 48x48", With 1 Jack Pot, \$42.50.
 Size 48x48", with 5 Jack Pots, \$50.00.

PARK SPECIAL WHEELS
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price\$22.50

BINGO GAMES
 75-Player Complete\$5.00
 100-Player Complete 7.00

1/3 Deposit on All Orders.
SLACK MFG. CO.
 124-126 W. Lake St. CHICAGO, ILL.

MIDWAY CONFAB

Miss Quincy, former high-diver, is gravely ill in a New York hospital.

Greater Shows, purchased a new house trailer and will winter in Tampa.

Managers of carnival organizations are requested to send their winter quarters or mail addresses to *The Billboard*, 25-27 Opera Place, Cincinnati 1, O., so that mail may be forwarded promptly.

Cherise, sex attraction, has left the A. M. P. Shows and is working night spots in Boston.

Leonard Farley, of the King Reid Shows, is in New York handling publicity for Myra Kingsley, astrologist.

Mrs. W. R. Stophel left Royal Exposition Shows at Pelham, Ga., to enter St. Joseph Hospital, Tampa, Sunday (10).

ASTRO FORECASTS AND ANALYSES
 Single Sheets, 8 1/2 x 14, Typewritten. Per M. .\$.50
 4-p. Goldfish Pamphlet, 8 1/2 x 11, 12 Signs, Any Quantity. Each 1 1/2¢
 Analysis, 8-p., with White Cover. Each 15¢
 Forecast and Analysis, 10-p., Fancy Covers. Ea. 5¢
 Samples of the 4 Readings, Four for 25¢
 No. 1, 35 Pages, Assorted Color Covers 35¢

NEW DREAM BOOK
 120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample, 15¢.
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p., Well Bound 25¢
PACK OF 79 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. 50¢
 Signs Cards, Illustrated. Pack of 36 15¢
 Graphology Charts, 9x17. Sam. 5¢. Per 1000 \$6.00
MENTAL TELEPATHY, Booklet, 21 P. 25¢
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; Sample 10¢. Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25 Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

SIMMONS & CO.
 19 West Jackson Blvd. CHICAGO 4, ILL.
 Send for Wholesale Prices.

Mr. and Mrs. W. (Kid) Bagby write they recently closed the season with their shooting gallery at the Wilson, N. C. Fair.

Doc Morehouse, World of Mirth Shows office employee, is a patient at McGuire General Hospital, Richmond, Va.

Oscar (Babe) Francis, brother of the owner of the John Francis Shows, is in the Veterans' Hospital, Jefferson Barracks, Mo.

Walter B. Cox post cards from Charleston, S. C., that he recently returned from a trip thru Indiana and Ohio. He adds that he acquired a turf game from Joe Mellter while at Greensboro, N. C., with the JJJ org.

Mr. and Mrs. Ralph Robinson, prominent concessionaires with various shows the past years, have settled in Oklahoma City, where Robinson is operating the Citizens Adjustment and Collection Association.

blood pressure for the past month, that there is no truth to the rumor that he has signed with any org for next season, and he has several offers under consideration.

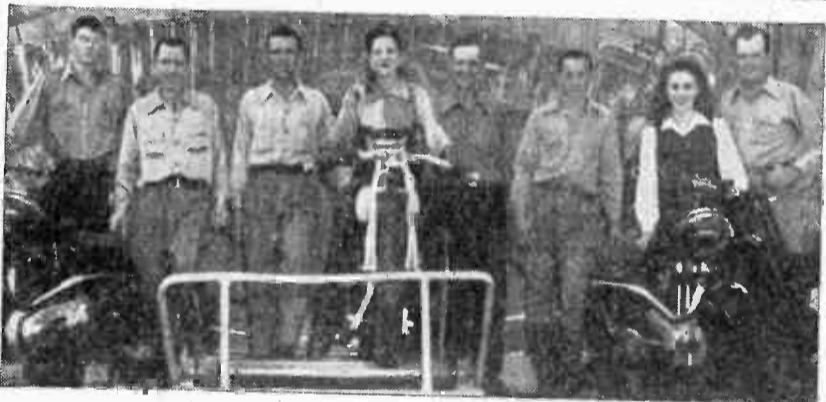
Mr. and Mrs. Bernie Shapiro, owners of Southern Poster Printing Company, Atlanta, returned to their home and business after a combined business and pleasure trip to New York and Philadelphia. They plan to be in Chicago for the meetings.

Joe Pearl, who had charge of the music and the front gate on the Cavalcade of Amusements this season, is now working in the Hotel Claridge, Rochester, N. Y., where he has been employed the last 10 winters.

Arthur McIntyre, who has been visiting the Fingar Family in Jacksonville, N. C., has returned to the home of his parents at Winchester, Va. He is the son of Mr. and Mrs. Ernie McIntyre, cookhouse operators on the W. C. Kaus Shows.

Billie Reed, formerly Mrs. Louis James Harpalas, suffered a broken back when her 1946 Buick was demolished in an accident October 15, three and one-half miles east of Rogersville, Tenn., en route to Norfolk. Miss Reed is in Erlanger Hospital, Chattanooga.

C. J. Cundiff says in all his 30 years of trouping he never enjoyed a more pleasant and successful season than this year on Rogers Greater Shows. Mr. and Mrs. Cundiff are en route to



WHEN EVERETT FILLINGHAM and A. (Dutch) Wilson took over ownership and management of the Motordrome on Hennies Bros.' Shows in mid-season a cameraman was brought out to catch the line-up. Left to right: Speedy Edwards, Clyde Crammell, Everett Fillingham, Camille Crammell, Dutch Wilson, Max Deer, Jean Thompson, and Bill Thompson, talker.

Paramount Pictures used 400 extras, including Hollywood carnival and circus show folks, for a county fair sequence in its new picture, *Blaze of Noon*.

Dust Ball Lewis, late of Scottie's Harlem Broadcasters on W. C. Kaus Shows, with his wife, is resting at his home in Dunn, N. C. He plans to take his own unit out this winter.

While visiting Cash and Gertie Miller on Endy Bros.' Shows at Jacksonville, Fla., Bessie Bessette, formerly on the Side Show of the Jones

Siebrand Bros.' Shows closed November 3 in its winter quarters town of Phoenix, Ariz. Visitors at the close included Hank Karlisle, Harry Gordon, Don Hanna, J. Raymond Morris and Tommy Thompson.

Mr. and Mrs. K. L. (Dick) Taylor report they closed the season with the Gem City Shows and will be in Hot Springs the rest of this month. They then will go to Florida for some fishing.

Ben Braunstein reports from Miami, where he has been boxing high-

DAVID J. HULS says:
 "Our No. 5 wheel has had many years of service, and at our biggest Fair this season, with two new rides on the midway, 'THE OLD RELIABLE' BIG ELI' topped all rides each day.
 "The gross on that Fair alone would go a long way toward paying for a new wheel, but 'Old Reliable' does not need replacing; it is capable of many years of service."
SORRY WE CANNOT PROMISE ANY MORE NEW WHEELS FOR 1947. Consider a BIG ELI for 1948.
ELI BRIDGE COMPANY
 800 Case Ave. Jacksonville, Illinois



GUARANTEED TO POP
27 TO 1
 THE VERY BEST QUALITY
POPCORN
 Immediate Delivery—F. O. B. Chicago
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 Now Available for Immediate Delivery.
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WILL BOARD FREE
 For winter season, certain outstanding Live Bird Exhibits. Best of care (cages available).
RARE BIRD FARM
 Box 100 KENDALL, FLA.

ROSECAKE OR WAFFLE MOLDS
 Best Fall and Winter Money-Makers. 4" commercial size of cast aluminum. Complete with handles, formulas, \$2.50 each. Aluminum Deep Fat Tanks, 15"x9"x4 1/2", \$4.00.
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Baton Rouge, La., for the winter, where Cundiff will again resume his position as carpenter with the U. S. Army Engineers Depot.

After closing a successful season with the T. W. (Slim) Kelley and Dick Best Side Show on the Cavalcade of Amusements, Bobby Kork visited in Gastonia, N. C., with Claude Bentley, Swazette, Jessie Franks and Kitty Smith, of the Strates Shows, and in Philadelphia with Princess Jean Nadjas.

Kenneth Whitehead, electrician, and his assistant, Frank Garger, of the Garden State Shows, were recent visitors at *The Billboard* office in Cincinnati. Whitehead reports that R. H. Miner Jr., son of R. H. (Pop) Miner, Garden State owner, is off to Maine and Canada on a hunting trip.

Walter Lankford, owner of Lankford's Overland Show and Bazaar, writes from Leary, Ga., that business continues good. Show opened the season in Sparks, Ga., February 2 and, altho plagued by rain early in the season, plans are to keep it going all winter, with the exception of a week or two in January, when show will pull into winter quarters in Moultrie, Ga., for repairs.

Detroit Notes: Sam Siegel had an elaborate battery of picture machines and voice recorders at the new Post-War Products Exposition in Convention Hall. Edward Bennett, another Detroit, booked in two balloon stands. Bernie Wolf, of Old Orchard Beach, Me., with a big candy stand, and Charles Ray, of Kokomo, Ind., played the exposition. Joe Frederick is framing his new Motor State Shows at winter quarters in Hamtramck, Detroit su-

burb. . . . Paul Sprague, general agent of the Happyland Shows, expects to return from Florida early in January. . . . John Quinn, owner of the World of Pleasure Shows, returned from two weeks in New York.

Detroit Notes: D. Wade, general representative of W. G. Wade Shows, returned from a trip North. Fred Miller, cookhouse operator on the Wade Shows, is in Florida. Mr. and Mrs. Harry Beach, operators of the Auto Scooter, popcorn and ray guns on the No. 1 Unit, of the same shows, left for Los Angeles and Florida. Mr. and Mrs. Charles Phillips were recent visitors to the shows' winter quarters here.



P. J. (PATTY) FINNERTY, suave legal adjuster for Sam E. Prell's Broadway Shows, reports that he expects to spend the winter in the Miami district and probably will while away a portion of his time exercising his particular talents on the lots.

W. G. Wade Shows have opened winter quarters at Selden Avenue near downtown Detroit. . . . Cameron D. Murray, manager of the No. 2 Unit, is back after a business trip to New Orleans. . . . Mr. and Mrs. Roscoe T. Wade, of the Joyland Midway Attractions, have returned to Detroit after a brief Florida vacation. . . . Linda Lee, daughter of Mr. and Mrs. W. G. Wade Jr., celebrated her first birthday with a party November 1.

Mike Krekos, general manager, West Coast Amusement Company, accompanied by his cousin, Miss Bagby of San Antonio, flew from San Francisco to Los Angeles October 31, returning to San Francisco November 1. Krekos visited many friends, held a number of conferences and checked into affairs of the Pacific Coast Showmen's Association. An interested trustee of the PCSA, Krekos, who was scheduled to fly to Europe Saturday (9), left his views on club matters with members of his staff. Art Craner, of the press department of the West Coast Shows and confidential secretary to Krekos, flew in from Phoenix, Ariz., for the conference.

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Regal Exposition

FORT GAINES, Ga., Nov. 9.—Mrs. Scott is okay again after her recent illness. Shows had a barbeque in Sylvester, Ga., given by the Squeakers' Club.

Johnny Reed left for Jacksonville, Fla., to play the Big One. Hester and Red Brown left for their winter quarters in Birmingham. Rest of the folks are making vacation plan preparations for the closing about November 23.

Flying Lavals are going to Houston. Carl Leake, a boy in the act, has recovered from his injury and is residing in Houston. Fred Valentine, Bill's brother, has acted as fill-in for Carl Leake and will close the season with the Flying Lavals. L. H. Hardin's brother-in-law, Henry H. Hughes, was to wed Marjorie Mayfield of Brunswick, Ga., Tuesday (12).

There was a public wedding last week on the Ferris Wheel, Alma Newton and Jimmy Pumphrey being the principals.

FROM THE LOTS

World of Mirth

AUGUSTA, Ga., Nov. 9.—Final stand of the season here witnessed two gatherings of note, the first being a party given by Bucky Allen, concession manager, for the personnel of the front end, plus invited guests. Affair was held in the Ship Ahoy Restaurant. Highlight was the presentation of traveling bags and other gifts to Frank Bergen, Bucky Allen, Sam Beatty, Dada King and Morris Spitcove. Jeff Harris was emcee and Dada King made the presentations.

Giving short talks were owner Frank Bergen, Bucky Allen, Gerald Snellens, Wallace Cobb and Lew Hamilton. Following the dinner there was a floor show and dancing.

Annual showmen's benefit party was held under the Plantation Show top. (See story in Carnival news section).

Florida Amusement

MADISON, Fla., Nov. 9. — Jump here from Luverne, Ala., a distance of 242 miles, was made in good time and the trip was enjoyed by all because we met show folks all along the way. On the way we passed Hennies Bros.' Shows, which had closed at Dothan, Ala. Owner Howard Ingram spent several hours with Charlie Sheesley and Frank Seiger, trainmaster of Hennies. Later we passed trucks of the Buck Owens Circus. We spotted the Bolt Royal Exposition Shows tearing down and met the Blue Ribbon Shows, en route to Gainsville, and the Sparks show, en route to Live Oak, Fla.

L. J. Heth, owner of the shows bearing his name, was a visitor here. He and Ingram had a great time visiting. Ingram was trainmaster for Heth when the latter had a rail show.

Shows and concessions did well here, but ride business was only fair. Next stop is Perry, Fla., for the big American Legion Armistice Day celebration and then to Bradenton, Fla. Show will remain out until December 14.

A week ago at Luverne, Ala., org enjoyed one of its biggest weeks of the season. Kiddie Day was the biggest of the season. — JODINE BAILEY.

SANTA CLARA, Calif., Nov. 9.—Week ending October 13. Back to this prune producing valley for the fourth time this season. Business was good, the show playing the Santa Clara County Columbus Day festival under YMI auspices. Parades, fiesta and barbeque brought out good crowds that visited the midway and spent sufficiently to give the organization a winning week.

There were many visitors from San Francisco, San Jose and the bay area. Fine fall weather held up and Secretary Louis Leos stated that it was remarkable that business was as good as it was considering that unit had only left the Santa Clara County Fair less than two miles away two weeks previously.

VALLEJO, Calif., Nov. 9.—Week ending October 20. Second time in this fast slipping naval city with business that might hardly be termed fair. Nights were foggy and cold, and business was much in sympathy with the weather. In boom war years shows played this city as many as three times during the year to top business. However, management was satisfied.

MADERA, Calif., Nov. 9.—Week ending October 27. Considering that this rich San Joaquin Valley has been played and crossed and recrossed many times during the season by many different organizations, this spot proved to be better than fair with two days of good business. Jump was made here from Vallejo to get on down the valley for closing week November 11 at Porterville, Calif. With a two-day rodeo as the main attraction, there was a semi-festival atmosphere around the lot and Sunday business was good. Madera, never a good show town and somewhat small in size, proved to be better than expected. Summer weather prevailed and move from the bay area was made in record time.

DELANO, Calif., Nov. 9.—Week ending November 2. It has been many years since this organization played here with both the community and shows' size growing considerable since then. A break to mostly all trips up and down this vast valley, lot had been played a number of times during the year and accordingly business was not of world's fair caliber. However, Saturday and Sunday were winners and the week wound up in the black. Next to closing week for the season, both management and personnel were in a happy frame of mind figuring that closing stand at Porterville's Armistice Day celebration would send everyone home with the necessary coconuts to furnish milk for the winter. Many members of the org took advantage of the close proximity to Los Angeles area to go South for meetings of the Pacific Coast Showmen's Association, the Ladies' Auxiliary and Regular Associated Troupers. — ARTHUR P. CRANER.

Pike Amusement

FORT SMITH, Ark., Nov. 9.—Show closed one of its best seasons last week in Des Arc, Ark., equipment moving to the fairgrounds winter quarters in Ozark, Ark., and offices being opened here.

Next year Owner-Manager W. M. Pike plans to add two rides, a Merry-Go-Round and Kiddie Autos, to the four carried in 1946. Staff will remain the same, with Clifford Craig as secretary; Horace Grubb, ride superintendent and Ferris Wheel foreman, and Bill Williams, electrician and lot man. Show has already booked a number of concessions. Owner Pike has left for his home in West Virginia, and Secretary Craig is living in Nashville.

I. K. Wallace

PHILADELPHIA, Nov. 9.—Show closed a satisfactory season of firemen celebrations and fair dates in Virginia October 19.

Charles Simmons, general agent, has gone to his home in Owego, N. Y. Dick Palmeter, electrician and lot man, and Mrs. Palmeter, who had photo gallery and an illusion show, went South. Mr. and Mrs. Kenneth Henry, monkey show and kiddie ride, returned to New York. Clifford Kerhan, shooting gallery, went South to join a show. Mr. and Mrs. Jack King, grab and ball game, are at home in Harrisburg, Pa. Richard Reis, popcorn, candy apples and hoop-la, left to play a race meet in Virginia. Miller Steve, palmistry and penny pitch, joined a southern show. Mr. and Mrs. I. K. Wallace are in Philadelphia. — G. W.

Lawrence Greater

ABBEVILLE, S. C., Nov. 9.—Following the close here tonight, all equipment was shipped to new quarters in Chester, S. C. Extra equipment stored in Kutztown, Pa., is to be sent to Chester. Plans have been made to keep a crew working all winter building new fronts for several shows, etc., and two new rides and trucks will be added for 1947.

Personnel announcing their winter destinations included Mrs. Shirley Lawrence, New York; Ben Herman and Sam Levy, New York; Bob Young, Texas; Louis Gueth, Springfield, O., and Bill Woodall, Chester, S. C. Dolores Woodall is visiting her mother in Steubenville, O. — S. STANLEY.

P&B Amusement

CHILTON, Tex., Nov. 9.—Org enjoyed a good two weeks here, with the exception of the final three days, when it rained.

A mitt camp, popcorn, concession and photos were added here. Mrs. Bristow visited relatives in Waco. Dutch Bristow and Frank Presti are buying stock for the new bingo Bristow recently built. Happy Woods is building a new Mickey Mouse show. Mrs. Frank Presti's new house trailer recently was completed.

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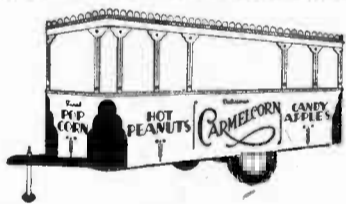
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TENTS—Concession, Gypsy, Camping. Flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops.

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POSITIVELY WILL BE OUT 52 WEEKS

This week getting in 2 big Sundays in beautiful IDLE HOUR PARK, PHENIX CITY, ALA. Nov. 19-23, OOP, ALA. \$75,000.00 payroll here on Thursday.

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All kinds of Stock Concessions—winter rates—no X—but contact before joining. Steady winter salary to experienced Carnival Dancing Girls. Everybody Wire

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Care of Shows, Phenix City until Sunday, November 17.

No Longer Necessary To Camouflage Your Shows Under Surplus War-Time Canvas

FLASHY FLAMEPROOFED CANVAS

NOW AVAILABLE IN THESE COLORS:

- FOREST GREEN
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Made in any length at the above rate per running foot.

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9-Car Tilt-a-Whirl. State model, condition, price. Prefer one located in Southern territory. Address:

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24 SEAT CHAIR-O-PLANE

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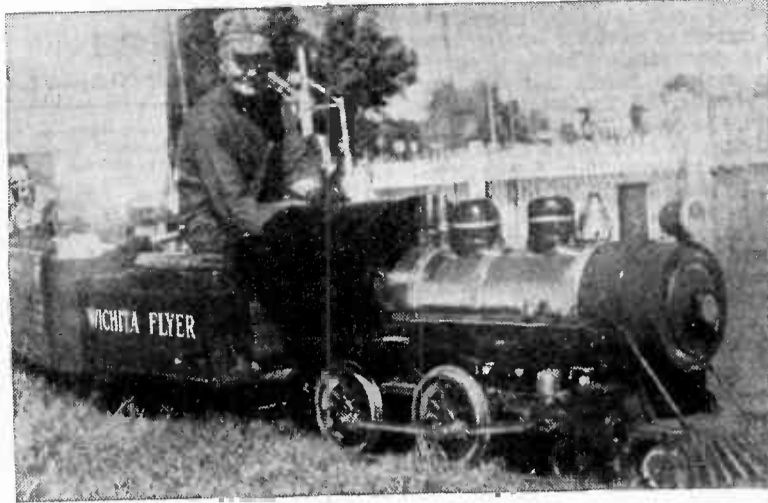
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LOOK AT IT THIS WAY: For only \$757.60, F.O.B. Memphis, you get the newest development in post-war camper trailer. Write today for Higgins Camp Trailer, FLY & HARWOOD, INC., 300 Madison Ave., Dept. C, Memphis, Tenn.

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25½ ft. long, weighs only 3500 lbs. Includes Galley, Bedroom and Observation Lounge, all luxuriously equipped with Hollywood type Bed and Divan to sleep four, Refrigerator, Electric Outlets, Venetian Blinds and other equipment. Write for complete details.

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Daytona Beach, Fla. We open Thursday, November 14, to November 23; then 10 bona fide Fairs, all booked in best spots in Florida including Miami.

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No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2,700 cards, \$5 per 100 for cards only—markers or tally omitted. No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card, 6c.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS
White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 3,000, \$1 per 100. Calling markers, extra, 50c. Ping-Pong Balls, printed 2 sides . . . \$30.00
Replacements, Numbered Balls, Ea.50
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25
M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4-5, per 1,000 1.25
3,000 Featherweight Bingo Sheets, 5/8x8, loose, per M. 1.40
Cork Markers, 3 sizes, 8/16, 12/16, 14/16 diameters; any size, per M.75
Nickel Wire Cage, with Chute, Wood Ball Markers, Master board; 3 piece layout for 15.00
Thin Plastic Markers, brown color, M. 2.00
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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Have red-hot spot open in downtown Detroit. Person or persons could clean up between now and Christmas—must be able to finance themselves and be capable of averaging thousand-dollars weekly. Must be able to do engraving, etc.

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12 cars, in very good condition mechanically, tubs and catwalks need a few repairs. Ride can be bought with or without transportation. Transportation consists of 1 1937 Diamond T Truck with 28 Ft. Trailer, a 1940 Dodge Truck with 26 Ft. Trailer and a 10-Ton Winch. Price, complete with transportation, \$6,500.00. Ride-O alone, \$4,500.00. Come and get it. DAVID J. PREVOST, El Dorado Fairgrounds, El Dorado, Ark.

Edgar Sells Trucks; Sends Sparks to Fla.; Rails Next Season

(Continued from page 48)

number was not stated), and three sleepers, just out of Atlantic Coast Line Service, are already in Sarasota.

Canvas for next year, including a four-pole big top, will be ready for spring delivery. Show will add a menagerie top and plans to carry six cages of wild animals as well as elephants and other lead stock.

Denny T. Helms has been retained as general superintendent, and Red Lunsford again will be equestrian director and have the Wild West concert.

Out Since March 22

Framed last spring, largely with equipment assembled by James Edgar for a projected ice show under canvas, and reviving the Sparks title after 15 years of inactivity, the show opened at Arcadia, Fla., March 22. Edgar became top man in June after the withdrawal of Marshall Johnson as president and Ralph J. Clawson as vice-president and general manager. Johnson was interested in the venture financially and Clawson played an important part in putting the show together.

Frequent revisions were made in the performance, but after the shifts in personnel in the early part of the season, comparatively few changes took place among the staff and department heads.

Edgar stated here that he was well satisfied with the results of the 1946 tour and that plans for the new railroad show were maturing.

177 Stands in 20 States

Piloted by Marshall Green, as general agent, the show played a

total of 177 towns in 20 different States. Five stands were for two days, all the rest one. The season's route card records a total mileage of 9,204, increased to 10,336 by the home run to Sarasota. There were 24 stands each in North Carolina and Pennsylvania, 16 in Georgia, 15 in Florida, 14 each in Massachusetts and Maine, 11 each in Virginia, Mississippi and Texas, 10 in South Carolina, 9 in New Jersey, 6 each in West Virginia and Louisiana, 3 each in New York, New Hampshire, Maryland and Alabama, 2 in Connecticut, and one each in Ohio and Delaware. Only two Sunday stands were played all season. Show was on the road 32½ weeks.

Two stands were lost during the season—Hudson, N. Y., June 18, and Conroe, Tex., October 25—both because of wet lots. Thanks to Superintendent Helms and his crew, all matinees were on time except three, this despite plenty of bad weather, late arrivals and shortage of help.

Banner Day at Last Stand

The closing day in Tyler was one of the season's best. Show arrived Sunday (3) from Jacksonville, Tex., and was setting up when one of the worst storms in months hit. Fortunately the big top was not up but the cookhouse top was ripped to shreds. Continued heavy rainfall all day Monday failed to dampen the ardor of circus-hungry crowds, and the matinee was a turnaway. As early as 6 p.m. the midway was crowded with customers, and at 7:30, with the big top filled and hundreds standing, the red wagon was closed. Plans to give a second night show were canceled by Manager Edgar because of high winds and the torrential rain, and refunds were made on more than 700 tickets.

Victor Robbins' Band played *Auld Lang Syne* and the 1946 tour was over.

Carnival Routes

Send to 25 Opera Place, Cincinnati 1, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- A-1 Am. Co.: Charlotte, Tex.
- B. & H.: Hampton, S. C.
- Blue Ribbon: Palatka, Fla.
- Brady & Leedy: Metter, Ga.
- Brewer's United: Conroe, Tex.
- Capital City: Cuthbert, Ga.
- Central Am. Co.: Andrews, S. C.; Summerville 18-23.
- Crescent Am. Co.: (Colored Fair) Sumter, S. C.
- Crystal Expo.: Crystal River, Fla.; season ends.
- Deason Bros.: Mercedes, Tex.
- Dudley, D. S.: Stamford, Tex.
- Edy Bros.: Orlando, Fla.
- Exposition at Home: Daytona Beach, Fla., 14-23.
- Fay's Silver Derby: Clayton, Ala.
- Fleming, Mad Cody: Jesup, Ga.
- Florida Am. Co.: Perry, Fla.; Bradenton 18-23.
- Folk's Celebration: (State Fair) Phoenix, Ariz.
- Gate City: Baxley, Ga.
- Gay Way: (Fair) Ashburn, Ga.
- Gentsch, J. A.: Gloster, Miss.
- Gold Bond: Hot Springs, Ark., 11-24.
- Greater United: Laredo, Tex., 13-24.
- Haywood: Sunset, La.
- Hennies Bros.: Greenville, Miss.
- Hill's Greater: Aransas Pass, Tex.
- Keyman's Am.: Lincoln, Ark., 13-14; Westville, Okla., 15-16; Stillwell 18-19.
- Keystone Expo.: De Funiak Springs, Fla.; season ends.
- Lamb, L. B.: Tusculumbia, Ala.
- Lankford's Overland: Camilla, Ga.
- Leeright, J. R.: Grandview, Tex.
- Magic Empire: Kentwood, La.
- Marion Greater: (Fair) Newberry, S. C.; (Fair) Bowman 18-23.
- Mid-Continent Expo.: (Fair) Patterson, La.
- Mississippi Am.: Northcarrollton, Miss.
- Night Owl: Caraway, Ark.
- Omar's Greater: Waldo, Ark.
- Paul's Am. Co.: Beebe, Ark.
- P. & B. Am. Co.: New Ulm, Tex.; Industry 18-23.
- Prell's Broadway: (Colored Fair) Charleston, S. C.
- Regal Expo.: Valdosta, Ga.
- Richman & Carpenter: Tucson, Ariz.
- Rogers Greater: Greenville, Miss.
- Rosen, H. B., Am.: Marion, Ala.
- Royal Expo.: Clearwater, Fla., 15-23.
- Shipley's Am.: Plaquemine, La.
- Siebrand Bros.: Phoenix, Ariz.
- Smith Am. Co.: Mexia, Tex.
- Sparks, J. F.: (Fair) Gainesville, Fla.
- Strates, James E.: (Fair) Jacksonville, Fla., 11-23.
- Sunflower State: Stephenville, Tex.
- Sunshine: Sulphur Springs, Fla., 11-30.
- Tassell, Barney (Legion Fair) Ocala, Fla.
- Tidwell, T. J.: Snyder, Tex.
- Tip-Top: Carthage, Miss.
- Tri-State: Plaquemine, La., 12-17.
- Turner Bros.: Dumas, Ark.
- Victory Expo.: Harlingen, Tex., 14-24.
- Zacchini Bros.: Phenix City, Ala., 11-17.

Circus Routes

Send to 25 Opera Place, Cincinnati 1, O.

- Clyde Bros.: Galesburg, Ill., 11-13; Kankakee 14-16.
- Cole Bros.: Texarkana, Ark., 12; Hot Springs 13; Little Rock 14; season ends.
- Dalley Bros.: Waxahachie, Tex., 12; Cleburne 13; Dublin 14; Lampasas 15; Llano 16; season ends.
- Davenport, Orrin: Rochester, N. Y., 11-16.
- Eagle Bros.: Parsons, Kan., 12-14; Chanute 15-16.
- Hamid-Morton: Atlanta, Ga., 11-17; Baltimore, Md., 19-25.
- King Bros.: Elba, Ala., 12; Florala 13; De Funiak Springs, Fla., 14; Chipley 15; Panama City 16; Marianna 18.
- Owens, Buck: Ashburn, Ga., 12; Tifton 13; Ocala 14; Nashville 15; Adel 16; Quitman 18; Homerville 19; Douglas 20; McCrae 21; Eastman 22; Cochrane 23.
- Polack Bros.: (High School Auditorium) Austin, Minn., 14-16; (High School Auditorium) St. Cloud 21-23.
- Ringling Bros. and Barnum & Bailey: Columbia, S. C., 12; Savannah, Ga., 13; Waycross 14; Jacksonville, Fla., 15-16; Miami 18-21; West Palm Beach 22-23.

Misc. Routes

Send to 25 Opera Place, Cincinnati 1, O.

- Annon's Tent Show: Nevils, Ga., 11-16.
- Campbell, Loring: Wharton, N. J., 13; Madison 14; Yardley, Pa., 15; Pottstown 18; Washington, N. J., 19; Mauch Chunk, Pa., 20; Tunkhannock 21; State College 22.
- Couden, Doug & Lola: School assemblies, Lawrenceburg, Tenn., 11-16.
- Curtis, Rube & Robert (Shrine Circus) Fort Worth, Tex., 14-24.
- Darrell's Sirens in Silk Revue (Hipp) Marietta, O., 13; (Liberty) Zanesville 14; (Auditorium) Newark 15-16; (Quaker) New Philadelphia 17; (State) Cambridge 18; (Shea) Jamestown, N. Y., 19-20.
- Francis, Leo (Sheriffs' Convention) Terre Haute, Ind., 18.
- Green, John C.: Humboldt, Sask., Can., 13-22.
- olis, Ind., 14-27.
- Henle, Sonja, Ice Show (Coliseum) Indianapolis, Ind., 14-27.
- Hubbard, Paul & Betty: Schools in Dayton O., 11-15.

NEW R-B ELECTION

(Continued from page 47)
the election of the present administration took place.

New Election Held Preferable

"The stockholders' meeting," Seitz ruled, "was annulity to the extent that it failed to give effect to the provisions of the agreement here involved. However, I believe it preferable to hold a new election rather than attempt to reconstruct the contested meetings. In this way, the parties will be acting with explicit knowledge of their rights."

"A meeting of the stockholders should be held before a master to be appointed by this court pursuant to the provisions of Section 31 of the General Corporation Law. It is conceivable that prior to such a meeting the parties to the agreement will be able to agree as to how they will vote their stock, since such a possibility was lost prior to the meeting here reviewed thru certain unfortunate happenings having nothing to do with the merits of the policy disagreement."

"It is obviously to the advantage of both parties to avoid the necessity for calling upon the arbitrator to act, and he will only act if the parties are unable to agree and action by him is requested. It must and should be assumed that the so-called arbitrator, if called upon to act, will bring to bear that sense of duty and impartiality which doubtless motivated the parties in selecting him for such an important role. In any event, the master in conducting the election will be bound to recognize and to give effect to the agreement here involved, if its terms are properly invoked."

"A decree accordingly will be advised."

Mr. and Mrs. Andy Allan, who went to St. Paul a few weeks ago from the Imperial Shows to await a new arrival, are the proud parents of a daughter. Andy pens that Harry Finch is operating their diggers.

- La-Mar: Roseville, O., 13; Toronto 15.
- Leckvold: Lacey, Wash., 14; Tumwater 15;
- Bellingham 19-21; (Maple Leaf School) Seattle 22.
- Long, Leon: Mobile, Ala., 12-15.
- Magrum, C. Thomas: Dollar Bay, Mich., 13;
- Munising 14; Gladstone 15.
- Miller's, Irvin C.: Brown-Skin Models (Tennessee) Johnson City, Tenn., 13; (Tentile Hall) Greenville, S. C., 14; (Carolina) Spartanburg 15; (Auditorium) Chattanooga, Tenn., 16.
- Montague, Duke: Clarendon, Tex., 13; McLean 14; Pampa 15.
- Plunkett's Stage Show: Rockdale, Tex., 11-13; Georgetown 14-16.
- Rellin, Blondin (Cow Palace) San Francisco, Calif., 15-24.
- Roller Skating Vanities (Auditorium) Memphis, Tenn., 12-17; (Arena) St. Louis, Mo., 19-24.
- Sellers, Jackie (Fair) Jacksonville, Fla., 12-23.
- Texas Benny's Vaude Circus: School assemblies, Dadeville, Ala., 11-16.
- Virgil, Great: Sunnyvale, Calif., 14; San Jose 17-18.

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Population 30,000—Plenty of Peanut, Cotton and Pecan Money

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Can use good Broad Player; Kid Bruce, Otis Hall, answer. If you are knocker to flat joints, ignore this advertisement. We've come to stay and play. Johnny Denton, Cecil Hendricks, let me hear from you. All replies to

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Want Shows—Snake Show, Illusion Show and Side Show.
Have for Sale—Dixie Doodle in good condition with or without transportation.
Want To Buy—Tilt and Octopus; no junk.
Will be out until Christmas playing best spots in South Mississippi. Wire
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Gloster, Miss., this week.



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Grab Joint, Fish Pond, Bumper, Cigarette Gallery, Candy Floss, Hit-Miss, Ball Game, Scales, Guess-Your-Age, Agents for Office jobs. Out all winter.
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Ten-Car Allan Herschell Auto Kiddie Ride and Kiddie Train Ride. Combination buy for only \$2,000.00. Terrific bargain.
All this fine equipment can be seen in operation at the Charleston Colored County Fair, Charleston, S. C., all this week, November 11-16. After that in Winterquarters, Charleston, S. C.
WANTED—Carpenters, Builders, Painters, Scenic Artists and any other employees for Winterquarters in Charleston, S. C.
Write or wire
SAM E. PRELL, PRELL'S BROADWAY SHOWS
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GATE CITY SHOWS
WANT
Bingo for now and all winter. Nice flash. Want Candy Apples, legitimate Concessions all kinds. Positively no gypsies. Want Grind Shows with own equipment. Can place A-1 Side Show for all winter. Joe Hilton and Sam Golden, wire. Motordrome. Want Sax, Trombone, Tuba and Guitar for Minstrel Band. Can use Novelty Act and fast-stepping Chorus Girls. All address
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CLUB ACTIVITIES

Showmen's League of America

400 So. State St., Chicago

CHICAGO, Nov. 9.—Past-President Jack Nelson presided Thursday night (7) in the absence of regular chair officers. Sad news of the meeting was a message, advising of the death of Edward A. Hock, past president.

Action of the previous meeting was rescinded, it being decided to hold the annual meeting and election of officers in the League room December 2. Arthur Morse and his special committee promise a treat for all who attend the December 14 meeting.

A renewal of our escrow agreement has been completed and the account shows a nice balance due partly to maturity of the League's postal savings bonds. Banquet and Ball, President's Party and Memorial Service committees are in full action and everything will be ready in ample time, according to reports.

Membership applications posted were those of George Vovak, Albert Marks, Harry L. Wagoner, William T. Thompson, Clifford Matter and Dave Malcolm. House committee announced a Thanksgiving Day dinner will be served in the League rooms. Due to the holiday, the meeting scheduled originally for that night has been changed to the following night, November 29.

Jack Duffield and Ralph Wiberly were present after an absence. Sick list includes Ray Balzer, William J. Coultry, H. D. Wilson, Tom Vollmer and John U. LeFebvre. Eddie Conners is reported recuperating at his home.

Mr. and Mrs. Neil Webb stopped over for a day en route to California. Maxie Herman advises he is showing improvement, but that he requires rest. He advises he plans to stop over in Chicago en route to his Miami home in about four or five weeks.

Obligation of the order was given to brothers Strubin, Eisen, Maxwell and Brody, with Morris A. Haft officiating. Dates for Open House during the convention have been set for November 27-December 7. All visiting showmen will be welcome.

As a result of the withdrawal of Oscar Bloom as a candidate for third vice-president on the Independent Ticket, the ticket is left with 17 candidates for the board of governors.

Ladies' Auxiliary

Nan Rankin and Lillian Woods were hostesses at the social in the Sherman Hotel. Prize winners were Rose Page, Lillian Lawrence and Mrs. Henry Belden.

Ida Chase is the proud grandmother of a baby boy born to her daughter-in-law, Phyllis Chase. This is a correction on last week's item.

Lena Schlossberg recently returned from a vacation in Waukesha, Wis., and plans to leave for Hot Springs soon. Lucille Perry, of Detroit, who is a member of Happyland Shows and who has been a Chicago guest of Mrs. E. Sopenar, left for Miami, Fla.

Mrs. Delgarian Hoffman was named hostess for the open house at convention time.

Letter received from Grace Goss enclosing the membership application of Mrs. Jeffie Zell Ward, wife of the owner of the John R. Ward Shows.

Elected to membership were Matilda Porth and Myrtle Jeter. Membership applications of Veronica Flannigan, Thelma Symph, Lillian Pierce, Jerry Pressley and Mrs. Anna Benson were presented and tabled for two weeks.

National

Showmen's Association

1564 Broadway, New York

NEW YORK, Nov. 9.—Vice-President Joe McKee presided at the special meeting Wednesday (6). On the dais were Harry Rosen, Fred Murray, Ross Manning, Dr. Jacob Cohen and Walter K. Sibley. Jack Rosenthal, banquet chairman, had as his guest Harry Moss.

Vincent Lopez and ork, Joe Basile's band and a rumba band yet to be signed will provide music at the banquet.

Testimonial banquet to Past President Jack Rosenthal is set for December 14 at the Hotel Belvedere. Ticket sale will start Wednesday (13). Jack McCormick is chairman. Veteran's Christmas Fund has been started by Chairman Jack Lichter. The club will donate \$250. Jerry Gottlieb will contribute baskets of delicacies. George A. Hamid made a cash donation.

Membership applications approved by the eligibility committee, include Chester B. Cavanaugh, Arthur Hultz and Eddie O'Brien, sponsored by Roy C. McCarter; Seymour Bernstein, George Seigel, George Young, Nathan Hayman, Joseph Falco, Rudolph Jabcuga, Robert S. Knapek, David Alpert, Jacob Fisher, Milton Nathan and Joseph Cohane, by Harry Kaplan; Willard Holdridge, by James E. Strates; Dave Feinberg, by Joe End; Joseph B. Lytte by Harry Agne; Ben Forgosch by Irving Taffett; Jack Hartstein by Joseph Schiavo, Lewis E. Russell, Allen Travers, Mack Kline, Abe Gross, Sam Borden, Gabriel Novak, Carl Lee, William A. Roberts and Patrick Finnerty, by Joe Prell.

Pat Martino will be presented with a Gold Life Membership card at the banquet for having secured 50 new members. World of Mirth Shows staged a jamboree for the club, but the final returns are not in. A nominating committee will be appointed at the next regular meeting Wednesday (13).

Ladies' Auxiliary

President Anna Halpin presided at the regular meeting held Thursday (7). Attending following absences were Claudia Dimini, Bess Hamid, Edith Devaney, Rose Rosen, Rose Lang, Pearl Myers, Anita Goldi, Fredi Coleman, Rhoda Blumenthal and Margaret Lux.

Amateur show rehearsals are held every Monday. The show will be staged at the Hotel Diplomat Friday (22). Ethel Shapiro is chairman. Magnolia Hamid reports heavy ticket sales.

The following donations have been received: Sunshine fund: Marie Kaus, \$105; Ross Manning show, \$60; Zella Bassinger and Frances Fournier, \$5. Kiddies fund: Elizabeth Buck Gregory, bag of pennies; Rose Rosen, \$5; Margaret McKee, \$5, Frances Simmons, \$10.

Membership applications have been filed by Ruby Jordan, Kathleen Mary Sutton, Caroline Roberts, Dorothy Light, Esther McKee, Mrs. Robert Hansen, Margaret O'Brien, Ina McGuire, Ruth Rees, Margaret Mary Boss, Veronica Diana Flannagan.

Dolly McCormick, chairman of nominations, announced the following panel of officers: Anna Halpin, president; Ida Harris, first vice-president; Quennie Van Vliet, second vice-president; Flora Elk, corresponding secretary; Jeanette R. Finkel, recording secretary; Margaret McKee, treasurer; Frances Simmons, assistant treasurer; Sidone Silvers, chaplain, and Dolly Udowitz, auxiliary hostess. Nominations will be held at the regular meeting Wednesday (13). Another meeting will be held Wednesday (20).

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Nov. 9.—Regular weekly meeting was called to order by President Chester I. Levin. Also on the rostrum were Secretary G. C. McGinnis and Treasurer Harry Altshuler.

Maurice W. Goodman, Clarence E. Hagensick, Marrin C. Smith, Ed Baker and A. E. Raines were elected to membership.

The punch board summer drive netted the club \$125.

Sick committee reported Henry (Fat) Duncan in serious condition in Vinyard Hospital. Also on the sick list is A. J. Rounds, who is confined to his trailer home on the Francis lot.

Norris Cresswell, chairman of the banquet and ball committee, office manager for P. R. C. Pictures here, has been transferred to Omaha. A new banquet and ball committee has been named. Event will be New Year's Eve in the Georgian Room, Hotel Continental. Committee is headed by Sam Benjamin, with Buck Ray, L. K. Carter and George Carpenter as co-workers. Kenney White and his ork will furnish the music.

George Dean, novelty shop op, is back after making the fairs.

Ariz. Showmen's Assn., Inc.

317 W. Washington St., Phoenix, Ariz.

PHOENIX, Ariz., Nov. 9.—First regular winter meeting was held Monday (4) with 92 members present. President Henry Carlile presided. Harvey L. Gordon was named chairman of the nominating committee. Committee will report November 18.

Gordon also was selected to represent the club at the Showmen's League of America banquet and ball in Chicago in December.

New stationery and membership cards have been designed and printed by Andy Chuka.

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c/o Billboard Cincinnati 1, O.

Pacific Coast Showmen's Association
623½ S. Grand Ave., Los Angeles

LOS ANGELES, Nov. 9. — Vice-President Charlie Walpert conducted the Monday (4) business meeting. Also on the rostrum were vice-presidents Bill Hobday, Harry Suker and Secretary Ed Mann.

New members are Bertle Newby, George W. Sickles, Chub Morgan, George Clarke, J. O. Cantrell, Joseph P. Silva, J. W. Johnson and Darwin Glenn.

John Lorman, recently returned from the East, was present and talked on the building fund. Following his talk, \$100 worth of building fund tickets were sold.

Maxie Freedman, of the Chicago Showfolks of America, attended and gave a short talk.

Among those present after absences were Jerry Mackey, Harry Lewis, Whitey Bahr, Butch Cohen, Danny Callahan, John Lorman Jr., Charlie Cox, Monte Stevens, Joe Galcy and Dick Kanthe.

The weekly door prize was won by Max Kaplan.

Executive Secretary Al Flint announces reservations for the annual banquet and ball are coming in fine.

Ladies' Auxiliary

Highlight of the Monday (4) meeting, at which First Vice-President Mabelle Bennett presided, was the report on the Halloween party given at San Diego October 29. Fern Redmond brought in \$2000. She said Mr. and Mrs. Hort Campbell proved fine hosts, along with Florence Webber.

Marlo Lefors is ill.

Wilma White won the bank award, and door prizes, donated by Martha Rielly and Ruth Kelly, were won by Lill Eisenmann and Edith Hargrave.

Mary Ragan and Dick Kanthe were married recently.

Present after absences were Babe Miller, Topsy Gooding, Margaret Austin, Jewell Hobday, Madame Delna, Grace Degarro, Vivian Gorman, Mac Allman and Diane Tasse. A new member, Josephine Lightsey, was introduced.

Showfolks of America
San Francisco

SAN FRANCISCO, Nov. 9.—Regular meeting was called to order October 28 by acting President Harry Seber. President Sammy Corenson was on hand later in the evening.

Letters were received from William Kindel, Harry Meyers and Mrs. Viola Lamey and Mrs. Bob Bob Schonover and Mrs. Lucille Gilligan, of California Shows. Last named two sent a money order for \$50 for the cemetery fund.

Following guests were introduced and gave short talks: Lloyd Taylor, John Elwood, John Comferman, John F. Fitzgerald, Ray Blosser, Major O. T. Peattie, Mrs. Anna Scanlon, Gloria Winters and Laura Losawitz.

Steve Murphy reported William Jessup has been discharged from the hospital and is at his home. Ralph Deering reported that Gearold Gill's mother died October 21. Funeral was October 28.

Jeanee Grey, member of the Ladies' Auxiliary, National Showmen's Association, and Miami Showmen's Club, donated \$10 to the cemetery fund.

Personnel of Foley & Burk Shows present included Harry Farmer, Mickey Hogan, Billy and May Stone, Robert Watry, Mr. and Mrs. Martin and Jerry Murphy.

Nellie Baker tendered her resignation as chairman of the ladies' bazaar committee because of ill health.

Congressman Frank R. Havenner and his secretary, Madalyn Callahan, visited.

Michigan Showmen's Association
3153 Cass Avenue, Detroit

DETROIT, Nov. 9.—Regular meeting was held Monday (4), with President Harry Stahl presiding. With him on the rostrum were Past-President Jack Dickstein, First Vice-President Roscoe T. Wade, Second Vice-President Ben Morrison, Third Vice-President Robert Morrison, Treasurer Louis Rosenthal and Secretary Bernhard Robbins.

Halloween party was a huge success. Louis Rosenthal donated the favors. New members are A. E. Brumley, Jack Neal, James W. DeMott and Tim Galo.

On the sick list are Gil Cohen, at St. Joseph Hospital, Ann Arbor; Arthur Grzann, at Harper Hospital, and Frank J. Dubey, at St. Joseph Hospital, Tampa.

Plans are going forward for the New Year's ball in the Eastwood Ballroom. Co-chairmen are Frank Hamilton and Irving Borke. Nate Sobol is back after a successful season with Clyde Beatty.

Secretary Bernhard Robbins has been invited to Lansing to attend a meeting of the Michigan Association of Fairs and to complete arrangements for the party in the clubrooms for fair secretaries.

Donations to the building fund include: Majestic Greater Shows, \$125; Nate Sobol, \$50; Edward Bennett and Benjamin Miller, each \$10.

Ladies' Auxiliary

First social meeting of the season was held Monday (4), with 62 members present. Ann Borke and Marion Dickstein were hostesses. Card table prizes were won by Bobby Gould, Elaine W. Lysinger, Belle Powers, Rose Lewiston and Jo Friedman.

Recently returned from the South are Vice-President Bess Gallagher, Mrs. Harry Lewiston and Robert Gould.

Sick committee reports the following on the sick list: Marion Hamilton, at home; Mae Goldstein, hospital; Tina Nathansen, returned from the hospital and convalescing at home.

Regular Associated Troupers
16 E. Washington, Los Angeles

LOS ANGELES, Nov. 9.—Welcomed back after being absent most of the summer was President Lucille Dolman, who presided at the regular meeting. She was presented with a bouquet by Lill Eisenmen. Honored with a seat on the rostrum was Mabelle Crafts, of Crafts 20 Big Shows, and Lyle Reynolds, of Kansas City, Mo. Mrs. Crafts presented the club with a check for \$1,130.

Elected to membership were James D. Smith, Dan Stathatos, Raymond and Irene Wilson and James Butler.

President Dolman announced these appointments: Elmer Greene, homecoming chairman; Harry Golub, entertainment; Sammy Dolman, flowers; Joe Krug, New Year's Eve party; Ethel Krug, Florentine Gardens banquet and ball.

John Lorman recently returned from a trip with John R. Castle and reported on his experiences. Introduced and giving short talks were Lyle Reynolds; Mickey Hogan, of San Francisco; Charlotte Warren, Crafts 20 Big Shows; Harry and Ruth Golub, Ben Beno and Betty Shepherd. Mrs. Richardson and Mr. Schreiber were guests of the evening.

Many bulletins have been returned unclaimed. If you haven't received yours, please send in your correct address.

J. W. (Patty) and Edith Conklin passed thru Chicago Thursday (7) en route to Hot Springs for a short vacation. Patty will be in Toronto for the Royal Canadian Stock Show Monday (18).

IMPORTANT NOTICE

TO FROZEN CUSTARD MACHINE OPERATORS

To operate in the State of Florida all operators of frozen desserts manufacturing outfits must comply with all State sanitary requirements and secure license for each location. Mix must be purchased from an approved mix manufacturer.

NOTIFY John M. Scott, Chief Dairy Supervisor, Florida Department of Agriculture, 408 Seagle Building, Gainesville, Florida, IN ADVANCE of each location and date. Mr. Scott will gladly furnish additional information upon request.

BRADY & LEEDY

WANT LEGITIMATE CONCESSIONS

Including Bingo and Cookhouse. Help for Octopus, Rolloplane, Spitfire, Merry-Go-Round, Chairplane. Want General Agent, Bill Cooke, wire me. Will book sensational Free Act, Fritz answer. Fair Secretaries and Committeemen, look into this modern neon lighted Show. We are now looking for our 1947 season offering 10 Rides, 4 Shows and 40 Concessions, all legitimate.

This week, Metter, Ga.; then as per route.

IT'S HERE AGAIN

Mel J. Thompson and C. M. Rumley proudly present EASTERN CAROLINA MERCHANTS AND MANUFACTURERS' EXPOSITION

GREENVILLE, N. C., DECEMBER 2, 3, 4, 5, 6, 7, 1946

The outstanding event of its kind in the South this year. This Exposition is sponsored by the Veterans of Foreign Wars and every part of it is strictly high grade. They are giving away numerous prizes, including a Chevrolet automobile as a door prize. The advance sales at this early date assures a full house nightly.

WE WANT strictly legitimate Concessions of all kinds that can stand prosperity. WE WANT the highest class Bingo outfit available. A good proposition for Kiddie Rides. If you are interested—Wire! Don't write. Address THOMPSON & RUMLEY, Proctor Hotel, Greenville, N. C.

PHOTOGRAPHER WANTED

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Want a man thoroughly capable of handling all shooting and finishing of a high-class permanent studio. NEGATIVE. You can write your own ticket here if qualified.

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Will pay highest price, bonus and premium for any 5x7 Panchromatic Film. Write, wire or just ship C. O. D. subject to examination.

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CHARLESTON S. C.

HAYWOOD SHOWS

WANT SHOWS, RIDES AND CONCESSIONS

No grift, not conflicting. Out all winter. Also Agents for office joints. Will buy for cash No. 5 or 12 Eli Wheel. Wire or come on. Sunset, La., November 11th Thru 16th; Then Per Route.

FOR SALE—KIDDIE STREET CARS

Factory built and engineered. Light and portable. 14 passengers. Top money maker on any location. Sensibly priced. Proven design and construction. Immediate delivery.

H. E. EWART

4300 LONG BEACH BLVD.

LONG BEACH 5, CALIF.

Dobson's Shows Wind Up Season

WILLERNIE, Minn., Nov. 9. — After a 19-weeks tour thru Minnesota and Wisconsin, Dobson's United Shows are in winter quarters here, with Pete Jenson in charge. The new building is complete and all equipment is in storage.

Despite the fact the polio scare in Minnesota forced the shows to close down for a spell during August, business for the season was satisfactory, W. C. Dobson and R. E. Pat-

erson report.

Dobson and Patterson plan to attend the meetings in Chicago.

Tex Roberts is still on tour in the South but is expected back in the Twin Cities next week.

MACKS' WOES

(Continued from page 52)

a tire on a truck. The tire blew up in his face. He suffered a cut head, a skull fracture, sprained shoulder, broken cheek bones and a broken hand and fingers. He was rushed to County Hospital, where he will be confined for six or seven weeks.

But that isn't all. Mrs. Mack's two

snakes died Wednesday (6) and the next day Maxie's pet rabbit died.

What next? The Macks would like to know.

W. M. BENEFIT

(Continued from page 52)

Cann, and Eddie Cename, each \$40; Irving Nixon, W. Steinberg, Joe Berzman, Nate Waterman, Red Mason, Bob Knipek, Carolina and J. P. Daniels, each \$30; Harry Kaplan, Goldie and Rachel Lilly, each \$35, and Donald Murphy, \$25.

Entertainment was furnished by Bob Buffington's colored revue, with Lew Hamilton, emcee.

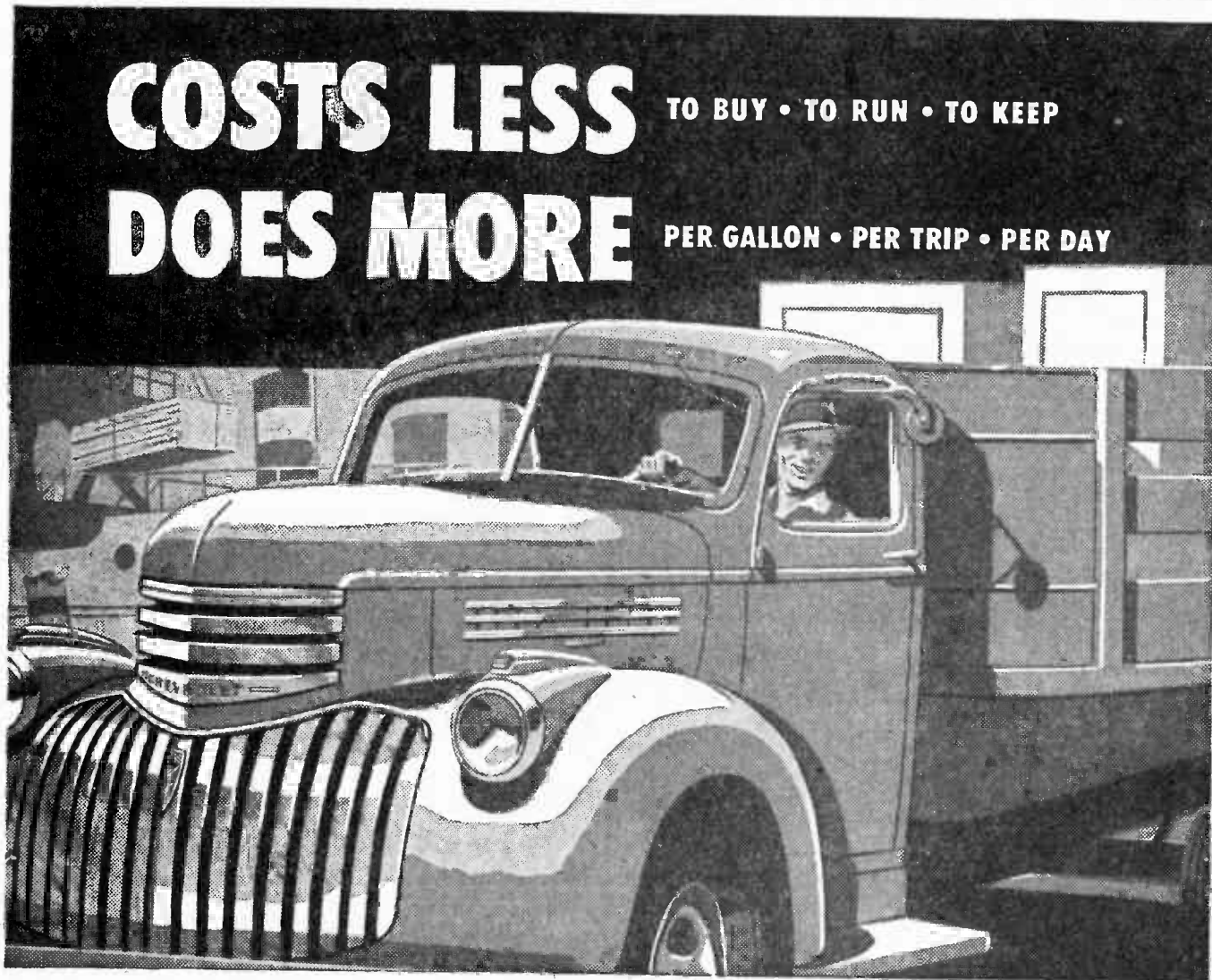
WILCOX A WINNER

(Continued from page 52)

folding of the Bradley & Benson Circus, and his Python Show drew well. Raymond Korhn, who had the Glass House and Penny Arcade, left from Eastman for Florida dates.

During the last three weeks shows had the Billetti high wire troupe as free act.

Wilcox also revealed that during the Eastman date, he and President R. T. Ragan, head of the Dodge County Fair, signed an agreement whereby the Wilcox org returns in 1947.



COSTS LESS DOES MORE

TO BUY • TO RUN • TO KEEP

PER GALLON • PER TRIP • PER DAY

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YOUR CHEVROLET DEALER CAN SUPPLY YOU WITH CHEVROLET
STANDARD TRUCKS AND SPECIAL EQUIPMENT FOR ANY HAULING JOB

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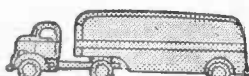
PANELS



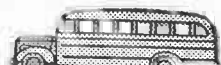
STAKES



CAB-OVER-ENGINE



TRACTOR-TRUCKS AND CHASSIS FOR SPECIAL EQUIPMENT



99 MODELS • 9 WHEELBASES • THE RIGHT TRUCKS FOR ALL TRADES

NAAPPB To Hear Talk by Lloyd Partain

Spending Is Subject

CHICAGO, Nov. 9.—“New Highs in Recreational Spending,” will be the subject of a talk by Lloyd E. Partain, of the commercial research division of the Curtis Publishing Company, at the annual convention of the National Association of Amusement Parks, Pools and Beaches in Hotel Sherman December 2-5. Partain will speak December 4.

Partain is the second featured speaker for the NAAPPB conclave as announced by Edward J. Carroll, Riverside Park, Agawam, Mass. Program Chairman Carroll previously announced Harry Simmons, New York, had accepted an invitation to speak at the Chicago meeting. Two other speakers will be added, Carroll said, but he is waiting official acceptance by them before releasing their names.

A native of Scott County, Ark., Partain was graduated by Oklahoma A. & M. College. Following graduation he did press and radio promotion for the federal government in Washington and still is a consultant of the Treasury Department. In 1943 he joined the Curtis organization. In 1944 he was loaned to the Periodical Publishers National Committee for special work in co-operation with the federal government. In September, 1945, he was named manager of the Curtis commercial research division.

Carroll says the full NAAPPB program has not been completed, but will be shortly. “The program, when completed, will be one of the best we’ve had in a long time, I believe,” Carroll said.

Detroit Zoo Closes for Year; Attendance Hits Peak

DETROIT, Nov. 9.—Detroit Zoo closed its 18th season Sunday (3). Season’s attendance was estimated at 1,350,000, about 30 per cent ahead of the previous record set in 1945.

Automobiles admitted to the property totaled 108,400, at a quarter apiece, setting a new record. Individual admissions are free.

MINIATURE RAILROAD

FOR SALE

24 in. gauge, gas driven locomotive, 3 cars, 1/2 mile layout of track, well built, good condition. COMPLETE. PRICE, \$6,500.00.

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WANTED SPACE FOR PONY TRACK IN AMUSEMENT PARK

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MINIATURE RAILROADS

Order now, DeLuxe, Built-to-Order Models, 18" to 24" gauge, Steam or Diesel Type, super-detailed or streamlined. Complete Trains, \$2,000.00 up. Photos and Details, \$1.00 bill (refunded first order). No checks. IRON HORSE MINIATURE TRAINS, Box 418A, Rt. 2, Erie, Mich.

AMUSEMENT PARK

FOR SALE

Four Rides, 13 Level Acres, Concession Building, Creek Grove, \$9,000 as is. MERITT MARKS, Box 114, R.D. 2, Gibsonia, Pa. Ph.: Curtisville 85R22.

Auction Writes Finish for Once Great White City

CHICAGO, Nov. 9.—White City, which closed its gates as an amusement park back in 1933, will go under the auctioneer’s hammer next Tuesday at 63d Street and South Park Avenue.

In the early years of the century the glittering amusement center opened its gates. For many years it prospered as a favorite spot for outings and family picnics. Many of the day’s famous bands appeared at its dancing pavilion. It boasted Shoot-the-Chutes, Hall of Mirrors, Garden of Follies, the Dodger and other such entertainment devices known to the amusement park.

As early as 1915, however, the park began to have financial troubles. It went into receivership in that year, tho there was no slackening in the gaiety and noise in the park’s 20 acres. Then in 1933 the operating company went into bankruptcy and the gates were closed.

A few years later wrecking crews tore down the rides. Of the few buildings still standing in the park, only the roller rink and sports arena continue in operation.

A housing project and some commercial buildings are planned for the site which once housed the great White City.

Kiddies To Choose Names for Animals

NEW YORK, Nov. 9.—Two of the city’s zoos set up ballot boxes today for children to participate in the naming of new animals. Attendance booster will continue thru Sunday (24). Children selecting the winning names will be awarded gold medals.

Central Park Zoo animals to be named are a male and female chimpanzee, two female Himalayan bears, a male and female South American puma, two female red deer and a baby female seal. Prospect Park Zoo animals are two male lion cubs, a female buffalo, a male zebra, a pair of female sika deer and a black buck.

Dickinsons Sell Lakewood Interests

ATLANTA, Nov. 9.—Russell and Bertha E. Dickinson, who have operated rides at Lakewood Park here for the last 30 years, have sold their interests and will move to Orlando, Fla. Ill health of Dickinson is given as the reason.

Prior to coming to Lakewood, Dickinson was connected with the Philadelphia Toboggan Company. At Lakewood, the Dickinsons operated the Carrousel, Eli Aeroplane, Dodgem Jr. and Whip.

Unseasonable Weather Gives A. C. Plenty of Customers

ATLANTIC CITY, Nov. 9.—Prolonged warm weather has resulted in continuing heavy crowds at this resort. Week-end biz is near the summer peak when visitors were spending an estimated \$2,000,000 a day.

If this pace continues a record gross of \$365,000,000 is looked for by the end of the year. November conventions are expected to attract 30,000 persons.

McKee Back From Calif.

PALISADE, N. J., Nov. 9.—Joe McKee, of Palisades Amusement Park, has returned from a trip to California.

Biz at So. Calif. Spots Takes Sharp Dip; Some Cut Prices

LONG BEACH, Calif., Nov. 9.—It looks like a hard winter ahead for Southern California park men and concessionaires if biz of the past four weeks is any indication. A sharp slump, characterized by three distinct progressive drops in patronage in as many weeks, has park men wondering if the long-dreaded “recession” is not already in progress, and some have resorted to price cutting in the hope of hyping the meager crowds into taking the padlocks off their purses. The Long Beach Pike, probably the largest amusement zone in the West, has been hit hard. Estimates of the drop from the same period last year range from 30 to 60 per cent, with 50 per cent being a fair average. Pessimism is rampant and many concessionaires report biz is the worst in six years.

Others Hit, Too

The Long Beach slump is no worse, however, than that now being experienced by other resorts in the Los Angeles area. All up and down the Southern California coast park men are reporting the honeymoon is over. Crowds are slim and those who do show up content themselves with just looking at the scenery.

According to one Long Beach operator, even Halloween, usually a winner, was slim this year. Fellow concessionaires largely agreed.

Theories as to why the drop is so pronounced are about as numerous as the number of park men interviewed. Some blame current strikes, others contend uncertainty over the election make people fear the future, still others are certain that amusement seekers, no longer suffocating from war-plant wages are saving their money for Christmas buying.

One of the few things not been blamed was the weather, which has been consistently good thruout the (See Coast Biz Down on page 65)

FOR RENT South Beach, S. I., N. Y. RESTAURANT-PIZZERIA

Properties Located at Center of Beach
Newly and fully equipped. Seating capacity: 100, plus 48 feet of front counter.
LAND 121 feet front by 170 feet deep. Extending from Boardwalk to Seaside Blvd. Best location for any amusement.
Will lease together, separately or split footage as desired.

G. GIORGI

318 Seaside Blvd., South Beach, Staten Island, N. Y., or Phone: Chelsea 3-6259.

FOR SALE—UNIT HEATERS

2 Baetz patented Centrifugal Fan Unit Heaters. Manufactured by Skinner Bros., St. Louis. One unit Type No. 448 with 750,000 B.T.U. capacity. The other type No. 560 with 1,000,000 B.T.U. capacity. Both units heated by steam coils. Equipped with 200 Volt, 60 Cycle, 3 Phase 850 R.P.M. Motors, Fans, Steam Radiators, Valves, Reducing Valves and other fittings. They heat from your steam boiler, the centrifugal unit distributes the heat. No. 448 priced at \$250.00 and No. 560 at \$350.00, F.O.B. the floor of our plant.
ACME METAL PRODUCTS CORPORATION
Blue Island, Illinois

NEW FROZEN CUSTARD MACHINES GOOD USED RIDES

Or Have You Any To Sell?

BERTHA GREENBURG

Hotel Kimberly, 74th St. & B'way, New York

FOR SALE—AMUSEMENT PARK

GROSSED \$10,000 TO \$15,000 PER WEEK

10-12 Acres, 400 to 600 Private Beach Frontage.
The Recreation Centre of the South Shores, Mass.

Drawing population 75,000 to 100,000 from 15 towns within radius of 20 miles. Modern Dance Hall, capacity 2,500; Bowling Alleys, fully equipped Fountain, the only Cocktail Lounge with its 120 ft. twin bars in South Shores; Swimming Pool, 60'x90'; 700 Bath Lockers and facilities, large Restaurant seating 200 people; in addition, an outing Dining Hall with capacity of 400 to 600; full Kitchen Equipment with up-to-date Refrigerated Fountain and Accessories for same; 60-70 Lots available for expansion of Park. 3 large Summer Residences 100% furnished. A 20-room ocean-front Hotel 100% furnished.

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Immediate Delivery

Uzzell Giant Airplane Swing, Eight-Car Pretzel with tricks and track, 23-Car Lusse Skooter, Uzzell De Luxe Kiddie Airplane Swing. Located on Quebec, Canada, Fair Grounds. No duty for return to States. Operated only 10 days each year.

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AMUSEMENT PARKS

MICHIGAN—Dance Hall, Amusement Hall, Lake and Golf Course.
NEW MEXICO—Dance Hall, Restaurant, Drive-In Theater, Curio Shop.
OHIO—Southern 200-Acre Tract, Dance Hall, Midget Auto Track.
WANTED TO SELL—THEATERS, ANY TYPE, SIZE, ANYWHERE.

Write, Wire or Phone

HOFFMAN REALTY CO.

407 INCALLS BUILDING
CINCINNATI, OHIO

Phoenix Bow Draws 10,000

Ariz. State Fair resumes after five-year lapse—midway biz good

PHOENIX, Ariz., Nov. 9.—Idled for five years by the war, Arizona State Fair returned to operation here Friday (8) in cloudy weather. An estimated 10,000 turned out for the opening of the fair which continues until November 17.

First week-end was expected to bring out between 20,000 and 25,000 persons. Revival has been well publicized thruout the State, and many special trains, buses and planes have been chartered for the trip here.

The fairgrounds were in excellent shape when the gates were opened. Members of the State Fair Commission, who toured the plant just before the opener, said the lay-out never was in better condition.

Midway business was reported good for opening day. Carl J. Folk, whose organization holds the contract, arrived here several days prior to the opening to make ready.

St. Petersburg, Fla., To Open February 18

ST. PETERSBURG, Fla., Nov. 9.—Dates for the first St. Petersburg Fair have been set for February 18-March 1, 1947.

Officials, in announcing the dates, said the annual would not conflict with fairs at Largo and Tampa, and that the relatively late dates would enable completion of half mile race-track and buildings.

Grounds are located within the city. Some of the land was purchased, other parts were obtained thru long-term leases.

Bill Snyder, former Altoona, Pa., newspaperman, who has been with several carnivals, and for the past three years with the S. W. Thomson Attractions at Riverview Park, Chicago, has been named publicity director.

Fair officers include W. T. Baynard, president; W. D. Berry, vice-president; J. E. Bryan, R. M. Williams, executive vice-presidents; W. E. Tyler, secretary; H. A. Tyler, secretary; H. A. Jackson, auditor, and Walter P. Fuller, public relations.

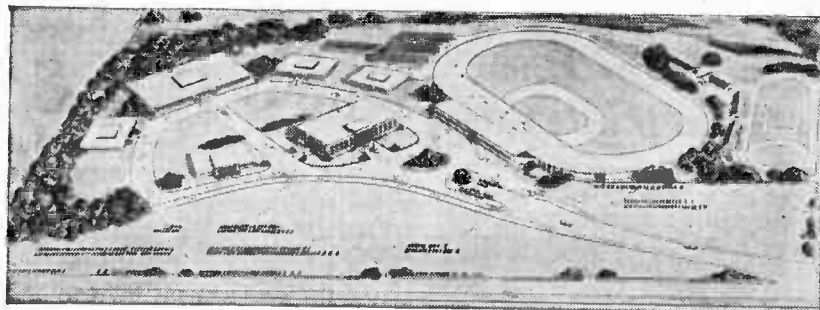
Reno, Nev., Hereford Show, Sale Draws 1,000 Visitors

RENO, Nev., Nov. 9.—Third annual Nevada Hereford Association Show and Sale got underway here Wednesday and Thursday (6-7), with 142 head of registered cattle. Two-day event drew 1,000 visitors.

Racetrack had been remodeled to afford adequate facilities for the first time in the history of the show. Innovations included 30 new corrals supplied with running water, four new concrete wash racks and a covered show pavilion, 35 by 70 feet, which seats 900 persons.

Marshall County, Ia., Vote Okays Amphitheater Levy

MARSHALLTOWN, Ia., Nov. 9.—Marshalltown County voters at the general election approved a one-mill tax levy to raise money for completing the concrete amphitheater at Central Iowa Fairgrounds here. Vote was 3,783 for the tax, 2,250 against. Hippodrome, proposed by the Chamber of Commerce as a community center, was started before the war.



THIS IS THE PROPOSED LAYOUT of Exposition Gardens, Peoria, Ill., where the newly organized Heart of Illinois Exposition is expected to bow next year. Amusement park, also planned as part of the plant, is not shown. Sponsors propose to use the facilities the year round.

Push Plans for All-Year Plant; New Exposition at Peoria, Ill.

PEORIA, Ill., Nov. 9.—Slowly, albeit surely, residents of the Peoria drawing area, which embraces 500,000 persons, are being sold on the soundness and purposes of Exposition Garden, site of the newly organized Heart of Illinois Exposition, which is to be opened next year.

To be sure, the big construction job still remains. But the land, 160 acres well situated, has been purchased, architects' plans drafted, and much of the necessary material assured.

Ekstrand Busy

Fund raising has been gathering momentum. As early as October 15, the treasury showed the sum of \$65,000, the result of donations received shortly after the sponsors first announced their plans for a year-around park which would provide year-around amusement facilities and which would be the scene of new fair.

Since late summer, A. N. Ekstrand, himself no tyro in the fair field, has been busy as executive secretary, laying plans for the construction and operation of the plant and for the organizing of the new plant.

For 10 years he was in charge of the junior activities at the Wisconsin State Fair and for almost 20 years he has been identified with the Boy Scouts and other youth organizations.

Sound Selling

Group of prominent public spirited Peoria citizens dreamed up the idea for the plant, and the fair organized a non-profit corporation, and then went shopping for a capable man, with a background in fair operations, to take over. Ekstrand was selected.

Ekstrand, keen on public relations, has attended many meetings thruout the Peoria area, and at these has availed himself of the opportunity to outline the purposes of the plant.

Prospectuses stress that the fairgrounds will be used the year-around, not only for the amuse-

Canoga, Calif., Horse Show Profits to Charity

CANOGA PARK, Calif., Nov. 9.—The Community Chest will receive profits of the Horse Show, scheduled here Sunday (17) under the sponsorship of the Canoga Park Saddle Club.

The program will include English and Western events, exhibitions by the Valley Rangereiters, Shadowettors and other valley clubs.

Following the grand entry a blanket contribution will be taken, the proceeds of which go to the Community Chest drive.

More than 3,000 spectators are expected.

ment but for education and other civic projects. In this respect, folks hereabout are unanimous in conceding that the plant will fill a long-felt need, as this city has been marked by a lack of facilities.

10,000-Seat Stand

Plans include a 10,000-seat grandstand, a half-mile all-weather track for harness, auto and motorcycle races, and a fifth of a mile auto race track; an exposition building, which would be used for commercial industrial exhibits during the fair and for home shows, auto shows, concerts, ice shows, etc., in the off-fair time; a youth building, home economics building, dairy cattle building, swine and sheep building, beef cattle building, harness horse race barns and light horse barns.

Other features will include space in front of the grandstand which will provide facilities for baseball, football and stage productions. A training ring and standard show ring also are planned.

Parking facilities will provide accommodations for 3,000 cars.

A permanent amusement park area is also planned.

Sacramento, Calif., Speeds Premium Payments by Loan

SACRAMENTO, Calif., Nov. 9.—Premium award winners in the 1946 Sacramento County Fair last July received their checks after several month's delay, according to Deputy County Auditor James Hastings, in charge of the fair's financial records. He said payments to exhibitors were made possible by receipt of \$8,700 in State funds to augment \$6,800 loaned by the county.

Officials of the fair obtained the \$6,800 loan from the county supervisors within the last few weeks, reporting \$15,300 was needed to pay premium winners. Loan will be repaid in January, when the fair is to receive a \$65,000 allocation of State funds.

Fair officials explained it is a yearly custom to obtain a county loan so exhibitors will not be forced to wait until the first of the year to receive their checks.

Heikens, McGrew Are Named To Grundy County, Ia., Board

GRUNDY CENTER, Ia., Nov. 9.—Six directors for the Grundy County Fair Association were named at the annual meeting of the group.

New members named were Ben Heikens, of Wellsburg and E. M. McGrew, of Grundy County. Others named again were William Bakker, Dirk Boven, Harry Lynn and Robert Plager.

Toronto Stand To Seat 25,000

Completion planned for '47 revival, Aug. 22-Sept. 6—space demands hit record

TORONTO, Nov. 9.—This city, owner and operator of the Canadian National Exposition, within a few days will receive bids for the construction of a new 25,000 capacity grandstand as a replacement of the stand which was destroyed by fire this year.

Construction of the stand, exhibition executives believe, will be possible in time for the revival of the exposition in 1947. Exhibition was suspended for six years because of wartime army occupancy.

Dates for the revival have been set for August 22-September 6, a period of 14 days and nights.

Architects plans for the stand call for possible future additions and provide for more facilities underneath the stands than was afforded by the former one. Housed beneath the stand will be restaurants, toilets and exhibition space.

To Reduce Track

The race track will be reduced from a half mile to a third of a mile and will have a surface of cinders. In the infield an athletic field available for year-round use will be established. A huge stage will be provided.

"It is our intention to continue the night spectacles long a feature of the exhibition," Elwood Hughes, veteran manager of the exhibition, told *The Billboard*. Specifications call for a mammoth stage and for facilities necessary in the erection and shifting of large scenic pieces.

Chiefly new building before the '47 revival will be confined to the grandstand, according to Hughes, who said that a few small buildings would, however, be erected. Other new construction will be withheld for future years, when materials and labor will be more readily available.

Grandstand will be shifted to a new site, making possible a thru road from one end to the other end of the grounds. Latter road is expected to be completed in time for the '47 event.

Workmen Busy

Since the army vacated, hundreds of workmen have been busy at the fair. Much work was done in anticipation of the Royal Winter Fair, which opens Monday (11) at the exhibition grounds.

Canadian National has long been famed for its commercial exhibits, but, Hughes indicated, the '47 show will top them all in that department. Already requests for space far surpasses that of any year in history. "In fact, it's going to be a tremendous problem to handle the exhibitors," Hughes said.

Mineola, N. Y., Begins Work On 11 New Ticket Booths

MINEOLA, N. Y., Nov. 9.—Work was started Monday (4) on the construction of 11 new ticket booths and entrances to the Mineola Fair. A record crowd of 275,000 was handled this year even tho, in the opinion of President J. Alfred Valentine, many thousands of prospective patrons failed to gain admittance because of inadequate gate facilities.

Main entrance will consist of eight ticket booths, six of them new; four automobile entrance lanes and an emergency pedestrian booth. A 14-foot exit gate will be located close to the parking area.

Calif. Bids Again For CPA Okay

State fair special committee named to renew efforts —seek centennial tie-ins

SACRAMENTO, Nov. 9.—California State Fair board has agreed to renew its efforts to obtain Civilian Production Administration approval of needed construction at the fairgrounds and has appointed a special committee to contact the regional office in San Francisco.

Committee includes board members Joseph T. Grace and Ward G. Walkup and Secretary-Manager E. P. (Ned) Green. They are to present plans to the CPA calling for the minimum use of critical materials.

16-Day Run

The 1947 State fair, previously a 10-day affair, has been set for August 30 thru September 14, a 16-day exposition opening on a Saturday and closing on a Sunday night.

Last fair was held in 1941.

William Wright Sr., Sacramento real estate broker, recently appointed to the board by Gov. Earl Warren to fill a vacancy caused by the death of J. E. Wilcoxon, of Marysville, was officially seated at the first fair board meeting recently.

Board agreed upon the re-establishment of futurity horse racing and has directed Green to furnish the board with information regarding the earliest possible date for the resumption of futurities.

Futurities in '49

It was explained futurity racing is limited to three-year-old horses, which must be entered before they are foaled. All such entries ceased this year, for the first time in 51 years, preventing a resumption of this type of racing until 1949 at the earliest.

Board voted to refund \$1,800 in futurity entrance fees posted by horse owners for the canceled 1946 fair.

Action also has been taken to request the Centennial Celebrations committee to the State chamber of commerce to establish Sacramento as the focal point of the three years of centennial programs to be held thruout California in 1948, 1949 and 1950.

Emphasis is being placed by the board on efforts to make the 1950 State fair the grand finale of the centennial celebrations inasmuch as the board feels that the fairgrounds at the State capital are the logical place to wind up the three-year program. It is estimated resumption of the fair will draw 1,000,000 admissions.

Brannin Elected President Of Melbourne, Fla., Event

MELBOURNE, Fla., Nov. 9.—Jake Branning has been elected president of the Brevard County Fair here. Other officers are Conger Brownlie, vice-president; George Barington, treasurer, and Doug Hammant, secretary.

Chairmen of various committees, who also serve as directors, are Joe Porcher, C. H. McNulty, Mrs. Selma McAnally, Mrs. M. E. Henegar, Charles Blodgett, Elliott Newell, Joe Hayes, Russell Sullivan, John Evans, Clive Callaway, Mike Platt, Ted Harland, Paul Gandy, Charles R. Stickel, Harry Porcher, A. T. Rossiter, Henry Vanlengen, Bill Vorkeller, Neill Johnson, Howard Blake, Ed Kempfer, Mrs. Eunice Gay, Jimmy Oxford, Locke Davidson, Sullivan H. Davis, W. G. Vaughn and Max Rodes.



MEETINGS OF ASSNS. OF FAIRS

International Association of Fairs and Expositions, Hotel Sherman, Chicago, December 2-4. A. L. Putnam, Chippewa Falls, Wis., acting secretary.

Fair Managers' Association of Iowa, Des Moines, December 9-10. E. W. Williams, Manchester, secretary.

Kansas Fairs' Association, Hotel Jayhawk, Topeka, January 7-8. Raymond M. Sawhill, Glasco, secretary.

Wisconsin Association of Fairs, Hotel Schroeder, Milwaukee, January 7-8. Douglas J. Curran, Black River Falls, secretary.

Ohio Fair Managers Association, Deshler-Wallick Hotel, Columbus, January 15-16. Mrs. Don A. Detrick, Bellefontaine, executive secretary.

Minnesota Federations of County Fairs, January 15-17, Hotel St. Paul, St. Paul. Allen J. Doran, Grand Rapids, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 21-22. C. C. Hunter, Taylorville, secretary.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 10-11. James A. Carey, executive secretary.

North Carolina State Fair Association, Carolina Hotel, Raleigh, January 24. Dr. A. H. Fleming, Louisburg, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 27-28. C. B. Ralston, Staunton, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 28-29. Chet G. Marshall, secretary.

INQUIRIES are being made and secretaries of associations of fairs should send in the dates of their annual meetings.

Wilson Named President of Farmer City, Ill., Annual

FARMER City, Ill., Nov. 9.—Robert F. Wilson has been elected president of the Farmer City Fair. Other officers named were Cassius Yowell, vice-president; E. S. Wightman, secretary, and Rex Jackson, treasurer.

Wilson served in the tank corps in the army from March, 1944, to April 27, 1946. He was secretary of the fair board in 1936 and served as president from 1937 to 1944.

Besides the officers, members of the board of directors are Lester Glenn, Ned Best, Howard Newman, Verne Zeiders, Lester Stensel, Frank Simpson, Pat Kirk, Leo Peck, Fred Reynolds, Leslie Pilchard, W. F. Peterson, Bob Jones, Virgil McConkey, Frank McIntyre, F. M. Stutzman, Ralph Stagen and Linc Heller.

New York State Fair Group Meeting Skedded Feb. 10-11

ALBANY, N. Y., Nov. 9.—The annual meeting of the New York State Association of Agricultural Fair Societies will be held February 10-11 in the Hotel Ten Eyck here James A. Carey, executive secretary, announces.

The banquet will be February 11.

N. H. Event Plans Repairs

CONTOOCOOK, N. H., Nov. 9.—Hopkinton Fair is planning extensive repairs and enlargement of the grounds. Attendance this year broke all records.

San Fernando Valley Annual Draws 25,000

SAN FERNANDO, Calif., Nov. 9.—San Fernando Valley turned out en masse for its first annual State-sponsored fair which played to more than 25,000 visitors Saturday and Sunday (2-3) at the San Fernando Ball Park.

Outstanding features were a horse show with premiums and trophies totaling nearly \$1,000 for 10 classes, and a poultry show with \$2,600 in awards.

Entertainment highlight was the Golden Horse Quadrille in which a 24-horse troupe of Palominos performed an old-fashioned square dance.

Fair was sponsored by the 51st District Agricultural Association. Max P. Schonfeld, of San Fernando, is fair president.

COAST BIZ DOWN

(Continued from page 63)

fall months, with the exception of a few days of wind and rain.

Ride Grosses Down

When asked by *The Billboard* if park men might not think biz was actually worse than it is in view of the growing habit of many concessionaires to regard anything less than a turnaway as "fair" after five years of lush wartime profits, one park man replied:

"Not in this case. When rides gross from \$3 to \$5 on an ordinary week night, I know that things are bad."

Price cutting is beginning to put in an appearance on the Pike, much to the consternation of the majority of operators who are opposed to this type of business-getting. Several attractions have cut admission from 25 cents to 15 cents and, in one case, to a dime.

"But what's the use of cutting prices," argue other operators. "That won't work unless there's volume attendance—and volume attendance is something we are all fresh out of."

Unless the business curve sweeps sharply upward within the next few weeks many operators may close for the winter or move to greener pastures—if they can be found.

Will Not Close

A recent suggestion that the Pike suspend operations during the three slackest months of the year was howled down by the majority who feel that it is necessary to uphold the long-time policy of the amusement zone to remain one of the few of the nation's biggest parks which remain open 365 days a year, every year.

The gloom is encountered everywhere in Southern California's beach parks, there is plenty of spunk evident too. Most of the folks are preparing to grin and bear it, insisting they'll stick thru thick and thin and observing that no matter how tough times sometimes get, an operator who plugs day in and day out can nearly always make a living.

Fair Dates

FLORIDA

Jacksonville—N. E. Fla. State Fair, Nov. 17-23.

SOUTH CAROLINA

Brunson—Hampton Co. Fa'r Assn. Nov. 25-30. W. F. Hogarth.

TEXAS

Harlingen—Valley Mid-Winter Fair, Nov. 26-Dec. 1. Joe L. Mock.

Vote To Buy Fairgrounds

BURLINGTON, Ia., Nov. 9.—In a special issue in the general election, Des Moines County voters approved by 7,011 to 1,374 the acquisition of the Tri-State Fairgrounds property.

VIKING

POPCORN MACHINE

In your interest, you MUST see it. Available now at DISTRIBUTORS Coast to Coast. All-metal construction. Better product for bigger sales! **WRITE TODAY!**

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All Fluorescent and Luminescent Materials, Satins, Filters.

LARGE STOCKS

IMMEDIATE DELIVERY

Mention Black Light Application You Wish To Use.

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WANTED GOOD ACTS

For 1947 fair season; early opening and long season. Send photos, price in first letter.

Northwestern Amuse. Co.

868 Raymond ST. PAUL 4, MINN.
JULE MILLER, Mgr.

ACTS WANTED

FOR OUR 1947 FAIRS

High Acts, Trampoline, Animal, every type of Outdoor Act. Can give you full season with short jumps. Give price, full details, photos in first letter.

Truex-Drake Enterprises

BEN TRUEX, 217 S. Water, Wichita, Kan.

Advertising in the Billboard Since 1905

ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE

SPECIALY PRINTED

CASH WITH ORDER PRICES --- 10M, \$8.80 --- ADDITIONAL 10M's AT SAME ORDER, \$1.80

Above prices for any wording desired. For each change of wording and color add \$3.25.

For change of color only, add 55c. No order for less than 10,000 tickets of a kind or color.

STOCK TICKETS
1 ROLL.....75c
5 ROLLS.....@.....60c
10 ROLLS.....@.....50c

WELDON, WILLIAMS & LICK

FORT SMITH, ARKANSAS
Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

WILLIAMS AND LEE ATTRACTIONS WANT

HIGH CLASS ACTS OF ALL KINDS FOR OUR 1947 FAIRS.

High Acts—Troupes—Trios, Doubles, Singles—Animal Acts. Contracting with us now will assure you of a long route. Give price, full details, photos in first letter.

WILLIAMS AND LEE, 464 Holly Ave., St. Paul 2, Minn.

30G Fire Loss Strikes Hoare Arena in Philly

PHILADELPHIA, Nov. 9.—A two-alarm fire Thursday afternoon, October 31, swept thru Southern Roller Rink here, operated by James V. Hoare, ruining the floor and a quantity of equipment and causing an estimated loss of \$30,000 that was not covered by insurance.

Hoare, who began operating the rink two years ago, said two minor fires broke out in the spot within the past year, but interfered with its operation only a short time. He indicated that the latest fire would close the place indefinitely until the scarce wood for replacement of the floor could be obtained.

After a two-hour fight by firemen had extinguished the blaze, it was discovered that the 93 by 140-foot hardwood floor was burned at the edges and covered with three inches of water. Other equipment lost included an electric organ, phonograph, a large number of records, about 1,000 pairs of skates and a wooden grandstand surrounding the skating area. A third-floor porch of an adjoining apartment was burned.

Hoare believes the blaze may have started in a defective flue in a small heater in the rink office.

Sole occupants of the building were two boxer watch dogs left in the office earlier in the day by Hoare, who rescued them before firemen arrived.

Researchers Active in N. J.

ELIZABETH, N. J., Nov. 9.—Skating Researchers gave free style, dance and figure skating demonstrations at Capitol Arena, Trenton, N. J., November 8, first of a series of planned visits to New Jersey rinks, reported Doris Harrington. During the evening a closed contest in the collegiate was held by Capitol skaters, medals going to first, second and third place winners. Contest was judged by officials of the United States Roller Skating Association. Researchers have slated visits to Park Arena, East Orange; Twin City Arena, Elizabeth; Passaic Skating Rink; Olympic Park Rink, Irvington, and Florham Park Arena.

Monthly Arena Gardens Trophy Dance Contests Hypo Interest

DETROIT, Nov. 9.—One of the most popular events being staged at Fred A. Martin's Arena Gardens Roller Rink here is a series of skate dance contests being sponsored by the Arena Gardens Roller Club under sanction of the Roller Skating Rink Operators' Association of the United States. Altho just recently inaugurated, the contests have already done much to increase interest in skate dancing, it is said.

Over a period of eight months eight contests will be held. Three teams are picked each week to enter the finals, held the first Saturday night of each month when first, second and third-place teams are judged and awarded trophies.

Finals in the October dance, the collegiate, were held November 2 with 12 couples qualified and six picked to skate in the grand finals. They are Richard Bumb and Orletta Harvey, awarded first-place trophy; Robert McLean and Olive Newberg, second; Al Rose and Helen Tierney, third; Virginia Andrews and Richard McDonald, Douglas Breniser and Louise Moore, and Edwin Pedersen

NY Spinning Wheel Spots Incorporate; Expansion Planned

PENN YAN, N. Y., Nov. 9.—Spinning Wheel Roller Palaces of Canandaigua and Penn Yan, N. Y., have been incorporated and an expansion program has been mapped for two additional rinks in Western New York as soon as materials are available. President J. H. Ambrose has announced.

Richard Lebbon has been named vice-president and Viola B. Ambrose is secretary-treasurer.

Mr. and Mrs. Lebbon are organizing and teaching classes at Canandaigua, while Ambrose, who also acts as a Penn Yan professional, is being assisted by Margaret Carroll and Charles Klube, Penn Yan manager, in conducting a large dance class at Penn Yan. Spinning Wheel clubs are proving popular at both rinks, Ambrose reports.

DeSanto, Watts Buy on L. I.

GREENSPORT, L. I., N. Y., Nov. 9.—Purchase of Greensport Skating Club Rink has been announced by Michael DeSanto (Reid) and Roy Watts, who are now operating the establishment. DeSanto is well-known in the roller rink field, having managed the Patchogue (N. Y.) Roller Palace for seven years until the building's sale. The Greensport building, originally designed for roller skating, has a maple floor and is equipped with a Hammond organ, presided over by Ray Reid.

Latin, Wallace Back in U. S.

NEW YORK, Nov. 9.—Norman Latin, United States RSROA intermediate men's figure champ of Park Circle Roller Rink, Brooklyn, and Margaret Wallace, also of Park Circle, lady intermediate figure title holder who holds with him the national pairs title, arrived November 6 at La Guardia Field here from their exhibition tour of British rinks in connection with the recent RSROA good-will visit to that country. Their arrival was several days earlier than expected, owing to cancellation of scheduled appearances in Canada.

and Julia Brunk.

Officials and judges of finals in the collegiate contest were Dorothy Scholtz, Amateur Judges Panel No. 1, Cleveland; Harry Schenk, AJP No. 9, Chicago; Jeffery and Alicia Seyfried, SRSTA professionals, Mansfield, O., and J. Vaughn Johnstone, AJP No. 17, Detroit.

Monthly list of contests remaining include straight waltz, November; Keats fox trot, December; two-step promenade, January; flirtation waltz, February; roller tango, March; style B waltz, April, and 14 step, May.

Twin City Speedsters Sweep Contests With Reading Club

ELIZABETH, N. J., Nov. 9.—About 600 spectators saw Twin City Arena speedsters make a clean sweep of open contests with skaters from Reading, Pa., here November 2, reported Jack Edwards, speed director and coach of the America-On-Wheels chain of rinks. About 60 skaters came from Reading in a chartered bus and by private automobile for the races, held after the regular skating session. Gold medals went to winners.

Results: Half-mile men's, John Buckholtz (1:37) and Hugh Greenwood, Twin City; Gene Line, Reading. Quarter-mile ladies', Ruth Fischbach (53:0), Catherine Paterson and Rosemary Penn, Twin City. One-mile men's, John Sukovich (3:13) and Harry Soden, Twin City; Richard Bortz, Reading. Half-mile ladies', Tessie Raiffe (1:41:05), Doris Harrington and June Klein, Twin City. Two-mile men's, Hugh Greenwood (6:44:07), John Buckholtz and John Sukovich, Twin City.

Nifty Mineola Mask Prizes; Class Started for Children

MINEOLA, L. I., N. Y., Nov. 9.—Highlight of the October 31 Halloween party at Earl Van Horn's Mineola Roller Rink was the awarding of eight prizes valued at more than \$250. Six 17-jewel wrist watches—three for men and three for women—were given for the finest, most original and most comical costumes, and the boy and girl in the most outstanding costumes were each given \$5.

Gladys and George Werner, Mineola pros, are holding Wednesday afternoon figure and dance skating classes for children from 3:30 to 6. Charge for the class is 75 cents.

Ann Rulfes is in charge of the recently built check room for skaters who wish to leave their skates at the rink. Charge for the service is 50 cents monthly.

Exterminating Op Kills Plastic Bugs

NEW YORK, Nov. 9.—William Schmitz, operator of the America on Wheels chain of roller rinks, has apparently eliminated the imperfections in the plastic floor installed in his new Hackensack (N. J.) Arena, for an AOW advertisement carried in *The New York Journal-American* of November 7 ballyhooed that fact.

"The mystery has been solved," the ad stated. "We have perfected the plastic floor at Hackensack Arena. The skaters are raving about it. Try it and convince yourself."

K. C. El Torreon Building Bought By Dairy Company

KANSAS CITY, Mo., Nov. 9.—Building that houses El Torreon Roller Rink here, originally built and operated as a ballroom, has been sold to American Dairies, Inc., realtors announced this week.

Sale price was not disclosed, but it was revealed that Harland C. Davis, General Electric executive who owned it, had paid \$80,000 for the structure in 1943.

Use to which the building will be put by the company has not yet been decided, according to Walter F. Labhart, vice-president. Company has a dairy plant east of El Torreon and it is building a new plant nearby.

Robert Rhoades, president of El Torreon Roller Rink, Inc., which has operated the spot since 1937, said that his company's lease still has 20 months to run. By the time the lease runs out, he said, the firm expects to have a new location.

Rhoades said business at the rink has been "very good" this fall, running well ahead of last year.

Built in 1927 as a ballroom, El Torreon is reported never to have made money until it was converted to a roller rink.

CAF Spot Goes to Moncton

MONCTON, N. B., Nov. 9.—Moncton has taken over operation of Stadium Rink here from the Canadian Air Force, which had used the establishment thru the war years. Roller skating will be promoted in the summer, with emphasis on ice skating and hockey in the winter. Repairs have been made to the ice-making equipment.

Future Prospects

In forthcoming issues of *The Billboard*, C. V. (Cap) Sefferino, assistant manager of Sefferino's Rollerdom, Cincinnati, will have two installments of a special article dealing with rink operation.

His overall theme will be "Future Prospects for Roller Skating," hatched in his mind by the recent survey which *The Billboard* made among operators on business prospects and trends in operation. Sefferino's reaction to the survey was somewhat unique, in that his interest was stimulated more by what operators left unsaid than by what they said. In his articles he wanders far afield, touching on a variety of subjects deemed important to good operation. Some were omitted in the survey, while others, mentioned briefly, are given fuller treatment in the articles. Watch for them!

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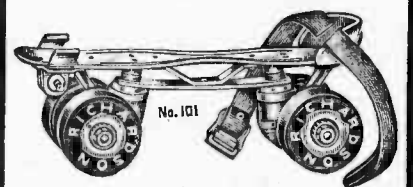
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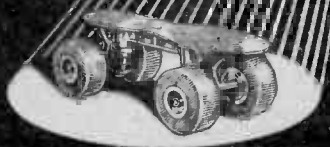
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The Best Skate Today

LIBERTY HAS THE SPOTLIGHT
 ...commanding the attention of discriminating skaters. The strongest and most dependable skate ever built, Liberty features an exclusive smooth and steady action.



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 ROLLER SKATE CO., INC.
 FARMINGDALE, L. I., NEW YORK

Roller Rumbblings

Bay Ridge Roller Rink, Brooklyn, has installed a Vibrato organ.

Dick and Margaret Sykes are starting their second season as pros at Denison (Tex.) Roller Bowl.

M. L. Van Dyke is rushing construction of a 100-foot addition to Arena Rink, Buffalo.

Chuck Dancey, formerly of Chicago and Denver, is teaching at Amarillo (Tex.) Skating Palace.

Fred Doerr is teaching at Moonlite Gardens Rink, Jamison, Pa., operated by Walter P. Carter Sr.

City council of St. John's, Newfoundland, plans erection of a rink for roller use in summer and ice skating in winter.

Wally Kiefer, operator of shuttered White Plains (N. Y.) Roller Rink, is confined in Mount Sinai Hospital, New York.

Jack and Margot Werts are teaching at Mammoth Gardens Roller Rink, Denver, for Irving Jacobs, operator, and Irving Bazer, manager.

Mrs. Eva A. Knaggs, widow of Jack H. Knaggs, who before his death last season was an operator and manager of Sandpoint (Idaho) Rink, is now owner-manager of the spot.

Cecil Milam and Raymond Smith have completed a successful summer season in their new Arena Recreation Center, Washington, Pa. Spot opened for skating and bowling June 15.

Lowe's Roller Rink, Birmingham, reopened November 1, reports Manager C. M. Lowe, who recently vacationed with his family in Los Angeles.

Addition to Lexington Roller Rink, Pittsburgh, is taking shape and will be ready for use around January 1, according to Operator H. D. Ruhlman. Rink classes are now in full swing.

Arrangements has been made for America On Wheels speed teams to meet the Florham Park (N.J.) Arena racers at an early date, reported William Schmitz, AOW general manager.

Flatbush Rollerdrome, Brooklyn, has discontinued daily matinees in favor of afternoon sessions on Saturdays, Sundays and holidays, leaving Gay Blades, New York, as the only metropolitan spot with daily sessions.

About 47 members of Roller Skating Club of Chicago recently made a trip to Arena Gardens Rink, Detroit. At the same time another group from the Chicago club made a week-end trip to Milwaukee.

Francis R. Misiewicz, who skated in the 1944-'46 USARSA nationals, winning and placing in senior pairs, fours and junior men contests under the name of Francis R. Salvage, is now stationed with the marines at Cherry Point, N. C., where he edits *The Windsock*. Misiewicz reports the camp has a roller rink.

Jack Britton, operator of Warner Park Rink, Chattanooga, feels that a visit last summer by Jack and Irene Boyer, pros at Skateland, Buffalo, is responsible for the surge of enthusiasm his skaters are showing for advanced skating. The Boyers conducted some classes and put on exhibitions which the local press ate up, publishing a number of pictures along with stories.

SRST Gold Tests in Detroit

DETROIT, Nov. 9.—Professionals of the Society of Roller Skating Teachers, division of the RSROA, will hold the first gold medal skate dancing and figure skating tests under the RSROA system during the first week of December at Arena Gardens Roller Rink here. Dates will be coincidental with the semi-annual meeting of the RSROA board of control. William Opatrny, SRST tests chairman, Empire Rollerdrome, Brooklyn, will accept applications from SRST pros and RSROA operator-members desiring to take tests.

McFarland Plans 85G Spot

INDIANA, Pa., Nov. 9.—S. D. McFarland, operator of Indiana Roller Rink, has announced plans to raze the rink to make room for a new building which, it is reported, will be the finest unobstructed rink in the State. Plans call for a 90 by 200-foot floor, the entire structure to cost in excess of \$85,000. It is doubtful whether the building will be completed this season because of the construction ban.

WE BUY AND SELL
 New and Used Rink Roller Skates
 Advise Make, Sizes, Condition and Quantity. Also Best Price.

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 \$32.28 Per Dozen; \$2.69 Each.
 F.O.B. Chicago, 25% with Order.
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No. 321 DUSTLESS FLOOR DRESSING
 Cleanses the air, providing a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal., in 5 gal. containers. Terms: 25% with order, balance C. O. D.

GAGAN BROTHERS
 444 Second St. Everett, Mass.

FOR SALE
 New portable Maple Floor, 2x16 foot sections, 50x112". Eighty cents for sq. ft. 200 pairs of Chicago Skates, assorted sizes, used two months, all malleable trucks and large action bolts, every pair like new, \$5.00 per pair.

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WANTED
SMALL PORTABLE SKATING RINK
 Give details as to condition, type and size of floor, tent, skates, P.A. system, records, parts, etc. Also price you value each item.

WRITE AIRMAIL SKIP
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For Sale—Portable Rink
 50x100 Maple Floor, good condition; 5 push-pole Tent; 100 pairs brand new Chicago Skates; 50 pairs Ladies' Shoe Skates; Music System, including lots of records; Benches; Skates Boxes; Parts; Drink Box. Just opened new location on Nov. 6th. Price for all, \$4,500.00. Write, wire or phone

OREN WILLIAMS
 YOKUM HOTEL TEAGUE, TEX.

GilAsh
 The Finest Skating Shoe
 745 Main Street, Fitchburg, Mass.

FOR SALE
TWO NEW MAPLE SKATE FLOORS
 43 1/2 x 114", interchangeable sections. Designed and built to last by old experienced Portable Rink men. Price, \$1.00 a sq. ft., F.O.B. factory. Immediate delivery. Contact S. M. Lawson Jr. **LAWSON PORTABLE FLOORS** Fort Worth 6, Texas 205 S. Grand Phone: 4-8152

FOR SALE
 Maple Flooring, 4'x8' Sections, Steel Stakes, Tent Poles, Center, Side, 100 pairs Chicago Shoe Skates, 150 pairs Clamp Skates, Music System. Write or phone me for any part of Skating Rink.

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PORTABLE RINK
 Now in operation, 7 months old, 46x96 Campbell's Flameproof, push-pole Tent, Sidewalls, Maple Floor, Automatic Record Changer, P.A. System with 4 Speakers, 150 Pairs of Skates, many Repair Parts. Owner has other interest. Cash price, \$9,500.00.

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PORTABLE RINK WANTED
 One Portable Rink wanted, size 50x120 or larger. What have you? Write all in first letter, if in operation or not. Terms will be cash.

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 All or any part, regardless of condition.
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CURVECREST "RINK COTE"
 THE PLASTIC RINK SURFACE
 Write PERRY B. GILES, Pres. Curvecrest, Inc. Muskegon, Mich. Originator and Sole Distributor.

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1947 CALENDARS NOW ON THE PRESS
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Macon Pans Big For Silas Green; Season Bit Off

MACON, Ga., Nov. 9.—Silas Green from New Orleans, making its second visit here this season, attracted 3,000 customers who paid \$1 each to Macon Auditorium Wednesday (6) and won much favorable comment in the old home town of the original Charles Collier show.

For the last several years Macon has been played both in April, while the show moved northward out of Florida, and again in November, and this season both turnouts panned out big.

This year's show has more scenic effects and flashier costumes. Sparky Jones is playing Silas for his second year, and Dinah Scott, long a troupier with the org, is playing Lilas. Frank Keith again plays the wench character, Savannah. Butterbeans and Susie, one of the featured acts, did not work here due to Susie's illness. Banks, ventriloquist; Charlie Rule and Jelli Smith, tenor, with Lou and Alberta, blues singers, are among the specialty performers.

Sherman H. Dudley is producer. Eddie Washington directs the 16-piece orchestra, and there's a 10-girl line.

Wilbur P. Jones, formerly an insurance executive of Athens, Ga., is now sole owner of the troupe, long one of the outstanding all-colored shows in the South.

Show has a white advance, headed by S. B. Warren, general agent, and Porter Pew, brigade agent. Ben Heffner is special agent and bannerman.

Present season, while good, is slightly off from last year, Jones said. Show has a few more stands in Georgia and then moves into Florida, with no closing date set.

Rep Ripples

H. K. CLEW JR., in the Wheatland, Wyo., district, is presenting magic, dramatic sketches and 16mm. pix. . . . Bird's show, short-cast bills and pix, reports okay biz in the Mandeville, La., area. The Birds will soon move into their usual Florida territory. . . . Carolyn Hoettle, who has a school show in Central Pennsylvania, has bookings for two months. . . . Nick Hyam, following a summer in Canada, is playing schools in Northern New York and also promoting amateur minstrel shows. . . . Arthur Gill recently left Newton, Kan., with his hall and school trick to work toward Florida. . . . Gerald Beaudaun, former tab comic, is doing a single in night clubs. . . . Gray Players are in the Savannah, Ga., sector. . . . W. H. Miles has a religious pic show in Olmstead County, Minnesota. . . . Fanning's Show is in the Logan, Utah, area. . . . Chester Cobb, now playing around Norfolk, is moving toward Florida. . . . Crawford's Show reports fair biz around Nelson, B. C.

L. K. DUMAINE is booked on sponsored dates thru New England with his religious film show. . . . Everett Players are doing sponsored dates out of Boston, using E. F. Hannan's *The Loves of Alfred*. . . . Dave Costa writes from Sarnia, Ont., that he is experiencing fair biz in that section and is moving into Western Canada soon. . . . Penn Players are around Pittsburgh. . . . E. J. McArdle writes: "I opened my vaude-pic trick three weeks ago at Bonner, Idaho, and am now in Eastern Washington. Biz has been only fair, due to election activities. My nephew, Arthur McArdle, takes care of the film end, and I do my regular specialty stuff. We have film enough to play two weeks and use dramatic sketches when we think they want a change. I met Donald Casler at Lewiston, Idaho. He has a good set-up of pix and is playing halls to good biz. Also ran into Hyde's Show at Grange, Idaho, offering vaude and pix.

McKennon Tent Finishes 17-Wk. Run to Bum Biz

LOS ANGELES, Nov. 9.—Marian McKennon Players, unable to make the nut all season, closed October 22 in Odessa, Tex.

A truck load of excess equipment was stored in Cleburne, Tex., and other equipment, including 60 by 170 big top, four tractors with semis, 1,600 chairs, and light plants, is in the elephant barn at the old Lincoln Park Zoo here.

Season opened in Paris, Tenn., June 27, and show traveled Tennessee, Mississippi and Texas in 17 weeks. Jumps were made across Arkansas, New Mexico, Arizona and California, mileage for season being 2,827. Biz was consistently poor all season, not a performance grossing the nut, according to Manager Joe McKennon. He said that no pay days were missed, however. Thirty-one people were carried first half of season, but cut was made to 22 in mid-season. Lettered numbered reserved seat chairs, uniformed ushers and Broadway plays were also discarded in mid-season, McKennon says.

Among those closing in Odessa were Leland Harris, director; Jacquelyn Adams and Dave and Bette Sullivan, who went to Dallas; Jessie Adams and Jimmie Fairfax, to California; Joe Olson, Hollywood; Glenn Morris, California. The Farron Twins and their wives left for Bangs, Tex., and Birney Massengale, Sweetwater, Tex.

R-B MOVING OKAY

(Continued from page 48) with the show in North Carolina. Rocky Mount produced a better-than-average matinee Monday (4) and the night houses there and at Goldsboro Tuesday (5) approximated three-quarters.

Best day was Wednesday (6) at Durham, where the night crowd topped the three-quarter mark. Lot was muddy and the back yard very soft.

Greensboro Thursday (7) was about the same as Rocky Mount and Goldsboro.

KING BROS.

(Continued from page 49) fortified against these elements. Bernard Wienand and James Cowley, veteran funmakers, are additions to clown alley.

Mr. and Mrs. J. C. Rosenheim are late arrivals. They spent the summer and spring with Jimmy Sullivan's Wallace Bros.' Shows in Canada. Koran Ben Ali is an addition to the Kid Show, also Oscar Dantzler and Earl Fennell. Jerry Delaney, who has been spending the summer in Atlanta with Mrs. Joe Levine, has joined her husband, Paul, who operates the candy floss.

Mrs. Dorothy Rumbaugh arrived in Troy, Ala., from her home in Everett, Wash., where she spent the fall. Phil Hall, on Ringling-Barnum most of the season, is visiting his parents, Doc and Blanche Hall. He expects to winter again in Sarasota, Fla. Recent visitors: Commissioner R. S. (Sunny) Withers Jr., Jackson, Miss., and I. E. Bennett, superintendent of the Livingston Zoo in that city; Mrs. W. C. Richards, Pensacola, Fla.; John M. Willander and wife, Harry Anderson, S. T. Jessop, H. O. Somerville; Norman Lawrence, CFA, at Natchez, Miss.; Bernie Mendelson; Pat Kleinpeter, general agent of the Bradley & Benson Circus; Dr. Henry H. and Alice Conley, Oak Park, Ill., and Don Hayman, Uniontown (Pa.) newspaperman, who spent a fortnight on the show gathering material for a magazine article.—SYLVIA GREGORY.

N. Y. Rodeo Results

(Continued from page 50)

Steve Heacock (8.3), \$297.50 each; George Mills (9), \$115.

Steer Riding—Eleventh day (four performances), Frank Mendes, \$465; Dale Adams, \$385; split, Buttons Yonnick and Byron Eisenbee, \$272.50 each; Glenn Tyler, \$145; split, Delbert Wise and Ken Roberts, \$32.50 each. Twelfth day (four performances), Ken Roberts, \$465; Frank Mendes, \$385; split, Bill Iler and Pee Wee Morris, \$272.50 each; Jake Monroe, \$145; Glenn Tyler, \$65. Thirteenth day (three performances), Button Yonnick, \$465; Glenn Tyler, \$385; Jake Monroe, \$305; Frank Mendes, \$240; Todd Whatley, \$145; Jim Patch, \$65. Fourteenth day (three performances), split, Ken Roberts and Pee Wee Morris, \$425 each; Wag Blessing, \$305; Glenn Tyler, \$240; Harry Tompkins, \$145; split, Todd Whatley and Dale Adams, \$32.50 each.

Wild Cow Milking—Matinee, October 21, Shorty Matlock (24.3), \$160; Everett Shaw (26.1), \$100; Pat Parker (27.1), \$57. October 21, Clyde Brown (22.2), \$160; Jim Snively (24), \$100; J. D. Holleyman (27), \$57. October 22, James Kenney (28.2), \$160; Clark McEntire (29.3), David Shellenberger (32.1), \$57. Matinee, October 23, Toots Mansfield (27.4), \$160; Buck Sorrells (28.4), \$100; Troy Fort (30.1), \$57. October 23, Bill Rush (24.4), \$160; Shoat Webster (29.1), \$100; Lanham Riley (33.1), \$57. October 24, E. Pardee (30.3), \$160; Tony Salinas (34.4), \$100; Juan Salinas (45.4), \$57. Matinee, October 25, J. D. Holleyman (30.3), \$160; Dan Taylor (32), \$100; Ralph Russell (33.3), \$57. October 25, Zeano Ferris (27.2), \$160; Sonny Hancock (28.3), \$100; Sonny Edwards (40.1), \$57. Matinee, October 26, Bill Guest (28.1), \$160; Louis Powers, (30.3), \$100; Troy Fort (32.4), \$57. October 26, Homer Pettigrew (27.2), \$160; Buck Sorrells (32.1), \$100; Joe Mendes (34.3), \$57. Matinee, October 27, Verne Castro (27.3), \$160; George Miller (33.1), \$100; Bill Rush (37.1), \$57. October 27, Jim Snively (26.4), \$160; Pat Parker (29), \$100; Buff Douthitt (32), \$57.

Saddle Bronk Riding—Ninth day (five performances), split, Shirley Hussey and Andy Curtis, \$525 each; Bill McMackin, \$375; Tater Decker, \$300; Red Wilmer, \$175; Frank Duce, \$80. Tenth day (four performances), Jackie Cooper, \$575; Casey Tibbs, \$475; Gerald Roberts, \$375; Tater Decker, \$300; split, Red Wilmer and Jerry Ambler, \$127.50 each. Eleventh day (four performances), Frank Finley, \$575; Bob Olson, \$475; Stub Bartelmay, \$375; Wilbur Plaugher, \$300; Marvel Rogers, \$175; Bill McMackin, \$80.

Calf Roping—Ninth day (six performances), Clark McEntire (15.2), \$665; Lanham Riley (16.3), \$540; Louis Powers (17.3), \$430; James Kenney (18.3), \$340; Toots Mansfield (18.4), \$200; Shoat Webster (19), \$90. Tenth day (six performances), split, George Miller and Cotton Lee (16.3), \$602.50 each; Troy Fort (19.3), \$430; split, Ralph Thompson and L. N. Sikes (20.1), \$270; John Pogue (20.2), \$90.

Final Money Winners

Bareback Riding—Bud Spelman, \$1,060; Bud Linderman, \$885; Tater Decker, \$700; Red Jaques, \$555; Sonny Trueman, \$340; Larry Finley, \$155.

Saddle Bronk Riding—Jerry Ambler, \$1,150; Jackie Cooper, \$960; Stub Bartelmay, \$750; Andy Curtis, \$600; Shirley Hussey, \$375; Tater Decker, \$175.

Calf Roping—Toots Mansfield (217), \$2,660; Lanham Riley (232.3), \$2,160; Cotton Lee (269.2), \$1,720; L. N. Sikes (274.3) \$1,360; J. D. Holleyman (277.4), \$800; James Kenney (281), \$370.

Steer Wrestling—Dave Campbell (119.1), \$2,200; Wilbur Plaugher (119.4), \$1,800; Howard McCrorey (153.4), \$1,440; Tom Hogan (157.4), \$1,080; Hank Mills (161.1), \$700; Dub Phillips (167), \$350.

Bull Riding—Wag Blessing, \$960; Pee Wee Morris, \$775; Ken Roberts, \$615; Glenn Tyler, \$485; Frank Mendes, \$300; G. K. Lewallen, \$135.

Wild Cow Milking—Buff Douthitt (217.2), \$528.50; Pat Parker (234.4), \$317; Jim Snively (244), \$230.50.

BEATTY POPS

(Continued from page 48)

into Beatty's own act, calling for another cage. And a monkey cage and a bird cage are to be added. Menagerie also will be augmented with two newly acquired zebras and other lead stock.

Beatty already owns most of the animals carried on the show this year, including the eight elephants, one of the liberty horse acts and a pony drill, as well as his cats.

Beatty revealed he had purchased five former Hagenbeck-Wallace wagons from Louis Goebels in California. These, he said, are mounted on rubber and in excellent shape. Considerable building in quarters is planned, he said.

Ralph (Specs) Cautin, for more than 15 years inside ticket seller on the old Barnett and Wallace Bros. shows, had one of the best weeks of his career handling novelties at the Newberry (S. C.) Fair.

Contact Sponsors

By E. F. Hannan

HENRY J. CUNNINGHAM writes from Savannah, Ga.: "I am booking some dates for my 16-mm. show. I find that mail does not always reach the right ones in the group I am after, so I go at it in a personal-contact way and even let them pick out what film they wish to see. Usually there is one or more that come around quickly and then the date is closed. I have enough film to catch the eye of all groups so that they can select their own show."

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Florida Blossom Rebuilt

GEORGETOWN, S. C., Nov. 9.—Florida Blossom Minstrels, bought recently by Al Gaines, Rod Harris and W. A. Sapp, has been rebuilt and org now has 54 performers and musicians. Staff includes Al Gaines, manager; Rod Harris, executive; W. A. Sapp, transportation and front-door tickets; Mrs. Sapp, secretary-treasurer; Mrs. Harris, assistant secretary and reserves; Jack Hunter, electrician, assisted by Leroy Anderson; Roma Johnson, boss canvasman; Eugene Slappy, bandmaster (14 pieces); W. A. Burdge, purchasing agent; W. E. Buarde, lithographer; C. E. McPherson, agent; Charles Davis, producer; Billy Gaines, bill-poster.

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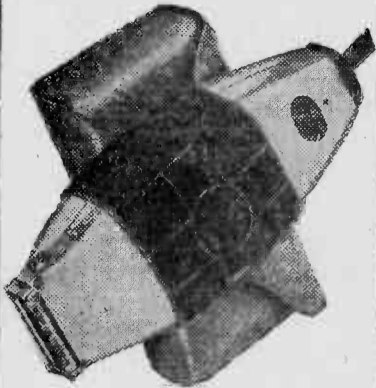
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Large assortment of NEW 1947 outstanding creations. Perfect quality. Excellent workmanship. Distinctive furs of all types at popular prices. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE.
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To Stores, Homes, Offices, Clubs. Made on heavy cardboard with sparkling silver tinsel. Fast, easy sellers. Make Xmas money. 75¢ to \$1.50 sellers.
 6 Samples Tinselled Xmas Signs, 11x14, Postpaid **\$ 1.00**
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 100 3-Color Xmas Signs, 14x22 " **25.00**
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 100 Ultra-Blue Stock Signs, 7x11 " **6.00**
 700 Ultra-Blue Stock and Religious Signs, 7x11. 35c Sellers.
L. LOWY, 8 W. Bway, N.Y. 7, N.Y., Dept. 299

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**FACTORY GUARANTEE 1 YEAR
110 VOLT A.C.**

**This Razor Looks and Works
as Good as \$20.00 Brands.**

**Each in Simulated
LEATHER CASE.**

Your Cost \$2.10.

**Open Account to Rated
Firms or**

**25% Deposit With Order,
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Positively

NO RETAIL SALES.

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WHOLESALE JEWELERS
70 FIFTEENTH ST. N.W. ATLANTA 2, GA.



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LEE RAZOR BLADES

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BINGO

**SPECIALS ★ CARDS
TRANSPARENT MARKERS**

Write for Bulletin

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AGENTS & DISTRIBUTORS

A DOLLAR BRINGS YOU LARGE SAMPLE
Assortment Comical Christmas Greeting Cards complete with envelopes prepaid to your door. Wholesale catalogue with first order. Capitol Novelty Co., 49 Hanover St., Boston 13, Mass. no16

ADVERTISING SALESMEN—ADD TRANS-
lucent Colored Plastic Letter Signs to your line. Every store a prospect. Sample, 50c. Saunders Art Studio, 105 1/2 Indiana, De Land, Fla.

AGENTS—OUR COMIC XMAS CARDS SELL
like hot cakes. Rush \$1.00 today for 15 assorted samples. 100 for \$3.00. W. B. Fox, Box 147, Mobile 2, Ala. no16

BALLOONS, NO. 11, \$6.50 GROSS. NO. 13
Cat Balloons, \$10.00 gross. No. 14 Cat Head Balloons, \$11.50. Freedco Sales, Box 68, Revere, Mass.

CANDY AND MERCHANDISE DEALS—FOR
Distributors, Operators and Jobbers. Write for information. Variety Sales, 1058 N. Rockwell, Chicago 22, Ill. no16

COMIC XMAS CARDS—OVER 50 DESIGNS.
Fast sellers. Free samples. Jerry's, 182 W. Bernard St., St. Paul 7, Minn. no23

DISTRIBUTORS AND AGENTS—FAST SELL-
ing patriotic book just published. Sells \$1.00. 100% profit. Portent, Box 62, New York 67, N. Y. no16

FREE—MEXICAN NOVELTY CURIOSITIES.
Biggest line, larger profits. All articles can be supplied promptly. Products, Apartado Postal 9318, Mexico City. no16

GET 200 MONEY MAKING DEALS—RARE
Formulas. Plans. Schemes. Unusual Items. Folio Free, Formico Ka, Box 572, Dayton, O. no23

HAVE YOU SEEN SUZIE? SHE'S A HONEY
and boy, what profits! Dozen, 50c. Sample and prices, 10c. Jack Blades, Box 944, Altoona 5, Pa. no16

HI-PITCH MEN, HERE'S A LULU—BATTERY
Demo., need car, info. Pioneers, 2012 Clement, Alameda, Calif. no30

KOHLER'S SIGNS—SELL FAST TO STOR-
es, restaurants, taverns. Experience unnecessary. Big profits. Pre-war prices. 337 Goetz, St. Louis 23, Mo. no23

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Crucifixion, reproduced on a real penny, individually carded, \$9.00 gross. Sample assortment sent prepaid, \$1.00. Perkus, Dept. B, 1109 Lawrence, Chicago. de7

LUMINOUS PAINT (SHINES IN DARK)—
Many uses, \$1.00 per bottle; dozen, \$7.20 postpaid. Price list. Write Gem Sales, Box 345, Wilkes-Barre, Pa.

MAKE QUICK CLEAN UP SELLING PERFUME
Beads. Jobbers prices. Particulars free. Sample fine, \$1.00. Mission, 2328 West Pico, Los Angeles 6, Calif. de21

NEW, REVOLUTIONARY, APPEALING—
Cigarette Container-Dispenser. Be first to show this all-metal, automatic dispenser; statutory bronze duo tone. Most talked about Christmas gift for home or office. Write now! Star Sales Co., 7152 East End Ave., Chicago 49, Ill. no23

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Belts, Buckles, Cap Badges, Tie Holders. Thousand Emblems. Every veteran prospect. Fast profits. Repeats. Write today special outfit offer. Hookfast BB, Box 1425, Providence, R. I. no23

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WANTED—AGENTS FOR NEON WINDOW
Signs. Write Box 5102, Indianapolis 1, Ind.

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and Plastic Frames, flat and convex, 8"x10" to 20"x28". Landscapes, Girls, Children, Religious, Floral. Daniels Press, Statesville, N.C. no30

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again available. Jewelry catalogue free. Expert Watch Repairing. Bluebonnet Jeweler's Exchange, 2500 Carter, Ft. Worth, Tex. no30

\$1.44 PROFIT ON \$2.00 SALE TO DEALERS.
20c profit on 25c retail sale. Kilsem Baits, Painesville, O. no23

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we will make you 50 cutie miniatures, 1 1/4 x 1 1/4 inch. So popular now. From your favorite photo. You will like them for many uses. Send 50c with photo today. No C.O.D.'s. Your original will be returned. Your Photo Shop, 740 N. 15th St., Milwaukee, Wis.

ANIMALS, BIRDS, PETS

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5', \$16.50; 6', \$24.00; 7', \$35.00; 8', \$50.00; 9', \$90.00; 10', \$150.00. A few Cook's Tree Boas, 6', \$40.00. Very rare, feed on chickens. These snakes measure to nearest foot. Wire orders. Ross Allen's Reptile Institute, Silver Springs, Fla. no30

CHIMPANZEES, GIANT ANTEATERS, BA-
boons, Ringtail Monkeys, Mangabays, Green Monkeys, large Boas, Tegu Lizards, Acoutis, Sloths, Bears, Cubs, Owls, White Foxes, Red Foxes, Hawks, Alligators, Jungle Fowl, Parakeets, Russian Bears, Grizzly Bears, Deodorized Skunks. Chase Wild Animal Farm, Lawson Rd., Egypt, Mass. no16

DENS SNAKES, \$25.00; BARY ALLIGATORS,
\$2.00; Raccoons, \$15.00; Chipmunks, \$5.00; Black Spider Monkeys, \$50.00; Ringtails, \$60.00; Porcupines, \$20.00 each or \$30.00 pair. Trails End Zoo, St. Stephen, S. C. no23

FINE 9-MONTH CANADIAN BLACK BEAR
Cub, \$85.00. Badgers, \$35.00. Trails End Zoo, St. Stephen, S. C.

FOR SALE—CHESTNUT GELDING, FINE
saddle horse. Also High School. Quick disposal. Call Grinnell, Mt. Gray Hill 2-4300.

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for Christmas and New Year gifts. Buy now. Nice, gentle, youngest, for children up to 8 years, \$45.00. Young, for older children, \$35.00 each. Mother with beautiful baby for \$70.00. Jacks, special for breeding, \$55.00 each. Guarantee live delivery. For immediate shipment by express. Antonio Cavazos, Laredo, Tex. no30

SEVERAL SCARLET FINGER-TAME MACAWS
from \$185.00 up. Tame male Emu, 6 feet tall, \$275.00. Peacocks from \$15.00 or trade. Parrots, Cockatiels, Finches. Rare Bird Farm, Box 100, Kendall, Fla. no23

ENGRAVING JEWELRY IS BACK!



WHOLESALE ONLY PLEASE STATE YOUR BUSINESS

HARRY PAKULA & CO.

5 NO. WABASH AVE. CHICAGO 2, ILL.

LOOK! PENNY'S SISTER HAS ARRIVED

ALWAYS THIRSTY ALWAYS DRINKING
No Springs — No Wires — No Gadgets

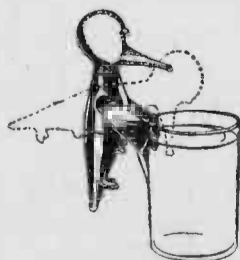
STILL A MYSTERY ARISTOCRATIC PENNY THE PENQUIN IS STILL DRINKING

At \$30.00 Per Dozen
Retails for \$3.95 Each

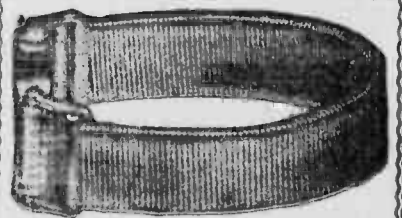
DEPOSIT WITH ORDER, BALANCE C. O. D.

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P. O. BOX 275, PHILADELPHIA 5, PA.



PENNY'S SISTER
Only \$17.00 per dozen
Retails for \$2.95 each



Men's Expansion Bands

New, Improved, Stainless Steel.
\$4.00 Dozen
\$42.00 Gross
\$125.00 for 500 Sample, \$1.00.

Long Life, Smart, Gold Plated.
\$6.00 Dozen
\$66.00 Gross
\$208.00 for 500 Sample, \$1.00.



Ladies' Flat Ground, Stainless Steel in All Colors.
\$12.00 Dozen
\$108.00 Gross
\$350.00 for 500 Sample, \$1.00.



Arkon 15-Year Ball-Bearing Pens.
\$2.50 Each
\$6.00 for 3
\$21.00 for Doz.
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Aluminum Coasters. Set of Eight with Holder, Boxed.
90¢ Each
Postpaid
\$7.20 Doz. Sets
\$80.00 Gr. Sets

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NEW LOW 1946 WHOLESALE PRICE

Equipped for 2 20W. Bulbs \$4.25 each Less Bulbs
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EASY INSTALLATION JUST PLUG INTO SOCKET USED IN
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40 in. Special Workers, heavy, red. Ea. \$.20
40 in. Ass. 4 colors. Per 100 15.00
8 ft. Pure gum color. Ea.40
8 ft. Red, White & Black. Ea.25

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#418, Per Gr. \$ 4.00
7, Per Gr. 4.00
9, Per Gr. 7.00
#524, Per Gr. 7.00
Squawkers, K.D. Per Gr. 6.50

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Large Bulb, Per Doz. \$ 2.00
Small Bulb, Per Doz. 1.75
Send \$2.00 for Samples of Target Balloons and Water Pistol. Positively only one set of samples to a customer.

All Prices F. O. B. Washington, D. C.

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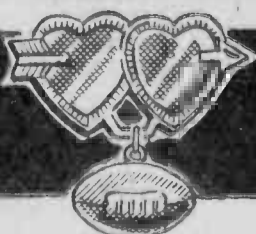
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JERSEY LUXOR BALLOONS ALL SIZES

Outdoor Novelties, Rubber Sundries, Bathing Caps, Baby Pants, Balls, Aprons, Gloves, Bladders.

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MANUFACTURERS' DISTRIBUTOR
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GOLD PLATED DOUBLE HEART WITH FOOTBALL, No. 2841—Distinctively styled in 14K gold plate. A Superior FIRST in quality and low cost. Can be engraved.

\$1.75 Dozen — \$18.00 Gross.



GOLD PLATED DOUBLE HEART WITH BASKETBALL, No. 2837—A clever basketball charm hanging from twin hearts . . . in 14K gold plate. A Superior styled hit for sports-minded jewelry fans. Can be engraved.

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Basketball or Football, \$12.00 Gross Bulk with Jump Ring.

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Our Specialty Is

★ POCKET KNIVES ★

One, two, three and four bladed. Large, small, medium and miniature sizes. Pearlized, Bone, Stag, Plastic Handles. Presto Push-Buttons, Scouts, Pull-Balls, Mystery and Jeweler's. Also beautiful Hunting Knife with Ivory simulated, brass-trimmed handles.

FULL LINE SAMPLE ASSORTMENT,
\$24.00 POSTPAID

• SWING (Pocket) KNIVES •
The New Sensational Novelty!
SAMPLE DOZEN, \$6.60

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TABLES

FOLDING and NON-FOLDING. Many Styles. Prompt Shipment. Smallest chair order 2 dozen.



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CHAIR COMPANY

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641 East 9th St. New York 9, N. Y.

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Over 35 Cards and Folders, all in 4 to 6 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10¢ sellers. Send 25¢ for sample cards and folder.

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BIG MONEY—MAKING RUBBER STAMPS. In demand everywhere. Simplified Instructions, \$2.00. Steele, 296-B New Main, Yonkers, N. Y. no23

I SCORED TREMENDOUS MAIL ORDER SUCCESS from only \$100.00 start that soon brought up to \$1,000.00 daily in cash orders. By all means investigate this amazing plan. Write G. H. Evans Enterprises, Box 982, Beverly Hills, Calif. no18

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PLASTIC DISCS, SHAPES, METAL FINDINGS. For seashell and novelty workers. Free catalog. Secor's Sea-Shell Shop, Box 238, Bradenton Beach, Fla. no18

PROFITABLE, FASCINATING—MAIL SELLING and Co-Publishing Business. Small investment. Operate spare or full time. Details, 25c. Parcell, 2701 Main, Elkhart, Ind. no16

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YOUR OWN BUSINESS SHOWING TALKIES Theaterless Communities. No investment. We rent Sound Equipments, Programs, reasonable. Remarkable possibilities. Earn \$50.00-\$200.00 weekly. 2200 RKO Bldg., Radio City, New York. no16

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE—Only advertisements of used machines accepted for publication in this column.

AAA BUYS—STAMP MACHINES FOR SALE. Single Columns, \$6.95. Doubles, \$21.50. Triplex, \$35.00. Write U. S. P., 100 Grand St. Waterbury 5, Conn. no23

A-1 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mack Postel, 6750 N. Ashland, Chicago. de21

ALL TYPES, ALL KINDS, 5c CANDY VEND- ers, Nut Machines, Scales, Stamp Vendors. Free leaflet. Adair Co., 6920 Roosevelt, Oak Park, Ill. de21

ARCADE MACHINES FOR SALE—SIX 7-FT. Pookerinoes. Make offer. C. S. Nowak, 78 Littlefield Ave., Buffalo 11, N. Y. no16

BALLY ONE BALLS—CLEAN, READY FOR location. Dark Horse, Blue Grass, Sport Special, \$75.00 each F.O.B. Dallas. 1/2 deposit. Let us know your needs, if we don't have it we'll get it. Hunter Sales Co., 2021 McKinney, Dallas, Tex.

BELL PRODUCTS CO. IS BADLY IN NEED OF all types of equipment. Therefore we will pay top dollar for any amount of Pin Games, Consoles, Phonographs, Slots and Arcade Equipment. We will buy equipment on or off location. Write, wire or phone. Bell Products Co., 2000 N. Oakley, Chicago 47, Ill. de14

FOR SALE—38 VICTORY OUTDOOR POST- age Stamp Machines, used 6 months, excellent condition. Approx. 15,000 folders. Make offer. E. J. Runyan, 2803 47th St., Des Moines 10, Iowa.

FOR SALE—44 SCALES, ALL ON OLD established route, all the low type scales, Watling and Rock-Ola, some latest. Best location in Idaho and Washington. Complete route with extra parts. \$4,500.00. A. E. Condon Sales Co., 1424 Main St., Lewiston, Idaho. no16

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FOR SALE—7 ROCK-OLA COMMANDOS, each, \$410.00, 5 Mills Empress, each, \$255.00. 1 Rock-Ola, 1940, \$335.00. 1 Rock-Ola, 1939, \$295.00. 1 Wurlitzer 780E, \$475.00. 1 AMI, \$210.00. 1 Goalee, \$335.00. 1 Zingo, \$95.00. Machines in good working condition. One-third down, balance C.O.D. Popular Music Co., 224 W. Okmulgee, Muskogee, Okla.

GET STARTED—ONE THOROUGHLY RECON- ditioned Peanut Machine and 5 pounds best salted Spanish Peanuts, \$7.50. 1/2 with order, balance C.O.D. Thomas Novelty Co., Paducah, Ky. no30

MARBLE—25,000 GLASS, ASSORTED COL- ors, 1/2 in. Special price, \$20.00. Immediate shipment. Send deposit. A. Gerry, Box 6435, Philadelphia 45, Pa.

MECHANIC—MARRIED, SOBER. TEN years' coin machine experience. Pin games, consoles, phonographs. Mills slots, four Bells, three Bells. Amplifiers and remote. Expert. References. Will accept good offer anywhere. Box C-23, Billboard, Cincinnati 1, O. 76-11-9

MECHANIC—EXPERIENCED ON PHONO- graphs, 1-ball tables, consoles and slots. Now employed, but interested in offer from operator in Florida or South, 28 years old, married, veteran. State salary, living conditions, etc. Box C-30, Billboard, Cincinnati 1, O. 79-11-16

MUSIC MACHINES, SEEBURGS, FOR SALE— Rex RC, \$300.00. 8800's RC, \$450.00. 9800's RC, \$400.00. Jones Music, Breckenridge, Tex.

ONE JENNINGS FAST TIME CONSOLE, 25c— Will trade for Rollatops. Square Deal Novelty Co., Manteno, Ill.

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RAPID FIRE, CHICKEN SAM—BOTH FOR \$125.00. 3 Exhibit Streamlined Card Venders, \$100.00. Wm. Schnepl, Red Bud, Ill.

SCALE ROUTE—48 PIECES, WATLINGS, Rock-Olas, etc. All on location, \$2,400.00. Harold Pearl, 645 Barretto St., Bronx 59, N. Y. DA-yton 9-9162.

SLOT MACHINE BARGAINS—ONE 25c MILLS War Eagle, one Watling 5c Twin Jackpot. Both machines refinished and good condition. Both for \$120.00. Joseph Worpek, 65 Grant St., East- hampton, Mass.

USED STAMP MACHINES—ACCEPTED IN trade on new Shipman Triplex. Stamp Machine Operators Supply Co., 312 Asbury Ave., Evanston, Ill. no16

WANTED—ERIE DIGGERS IN ANY CONDI- tion. Any quantity. All year round. Write or wire National, 4243 Sansom, Philadelphia, Pa.

WANTED—USED NW PNUT MACHINES, PIN Games, Arcade Equipment, and Rock-Ola 12's. Advise condition and price. John Hill, Decatur, Ga.

WURLITZER '41 COUNTER MODEL PHONO- graph, \$150.00. 2 Model F Targets, \$25.00 each. Pikes Peak, 5c play, \$15.00. 2 Holly Grip Testers, 1 Hula, Kill-the-Jap, Gypsy Fortune Teller, and 2 Advance Shockers, \$10.00 each. Playland Arcade, Macon, Mo.

2 GALLOPING DOMINOS, '42 MODEL, TWO- Tone Cabinet, \$130.00. 1 Under Sea Raider, \$142.50. 2 Big Game Hunters, \$29.50. 2 ABT Challengers, \$32.50. 1 Keeney One-Ball Fortune, \$137.50. 2 Ball Pimlico Consoles, \$225.00. J. S. Cosgrove, 512 Main St., Danville, Va.

133 PENNY WRIGHTING SCALES—ON LOCA- tion, mostly Watlings. Net income, \$3,500.00 to \$4,000.00 per year. Call Elizabeth 2-2875 or write Harris Shapiro, 43 Watson Ave., Elizabeth, N. J.

200 VENDING MACHINES FOR RAZOR Blades, Aspirin, Cosmetics, Stamps, and 3 10c Slots, mirror front. A bargain at \$3.00 each. 1/2 down. Mark Wayburn, 8948 Linwood, De- troit, Mich.

Two "Short and Sweet" Deals — Fast Profit for You!
ELECTRIC ALARM CLOCK AND NYLON DEAL

— High-Grade, Desirable Mdse. Your Customers Want —

12 WINNERS

DEAL #76 — 1000 HOLE BOARD AT 5c PLAY

AWARDS—4 Open Numbers Win 50¢ Each.
2 Open Numbers Each Win One Pair NYLONS.
Last Punch Each Section Wins One Giant Size Hershey Bar.
Last Punch on Board Wins One Pair NYLONS.
Open Number Wins Electric Alarm Clock.
TAKES IN \$50.00—YOUR COST IS \$19.50—PROFIT, \$28.50.

10 WINNERS

DEAL #69 — 400 HOLE BOARD AT 10c PLAY

AWARDS—2 Open Numbers Win 50¢ Each.
Last Punch Each Section Wins Giant Hershey Bar.
Open Number Wins Electric Alarm Clock.
Last Punch on Board Wins One Pair NYLON Hose.
TAKES IN \$40.00—YOUR COST, \$15.50—PROFIT, \$23.50.
• 10% DISCOUNT TO ORDERS FOR 6 DEALS OR MORE •
• 1/3 DEPOSIT WITH ORDER, BALANCE EXPRESS C. O. D. •

LEVIN DISTR. CO. 3908 OLIVE, ROOM 218, ST. LOUIS 8, MO.

FIREWORKS SPARKLERS

8 Inches Long—8 Sparklers to a Box.

\$8.64 Per Gross Boxes

Minimum Order 1 Gross Boxes. Send for Our Complete Bingo and Carnival Catalog.

STANLEY NOVELTY COMPANY

14 E. BROAD STREET

RICHMOND, VA.

BEAUTIFUL ELGIN and WALTHAM WATCHES



WHOLESALE

RECONDITIONED AND GUARANTEED
Attractively engraved
10K r.g.p., stainless steel
back.

7 JEWEL ELGIN

\$15.50

15 JEWEL—\$17.95

Sample Orders, \$1.00 Extra.

25% with Order, Balance C. O. D.

Write for New 1946 Catalog

LOUIS PERLOFF

737 Walnut St., Dept. C
PHILADELPHIA 6, PA.



B. B. 100—10K Yellow Gold Ring, \$4.10
set with fine Diamond. Each
B. B. 101—3 Diamond Wedding
Ring to match. Each 4.50
Sizes 5 to 7

ROHDE-SPENCER CO.

223-225 W. MADISON STREET
CHICAGO 6, ILLINOIS

FIREWORKS

GUNS & GAPS

Real profits for those in the South selling Fireworks. REALLY LOW PRICES—FREE CATALOG AVAILABLE. LOOK AT THESE ITEMS!

No. 8 Sparklers, 15¢ Box \$ 8.18 Gr. Boxes
No. 10 Sparklers, 30¢ Box 19.80 Gr. Boxes
No. 20 Sparklers, 15¢ Ea. 9.90 Gr. Pieces
2-Inch Salutes, 6 for 15¢
(Packed 2000) \$11.00 Per 1,000
40-40 Chinese Flash Crackers
(Nov. Del.) \$12.95 Bd.

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Very low wholesale prices in a complete Christmas Catalog, complete with Toys, Greeting Cards, Electric Items, Xmas Tree Ornaments, Dolls, Stuffed Toys. CATALOG MAILED FOR 50 CENTS, REFUNDED ON FIRST \$25.00 ORDER.

STANDARD SPECIALTY CO.

Oostburg, Wisconsin

LEADING SELLERS IN FUR COATS



LOW JACKETS
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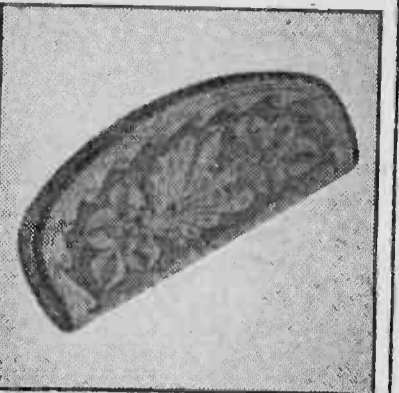
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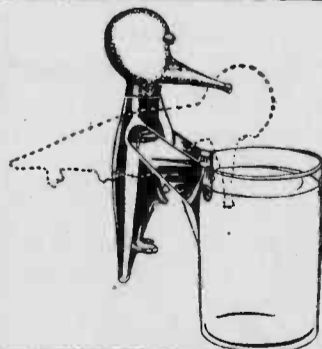
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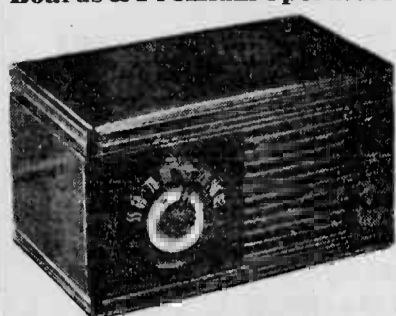
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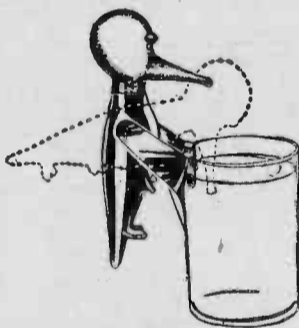
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The "Pop-Out" Pup Sensational New Action Toy!

A clever novelty for children of all ages. Place Pooch in Dog House and press the magic button and out pops pooch. He pops out of the dog house and runs about the room.



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Writes 15 Years Without Refilling

SENSATIONAL \$3.99 SELLER

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- Smooth writing with tiny ball-bearing point on paper, wood, cloth, even under water. Makes 6 to 8 carbons.
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- Contains a lifetime ink supply.
- Gleaming finish barrel, chrome-like base and top.

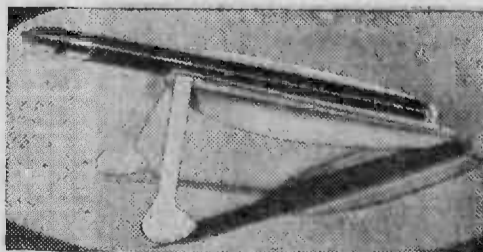
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Included With Every PEN

15 JEWEL SWISS \$9.41

SUPERB WATCHES

15 Jeweled movement insures accuracy, dependability. Second hand. Unbreakable crystal. Stainless steel back. The Swiss master watch craftsmen put these superb movements in handsome, lustrous, chrome case. Truly a distinctive watch priced to sell quickly. Retail Ceiling \$17.50, plus tax. Your cost \$9.41. 15 Jewel Men's wristwatch. Chrome case. Waterproof. Sweep second hand. Retail ceiling, \$21.00. Your cost, \$11.29. Men's 4 Jewel Wristwatch. Retail ceiling, \$13.50. Your cost, \$7.26. 15 Jewel Men's GOLD Plate Wristwatch—HANDSOME! Rhinestones set in place of numerals—\$18.50 each. 15 Jewel Ladies' GOLD Plate. Reconditioned. \$14.50 each.



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Swiss made. Chrome case. Open figure dial. Retail ceiling, \$8.50, plus tax. Your cost, \$4.57. POCKET WATCH CHAINS. Gold or silver finish. \$1.00 each. Ebona silent ticking SWISS ALARM CLOCKS. Retail \$7.50. Your cost, \$5.25 each. ELECTRIC CURLING IRON, complete with cord. \$2.35 each. 14 CHIP DIAMOND. 14 Karat gold bridal pair rings. \$12.95 a set. DEALERS ONLY. MINIMUM ORDER. 6 WATCHES. 20% DEPOSIT, WE SHIP C. O. D. FOR BALANCE.

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4. Per gross	\$2.50
5. Per gross	3.00
6. Per gross	3.50
7. Per gross	4.85
8. Per gross	6.35
9. Per gross	7.85
11. Per gross	8.90

AIR SHIP BALLOONS

312. Per gross	\$3.00
315. Per gross	3.50
418. Per gross	4.00

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18 inch. Per gross	\$1.00
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BALLOONS BALLOONS

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No. 6. Gr.	3.50	No. 14. Gr.	16.00
No. 7. Gr.	4.50	No. 16P. Gr.	20.00
No. 8. Gr.	5.75	No. 6 Print. Gr.	5.50
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BULK CHAIN

Sterling Silver Cable 12c Ft.
 Gold Filled Cable 18c Ft.
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 Gold Filled Curb 20c Ft.

EXTRA HEAVY NECK CHAIN

Sterling Silver Curb 30c Ft.
 Gold Filled Curb 45c Ft.

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7mm. \$ 5.00 Gr.
 10mm. Size (Any Quantity) 10.00 Gr.

Also in Gold Filled and Sterling.
 1/3 Dep., Bal. C.O.D., F.O.B. New York.

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6 20 41 60 68
 12 21 37 48 75
 2 18 59 72
 10 16 43 55 69
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● Extra Heavy Board
 ● Leatherette Backs
 ● Sizes 5"x6 1/2"
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Write for Samples and Price List.

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Now Ready for Immediate Shipment!

675 PER GROSS
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Free Samples in self-addressed stamped envelopes.

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 Dept. G
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Santa Claus Bank, 13 inches high. Doz. \$ 7.20
 Large Pig Bank, foot long. Doz. 18.00
 Small Pig Bank, 7 in. long. Doz. 6.00
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 REDGRANITE, WIS.

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FIRST QUALITY

54 Gauge \$18.00 Doz.
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EXPERIENCED ORGANIST—NOW AVAILABLE for lounge, cafe, radio, rink. Good salary and organ essential. Contact Organist, 901 15 Ave. S., Minneapolis, Minn. Phone Geneva 6714.

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GUITARIST, ELECTRIC—UNION, READ, fake, fine rhythm, takeoff. Single, sober, reliable. Experienced all lines. Young. Available now. Write, wire Box C-16, Billboard, Cincinnati 1, Ohio. no16

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PIANIST—AVAILABLE NOV. 20. TWO years on present job. Union. Reader. Married. Locations only. Prefer hotel. Give details. Larry Scheben, 430 Orange, Hot Springs, Ark.

PIANIST—HIGH CLASS SINGLE YOUNG VET, with reed organ attachment to fit any piano, will consider nice easy cocktail job. \$100.00 week plus traveling. Bob McShan, 4110 Erie, Houston, Tex.

PIANIST AVAILABLE—AGE 28, EXPERIENCED. John Slater, 516 Kennedy St., Perth Amboy, N. J.

STRING BASS—AGE 26. NAME COMBO EXPERIENCE. Can read anything. Also very fine ear. Misrepresentation cause of this ad. Cut or no notice. Phone or wire Musician, 1909 3 Mile Rd., N. E., Grand Rapids, Mich.

TENOR SAX, CLARINET—DESIRES WORK with good steady band, commercial or jump. Good tone, transpire, play lead, fake, modern and arrange. Cut or no notice. Box C-26, Billboard, Cincinnati 1, O.

TRUMPETER DOUBLING BASS DRUMS—Wants employment in town that maintains concert or industrial band. Union. William F. Brooks, 169 Lake Morton Dr., Lakeland, Fla.

TRUMPET—THOROUGHLY EXPERIENCED any style band. Read, fake, jam. Can meet all requirements. Ray Hyslop, Francisco, Ind.

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THREE ACTS—THOSE INTERNATIONAL Globe Rollers, The Alvers Family, world's youngest aerialist, 9-year-old Billie Alvers in her sensational swinging ladder and single trapeze. Available for 1947. Address: 2815 Stringtown Rd., Evansville, Ind. no30

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Auto Bombs Gr. \$13.50
 Cap Pistols (Long Tom & Shooter) Doz. 15.90
 Caps (Disc for Long Tom) Carton 4.50
 Cap Pistols (Ranger-Repeater) Doz. 10.80
 Caps (Roll for Repeating Pistols) Carton 4.50
 Exploding Book Matches Gr. 2.90
 Snake Matches Gr. 3.25
 Blowouts (18 In.) Gr. 8.00
 Comic Hat Bands (30 Kinds) Gr. 2.98
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 Bean Shooters \$5.00
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 Svengali Decks (Best) Doz. 5.50
 Syco Seer—Knows All—Tells All Doz. 15.00
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10¢ Retail Items (500) Lot—\$20.00.
 25¢ Retail Items (500) Lot—\$45.00.
 50¢ Retail Items (500) Lot—\$100.00.
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IMMEDIATE DELIVERIES—25% Deposit.
 DRINKING BIRD (Super Attraction) \$ 3.00
 Reynolds Pens, Writes 15 Years. Doz. 27.72
 Combination Clg. Case & Lighter 1.75
 18-Inch Plush Bears (High Quality) 2.49

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 #9 Mir. in Lid & 1-Lb. Choc. 2.49
 #10 Cedar Chest, Mir. in Lid & 1 Lb. Choc. 2.59
 #80 Mirror Vanity & 1 Lb. Choc. 2.35

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 BLUE EARTH, MINN.

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Earwires \$2.25 Gross
 7 mm. Cup for Pasting
 9 mm. Cup for Pasting
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Send \$5.00 for Sample Assortment of Engraving Jewelry. "I'm with it."
Miller Creations Mfrs.
 6628 Kenwood Ave. Chicago 37, Ill.

BALLOONS! BALLOONS!

No. 6 \$3.50 Gross | No. 8 \$8.00 Gross
 No. 7 4.50 Gross | No. 11 7.75 Gross

1/3 Deposit With Orders.
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 Will last indefinitely. Sells on sight—\$8.00 dozen.
 Ladies' Bracelets, heavy chain, \$3.00 dozen.
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Prepare your "At Liberty" advertisement of not more than 50 words and mail it to us, together with a photostatic copy of your discharge papers, and we will publish the ad for you in the regular Classified Ad Liberty columns of the earliest possible issue.

If you wish us to prepare the ad for you, send us your full name, age, address, working experience before entering service (not amateur show business experience), in which field you most prefer to work and your qualifications for a position of that kind. Mention salary expected or required if you wish.

There will be no charge made for writing or publishing your ad and you will be obligating yourself in no way.

Address your letter (and be sure to enclose the photostatic copy of your discharge papers) to The Billboard's Veterans' Re-Employment Service, 25 Opera Place, Cincinnati 1, Ohio.

EMPLOYERS: For Your Convenience in Selecting These Ads They Are Preceded by a Star (★).

The Genuine Plastic SLUM of the Day

★ FINEST DESIGN
 ★ CHIP PROOF
 ★ UNBREAKABLE
 ★ FLAWLESS PIECES
 ★ ACCEPTABLE ANYWHERE

\$1.40 Per Gross Plus Freight
SPECIAL JOBBERS' DISCOUNT

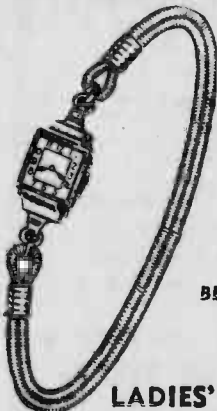
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ATTENTION

Summer catalog now ready. Write for your copy. Be FIRST with the LATEST. If you have already written for this catalog within the past 30 days it will be mailed to you without writing again, providing you have a permanent address.

IMPORTANT
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Wisconsin Deluxe Co. 1902 N. Third St. Milwaukee 12, Wis.
 When placing C. O. D. orders, 1/3 deposit required before shipment will be made.



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"NEW MIRROR FINISH" Adjustable and Curved to fit any wrist. New Process gives more comfort—better appearance.

\$4.00 PER DOZ.



BETTER QUALITY—GREATER SALES

These flexible and durable bands are FAST SELLERS. For GREATER PROFITS—Take advantage of our low price and Order Today! If samples are desired send \$5.00 for assortment.

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\$12.50 per doz. \$144 per gr. Available in white finish or 24K yellow or pink Gold finish over Stainless Steel. *A close-out.

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\$4.00 per doz. \$42 per gr. Men's 14K Gold Plate over Stainless Steel, \$6.50 per doz. \$72 per gr.

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IT'S NEW! IT'S SENSATIONAL! IT'S A MONEY-MAKER!

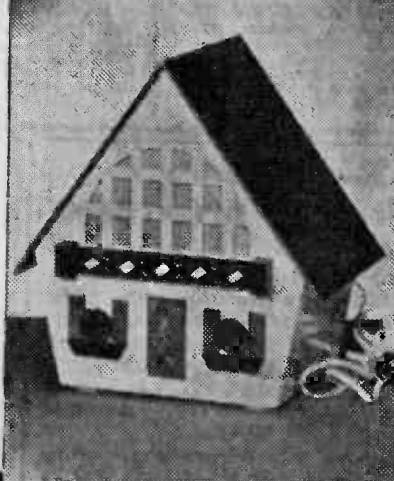
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\$24.86 Each IN LOTS OF 4 OR MORE

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Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

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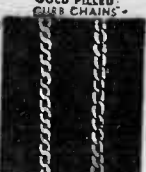
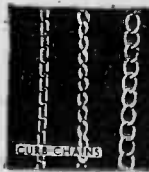
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Pipes For Pitchmen
By Bill Baker

H. K. D. SPALLY ... after 16 years on the sheet, letters that he is joining Sparks Circus to sell tickets.

Does your item retain all the pungency of your talks?

DOC MOREY ... and Tommy Cook, of Kansas City, Mo., were among visitors to the Old Rocking Chair Store, otherwise known as the Osage Herb Store, Dallas, owned and operated by Chic Denton and Alexander Pasha.

CHUCK FESTOR ... is reported to have corraled much long green working the Houston Shrine Circus.

AMONG RECENT ... visitors in Houston were Al Weston and Guy Kimball, who plan to do a spot of fishing in Galveston, Tex.

If you can't fulfill your promises, the sensible thing to do is not to make any.

EDDIE TURNER ... following a long silence, comes thru with a piperoo from Philadelphia: "Just returned from a successful tour of fairs thruout the Midwest and South with the Wonder Mouse and Svengali deck. To name all the fine pitch lads I bumped into would take up the entire Pipes column, but it looked like old times at most of the fairs, with pitchmen galore. This was my first season on the road since being discharged from the army after a three-and-one-half year siege of it, most of the time being spent in a hospital. For the winter, I've reopened my magic shop on German-town Avenue here. Would like to

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Bobby Pins, Black, 24 on Card	.45	5.00
Combs With Ind. Case, 5", Black and Colors	.45	4.32
Needle Threaders, Each Carded	.18	1.85
Towels, Crash, 14x18, Hems Stitched	1.50	17.00
Canvas Shoes, for Home or Beach	2.50	28.80
Lighters, .50 Cal Shells, Asst. Colors	6.00	65.00
Earrings, Nickel Plated Screw-backs, Some 10¢, Most 25¢	.75	7.80
Sellers, Beautiful		
Baby Pants, Plastic Coated Rayon, Asst. Sizes, White Only	.75	7.80
Tie Clasps, Ind. Cards, Nickel Plated	.35	3.75
Jewelry Assortment—Rings, Bracelets, Pins, Earrings, Necklaces. All Perfect	.55	6.50
Wallets, Cigarette Cases—Genuine Pigskin, Imported South America	1.40	14.40
Shag Rugs, Bathroom Size, Asst. Colors	3.50	39.00
Place Mats, Cork, Asst. Designs	.72	8.00
Jockey Shorts, Men's, Knitted, Asst. Sizes	4.00	47.00
Handkerchiefs, Ladies' Cotton Large	1.00	11.00
Plastic Shoe Horns, Asst. Colors	.40	4.32
Sterling Silver Plated Compacts With Sifters—Some Hand Painted	3.00	36.00

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read pipes from Jimmy Lobaugh. And whatever happened to Dick Ford, ace Svengali worker?"

J. CLEARY . . . of sheet note, is reported to be in Nashua, N. H., mulling offers from two well-known circus orgs to become their legal adjuster.

Winter catastrophe: My wife blew her top and my bank roll!

FOLLOWING . . . a click season, Joe McDonnell, Joe Maiks and Voltmer Kasher are making plans to winter in Houston.

BUD KANTOR . . . Walter Forbes, Fag-Bag Allen and Horseback Meyer garnered their share of the shekels working the Houston Shrine Circus.

THAT WELL-KNOWN . . . veteran of Pitchdom, Doc George M. Reed, comes thru with the following from Columbus, O., where he has been making his home for these

many years: "All of the pitch lads here did okay with Halloween novelties despite the fact that it rained that night and on Beggars' Night the day before. I have been working High Street here for over 30 years and, altho I recently celebrated my 71st birthday, I feel I still can hold my own. I have a pretty nice razor blade layout at the market. Would like to read pipes here from Tom Kennedy, Doc Blue, Mary and Madeline Ragan, Bob Wilson, Mr. and Mrs. George K. Grooms, Ray Gorman, Hal Johnson, Ned House; George Myers, of spark plug note; Bill Sacks, king of coil workers; Herb Hull and Mr. and Mrs. Art Cox."

Confidence in himself and the right items are the reasons for many a pitcher's success.

HARRY GREENFIELD . . . continues to get his share of the geedus in New York.

JIM POOLE . . . is still holding forth in Houston to good tips.

HAPPY ARNOLD . . . vet pitcher, is in Chicago planning a trick mouse layout.

THEY TELL US . . . that Columbus, O., is closed to members of the tripes and keister fraternity unless they are regular voters in the State.

WONDER HOW MANY . . . of the confetti workers got well with that item during this year's Halloween festivities over the country.

JOE GLASS . . . is working to exceptionally good business with balloons and costume jewelry on New York's midtown streets.

AFTER A SUCCESSFUL . . . tour of live spots in Jamestown, N. Y., and Canton, Lancaster and Circle-

ville, all in Ohio, as well as a dog show in Columbus, O., Ford Garrison has returned to Elmira, N. Y.

It's been reported that the novelty workers are all stocked and waiting for the numerous turkey day football games. Are you among those thus prepared?

WORKING HEALTH . . . books to good returns at Columbus Circle, New York, is Joe Carroll.

WAYNE GARRISON . . . is corraling the lucre with knife sharpeners and glass cutters at the H. L. Green Store, Columbus, O.

Now for EVERY WORK SHOP!
NEW Invention Electroplates by BRUSH



Easy to Plate CHROME, GOLD, SILVER, NICKEL, COPPER . . . For Pleasure and Profit!
If you have a shop, you need this new electroplater. At the stroke of an electrified brush, you can plate models and projects—you can replate worn faucets, tools, silverware, etc. with durable coat of sparkling metal . . . Gold, Silver, Nickel or Copper. Easy method. Equipment complete, ready for use. Doing a bit of work for others soon pays for your machine. So make your shop complete by getting a Warner Electroplater right away. Send today for FREE SAMPLE and illustrated literature!

- MODEL MAKERS
- MAINTENANCE
- HOBBY SHOPS
- HOME SHOPS
- SALVAGE PARTS

FREE Details & Sample!

WARNER ELECTRIC CO., DEPT. K-89
1512 Jarvis Avenue, Chicago 26, Ill.

Please send Free Sample and Details.
Name.....
Address.....
City.....Zone.....State.....

READY-STEADY PROFITS



RETAILS For **10c** MONOGRAMMED! SALESMEN!

PLASTI-KEY CASES
PLASTI-KEY CASES in assorted colors. Monogrammed for resale orders. Every shop and store is a potential buyer. One of the most popular items on the market today. Everybody carries keys—men, women and children . . . Made of heavy indestructible plastic for lifetime wear . . . Immediate delivery for immediate profits.

Also furnished with advertising imprints at slight extra cost in lots of 20 or more.

- Sample Display Card of 24 Monograms. Each . . . \$2.00
- 2 Gross Lots (Including 1 Display Card). Gross . . . 9.60
- 6 Gross Lots (Including 1 Display Card). Gross . . . 8.64

Cash With All Orders

PETER PEYTON & COMPANY

330 South Wells Street
Chicago, Illinois

ORDER YOUR PENNANTS DIRECT FROM MANUFACTURER

In accordance with your specifications.



We specialize in making up pennants for beaches, football teams, parks, and any others you can use in your territory. Our pennants average from \$8.00 to \$12.00 a hundred. Expertly made, heavy flocked in various colors.



XMAS BANNER

Size: 12"x18".

Heavy flocked in two colors: Red and Green.

\$4.00 Per Doz.

Jobbers may request jobbing price.

In order to appreciate the high quality of this merchandise, send 50¢ for samples of four.

HARRY REITER

189 S. 4TH ST. BROOKLYN 11, N. Y.

MEN'S WHITESTONE RINGS
GOLD ON STERLING SILVER

7 STONES No. 3002



2 STONES No. 3000

PER DOZ. \$22.50

In gross lots \$21.00 doz.

A natural for fast turnover. Brilliant Whitestones that look like a million. Hand set in gold plated solid sterling silver. Thousands sold daily. Order by number. 25% Deposit with order, balance C. O. D.

THE PALOMAR CO.

215 W. 5th St. Los Angeles 13, Calif.

BEAUTIFUL AC-DC PLASTIC MODEL RADIOS 6 TUBES

ONE BAND

REGULAR BROADCAST
List . . . \$30.75
Samples . . . 21.98
12 OR MORE . . .

\$21.18 EACH



INCLUDING RECTIFIER

TWO BAND

SHORT WAVE & BROADCAST
List . . . \$35.95
Sample . . . 25.69
12 OR MORE . . .

\$24.76 EACH

A new table model radio . . . gives console performance . . . powerful superheterodyne with six RCA licensed tubes (including rectifier) . . . built-in aerial . . . tremendous volume . . . handsome in appearance . . . most efficient in operation . . . built into a durable plastic cabinet with slide rule illuminated dial . . . 5-inch P.M. speaker . . . FULLY GUARANTEED!
All prices O.P.A. approved—All taxes included. F. O. B. New York City.
Send only 25% with order, balance C. O. D.

CARTER RADIO & APPLIANCE, INC.

43-45 43D ST. DEPT. BB-4 LONG ISLAND CITY, N. Y.

The Greatest Mystery of the Year!

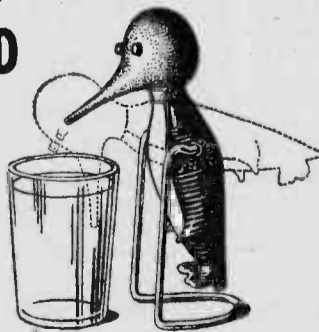
DRINKING WONDER BIRD

WHAT MAKES HIM DRINK?

- NO STRINGS
- NO SPRINGS
- NO WIRES
- NO ELECTRICITY!

Pete the Penguin is always thirsty . . . never stops drinking. How does he do it? That's the puzzle that mystifies everybody. Pete's beak dips into the water several times a minute. The most fascinating novelty ever! Send for Pete today. Sample \$3.00.

We ship as soon as your order is received
POSTAGE EXTRA



\$25.50 A DOZEN
Including Glass
RETAIL PRICE, \$3.98 EACH

PRITT NOVELTY CO. 12 W. 27th St., New York 1, N. Y.

IDEAL XMAS GIFTS! THE GAUCHO



ELECTRIC LAMP

Height over-all, 14 inches. Decorated glass base, tilt shade 8" wide. Regular size brass socket, 6 ft. cord and plug.

The Complete Lamp

\$1.10 EACH

BEAUTIFUL VANITY LAMP

17 inches tall. Crystal glass column and base; complete with shade, socket and 6 1/2 inch cord.

\$2.00 EACH

F.O.B. New York. 25% Dep., Bal. C.O.D.

Packed 1 doz. to carton.

MITCHIE GOLDMAN

5 Brighton 1st Road Brooklyn, N. Y.

#127 ROLL

FILM
NOW AVAILABLE!

No limit at present

- Size Price
- 127 - 27c
- 120 - 33c
- 620 - 33c
- 116 - 38c
- 616 - 38c

Made to exacting U. S. Government standards, this fine tested war surplus film has just been released. Panchromatic high speed. Established dealers allowed OPA discount of 29% on orders of \$50 or more net. Send full remittance or 1/3 deposit for C.O.D., F.O.B., N. Y. Satisfaction guaranteed. Individually boxed. Yes, we have #127's.

J. HOWARD WEST

3 West 42nd Street New York 18, N. Y.

NEW YORK REAPING EXPORTS

Buyers Come
In Regularly

Jukes get first call from foreign firms—vend mechs., arcade pieces next demand

NEW YORK, Nov. 9.—Distributors and jobbers in this area are making a real effort to reap the harvest of current export demand for coin machines—and all indications are that they are succeeding in their efforts to get and fill orders from out of the country. Export business, distributors here report, is particularly brisk with Latin-American countries.

It is not unusual these days to wander down coin machine row and find most distributors and jobbers busily making crates for shipments to Puerto Rico, Cuba, Brazil, Chile and other Latin nations. Trade reports market excellent for jukes, with arcade equipment and venders next in demand.

Report Jukes Exports

Finding their way to Latin-American coin buyers these days are some new U. S.-built juke boxes, reports along coin machine row say. Some reports have it prices for these new machines range from \$100 to \$270 over list. At one time, they say, one well-known model was going in limited numbers to foreign buyers for as much as \$460 over list price.

More than one large export-import firm in the city is finding that some of its pre-war accounts below the border are now in the market for coin-operated equipment. Buyers for these export firms, many of them with little knowledge of the coin machine industry, are currently sending research staffs to gather information on trends and buying methods.

Just as export-import firms are awakening to the potentialities of the coin machine industry, so are large numbers of Latin-American buyers who are coming direct to New York to do their buying. Mails are also heavy from these nations. One distributor states that he is getting so much mail from buyers in South America that he is putting on a Spanish secretary. Other distributors have adopted Spanish as a second language in their advertising.

How Market Started

Way in which the market for coin machines was opened in several Latin countries is unique. Arcade machines, for example, are finding a ready market in Brazil. One export-import trader commented that "Brazilian troops have become used to seeing and playing these machines in Red Cross Clubs in Rome and Naples, Italy, besides seeing countless arcades in London." U. S. army and navy bases, established in other Latin countries during the war, likewise encouraged public interest below the border.

While the export business now is a number one, New York area firms expect this trade will double after the first of the year when buyers are expected to arrive for numerous Pan-American functions. Export-

Calendar for Coinmen

November 11-14—National Hotel Exposition, Grand Central Palace, New York.

November 11-14—National Foreign Trade Convention, annual convention, New York.

November 19-21—American Bottlers of Carbonated Beverages, annual convention, Miami.

November 25-26—Packaging Industry's Annual Convention, Stevens Hotel, Chicago.

December 8—Alabama Music Operators' Association, Montgomery, Alabama.

December 12—Arcade Owners' Association of America, annual meeting, Village Barn, New York.

January 19-24—Canning Machinery and Supplies Association Exhibit, Atlantic City.

January 27-31—Electrical Engineering Exposition, 71st Army, New York.

January 27-31—Society of Plastic Engineers, Coliseum, Chicago.

February 3-6—Coin Machine Industries, Inc., convention and exposition, Sherman Hotel, Chicago.

February 17—Chicago World Trade Conference, Stevens Hotel, Chicago.

News Digest

EXPORTS—New York area distributors and jobbers report buying in the export market particularly brisk. Both new and used machines are going out of the country in increasing numbers. Juke boxes, distributors say, continue to lead the field. Next in demand are arcade pieces and venders. In addition to active import-export firms, Latin buyers are reported weekly in New York. Surprisingly, New York dealers say 70 per cent of the South American visitors write and speak English well.

PROMOTION—Post Office Department came up with some unusual promotion for the 5-cent airmail stamp. Like a pre-war vending machine, mailboxes were equipped with loudspeakers which thanked patrons for letters deposited. Idea was used in some 50 cities over a short period of time and postal authorities said it served to boost airmail sales. Similar idea has been proposed for vending machines which would deliver a short advertising message at spaced intervals.

SUGAR—In Miami, Fla., next week, 4,000 bottlers, suppliers and interested vending men will attend the 28th annual meeting of American Bottlers of Carbonated Beverages. Big topic at meeting will be sugar, with two talks scheduled. A Department of Agriculture official is slated to speak, and his talk may be really newsworthy. Earlier this week, spokesman for the Agriculture Department was reported to have said sugar will be in better supply within a few weeks and that rations will be increased in April, 1947.

RADIOS—Coin-operated radios are expected to be a topic of interest

import firms also predict this increased buying.

Prefer U. S. Tunes

Record buyers, after disks for jukes and retail outlets, are showing up in New York every week, record distributors say. Spanish-type disks, (N. Y. Reaps Exports on page 118)

at the Hotel Convention in New York. Several coin machine firms will display equipment. Latest showing of new equipment in New York this week included a coin-operated television set. Set could be both operated and paid for—in time installments—by inserting a coin in the slot. This recalls the days of refrigerator time sales by the same method.

NICKEL—Five cents is the price American public is used to paying for its soft drinks, and one large beverage firm has mailed out a letter to its franchised bottlers informing them that the nickel price must be held for the good of the industry. Nevertheless, rumors persist that vending machines, equipped with mechanism to accept 6 cents, are in the works—just in case the price does go up appreciably.

TOURISTS—As resort locations settle down after their biggest season in years, a Southern California travel executive comes forth with suggestion that travel should be a year-around event and not just limited to the summertime. Coinmen in many a resort area, who find their business varying with the seasons, would welcome a national advertising campaign to promote this idea.

POPCORN—National Popcorn Convention, staged in Chicago this past week, got a look at two coin-operated popcorn merchandising machines. One was a pre-pop machine, where the corn is popped in advance and then loaded in the machine where it is kept warm with a heating element. Second machine actually pops the corn on the spot, after the coin is inserted.

DIME PLAY—Scattered reports have a few firms converting additional juke boxes from nickel play to dime, three for quarter. Kansas City, Mo., firm this week announced putting six machines in city locations on 10-cent play. Other operators in town are expected to follow suit. Jukes converted so far, firm reports, are all on tavern location.

Grawoig Nips
Sales Rumors
On Challenge

Invite Favorable Bids

CHICAGO, Nov. 9.—Rumors circulating in New York distributing circles to the effect that another firm has purchased and will produce the Challenge juke box were denied explicitly here this week by I. G. Grawoig, new president of U. S. Challenge Company and its affiliate, Batavia Metal Products Company.

When queried about a specific firm mentioned in these stories, Grawoig flatly stated that his organization has had no contact of any character with the company in question.

Many Feelers

Grawoig did disclose, however, that a half dozen firms have put out feelers regarding purchase of manufacturing rights and facilities to the juke box. He said also that his firm would be interested in a favorable proposition and that no definite offers would be ignored.

He emphasized that interested parties to date had uniformly asked for a figure at which Challenge would agree to make such a transaction. Any such proposition would be turned down, he said, with only definite offers being considered. He also declared that firms to be given consideration would have to demonstrate ability to make a 100 per cent cash purchase.

Could Be Done

When asked whether the firm—now in bankruptcy proceedings—(Grawoig Nips Rumors on page 118)

Cig Tax To Pay
Ill. Vet Bonus

SPRINGFIELD, Ill., Nov. 9.—Tax on cigarettes will be increased 2 or 3 cents in Illinois to help raise money to pay the recently approved World War II bonus. Additional tax on horse races is also slated. Should more money be needed the Legislature may appropriate it from present tax revenues in existing or future Treasury general revenue funds. Bonus plan will pay veterans \$10 a month for each month in domestic service; \$15 for overseas. Next of kin of veterans who died of service-connected causes will receive \$900.

Over 915,000 Illinois men and women who served in the armed forces during World War II will receive lump cash sums averaging from \$50 to \$900, or a total of \$385,000,000 in all. Checks may begin arriving late next year or early in 1948. Delay is due to necessity of setting up and organizing a State Service Recognition Board and time needed for officials to receive and approve applications for payments. A suit pending in the Illinois Supreme Court seeks to void the act as unconstitutional. Decision on this may come next January.

Greene's Stand Draws Another CMI Statement

CHICAGO, Nov. 9.—Coin Machine Industries, Inc., released an article concerning recent statements by Robert S. Greene, president of the National Automatic Merchandising Association. Text as it appears in the article released by James T. Mangan, chief of CMI public relations bureau, reads as follows:

"Robert Z. Greene, president of Rowe Companies, Whippany, N. J., and also president of the National Automatic Merchandising Association, wasn't contented in his speech at the merchandising association convention in Chicago to try to separate the great coin machine industry from the business of coin-operated vending, but he also made available the following statement which appeared in Advertising Age October 28:

"At the 10th annual convention of the National Automatic Merchandising convention here October 16-18, President Robert Z. Greene told the group that his own firm, Rowe Companies, Whippany, N. J., would not exhibit any of its vending machines at the forthcoming Coin Machine Industry convention.

"His decision marked the first major break between coin-operated amusement machines and the automatic vending machines. About a dozen representatives of other companies at the convention announced that their firms would follow similar policies."

Greene caused this message to be disseminated far and wide, apparently without any qualms for the injury it might do to every coin machine manufacturer and operator, including operators of vending equipment.

It is the opinion of all the leaders in the coin machine trade that such propaganda has no place in the general press. In commenting on the release, James Gilmore, secretary-manager of Coin Machine Industries, Inc., which is the association of the general coin machine industry, said today:

"The coming coin machine show at the Sherman, February 3-6, is practically a sell-out. This exhibition will be the greatest presentation of coin-operated products the world has ever seen.

"At this show 16 major vending machine companies will display their newest equipment to anywhere from 8,000 to 12,000 visiting operators from every State in the union.

"Members and associates of CMI, Inc., have more right and power to represent the vending machine trade than any other association. Greene just happens to be out of step with the entire industry."

James T. Mangan, chief of the public relations bureau of Coin Machine Industries, Inc., announced this week that he had not received an answer to the open letter he recently addressed to Robert Z. Greene, president of the National Automatic Merchandising Association.

According to the CMI publicity chief, many messages taking exception to Greene's stand have been received at CMI headquarters. Announcement also said Dave Gottlieb, president of CMI, took this stand: "Every manufacturer and distributor of coin-operated machines knows that this industry is one of the most fluid in America, hardly anyone can survive by operating one type of equipment solely. For many years it has been a first principle of all manufacturers to press the doctrine of diversified equipment.

"Vending machines are primarily coin-operated machines and can not be thought of otherwise. Ever since our association first began to hold its annual shows, as much stress was

National Hotel Exposition To Feature Coin Machines

NEW YORK, Nov. 9.—Displays of more than 360 exhibitors will be featured in the 31st National Hotel Exposition scheduled November 11-14 in the Grand Central Palace here, according to Arthur L. Lee, general manager. Estimated crowd of between 85,000 and 100,000 will attend the show which is not open to the public, but coin machine men are invited.

"This is the first hotel exposition that has gotten coin machine minded," Lee states in referring to the five coin machine manufacturers who are exhibiting their products along with hundreds of new and improved post-war products, systems, services, foods and beverages.

Coin-Operated Exhibits

International Mutoscope Corporation, Long Island City, N. Y., leads off with an exhibit of its photomatic and voice-o-graph machines, but not to be outdone, four coin radio manufacturers have booths at the show. Exhibiting will be Tradio, Asbury Park, N. Y.; Radiomatic, Newark, N. J.; Hotel Radio, Detroit, and the guest radio division of Automatic Household Aids, New York.

Allied industries such as institutions, restaurants, cafeterias, soda fountains, apartment houses, beauty shops, resorts, transportation lines and countless other businesses will be represented at the gathering. Finished products and services in widely diversified fields will be offered to visitors.

Various organizations such as the New York Restaurant Association, Connecticut Club Managers' Association, American Culinary Federation, National Executive Housekeepers' Association, Club Managers of America and the International Stewards will hold meetings during the exposition week. Many State hotel associations will also hold meetings.

Chairman's Statement

"The war forced the hotel industry, like every other business, to adopt new and radical changes," Charles L. Orstein, chairman of the exposition states. "The problem of personnel and the supply of materials, food and beverages caused many a headache. The attempt to get back to a peacetime basis in scarcely more than a year has been a most difficult pro-

cedure. The industry has not gotten back to normal—it is nowhere near normal at present largely because of strikes in other industries and heart-breaking shortages."

cedure. The industry has not gotten back to normal—it is nowhere near normal at present largely because of strikes in other industries and heart-breaking shortages."

Other exhibits will include fiberglass fabrics, billing machines, new pressure cookers, a mechanical oyster opener, light-proof shades in gay colors, non-drip coffee pots, new foods, heretofore unknown beverages, electric potato peelers, new styles in rugs, new lamps and lighting and countless other items. Coinmen from all over the East are expected to attend the exposition. It marks the first time that four coin-operated radio manufacturers have exhibited together.

Remove Silver Price Controls; Supply Up

WASHINGTON, Nov. 9.—Office of Price Administration announced last week that ceiling prices have been completely removed from all forms of silver. OPA said that "supply and demand are in approximate balance," explaining the reason for the move. This should mean a good supply of silver products for use in all phases of photography, including coin-operated photograph machines.

Open market price for silver was quoted recently at 90.58 cents, and officials said that this price has already attracted domestic producers and foreign markets. Industrial demand, said OPA, was now about equal to current world production of silver.

OPA Elevates Price On Paints 31 Cents

WASHINGTON, Nov. 9.—Coinmen who have been watching the movements of the OPA this week witnessed the raise of prices on most paints by 31 cents. Increase, which amounts to \$1.30 a gallon, was granted due to the high cost of linseed oil. This oil was freed from price control October 29.

Increases apply to "all trade paints—those sold over the counter—and on the intermediate oleoresinous liquids used as grinding vehicles" in manufacturing of paint. Highest increase was 88 cents for exterior enamels and varnishes.

Tax Receipts Hit Peaks in Dixie States

NASHVILLE, Nov. 9.—State revenue collections from tax levies directly and indirectly affecting the coin machine industry hit some all-time highs in the Southern States during October, figures just released disclose. Particularly interesting were figures on revenue collected from gasoline sales—an indication of the increasing number of travelers on the roads, and an indication, too, of the great amount of truck shipping being done.

Department of finance and taxation in Nashville this week announced October's total revenue was \$981,231 higher than during the same month last year. Tobacco tax collections show an increase of 7.46 per cent over those for October, 1945.

North Carolina's department of revenue said the flood of tax revenue stems from the increased buying and higher prices, in announcing a record receipt for October. Every revenue source in the State, officials said, was up during the month just past.

Alabama, with a total collection of \$6,753,138, reported an all-time monthly high. Tobacco receipts, State officials said, amounted to \$619,084, an increase of \$62,000 over the same month in 1945. Unlike other States, Alabama reported receipts from gas and sales tax on the downward swing.

Tobacco revenue in Louisiana amounted to \$687,107 in October, 1946, compared to \$475,972 in October last year. Sales tax receipts were also up. Virginia receipts were higher than ever before—and this included figures for the four-month period ending in October. Highest increase was in the gasoline revenue which showed an increase of \$1,889,572.

Steel Mills Reach Highest Operating Levels in 18 Mos.

CHICAGO, Nov. 9.—Steel mills operated at the highest levels in almost 18 months last week as scrap supplies showed an increase. American Iron & Steel Institution estimated operation at 91.1 per cent of capacity, compared with 89.4 per cent in the previous week when tonnage of 1,575,600 rose to 1,605,500 for the new high.

This was the best operating rate since the week of June 25, 1945, when it was 91.5 per cent of capacity. A month ago steel mills operated at 90.4 per cent, turning out 1,593,200 tons; a year ago the figures were 77 per cent and 1,410,400 respectively.



MEMBERSHIP STRENGTH of Associate Operators of Los Angeles County, Inc., one of the coin machine trade's most successful local associations, is shown in this photograph of the group in session at the Roger Young Auditorium, Los Angeles.

Trade Views Progress in Exports as Foreign Trade Doubles Record of '30s

Lessons for Coinmen in Foreign Trade Meet Nov. 11-14

NEW YORK, Nov. 9.—Around the country this week, coinmen who have been working for a comeback in foreign markets for their products, heard encouraging predictions that total U. S. export in 1946 would double or treble those of pre-war years.

Statements took the form of a preview of the 33d National Foreign Trade Convention to be held at the Waldorf-Astoria here, November 11 to 13. There, members of the coin machine trade will be able to gather the specific data on which such predictions are based, and to gain authoritative information to implement their own foreign trade plans.

Meanwhile, in Chicago, the Northern Trust Company reported that commercial exports are running two to three times higher than in the late 1930's, even after allowing for UNRRA and lend-lease transactions. After further reduction of estimates to take into account price changes, it was said, the physical volume of goods is still twice that of the last years of the '30s.

Trade Holds Own

Trade members, comparing these estimates with the record of the coin machine industry, found that they had not done so badly. During the first six months of 1946, exports of all types of machines totaled about \$500,000. Department of Commerce statistics for pre-war years show that 1937 was the industry's best year, with a total of nearly \$3,000,000. Assuming that 1946 totals would rise to a round million dollars, it was apparent that, given somewhere near normal production, the trade would have a good chance of climbing back at least to this level within a short time. Low production levels, coupled with slowness in reopening many nations to foreign trade, were the only factors standing in the way.

In Memphis, E. E. Schnellbacher, director of the Department of Commerce special services and intelligence branch, echoed rosy forecasts for over-all U. S. exports. He said that the annual total of U. S. private trade this year should climb to almost \$7,000,000,000, a figure which was exceeded in only one peacetime year, 1920. His estimate also indicated doubling of 1939 totals.

Rebuilding Markets

Many of the pressing problems experienced by coinmen in building up foreign markets again will be dealt with at the foreign trade convention here. Both private industry and government authorities on the subject will participate and a roster of prominent speakers has been set up.

Representing government will be W. Averell Harriman, secretary of commerce; William L. Clayton, undersecretary of state for economic affairs; William McChesney Martin Jr., chairman of the Export-Import Bank; and V. K. Wellington Koo, Chinese ambassador to the United States and chairman of the Chinese delegation to the United Nations.

Business speakers include Adm. Emory S. Land, president, Air Transport Association; Winthrop W. Aldrich, chairman of the board, Chase National Bank and president of the International Chamber of Commerce; W. Randolph Burgess, vice chairman, National City Bank of New York; Curtis E. Calder, chairman of Electric Bond & Share Company; W. R.

Herod, president, International General Electric Company.

Trade Interest

Many sessions during the three-day gathering will have a direct bearing on day-by-day problems of coinmen in foreign trade transactions. On Monday, November 11, for example, addresses and discussions will be presented on such subjects as export merchandising, and proposals for expansion of world trade—and the entire afternoon is to be given over to an open forum discussion of proposals for expanding world trade. One of the featured addresses will be on export merchandising, a problem affecting every potential coin machine exporter.

With Tuesday's program given over largely to various aspects of foreign investments, the closing day sessions will return again to concrete problems. Forum on current trade and merchandising problems will be conducted by a panel of government and business representatives. Topics will include such everyday problems as customs administrations; sterling area trade empire preferences as the affect the American exporter; foreign purchasing missions, third revised maximum export price regulations, international taxation, export merchandising.

Census on Gas Stations Held

WASHINGTON, Nov. 9.—Reports of 1,113 sampler gasoline stations thruout the United States to the Bureau of Census revealed sales of \$7,897,636 in September, an increase of 23 per cent from the corresponding 1945 month. September, 1945, sales totaled \$6,424,402. August, 1946, sales amounted to \$8,389,361.

During the first nine months of 1946 filling stations built up sales of \$70,345,149 against \$53,249,232 in the same 1945 period, an increase of 32 per cent.

Operators with gas-station locations are, as the above figures indicate, in for a good run of business. Lean returns from such spots during the war years stand a good chance of blossoming out into well-paying locations, coinmen believe, as the trend for a number of years will almost certainly be upward in the automobile servicing and repair business, and it will pay to install the newest, most attractive venders in choice spots about station waiting rooms, offices, service pits, etc.

States reporting the largest percentage gains over 1945 (September) for service stations were Tennessee (48), Montana (38), New Hampshire (36), Missouri (34). All 48 States and the District of Columbia reported gains in earnings for filling stations this year; not one remained on a level or dropped in dollar sales from 1945. Lowest rise in earnings was reported for Georgia, where the increase was 17 per cent.

Percentage gains in leading cities in 1946 September dollar sales as compared to September, 1945, returns were St. Louis (41), Chicago (34), Los Angeles (28); Portland, Ore. (16); Seattle (8).

State Tax Calendar

Alabama

December 10: Tobacco stamp and use tax reports and payments due. Tobacco wholesalers' and jobbers' reports due.

December 20: Sales tax reports and payments due.

Arkansas

December 10: Cigarette reports due.

Colorado

December 15: Sales tax reports and payments due.

Connecticut

December 10: Cigarette tax reports due.

Georgia

December 10: Cigar and cigarette reports due.

Idaho

December 15: Cigarette wholesalers' drop shipment reports due.

Illinois

December 15: Cigarette tax returns due. Sales tax reports and payments due.

Iowa

December 10: Cigarette venders' reports due.

Kansas

December 5: Cigarette distributors' reports due.

December 20: Sales tax reports and payments due.

December 31: Cigarette licenses expire.

Kentucky

December 10: Amusement and entertainment report and tax due. Cigarette tax reports due.

Louisiana

December 1: Tobacco wholesalers' reports due.

December 15: Tobacco reports due.

December 20: New Orleans City sales and use tax reports and payments due. Sales and use tax reports and payments due.

Maryland

December 10: Admissions tax payments due.

Massachusetts

December 20: Cigarette distributors' tax reports and payments due.

Michigan

December 15: Sales and use tax reports and payments due.

Mississippi

December 10: Admission tax reports and payments due.

December 15: Sales tax reports and payments due.

North Carolina

December 15: Sales tax report and payment due.

North Dakota

December 10: Cigarette distributors' tax due.

December 20: Sales and use tax quarterly return and payment due.

Ohio

December 10: Admissions tax report and payment due. Cigarette wholesalers' reports due.

December 15: Use tax report on cigarettes due.

December 31: Admissions tax licenses expire.

Oklahoma

December 10: Cigarette tax reports due. Coin-operated music boxes reports and tax due.

December 15: Sales tax reports and payments due. Tobacco products reports due.

Rhode Island

December 10: Tobacco product tax reports due.

South Carolina

December 10: Admissions tax reports and payments due. Soft drink tax report and payment due.

Texas

December 10: Cigarette distributors' and solicitors' reports due.

Twin Cities in Groove; Report Play Holds Up

MINNEAPOLIS, Nov. 9.—With elections out of the way, the coin machine industry here is settling back in the groove again. Coinmen, as did all other business men, took a healthy interest in balloting. Whether the trend was pleasing to the majority was not disclosed, but all were happy when electioneering was out of the way.

Business reports from the local trade indicate that play has been good. New machines are starting to come in in noticeable quantity, with production up, but distributors report their order backlog still continues to grow, with supply as yet inadequate to meet the demand.

Operators here seem to be reversing a trend of long standing. In past years, operators did little buying in the fall, but now, with machines coming thru, operators are buying whatever new equipment they can get. Trade here explains this as resulting from the increasing number of new locations springing up in this area.

Right now, operators are looking ahead to what they expect will be a bang-up New Year's Eve business and they are getting all available machines on location as quickly as possible.

Local observers still mark a wave of opposition to the proposal calling for increasing music machine play price from a nickel to a dime. Operators have voiced disapproval of the plan, some claiming it is nothing more than a "promotion scheme," which will eventually do a great deal of harm to the industry.

W. Monkhouse Buys Redford Vending Co. Peanut Vender Route

DETROIT, Nov. 9.—Redford Vending Company, established here by Ray Morgan, has been taken over by his brother-in-law, William L. Monkhouse. Morgan, who did not actively manage the business during recent months and left recently to take a position in another city, has sold his entire route to Monkhouse.

Route consists of a number of peanut venders, established chiefly in the Western Detroit area, in the Redford section of the suburb of Farmington, and in western part of Wayne County.

Monkhouse is specializing, as Morgan did, in gasoline station locations, believing that they are the best for this type of vender. With a number of customers frequently on hand waiting for service, they are good for the low-price vending operator.

Their usual location near schools means that the machines will draw more here than they would in store locations as a rule, according to their experience, from youngsters who drop in. At present there are no plans to add other lines of venders, altho their postwar availability will probably mean more diversification later.

Free-Play Starter For Jukes, Games

STAMFORD, Conn., Nov. 9.—An automatic free play starter, named Pla-Booster, is the latest device offered to the trade by Ray Engineering Company. Attached to a pinball game or juke box, a bell rings every half hour and a free game or free record can be played.

"Getting something for nothing stimulates a patron's interest," Nick Gallo, firm engineer, explained. Only two wires connect the gadget to a pinball game or juke. Device is five inches high by three inches wide.

POP MEN OPEN BIG POWWOW

Peak Crowd At Popcorn Men's Meet

Two Machines Shown

CHICAGO, Nov. 9.—Leading suppliers of popcorn materials present among the record attendance of 300 at the second annual business meeting of the National Association of Popcorn Manufacturers here this week viewed vending machines as a good future outlet.

Exposition, which was held at the Sherman Hotel here, featured two vending machines among a display of manually controlled popcorn equipment. Vending displays drew large crowds and popcorn salesmen, brokers, wholesalers and equipment manufacturers were giving the machines good play as well as indicating their interest.

Vending firms which had booths at the exposition were the Viking Tool & Machine Corporation, Bellville, N. J., and the T. & C. Company of Dallas. Vending exhibits shared space with 27 displays.

Various Groups Attend

Meeting contained almost the entire membership of the association as well as allied field guests in a two-day session. Speeches during the meeting covered packaging, production, sales and supplies. There was also discussion from the floor.

A talk on fats and oils by K. W. Mainland, chief of the edible oil division, U. S. Department of Agriculture, carried the hope that the opening of import trade would relieve the present oil shortage. Mainland pointed out that the shortages were mainly due to devastation done during the war.

Mainland spoke following an introduction and welcome to members from W. T. Hawkins, president of the NAPM. Hawkins indicated the expansion of the association from its birth in 1944 with 13 members to the present membership of over 200.

Other talks on the first day of the meeting included an address by Dr. Miner, of Miner Laboratories, who dealt with the *Proper Use of Fats and Oils*. A showing of motion pictures and a talk on sanitation was also given by Gerald Doolin, of the National Confectioners' Association.

Hear Food Counselor

Second day of the meeting led off with a display of the exhibits, as did the first. Members then gathered in the Louis XIV Room of the hotel to hear a talk by Milton E. Parker, a counselor in food production development.

Stressing the necessity of sanitation, Parker pointed out that the path to quality would be a harder road as the "age of the public increases and so also will their discrimination toward the product."

Parker also asserted that there is a legal liability for venders of food products in the event of poisoning. He said that whether the vender knowingly or not sells merchandise which is not good, he will be liable.

Prior to luncheon members heard a talk by Gene Flack, of the Loose-Wiles Biscuit Company, on *Trade Relations and Sales*. Pepping up his talk with jokes which fitted his subject, Flack told members that the

P. O. Promotion for Air Mail Uses Concealed Loud Speaker

WASHINGTON, Nov. 9.—Usually staid Post Office Department startled its customers last week with a novel innovation. Some 50 cities had, for a few days, talking letter boxes, with a loudspeaker offering verbal thanks for letters deposited in the chute. Idea was tied in with post office campaign to promote the 5-cent airmail stamp. Vending machine trade recalls the day when similar "talk back" ideas were used to thank customers for purchases made from machines, and the idea is again being bandied about the trade as a stimulant for post-war business.

Post Office Department's talking mail boxes were coated with red, white and blue. Typical message broadcast told the one depositing the letter; "Thank you for the letter. I hope it was an airmail letter. You know, airmail now is only 5 cents to any place where the American flag flies. Wings for a nickel."

Concealed Speakers

Loud speakers, postal officials said, were concealed in the mail boxes with a concealed wire running to a microphone located in buildings a block or so away from the boxes. Akron postal workers, for instance, worked relay shifts broadcasting as letters were deposited in the box.

After the stunt was ended, postal officials reported it a great success, said children were the most interested listeners and would often linger around the box to hear it talk back to the customers. Same official

Seidler's Cig Firm In New N. Y. Home

BROOKLYN, Nov. 9.—Opening of Jack Seidler's Uneeda Vending Service at 166 Clymer Street took place last week. Firm formerly operated from Scholes Street. New headquarters is a four-floor building that cost \$40,000 and into which \$10,000 was put for remodeling, according to Seidler.

Specializing in vending machines, firm is one of the oldest in the city. Seidler is also president of the Independent Operators' Association, Inc., a national cigarette operators' organization.

future of their trade depended on what ingenuity they possessed.

Outlook for 1946

Outlook for the 1946 harvest was pictured by Dr. Iver J. Johnson, of Iowa State College. Future was bright, said Johnson, but the harvest is not expected to equal that of last year. This was explained as due to reluctance of farmers to plant after crop trouble last year. Dr. Johnson also told of experiments on the conditioning of popcorn at Iowa State College.

An explanation of a new volume tester was given by C. H. Breckenridge, of the Superior Popcorn Company, who demonstrated the machine. Following Breckenridge was a closed business meeting in which members asked questions from the floor.

Climax of the meeting occurred in the evening with a dinner dance and floor show in the Bal Tabarin Room and parlors of the hotel.

said that adults did their best to conceal surprise at the novelty.

Vending Interest

In addition to plugging the nickel airmail price, the voice also got in a little chat on how short a time is consumed between cities on airmail flights, quoting time elapsed to distant cities both at home and abroad.

Vending machine men have often studied similar ideas for promoting and increasing interest in various types of automatic merchandising equipment. Most of their experimenting, however, has been done with completely automatic equipment, using some sort of reproducing device to deliver the message instead of having an attendant speak the message.

Reliable Nut Opens Vender Supply Firm

LOS ANGELES, Nov. 9.—Reliable Nut Company recently announced formation of a new corporation to handle their vending manufacturing and supply business. Called Adams-Fairfax Corporation, they will supply items for bulk venders, parts, globes and salted nuts. Manager Bernard M. Shapiro is sending out letters notifying coinmen of the change. Location, ownership and personnel remain the same.

During the war the firm manufactured essential food products for civilian and military requirements, meanwhile handling a limited amount of operators' business, mainly nut meats. Last July company enlarged its plant and provided a special venders' building offering loading facilities, parking, counter space for quick service to the trade. New factory is claimed to be one of the largest of its kind in the West.

Minit-Pop Mach. Shown to Trade At NAPM Confab

CHICAGO, Nov. 9. — New automatic popcorn vending machine, manufactured by the Viking Tool & Machine Corporation, was displayed at the second annual business meeting of the National Association of Popcorn Manufacturers here this week.

Machine, called Minit-Pop, features corn popped while the patron waits and has the personal appeal to the patron of watching a cup of kernels progress to finished popcorn.

Insertion of dime in coin slot starts machine. A measured cup of corn is visibly dumped into the popping hopper. Hopper oscillates, keeping the corn in motion. When the corn is finished, according to the pretiming of the machine, the hopper lifts and pours the corn thru a chute into the waiting bag.

Machine on display drew the attention of many association members and good play was received.

Sugar Miami Meet's Big?

ABCB annual confab, open to all, attracts beverage vending industry in force

MIAMI, Nov. 9.—With an expected attendance of 4,000, the 28th annual meeting of the American Bottlers of Carbonated Beverages will get under way in Miami Auditorium here November 19-21. There will be no restrictions on attendance, and large numbers of vending machine men are expected to take in the meeting.

Full report on the sugar situation as it affects bottlers and vending operators will be made during the meeting. Two separate talks are scheduled on the program—one giving the trade view of sugar and the other the official government view.

Ody H. Lamborn, Lamborn & Company, New York, will talk on "Sugar—The Trade View," on the morning of November 20. Lamborn is generally considered one of the most expert analysts of sugar. The following day those attending the morning sessions will hear "Sugar—The Official View," a talk by James H. Marshall, director, Sugar Branch, Production and Marketing Administration, U. S. Department of Agriculture, Washington.

Await Marshall's Speech

In view of an announcement this week from the Department of Agriculture, Marshall's remarks may be the most heartening the bottling and vending trade has heard in several years. Earlier this week, news releases quoting the Agriculture Department predicted more available sugar "within a few weeks," with increased rations due to come in April, 1947. This would be, as expected, increased sugar rations at the start of 1947's second quarter.

On November 21, closing day of the meeting, vending trade will be watching with interest a panel discussion on ABCB's "Plans for 1947." During that discussion, members of the bottling industry are expected to deal with many vital issues which also affect vending. Included will be prices, the supply situation and costs. In view of repeated rumors that some standard-brand bottled soft drinks might go higher than the established nickel, this panel will have direct bearing on venders.

Recently, J. W. Milner, president of ABCB, suggested that the price of soft drinks might be forced high because of the higher prices of materials. At the same time, Milner was quoted as saying that he hoped the nickel would remain the standard price, since this is the sum the public is accustomed to paying.

May Demonstrate Equipment

While no showing is scheduled for the meeting, certain types of equipment are expected to be demonstrated in manufacturers' suites. On hand will be the flavor makers, who are expected to remain after the convention (November 18). State associations will likewise meet during the national session.

Other events of interest to the entire trade include: "A Message From the Treasury Department," by Ralph L. Markham, deputy director, War Finance Committee, U. S. Treasury Department. Markham will speak November 20. On the morning of (See *Pop Men Powow* on page 88).

YOUR BEST BUY!

Arist-o-Scale Mir-o-Scale



These modern, accurate weighing scales will make extra profit for you in any of your locations! Black porcelain foot base. Takes only 12" by 20" floor space! Aluminum cast column for strength and lightness! Baked enamel finish. Simple, foolproof weighing mechanism!

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Click Beverage Officials Add Six to Franchise List

HARRISBURG, Pa., Nov. 9.—Six bottlers were recently added to the list of those carrying franchises of the Click Beverage Company, officials state. Vending machines as a sales outlet is under consideration by some of the bottlers, it was further added.

New additions are: Click Bottling Works, Chambersburg, Pa.; Maryville Bottling Works, Maryville, Tenn.; My Own Bottling Co., Salem, Mass.; Valley View Bottling Works, Valley View, Pa.; Glen Bottling Co., Larksville, Pa., and Shamokin Beverage Co., Shamokin, Pa.

Sticky Coins

DECATUR, Ga., Nov. 9. — Johnny Hill, vending machine operator here, says he has run into a new attempt to secure merchandise for free. Boys in the neighborhood are glueing coins in machines to get the product without continuing to insert coins. Hill, while he doesn't go into details, says the practice is giving him some trouble.

NEW 5 CENT BULK VENDOR

FOR ALMONDS, PECANS AND MIXED NUTS. VENDS A GOOD PORTION AT HIGH PERCENTAGE OF PROFIT.



FLAT GLASS → METAL CORNERS ←
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 Eastern Distributors Wanted
 WRITE OR WIRE FOR DETAILS

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Candy, Drink Makers Opened Again in Penn

PHILADELPHIA, Nov. 9.—Local candy and soda water plants, closed by the shortage of sugar created by the recent maritime strike, prepared to open this week, giving encouragement to the local vending machine trade. With the freeing of 88,000,000 pounds of sugar aboard the 164 strike-bound ships in the Port of Philadelphia, outlook looms brighter than it has been this year.

Among the soft drink bottlers, 14 of the largest plants were shut down entirely. Spokesmen for the industry said that a total of 1,200 had been laid off in 35 local plants, but that they all would be recalled as soon as the delivery of sugar assured continued operation.

Brightening the prospects for the candy manufacturers is an expected six million tons of raw cane from Cuba, which will mean an increased quota. Rudolph Korekel, head of the Pennsylvania Confectionery Manufacturers' Association, said that members of his group are preparing to recall 3,000 employees they furloughed during the shortage. He said he expects a rise of 15 to 20 per cent in the cost of candymaking and hopes that many of the closed plants will be able to work overtime to catch up with back orders listed for Christmas.

Some of the bigger candy manufacturers have already returned large numbers of employees laid off during the sugar drought, while some are opening up for the first time, having shut down completely during the shortage.

PLASTIC CHARMS

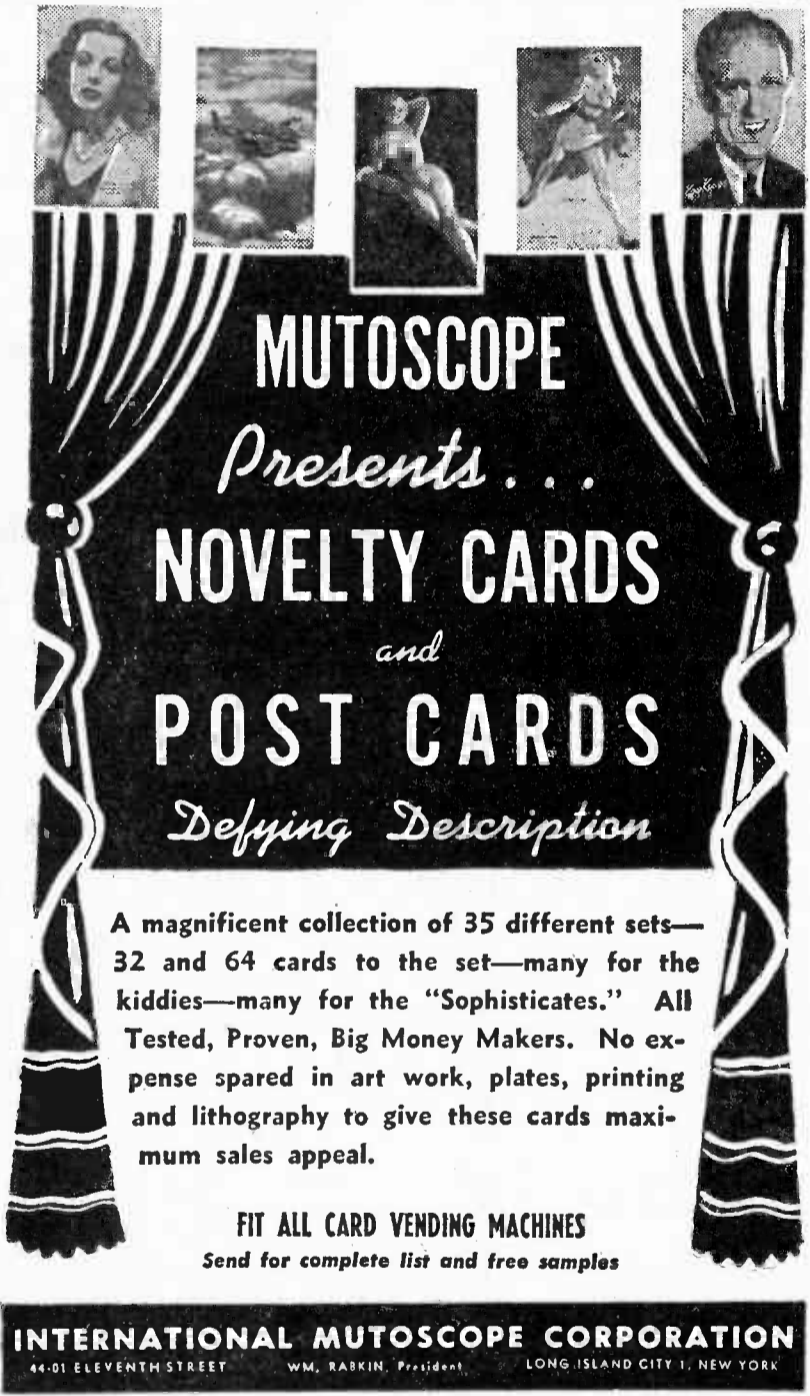
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We manufacture and sell more CHARMS than anyone else in the whole world.

Charms in Bulk—\$4.00 per thousand
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\$1.00 deposit with order, balance C.O.D.
 Made in U.S.A. by

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 Presents...
NOVELTY CARDS
 and
POST CARDS
 Defying Description

A magnificent collection of 35 different sets—32 and 64 cards to the set—many for the kiddies—many for the "Sophisticates." All Tested, Proven, Big Money Makers. No expense spared in art work, plates, printing and lithography to give these cards maximum sales appeal.

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 Send for complete list and free samples

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COLUMBUS VENDORS

1c PEANUT MACHINE
 48 and up, \$9.50; 12 to 48, \$10.00; under 12, \$10.50.
 Sample, \$11.50.

5c VENDOR
 Prices as follows: 48 and up, \$10.50; 12 to 48, \$11.00; under 12, \$11.50; sample, \$12.50. \$2.00 deposit per machine, balance C. O. D.

THOMAS NOVELTY CO.
 1572 Jefferson St. PADUCAH, KY.

WE HAVE PLASTIC GLOBES FOR NORTHWESTERN DELUXE BULK VENDORS GLOBE MODEL, #V30B

\$3.25 EA.

IMMEDIATE DELIVERY
 1/3 deposit, balance C. O. D.,
 F. O. B. New York

NORTHWESTERN SALES & SERVICE COMPANY
 Authorized "Northwestern" Distributor
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BRAND NEW 1946 1c and 5c Silver Kings

Now In Stock for Immediate Delivery
 A real machine for progressive operators. Build up a permanent business at low cost.

Sample \$13.50
 10 machines \$12.50 each
 25 machines \$10.00 each
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Devices Novelty Sales Co.
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GREATEST TIME SAVING PENNY WEIGHING SCALE

CAPACITY \$10.00
 SPRINGS ARE PRECISION CALIBRATED
 HEAVY SHEET METAL DIAL IS GLASS COVERED
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 TIN SCOOP



Skilled Hand Workmanship Is Employed in Building This Scale To Assure Reliability and Accuracy. There Is a Sturdiness of Construction More Durable Than Is Generally Found in Scales. Finish Is Black Crinkle. Carrying Case Is Made of Strong Black Fibre To Meet the Hard and Constant Use That It Is Subjected to.

\$18.50 1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

MERCHANDISE

Squash Seeds	25¢ Per Lb.	Salted Spanish Peanuts	24¢ Per Lb.
Sun Flower Seeds	20¢ Per Lb.	Whole Peanuts	30¢ Per Lb.
Pistachio Nuts	87¢ Per Lb.	Jumbo Peanuts	32¢ Per Lb.
Boston Baked Beans	38¢ Per Lb.	MINIMUM ORDER—30 Pounds CHARMS	
Burnt Peanuts	38¢ Per Lb.	For Bulk Vendors	\$4.00 Per Thousand
		Sassy Buttons	6.00 Per Thousand

J. SCHOENBACH Distributor of Advance Vending Machines
 1647 Bedford Ave., Brooklyn 25, N. Y.

WE HAVE PLASTIC GLOBES FOR NORTHWESTERN DELUXE BULK VENDORS GLOBE MODEL, #V30B

\$3.25 EA.

IMMEDIATE DELIVERY

1/3 deposit, balance C. O. D., F. O. B. New York

NORTHWESTERN SALES & SERVICE COMPANY

Authorized "Northwestern" Distributor

4105 16th Ave. Brooklyn 4, N. Y. Phone: Windsor 8-3600

Survey Relates Regional Sweets Buying Habits to Area Mfg. Output Levels

Northern States Are Tops, Eating Most, Making Most

WASHINGTON, Nov. 9.— What regions of the U. S. consume the most candy, which produce most and which offer the greatest dollar volume market are questions answered in an exhaustive survey released recently by the Department of Agriculture. Study, prepared with financial backing of National Confectioners' Association, contains much information interesting to vending men.

In a foreword to the survey, the Agriculture Department's Charles F. Lund points out that while the candy industry still is plagued by ingredient shortages, most producers are basing plans on marketing during the period when output will return to normal. He explains also that statistics are those reflecting conditions in 1942, considered a "good," tho not a peak year in candy sales.

production areas, with the North Central region manufacturing 50 per cent more than it consumes, and the Northeast 15 per cent more.

Names Deficit Regions

Deficit production regions include the Pacific, mountain and southern States. Pacific, almost as high in per capita consumption as the North, produced only half of what was marketed into the area. Also high in consumption, mountain region's manufacturers produced only one-fifth of candy consumed there.

Third largest market for candy was the southern region, but per capita consumption was only 13.4 in the warm-weather States, and production was less than one-fourth of total volume of candy sold thru the South.

Marketing Channels

One conclusion interesting to the vending trade was the importance of local markets to most manufacturers. Regardless of type of candy, according to the survey, the local market is most important to the manufacturers. Many firms, particularly in the Northeast and North Central regions, ship large quantities out of their areas, but markets close to home rate highest. This would indicate that a vending machine operator would have a chance for a better supply break if he concentrates on suppliers close to home.

(See Survey on Sweets on page 89)

Skips War Years

Because it passes over the war years, when candy marketing was revamped to allow for huge sales to the military, the survey is expected to prove of great value, despite the use of four-year-old figures.

This is how various regions of the country stack up as to candy sales, production and markets, according to the survey. Top areas in all departments are in Northeast and North Central States. In the North Central region, per capita candy consumption was highest at 22 pounds, with the Northeast only slightly behind with 19.4 per capita. Both are surplus

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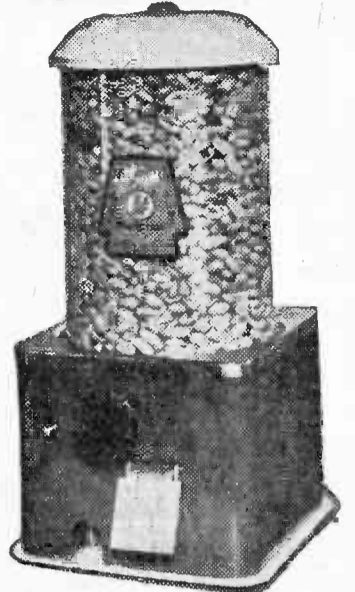
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NEW HAWKEYE MODEL "G" DELUXE



Modern Vendar with Slug Ejection. Contact your nearest distributor or us direct.

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INTRODUCING 'POP' CORN . . .

You're going to see a lot of this little fellow. He has many new merchandising ideas for his automatic, popcorn vending machine that mean PROFITS to you. You'll soon be hearing him on the air, too. Get acquainted . . . wire or write today!

'POP' CORN SEZ: MY VENDORS ARE BEING DELIVERED NOW!

Here's the opportunity you've been seeking: An automatic, motor-driven, coin operated popcorn vendor. Service free! Spectacular! Profitable! One man can operate up to a hundred of these machines on a route. Some operator's territories are now producing as high as \$1,500 net per month. Pre-popped corn is available and vends in either 5c or 10c bags. Get the facts—don't delay. Contact . . .

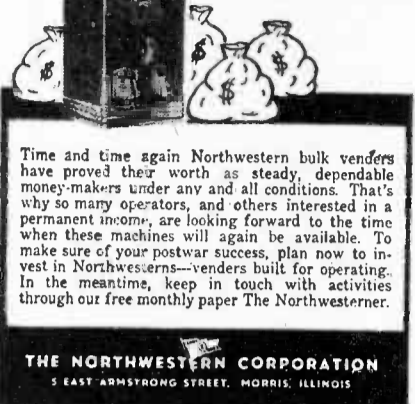
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Venders Plugged in Super Mart Convention; Showing Of Frozen Food Dispenser

One-Trip Bottles Displayed; May Prove Valuable

CHICAGO, Nov. 9.—Automatic merchandising received a plug during the well-attended eighth annual Super Market Convention held here November 3-8. Altho there were no elaborate displays of coin activated equipment, the general trend of thought appeared to be in the direction of self-service and the expanded use of automatic venders to expedite that type of service. Speakers brought out the fact that 36 per cent of buying done in groceries was of the impulse type. This, coupled with the self-service desire in the American public, illustrates the need and practicality of the growth of automatic merchandising in the grocery field. Continual progress in this direction, it was pointed out, is certain in super markets of the future.

Plan Coin Operation

One exhibitor, Frez-O-Mat Sales Corporation, Chicago, displayed their new automatic self-service food dispenser. While at present this is not a coin-operated machine, the firm definitely plans to present it as such in the near future. Holding from 12 to 20 packages in each of 35 separate refrigerated compartments, de-

livery of single items is made when the customer with a downward pull opens the compartment door; the package comes forward and rests on the opened door. A ratchet arrangement moves the packages forward. President of the firm, Milton Rifkin, said the vender may see possible use as a food dispenser in subway, railway stations, etc. A route of such food venders may be practical when the machines are produced in quantity and are coin-operated.

New one-trip glass bottles, produced by Owens-Illinois Glass Company, Toledo, O., created interest at the convention. However, as they would run about 2 cents per bottle the cost at present would be prohibitive to bottlers and venders of nickel soft drinks. Should the dime drink become universal, this container may prove valuable to the automatic vending industry.

For the present, brewers seem to be the main consumers of the new container, which is made in 7, 12, and 32-ounce sizes. Chief feature of the bottle is its strength, altho it is one-fourth as thick (sides only) and much lighter than bottles of standard construction.

Packaging Machines

Of particular interest to operators who vend packaged confectionery lines is the automatic packaging and weighing machine manufactured by Tru-Weight Manufacturing Company, Oklahoma City. As demonstrated at the convention, it packaged up to 1,000 small size (nickel packages) cellophane bags an hour. Weighing 75 pounds (shipping weight) and priced at \$175 f.o.b., it would enable operators to purchase many items in bulk form and package them at a greater profit, a company representative said.

The machine, which is accurate, will sack all free-flowing merchandise, such as candy jelly beans, popcorn, nuts, peanuts, hard candy, etc. It will also package soap powder, and other like commodities. It has a wide package range of from a few ounces to several pounds, and requires but one operator.

Grocers interviewed during the convention seemed to think self-service, customer-operated venders, coin and non-coin, were desirable additions to their stores. Many time-consuming small sales were made profitable by the automatic merchandiser, they stated. There appeared to be no objection, on the grocer's part, toward venders.

POP MEN POWWOW

(Continued from page 85)

the same day, Hugh J. McMackin, Boston, will be awarded the 1946 ABCB Medal for outstanding contribution to the progress of the carbonated beverage business. Participating in the panel discussion, which will deal with prices and other important merchandising trends, will be Ben H. Wells, Seven-Up Company, St. Louis; Clarence R. Avery, Chattanooga Glass Company, Chattanooga; Hart H. Miller, Dr. Pepper Company, Dallas; R. H. Overmyer, Chattanooga Box Company, Chattanooga; Henry R. Bafetti, Liquid Carbonic Corporation, Chicago; E. J. Costa, Crown Cork & Seal Company, Baltimore; James Vernor, James Vernor Company, Detroit, and Edgar J. Forio, Coca-Cola Company, New York.

SHIPMAN
Triplex Stamp Machine. Brand New! Vends 1¢, 3¢ and New 5¢ Air Mail Postage Stamps. Slug-proof, compact, foolproof. Immediate Delivery.
Operator's Price...
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STAMP FOLDERS
For Shipman, Victory, Shermack, Advance.
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25M—\$12.75

VICTORY
Duplex Stamp Machine. Brand new! Vends 1¢ and 3¢ Postage Stamps. Can be used inside or outside. Guaranteed weather proof. Returns Slugs and foolproof. Immediate delivery.
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VICTOR'S MODEL "V"
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GLOBE TYPE
Model V capacity: 5 to 6 lbs. of bulk merchandise of 1,000 to 1,200 balls of gum. Vends 1/2", 3/4" and 3/8" ball-gum.

Model V Wall Bracket, 65¢ Ea.
Combination 1¢ and 5¢ Coin Counter, \$1.50 Postpaid.

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Model V Globe Type, \$11.75 Ea.
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BULK VENDOR
Built for the Operator!

Miscellaneous lot of thoroughly re-conditioned and refined peanut machines. Perfect working order and ready for location with 5# Spanish Salted Peanuts for \$8.50.

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PROVEN A MONEY MAKER BECAUSE IT'S A FAST PENNY GETTER. KNOWN TO PICTURE CARD FANS FOR OVER 40 YEARS FOR THE LATEST AND MOST POPULAR EXHIBIT CARDS.

44 DIFFERENT SERIES OF CARDS TO OFFER

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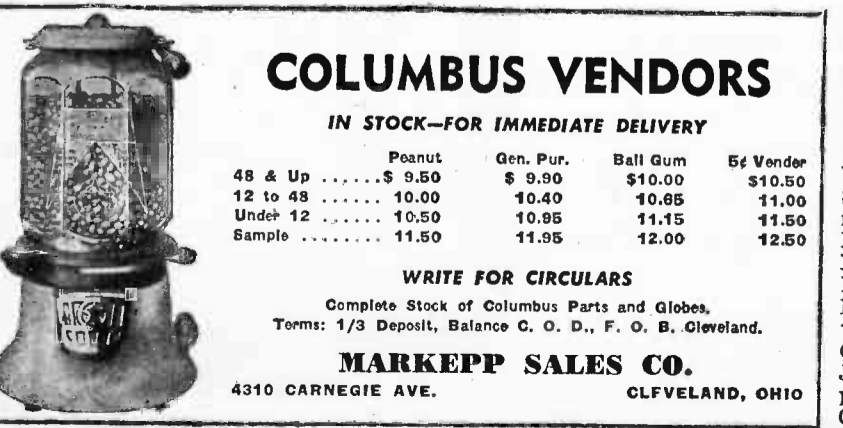
CORRECTION

In a recent issue of The Billboard we inadvertently quoted quantity prices on VICTOR VENDING CORPORATION products. This was in error. There are no quantity prices in the VICTOR price structure.

Automatic Amusement Co.
1000 Pennsylvania Ave. Evansville 10, Ind.

NORTHWESTERN VENDORS DE LUXE MERCHANDISERS
\$22.60 EACH.
1/3 Deposit, Balance C. O. D. Subject to Change without Notice.

IDEAL NOVELTY CO.
"Authorized Northwestern Distributor."
2823 LOCUST ST. ST. LOUIS 3, MO.



COLUMBUS VENDORS

IN STOCK—FOR IMMEDIATE DELIVERY

	Peanut	Gen. Pur.	Ball Gum	5¢ Vender
48 & Up	\$ 9.50	\$ 9.90	\$10.00	\$10.50
12 to 48	10.00	10.40	10.85	11.00
Under 12	10.50	10.95	11.15	11.50
Sample	11.50	11.95	12.00	12.50

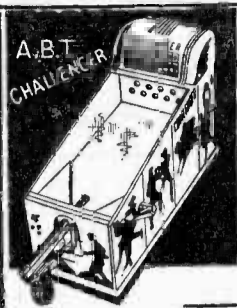
WRITE FOR CIRCULARS
Complete Stock of Columbus Parts and Globes.
Terms: 1/3 Deposit, Balance C. O. D., F. O. B. Cleveland.

MARKEPP SALES CO.
4310 CARNEGIE AVE. CLEVELAND, OHIO

SALESMEN DISTRIBUTORS

Can place two Route Salesmen. Must be first class experienced men, with stamp machine or similar experience. Our 1¢ combination vendor has unusual appeal. Excellent earnings, up to \$3,000.00 monthly. Complete information, first letter.

BOX D-334
THE BILLBOARD CINCINNATI 1, O.



IMMEDIATE DELIVERY!
Single Lots
\$65.00 each
*Send for Free Leaflet.
NO BATTERIES NO ELECTRICITY
1¢ or 5¢ Play



Brand New LATEST factory model Shipman Triplex Stamp Vendors. Vends 1¢, 3¢ and New 5¢ Air Mail. Compact size! Foolproof! Sold ONLY to operators.
Price, \$39.50 each. **IMMEDIATE DELIVERY!**
1/3 Dep., Bal. C.O.D.
★Send for free leaflet★
R. H. Adair Company
6924-26 Roosevelt Rd. Oak Park, Ill.
Folders—New, time saving multiple type only \$18.75 for 25,000 which return gross profit of \$250.00 when sold thru the machines!

Sun-Puft Corn Venders Shown In Windy City

CHICAGO, Nov. 9. — Popcorn manufacturers as well as vending machine operators present at the National Association of Popcorn Manufacturers' second annual meeting here this week saw the latest model of the Sun-Puft popcorn vending machine.

Machine, manufactured by the T. & C. Company, Dallas, was part of a display which took the entire space of the exhibition room at the Hotel Sherman here, among other popcorn equipment.

Booth at the equipment display showed new model of the pre-popped popcorn vender and was well attended by association members. Machine, which stands about 5 feet high, carries popcorn in a glass enclosed top which has heat control. Vender operates on 10-cent play.

SURVEY ON SWEETS

(Continued from page 87)

Marketing channels, also of interest to vending machine operators, were also dealt with in the survey. It is pointed out that the candy jobber has long been a leading outlet thru which manufacturers have marketed their products—hence an important supply source for venders. In the Northeast, manufacturers have sold 55 per cent of their production thru jobbers. North Central region sold 52.7 per cent to jobbers. In the South, however, only 32.9 per cent of sales were to jobbers. Still lower were Pacific manufacturers, who counted 22.4 per cent, and mountain producers with 11.4 per cent.



BRAND NEW VICTOR MODEL V ALL PURPOSE VENDORS

No extra parts needed for change. Globe Type, \$11.75 Each; Deluxe Cabinet Type, \$13.75 Each.
New Master Straight 5¢ Slot, \$15.00.
Penny-Nickel Type, \$15.00.
New Columbus Peanut Machines, sample \$11.50. Send for quantity prices and illustrated circular. Deposit is required.

FRANK DIST. CO. 535 N. 8th St. Phila. 23, Pa.



VICTOR'S MODEL "V" Famous Pre-War Vendor

DeLuxe Cabinet Type.
Model V capacity: 6 1/2 to 8 lbs. of bulk merchandise or 1250 to 1600 balls of gum. Vends 1/2", 3/4" and 3/8" ball-gum.
Model V Globe Type, \$11.75 Ea.
Model V Wall Bracket, 65¢ Ea.
Combination 1¢ and 5¢ Coin Counter, Plus Postage, \$1.25 Ea.

Orders Filled In Rotation
1/3 Dep.; Cert. Check or M. O., Bal. C. O. D.

We are now taking orders for the 5¢ De Luxe Cab. Type \$14.75 Model V

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y.
481 Sackman St. Brooklyn 12, N. Y.

Ace Candy Granted Charter

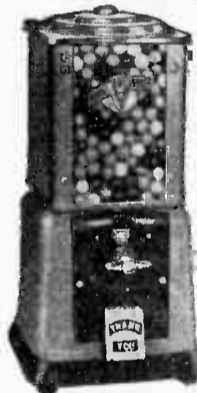
TALLAHASSEE, Fla., Nov. 9.—Charter of incorporation was issued here this week to Ace Candy Service, Inc., of Miami, vending machine distributor, the Secretary of State announced. Listed in the charter were Lois W. Simmons, Paul C. Taylor and S. R. Merson.

BALL GUM

is still scarce and will be for the coming year; better order Marbles now, the best substitute!

CAN STILL SUPPLY

Glass, Agate, Assorted Color Marbles.
Barrel of 50,000 \$54.50
Keg of 21,000 23.80
Solid Color, Cherry Red for Prizes.
Per Thousand \$4.00



BRAND NEW! PROMPT DELIVERY!
Victor Model "V" 1¢ Vendors. Handle ALL KINDS of nuts, candies and ball gum with no extra attachments required.

Model "V" Standard Finish (glass globe), Each \$11.75
Model "V" DeLuxe Cabinet (as pictured), Ea. \$13.75

YOU HAVE TRIED THE REST — NOW TRY THE BEST.

NEW "BELL" CHARMS ASSORTED COLORS

10 Gross \$ 9.00
100 Gross 85.00
Samples — 25¢ Parcel Post Paid

ROY TORR LANSDOWNE PENNA.

CONTACT US AT ONCE

FOR A WONDERFUL OPPORTUNITY
We're the world's largest manufacturers of the beautiful "Eppy" Plastic Charms—the Charms you want. We also supply the metal Sassy (Wise-Crack) Picture Buttons and the new Plastic Initials, which are guaranteed to fit all your penny vending machines. We do a terrific volume business in your field.

We're in the process of appointing territorially protected distributors for our items to vending operators. You must be a recognized distributor. Contact us with full information. We'll answer.

Samuel Eppy & Co., Inc.
333 Hudson Street NEW YORK 13, N. Y.



NOVELTY CARD VENDOR

A real money maker Tax Free. Absolutely Legal.

Introductory Price **\$29.50**
Complete with Cards.

HARRIMAN SUPPLY COMPANY
Roane Street Harriman, Tennessee

FOR SALE OR LEASE

50 Cup Drink Vendors, 3 Carbonators—50 extra Bbls. Like New—Reconditioned by Factory Men.

\$375.00 to \$450.00—Guaranteed OK.
2,000 Gals. Cola and Root Beer Syrup—\$1.90 Gal. 55 Gal. Bbls. only.

ANDY ANDERSON
3448 N. GREENVIEW CHICAGO, ILL.
Telephone: WELlington 3151

WANT WEST COAST LOCATIONS FOR 75 CUP DRINK VENDING MACHINES

Have good quota Sugar and Syrup. Consider tie-up with Candy, Cigarette or Phono Operator on percentage basis. Have successful Eastern organization with 1946 Trucks and good service organization. Address:

BOX D-363, Billboard, Cincinnati 1, Ohio.

NEW FACTORY BUILT CONCESSION TRAILER

Retractable wheels—no dig—fully equipped with sink, cabinet, glass and screens. Will pass Board of Health inspection anywhere. \$2,000.00. Don't write, come and see it.

EARL HOWE
1904 N. Gettysburg Ave. DAYTON 9, OHIO

10 BALLY BEVERAGE MACHINES

400-drink capacity. We carry full line of parts.

FOOD DISPENSING CO.

2101 Chester Ave. Cleveland 14, Ohio

* SEE RAKE FOR VENDING MACHINES COUNTER GAMES—SALESBOARDS *

IMMEDIATE DELIVERY

NEW *Northwestern* VENDORS

WORLD'S FINEST BULK VENDORS

DE LUXE \$22.60 | MODEL 33 \$10.95 | MODEL 39 \$12.75

COUNTER GAMES WITH TOKEN PAYOUT

Sparks G/A, Sport Reels } \$22.50 Ea.
Champion G/A, Fruit Reels }
Liberty, Sport or Fruit Reels }
Mercury, Cig. Reels } 5 or more
Ginger, Cig. Reels } \$19.50 Ea.
American Eagles, Fruit Reels }
Marvels, Cig. Reels }

CONSOLES

3 Silver Moons } \$99.50 Ea.
2 Jumbo Parades }
3 Big Tops }
3 Big Games } 3 or More
1 Harvest Moon } \$95.00 Ea.
2 Bobtails }
1 Triple Entry }
1 Fast Time }
1 Cigarola }

BRAND NEW

IMPS

Either 1¢ or 5¢ \$15.00 EA.

Bell, Fruit or Cig. Reels



RECONDITIONED PIN GAMES

Sink The Japs } \$49.50 Ea.
Flicker }
Four Roses }
Big League }
Moniker }
Smack The Japs }
Horoscope }
Sluggo } \$59.50 Ea.
Seven Up }
Four Diamonds }
Star Attraction }
Gun Club } \$69.50 Ea.
Legionnaire }
Bolaway }

3 OR MORE AT \$5.00 LESS PER GAME

NEW FREE PLAYS

SMARTY \$334.50
SPELLBOUND 325.00
SUPERLINER 324.50

NEW REVAMPS

BUBBLES \$195.00
TRADE WINDS 225.00

NEW PACE DELUXE CHROME BELLS

5¢ \$290.00
10¢ 310.00
25¢ 330.00

NEW COLUMBIA DELUXE CLUB BELL \$209.50

READY FOR DELIVERY NEW GOTTLIEB 3-WAY GRIP SCALE \$39.50 EA.

LARGE ASSORTMENT OF } \$8.90 Ea.
1¢ COUNTER THREE- }
REEL GAMES WITH } 5 or More,
CIGARETTE REELS. } \$7.00 Ea.

PENNY PACKS, CENTA-SMOKES, Etc.

NEW MONEY MAKER CARD VENDOR

Introductory Price \$29.50 1000 Cards Free. Legal Everywhere.

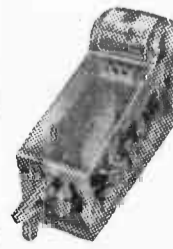
NEW A. B. T. CHALLENGER

Lots of 25 \$60.00 Ea.
Lots of 50 55.00 Ea.
Lots of 100 50.00 Ea.

Jobbers, write for Quantity Prices.

The finest counter machine ever built! Money maker on any location. Legal everywhere.

Operators' Price **\$65.00** Each



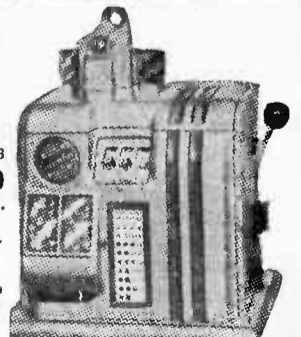
COLUMBIA BELLS

Twin Jackpot 1946 Models

LOTS OF 6 **\$139.50** EA.

Single Unit \$145.00

Changeable to 1¢, 5¢, 10¢, 25¢ Play



IMMEDIATE DELIVERY—NO WAITING! IMMEDIATE DELIVERY—NO WAITING!

All prices listed above are for a limited time—order now! We have a large stock of all kinds of coin operated equipment on display—come in and see us!

ALL ORDERS MUST BE ACCOMPANIED BY 1/3 DEPOSIT SEND FOR COMPLETE LIST!

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET

PHILADELPHIA 23, PA.

COIN TELEVISION ARRIVES

Smallest Set In N. Y. Show

Trad brothers claim six-month production schedule to turn out 5,000 units

NEW YORK, Nov. 9.—Coin-operated television was unveiled for the first time at a press showing here November 7, and will be introduced to a wider audience next week during the National Hotel Exposition at the Grand Central Palace. Tradio, Inc., headed by George and Victor Trad, staked the first claim in this field, which has created great postwar interest in the trade.

Called "TradioVision," unit will be sold to operators on the same basis as any other coin-operated machine, with play at 25 or 50 cents per half hour, according to the Trad.

Smallest Set

Machine is said to be the smallest set on the market, measuring only 16 inches in height, eight inches deep and nine inches wide. It will be produced with either five or seven-inch screen, 500-line definition, has 20 tubes and acoustic modulation. Unlike other television equipment, makers say, antenna installation is kept to a minimum. At the showing, two wires were thrown out of the hotel room window to serve as an antenna.

Operation is with quarters, amount and time being flexible, according to the operator's desire. With two hours as the average television program day currently, it is expected that a 50-cent per half-hour fee will be a logical choice. When more television stations take to the air with longer program schedules, rate could be lowered.

Monthly Rentals

In the future also, planning for the day when television sets become less of a novelty, is a proposal to switch from timed coin-operation to a fixed monthly rental basis. This would involve payment for set thru coin meter, as has been the practice with such products as refrigerators. Under such a plan, the operator would net 100 per cent revenue from the units.

Makers thus are assuming that a large market will develop in home sales, but installations in hotels, cocktail lounges, restaurants and clubs also are seen as a lucrative field for operators.

According to the Trad brothers, deliveries of television sets will begin in 60 days and current production goal is for 5,000 sets to be completed within six months following first actual output.

Four-City Limit

Members of the coin machine trade have observed that possibilities of television operations are somewhat limited at present. Only U. S. television stations are in New York, Chicago, Washington and Hollywood, and reception is limited to these metropolitan areas. Since these cities all have large populations, the initial small outlay necessary to acquire a set thru use of coin machine application would attract substantial numbers of home consumers. And public locations would be plentiful. Broadening of the market to include all of the U. S., however, would have to wait until stations cover the country.



CALLING ALL TEENSTERS, music from juke box in Buffalo's Edwards Department Store show window was carried via two loud-speakers to shoppers on the street outside. Another example of country-wide juke promotion thru tie-up with teen-age fashion displays, this was set up by Alfred Sales, Inc., of Buffalo, distributors for Aireon equipment.

Six KC Jukes Converted to Dime-Quarter

Pioneer Music Changes

KANSAS CITY, Mo., Nov. 9.—First break to dime play on locations within city limits came this week as Brent Trabue, of Pioneer Music Company, announced that his firm has converted six juke boxes on city location to 10-cent three-for-a-quarter play.

Trabue also announced that he has converted quite a few wallboxes to straight 10-cent play on a conversion program he began quietly 60 days ago.

Report also was current in Kansas City operating circles that another major operator had converted his music machines within the city to dime play, but this could not be verified at once.

Trabue's step to dime play is expected to cause a number of other operators to follow suit, and one smaller operator said there has developed a sort of general understanding that we will go to dime play. This could not be verified either. Only meeting called on the subject, held several weeks back, was said to have broken up without any agreement being reached.

Trabue, who is a veteran music operator here and a Wurlitzer franchise holder, said his firm is rebuilding old wallboxes to adapt them to dime play. "The cost of converting wallboxes was pretty steep at first," he said, "but we have whittled it down to a minimum now. We have switched six phonographs and quite a number of wallboxes."

All Tavern Locations

All the converted juke boxes are located in taverns, mostly those which have dancing, Trabue said. He said that he plans next to convert boxes in some of the larger restaurants on his route, but he added that there probably are a number of locations where nickel play will have to be continued, especially in smaller restaurants.

As for results of the change, Trabue said: "I can't see that it has cut the number of plays a whole lot, if any. And it has increased the net revenue in every spot."

"It's going to have to come to it in every place but a few locations," he declared. "Music is the only thing that hasn't increased in price. Why, we were playing for a nickel back in the depression, and with the present costs of equipment and records and labor, we simply have to have more money if we ever expect to pay out."

Wurlitzer Announces Profit

NORTH TONAWANDA, N. Y.—Nov. 9.—Rudolph Wurlitzer Company announced its profits for the first six months of the concern's fiscal year, as of September 30, was \$415,715, equal to 50 cents a share of common stock. Similar 1945 period totaled \$133,396 and 16 cents a share of stock.

willing to put thru a new copyright law if it only knew what was wanted, will come to agreement and let the highly controversial subjects go by the boards for later inclusion in the long-range plan.

200 at Packard's Intl. French Lick Convention

FRENCH LICK, Ind., Nov. 9.—French Lick Springs Hotel here this week took on the appearance of a miniature Chicago coin machine convention. Nearly 200 representatives of the Packard Manufacturing Corporation's international distributor organization were on hand for the first showing of Homer E. Capehart's Model 7 floor phonograph for 1947.

Altho the Model 7 was the center of attraction in the convention hall at the hotel, it was but one of many 1947 models of the firm's line which were likewise displayed to the crowd.

All told, the exhibit included five types of speakers designed to meet the requirements of a wide variety of location installations, the Model 400 Hideaway phonograph and the Plamor wall box.

Engineers Present

Each of the units were displayed much as they would be viewed if they were already installed on location. In this way distributors and their representatives were able to operate and inspect the equipment as they chose. Factory servicemen and engineers were on hand to demonstrate the mechanics of the instruments and to answer questions the distributors had concerning the equipment.

Convention, which ran thru November 8, got under way on the evening of November 6 with a dinner in the hotel dining room. Following the dinner was a three-hour show by top professional entertainers, staged in the hotel's theater-auditorium.

Distributors and their representatives got down to discussing business at sessions held in the convention hall on the morning and afternoon of November 7. Homer E. Capehart, chairman of the board of Packard, presided over the business sessions.

During the business sessions brief explanatory remarks concerning the new models were given by engineers and service personnel of the factory organization.

Capehart's message to the distributors was highlighted by remarks concerning the wall-box-hideaway phonograph. There is, Capehart said,

a trend toward this type installation. In the convention hall, as part of the equipment showing, was a sample of the kind of location installation to which Capehart made reference. Adaptations of the hideaway principle were likewise illustrated in other speaker models on hand for the visitors' inspection.

During the three-day convention special entertainment was provided for the wives of distributors and representatives in attendance.

One of the main events of the gathering came Friday when the two Indianapolis plants of the manufacturing corporation were thrown open for the distributors. At that time distributors were able to inspect product lines and see how the instruments are put together.

List of those present at the three-day meeting will be found in the Coinmen You Know column under French Lick, Ind.

Congress To Kick 'Round Copyrights; May Duck Jukes

(Continued from page 14)

in the new copyright, folk point out that altho ASCAP's record regarding collections from small businesses has been spotless for the past four years, lawmakers are still cool to changes with many congressmen known to be of the opinion that ASCAP's yearly take is ample without requiring a new gimmick to increase the haul. Congressmen, according to the copyright people, are likely to keep hands off the whole proposition if as many conflicting viewpoints come surging to the fore as in 1936 when two pending House bills never were reported out of committee and the Senate's Duffy Bill, after passing the upper chamber, was pigeonholed by the lower house.

It is believed, however, that the industry, having learned its lesson 10 years ago when Chairman William Sirovich, of the House Patents Committee, said that Congress was



PERSONAL MUSIC

MIGHTY MIDGET MUSIC BOXES

MEAN GIANT PROFITS FOR YOU

Look over your location. Count the tables, booths and counter sections. How'd you like a coin at a time from a dozen boxes in one location. That's what Personal Music can do for you. Customers pay for their own entertainment; they prefer the soft, well-selected, enjoyable music from a Personal Music box at their own tables. They keep on playing.

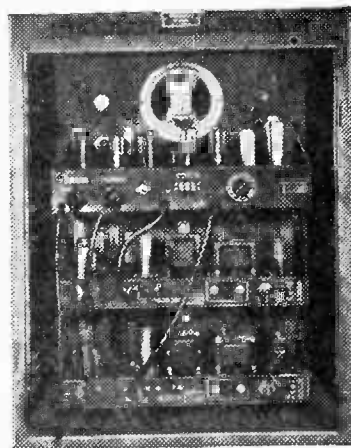
Your location owners will go for Personal Music boxes. They're small (only 6¼" high), don't interfere with service, cut down location noise, and attract plays.

Personal Music systems save you money in repairs and maintenance. One man services many locations. Music is transmitted to each stop by telephone wires, eliminating records and title strip changes at locations. Personal Music systems are built to last, to give continuous, high-fidelity reproduction.

Every unit in the system is built for two things: outstanding operation and trouble free service. Notice the logical construction of the Studio Amplifier (see cut). The operating amplifier, standby amplifier and the monitoring amplifier are all designed in one simple, easy-to-get-to arrangement.

If you want the outstanding music system in the industry—in performance and profits, get Personal Music now. Write today for the name of our nearest distributor and for detailed information.

REAR VIEW OF
STUDIO AMPLIFIER



PERSONAL MUSIC CORPORATION

P. O. Box 720, Highway No. 1, Newark, New Jersey

Telephone Bigelow 8-2200

RECORD REVIEWS

(Continued from page 28)

MUGGSY SPANIER (Commodore 576)
Whistlin' the Blues—FT.
The Lady's in Love With You—FT.
 Dixieland drippings on this disk, originally cut December, 1944, are plenty toothsome. Apart from Mugsy Spanier's own earthy, corny blowing, there's Pee Wee Russell's ready and righteous clarinetting along with Lou McGarity's gutty trombone slides. As a slow blues, *Whistlin' the Blues* has Bobby Haggart, the bassist, whistling the blue theme at start and finish. And it's a faster clip in Dixie jam style for *The Lady's in Love With You*.

For the hot jazz shelf.
TAB SMITH (Hub 3024 and 3026)
My Mellow Man—FT; VC.
I Can't Believe That You're in Love With Me—FT; VC.
Too Late—FT; VC.
Easy Street—FT; V.
 Highlighting a small band with his alto sax sorcery, largely in blues style, Tab Smith spots some tall singing to sell the spin for *Too Late*, of race origin, and the familiar *Easy Street*. Chanting chore handled by Deborah Murphy, who displays full voice and good diction. For *My Mellow Man*, a slow race blues, the high-pitched pipes and feeble diction of Gloria Robinson fumbles the spin. And for the oldie *I Can't Believe That You're in Love With Me*, Smith shows greater proficiency as an alto saxist than as a rhythm singer.

Race spots may find some favor in the sides that spin the singing of Deborah Murphy.

LENORE GARDELLE-ROSS LEONARD (Mello-Strain 102)
I Yam What I Yam—FT; V.
You're Heaven to Me—FT; V.
 What these singers may lack in name quality they more than make up for it in lyrical quality. Lenore Gardelle spins as a most engaging rhythm chanteuse, possessing style and delivery as well as voice. And makes it plenty contagious for the catchy *I Yam What I Yam*. Contrasting, it is the smooth and warm baritone, rich in romantics, by Ross Leonard for the haunting ballad melody *You're Heaven to Me*. Al Bardin's band provides the canary with a bright rhythmic background and a silky string and celeste setting for the balladeer.

Both sides spin bright for phono play and may easily prove sleepers.

THE VAGABONDS (Trilon 114)
I Wonder—I Wonder—I Wonder—FT; V.
When the Saints Go Marching In—FT; V.
 Better known for their vaudeunitery p.-a.'s, The Vagabonds (not to be confused with the Negro singing foursome) make pleasing ear material. Accompanying themselves with two guitars, bass and accordion, their close-harmony voice-blending in *I Wonder* is whispered in easy-to-take manner, the beat and singing style is definitely dated. Some church-goers will lift a questionable eyebrow at the groovy version of *When the Saints*. Bright tempo, raspy vocal, and good guitar work give it plenty of spice.

Coin attraction here is focused on the B side, but keep it out of the Bible belt.

GAYLORD CARTER (Black & White 3002, 3003, 3004, 3007)
Organ Boogie—FT.
Peanut Vender—FT.
Flight of the Doodle Bug—FT.
Stardust—FT.
Hawaiian War Chant—FT.
Tea for Two—FT.
Diane—FT.
Stars—FT.
 For pleasant listening, Gaylord Carter's Hammond harmonies fill the bill nicely. This radio organist (currently on ABC's *Bride and Groom*), however, is not satisfied with such material as *Stardust*, ideally suited for his instrument. To display his command of the manuals, he creates interesting effects in *Organ Boogie*, in which he exhibits fine pedal work. Reverse takes a spicy Latin flavor as he creates colorful arrangement of *Peanut Vender*. His facile fingers skim across the keys at breakneck speed for *Doodle Bug*, a Carter original. Calling again upon the unlimited tonal resources of his instrument, Carter creates unique effects in his adaptation of *Hawaiian War Chant*. There's little new to be encountered in the swiny *Tea for Two* until he starts manual-hopping at the half-way mark. *Diane* and *Stars* (an original) are organ naturals and make for relaxing ear-lending, tho there's little novel here.

For spots where organ music would have takers.

ANDY RUSSELL (Capitol 310)
The More I Go Out With Somebody Else—FT; V.
You Are Everything to Me—FT; V.
 With Paul Weston's full-bodied ork setting the romantic mood, Andy Russell generously pours on the vocal sugar to project *The More I Go Out With Somebody Else*. An appealing ballad, Russell handles the Wayne-Raleigh cleffing with sincerity. Stilted lyric weakens flip-over, with ork's monotonous accompaniment not helping any to make tune register.

Russell fans will favor *Somebody Else*.

SKITCH HENDERSON (Capitol 313)
If I'm Lucky—FT; V.
Save Me a Dream—FT; V.
 Currently enjoying feature billing on the much-ballyed Bing Crosby-Philco airshow, Skitch Henderson's radio keyboarding should add greatly to his spinning stature. There's nothing of flash in the way he plays the piano. But more important, he knuckles the ivories in a vitalized manner that is entirely effortless yet retains rhythmic pulse. *If I'm Lucky* (title tune from 20th Century-Fox pic) is an easy-to-listen-to ballad as voiced by Eileen Wilson. *Save Me a Dream*, another synco steal from Tschaiowsky (his Fifth Symphony's main theme) makes for a likable love lullaby as warbled by Ray Kellogg. Maestro's ivory twinkling here adds considerably to side's interest.

If I'm Lucky will have to depend on screen tie-in to collect; more melodic flip will coax replays.

JACK SMITH (Capitol 312)
Why Did I Have To Fall in Love With You?—FT; V.
Je t' Adore—FT; V.
 There's plenty of sparkle in Jack Smith's pipes that gives a lift to the lyrics in *Why Did I Have To Fall in Love With You*. The Sportsmen, vocal quartet, add to platter's pleasantry as they chime in on the topside's choruses. Studio ork provides a fitting backing to both ballads. *Je t' Adore*, a love confession told via translating sweet nothings, passes the ear test.

Nickel draw here will be found on the A side.

KING COLE TRIO (Capitol 311)
The Christmas Song—FT; V.
In the Cool of the Evening—FT.
 Violins are added to round out Nat Cole's usual guitar-bass-piano accompaniment as he convincingly warbles *The Christmas Song*. Singing style is smooth and relaxing. The Wells-Torme tune adequately portrays the yuletide scene and should become a seasonal visitor. Cole's fetching pianistics and Oscar Moore's guitar strumming remain in the forefront to fiddles' obligatos, adding considerably to side's appeal. Instrumental reverse (a Nat Cole original) makes for restful listening. Bass and guitar capably frame the ivory magic for a thoughtful bit of music making.

Ops will find the topside a prize Christmas package. With threesome currently on two coast-to-coast air shows (Wildroot and Kraft Music Hall), resulting boost in popularity will pay off in the phono till.

COOTIE WILLIAMS (Capitol 314)
Ain't Got No Blues Today—FT; V.
I May Be Easy, But I'm No Fool—FT; V.
 Cootie Williams's growl trumpet flavors the lowdown ork setting for Bob Merrell's shouting of *Ain't Got No Blues*. Singing style is rough here as he slings the wordage in a righteous Harlemese manner. Flip is a swiny, terpsable ditty easily voiced by Merrell. Interest here, however, is more in the instrumental work than in either tune material or vocalist.

For race locations.

WALLY FOWLER (Capitol 315)
On the Jericho Road—FT; V.
Dese Bones a-Gonna Rise Again—FT; V.
 Wally Fowler and the Oak Ridge Quartet harmonize smoothly for these spiritual sides. Group is accompanied by guitar and accordion. Singing with folksy, simple sincerity, old-timer *Jericho Road* falls easy on the ears. *Dese Bones*, popularized by the Delta Rhythm Boys, is equally well handled.

Not for phonos.

THE CUTTERS (Rhapsody 115)
Sentimental Moon—FT; V.
The Sweetheart of Sigma Chi—FT; V.
 An instrumental-vocal group, the Cutters consist of guitar, violin, bass and accordion. Foursome turns in a sweet 'n' easy self-accompanied voicing of the *Sigma Chi* standard on the B side, sticking only to their instruments for *Sentimental Moon*. A pleasant singer, Fred DuBois turns in a conventional and commercial impression of the not too exciting love ballad. While platter holds nothing outstanding, sides make for restful listening.

Sigma Chi may coax trys.

RED MURRELL (Atlas 127)
Covered Wagon Rolled Right Along—FT; V.
Baby Girl—FT; V.
 With his Ozark Playboys setting the toe-tapping beats, mountain troubadour Red Murrell sings out in authentic hill country fashion as he relates the folk novelty *Covered Wagon Rolled Right Along*. Fiddles and guitars slow down the pace as Murrell sings a tear-jerking ballad of a father longing for his *Baby Girl*.

Coinage will roll in for *Rolled Along*.

JACQUES BUTLER WITH MERCER ELLINGTON (Aladdin 146)
She's Got the Blues for Sale—FT; V.
Messy Bessie—FT; V.
 Mercer Ellington, the Duke's trumpet-blowing son, corrals a group of eight top-drawer jazzmen to give the instrumental portions of this couplet plenty of ear attraction. The music making smacks of Duke Ellington, what with Al Sears tenor sax riding, Harry Carney on baritone and Lawrence Brown's trombone—all from the Duke's fold. Trumpeter Jacques Butler gives true meaning to the lyrics, chanting for both blues sides in a slow and easy manner. Couple of fine trumpet and tram solo spots are particularly outstanding.

A nickel nabber at race locations.

JO DAVIS (Black & White 786)
Give It Up—FT; V.
Private Stock—FT; V.
 A sultry-voiced chirp, Jo Evans makes the race-flavored lyrics count in this disking. With Maxwell Davis's ork setting a contagious beat Miss Evans puts bounce into her piping of the riff novelty *Give It Up*. Slower-paced flip starts off with a monolog intro and goes into a mellow blues vocal. Wordage tells the other gal to stay away because this man's her *Private Stock*.

Give It Up should give good returns at race spots.

DR. CLAYTON (Victor 20-1995)
I Need That Baby—FT; V.
Hold That Train, Conductor—FT; V.
 A new race blues shouter to the label, Dr. (Peter) Clayton creates a highly favorable impression with a characteristically intimate style of telling such song stories. In the slow blues tempo and with plenty of energy in his pipes, *I Need My Baby* tells of his fears over another man getting his gal. And in the same slow tempo *Hold That Train, Conductor* tells of his desire to get out of sight of Alabama. Piano, guitar and bass provide good rhythmic support.

Both sides stack up strong for the race spots.

GOSPEL TRUMPETEERS (Queen 4131)
Remember Me, Lord—V.
No More, No More—V.
 Genuine gospel singing is represented here (choir assisted by guitars) and might have been waxed in an African church. Songs are chanted with deep, religious fervor and almost approach frenzy in their exaltation. However, it's not for the commercial boxes—being too disarranged and incoherent.

Collectors of "Americana" would be interested, only.

TEXAS JIM ROBERTSON (Victor 20-1975)
Filipino Baby—FT; V.
Rainbow at Midnight—W; V.
 His first plattering since leaving the leathernecks, the prairie balladeering of Texas Jim should again find a wide responsive mark. His deep voice spinning plaintively, with the Panhandle Punchers providing lively accomps, it's a highly attractive serenade to a *Filipino Baby* who waited faithfully until her sailor boy came back to marry her after the war. And just as pleasant is the *Rainbow at Midnight* waltz, a song of twilight years which Robertson sings with sincerity.

Filipino Baby will find its way into the coin boxes.

BUDDY SAGER (Victor 20-1997)
I Tipped My Hat—FT; V.
Not So Long Ago—FT; V.
 A new cowboy chanter for the label, Buddy Sager makes a most favorable imprint on wax with his sweet and sympathetic baritone, particularly in ringing out all of the torch qualities of the tuneful *Not So Long Ago* ballad. And Sager sells it just as strong for the novelty, *I Tipped My Hat*, an amusing ditty that how his flirting led to a marital trap. Singing showcased attractively by the Bluebonnet Serenaders, small instrumental unit.

I Tipped My Hat a sure-fire for the phonos, with plenty of coin attraction in the sweet singing for the mated *Not So Long Ago* side.

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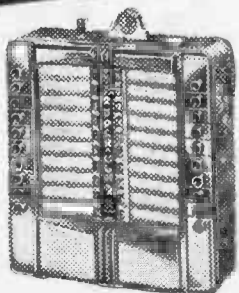
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New Headliner

When Bob Atcher began his "American Story in Song" program on WBBM, Chicago, last February he introduced something new to radio: headlines put to melody in the style set by ancient troubadours when they went around the cobblestone streets of early America singing the news and gossip of the day, resulting in some of the nation's finest folk and legendary music.

The news stories which Bob puts to music are hot off the wire from the WBBM newsroom and represent the latest in current events both nationally and internationally. Adjusting the news to three-quarter waltz time doesn't always lend itself to straight metrical reading—and it's no easy job. However, each day with one eye on the teletype machines over which the news pours into WBBM and the other on a typewriter keyboard, Frank Barton, of WBBM's news staff, bats out the verses which Bob transposes into 20th century ballads. Frank admits it isn't finished, polished poetry, but neither are the words of *Cement Mixer*.

Sammy Penn, the rodeo announcer, has added a new twist in selling the Cowboy record label. Travels around the countryside in a sound truck playing the platters and giving a plug for the record shop in the vicinity handling the label. Adding color to his promoting, Penn visits the stores attired in Western outfit.

Ex-G.I. James E. Myers launched a new publishing firm in Philadelphia known as Myers Music. Specializing in Western songs, his first two songs have been recorded. One is *Love Is the Song of the Stars*, re-

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

corded by the Beaver Valley Sweethearts on Process Records and on Skat'in Toons. The other, *Dilly Dally Polka*, was recorded on his own Cowboy record label and for Associated Transcriptions.

Jack Howard Publications, Philadelphia, Western music house, had added a new number to its catalog in *I Round Up the Stars*, recorded on the Cowboy label by the Santa Fe Rangers with Jack Day handling the vocals. Santa Fe Rangers, featuring Pee Wee Miller, have also cut *Side Saddle Joe for Cowboy*.

Lexington Casino is the first Philadelphia night club to emphasize Western features. Cabaret is advertising "barn dances, square dances, games and Paul Jones," and nitery owners report that the feature is being received enthusiastically by patrons. Success of the added feature may influence the nitery ops to book in regular Western entertainment for the floorshows.

The Chester Valley Boys, who left the Hayloft Hoedown to take a U.S.O. tour to the Pacific area, write back to friends that they are now having the time of their lives at Waikiki Beach.

Smiley Burnette recorded five Western tunes for Columbia Pictures' "Lone Hand Texan." Tunes are *We Had a Big Time*, *Crow Song*, *What Makes You So Sweet?*, *They Never Say I Love You on a Postcard* and *The Birthday Song*. Paul Mertz, of Columbia's music department, supervised the recording session.

"T" Texas Tyler started an extended tour of the Northwest, opening October 14 at the Palomar, Seattle. Due to boost in attendance Tex Williams and the Western Caravan are inaugurating a new policy of five dance nights weekly at Palace Barn Dance.

Promotes Dancing

Fred O. Hansen is buying time on KRKD (Hollywood) to promote his Painted Post dancery.

Tex Ritter and his wife, actress Dorothy Fay, returned to Hollywood this week after closing their seven week's p. a. tour of Texas.

Rodeo Draws

The first seven performances of E. F. Kindlan's Circle K Ranch Rodeo drew plenty. First showing was given for the disabled soldiers at the Valley Forge General Hospital and the boys from the Fatland Protectory at Audubon, Pa. This was a fast moving show with mucho cowboys and cowgirls and some of the wildest

stock the rodeo riders have worked around in many a day.

Big Slim, the Lone Cowboy, left WWVA, Wheeling, W. Va., and went to the Circle K Ranch at Center Point, Pa., where he will be featured in a series of rodeos to be held there this winter. He is associated with Doc Kindlan in an advisory capacity, along with starring in his rodeos as a feature with his horse, Golden Flash. Slim also conducts a program for the Circle K Ranch over the new station, WNAR, Norristown, Pa.

The Hoosier Jamboree, over Station WISH, Indianapolis, has been busy lately with some big dates. These dates included the Wakeman General Hospital, Swiss City, Ind., and Avalon Theater, Indianapolis. Eddie Arnold and His Gang played in the Indianapolis Armory October 18, and some of the WISH gang appeared on his show.

Happy Johnny and His Gang, formerly of Station WBAL, Baltimore, is now appearing on KXEL, Waterloo, Ia. Lloyd Carter, former WWVA singer and yodeler, is now one of the members of Happy Johnny's Gang.

Jimmie Widener, guitar player in Cliff Rodgers's overseas show, has had his latest song accepted by American Music, Inc. Song is waxed by King Records. Title is *I'm All Thru Trusting You*.

Bill Ramsey and His Virginia Playboys are heard over Station WLVA, Lynchburg, Va., every Saturday from 12 to 12:30 and are also making personal appearances thruout the territory. Patsy Jean and her Hillbilly Pals are now heard daily over WBI, and Sunshine Sue now has the Tobacco Tags, formerly of WRVA, Lynchburg, Va.

Blue Ribbon Records now has its first three records lined up, *I Believe I'm Entitled to You*, backed by *You Can Bet Your Boots On Me*, *Little Darlin'*; *In Our Little Home*, *Sweet Home*, with the flip being *I'll Never Believe You Again*. Both sides of this record will be sung by Marty Licklider, of WICA, Ashtabula, O. Third disk is *Smiling To Hide an Aching Heart*, backed by *Dad's Got the Girl That I Love*. These to be sung by Cliff Japhet and His Western Aces.

Carl Story is now heard over KFJZ, Fort Worth. His guitarist is David Baker.

Texas Bill Strength, playing the Rainbow Gardens, Memphis, is heard over WHHD.

Norma Winton, who organized the Melody Trail Riders, has decided to take over the featured part on this show. She is also emcee, personal manager and publicity chief. She is a well-known singer from out Oklahoma way and specializes in the Ernest Tubbs songs as well as Jimmie Rodgers yodels. Her most popular requests include the numbers *Could You Take Me Back?* and *You Were Only Teasing Me*. The electric standard guitarist is Junior Bull and the second guitar player is his brother, Chester. They excel in the popular type of folk song, such as *Filipino Baby*, *Sioux City Sue*, *Divorce Me C. O. D.* and *No Vacancy*. Their steel guitar player is a Moffett (Okla.) boy, Billy Hayes. Girl band leaders in the vicinity of Moffett are a novelty and this show is reportedly going over big.

Ramblin' Tommy Scott and His Hillbilly Jamboree have just completed a tour of Nebraska, South Dakota and Iowa and many Southwestern States and report capacity business.

Six Accepted

Southern Music just accepted six original songs written by Roy West, Lenny Sanders and Ernest Benedict. They are *Belle-Starr*, *You Love Your Love and I'll Love Mine*, *I Heard the Angels Sing on the Prairie*; *Can't Live With You, Can't Without You*;

I Fall in Love Too Late Too Often and *The Texas Boogie*.

Unique Music Publisher, Detroit, published Tommy Coley's *Take My Word the Way You Took My Heart*, written with Red Fortner.

Lee and Juanita Moore, radio entertainers who have been in the Shenandoah Valley of Virginia the past several years, have moved to the Friendly Farmer Station, KFNF, Shenandoah, Ia. This is Lee and Juanita's first radio assignment in the Midwest, having been on stations in West Virginia, Virginia, Maryland and Kentucky the past eight years.

Art Satherley, veepee of Columbia Recordings, was in Fort Worth recently conferring with Ted Daffan on some new tunes and has given the Southwestern States a careful once-over for talent. When conditions ease up, look for some new names in the Columbia catalog. Paul Howard and His Cotton Pickers, of WSM, made their first recording session for Columbia November 1.

Georgia Slim and His Texas Round-Up have contracted for the East Texas Yamboree at Gilmer. This is the first Sweet Potato Festival to be held since the war, and the three-day event, featuring an Old Fiddlers' Contest, promises the biggest crowd to ever visit this Texas spot. Contest will be broadcast over KRLD (24) and it is understood that both NBC and ABC outlets will air special events during the three-day celebration.

The finals on the Tex Ritter contest were broadcast over the CBS outlet in Dallas November 7. On Tex's tour he held contests the last day in each city and picked the winner, one from Electra, Tex., and the other from Galveston, Tex. They received an all-expense trip to Dallas and a guest spot on the original *Hillbilly Hit Parade*, in addition to the cash prize.

Sixty-five struggling amateurs put in an appearance at the second annual Hillbilly Jamboree held at the Sportatorium. They came from five States to vie for the \$300 in cash and jobs on local stations.

Eddie Sosby and the Radio Rangers are doing good on KFAB, Lincoln, Neb., being on the air for three programs a day, with two of them sponsored. Texas Mary, singing cowgirl at the station, has been making personals with the band in Nebraska, Iowa and Kansas, and the act has been drawing well.

Locate at WNAR

The Saddle Sweethearts, four gals comprising a singing trio and accordion, have located at WNAR, Norristown, Pa., for a daily series of programs. Girls, who came up from WBAL, Baltimore, are featuring *Side Saddle Joe* and *Blue Ranger*.

Jack de Knight, president of Cowboy Records Company, Philadelphia, has returned from an extended trip to Pittsburgh, where he appointed the Standard Company to distribute his Cowboy label in the Western Pennsylvania, Ohio and West Virginia area.

Dick Thomas, writer of *Sioux City Sue*, made a flying trip to Carmi, Ill., to headline the Carmi Chamber of Commerce Corn Show November 2.

Jack Howard, head of Howard Publications, Philadelphia publishers of cowboy and Western songs, announced the publication of two new songs. One is *Within This Broken Heart of Mine*, written by Slim Stewart, Elmer Newman and Jimmy Walker and being introduced over WFIL by the Murray Sisters, of the Sleepy Hollow Gang. The other is *Between the Lines*, written by Ray Whitley and Rusty Keifer.

Jack Steck, producer of the ABC *Hayloft Hoedown*, Saturday night shows out of WFIL, Philadelphia, is staging a series of amateur contests to uncover new cowboy and Western talent.

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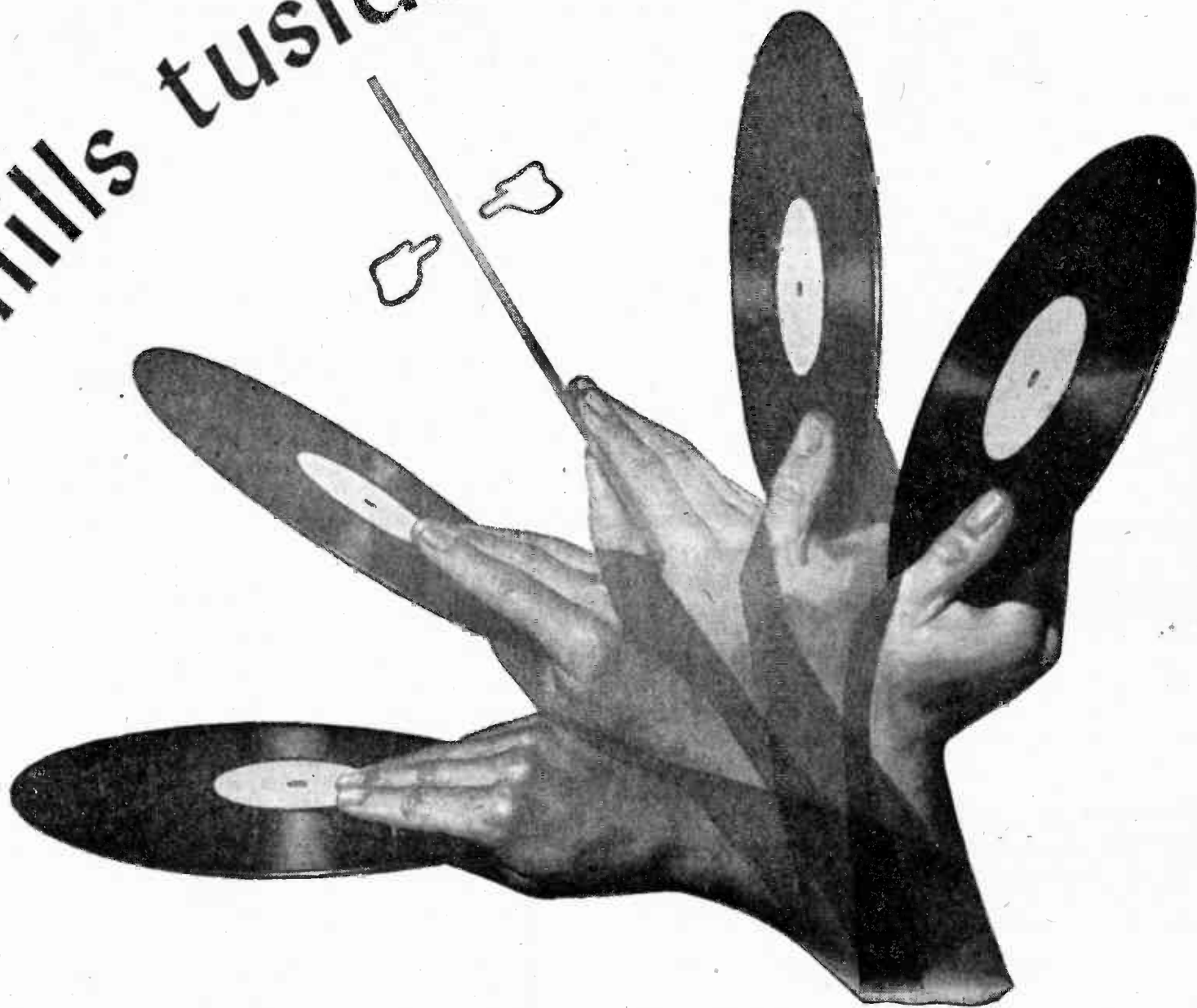
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Multi-Sales Trend Cited In Dime Play

Eaton Talks on Drive

CHICAGO, Nov. 9.—Idea of dime play for juke boxes is taking hold among increasing numbers of operators, said DeWitt Eaton, vice-president and general sales manager of AMI, Inc., on his return from a barnstorming tour of the East in behalf of his campaign to revise juke play prices upwards.

Said Eaton: "The 10-cent or three-for-a-quarter play on the modern phonograph is not just a requirement of modern times but is truly a development in what we might call the multiple merchandising of music."

Using trade history to back up his argument, he cited introduction of wall boxes which would accept more than one nickel at a time as the first in multiple merchandising. Here, he said, was the initial development of a coin-operated instrument which would trip up the mechanism to play the number of times represented by coins dropped, even tho they were dropped all at the same time.

Next step he described as the phonograph equipped with a 5-cent chute, 10-cent chute and 25-cent chute which again sought to merchandise itself by allowing the music purchaser to buy more than one musical selection at the same time. This was followed by the coin mechanism having a single coin entry allowing a nickel, dime and quarter to be dropped. Telephone and wired music continued the trend.

"At every stop along the way," Eaton said, "the history of coin-operated music shows that it is everyone's desire to sell not only more music but to educate the phonograph user to increase the amount of his

Assembly Discusses Georgia Sales Tax

ATLANTA, Nov. 9.—Members of the General Assembly here are discussing some form of State sales tax, since legislators are seeking additional revenue for schools and other services.

So far there has been considerable difference of opinion regarding amount of the sales tax, and the form which it would take. Many are opposed to the token system. Few have actually mentioned a tax rate, but 2 to 3 per cent is being discussed by some.

New Disk Company in N. Y.

NEW YORK, Nov. 9.—A new disk firm, CA-Song Record Corporation, has opened offices at 1625 Broadway. First release of the diskery is four sides by Johnny Blowers and his orchestra, with vocals by Jimmy Brown and the Blentones, a quartet. Michael Cassone is president of the organization.

Naturally, the 10-cent per play or three-for-a-quarter idea is the next logical step."

Fear Temporary Drop

Eaton said that he had argued the merits of the proposed price changes with hundreds of operators. Most, he claimed, agreed that the idea is good theoretically, but are hesitant to become part of the crusade for fear that their locations may temporarily let down. His answer to these reservations was that a period of readjustment would be followed by full public acceptance.

Eaton cited the 10-year experience of Pete L. Weyh, of Havre, Mont. In a letter, Weyh declared that he had operated with dime and three-for-a-quarter prices off and on since 1935. He said that the public will accept it if machines are kept in A-1 condition and are stocked with good records.

Extensive Plan To Push Sales Of Aero Needle

CHICAGO, Nov. 9.—Aero Needle Company, Chicago, manufacturer of Aeropoint phonograph needles, has launched a new, extensive merchandising campaign directed to dealers and salespeople thru the company's distributors in all parts of the country. According to Burton Browne, president, the campaign is built around a prize plan which is unique in that it has been projected on a permanent rather than on a time limitation basis.

Browne explained the company will give away thousands of valuable prizes—many of them hard to get household articles—on the basis of merit points accumulated thru sales of the firm's needle. Browne added the firm has established its sales bonus program on a generous point basis so that attractive prizes may be won with only moderate sales of needles. Since the program is a permanent one, dealers and their salespeople can win any number of prizes.

As part of immediate planning, distributors' salesmen also are eligible to participate in the prize awards. Until December 15, while the campaign is picking up momentum, they can accumulate merit points toward prizes thru sales to dealers. To help dealers and their staffs, firm is making available a series of specially planned advertising mats, mailing circulars and counter displays, and will back up the campaign with national advertising.

F. Mann Hosts Aireon's Sales Confab in Chi

CHICAGO, Nov. 9.—Aireon Manufacturing Corporation's regional sales director, Fred A. Mann, played host to all the firm's distributors in his sales territory in a two-day conference, November 3-4, at the Congress Hotel here.

Corporation's president, R. C. Walker, and R. R. Greenbaum, vice-president and general sales manager, also participated. Plans for 1947 merchandising was the main subject discussed.

Walker said that the corporation's first year in the coin-operated phonograph business was very satisfactory. He added, "My only worry is how we are going to be able to supply the merchandise to meet the initial requirements that the distributors demanded for the first three months of 1947."

Distributors in attendance were Ted Bush and Harold Lieberman, Minneapolis; Irving Sandler, Des Moines; Harold Klein, Milwaukee; William Brase, Indianapolis; Leo J. Dixon and William Presser, Cleveland; Don Fosgate, Cincinnati, and Jack Mulligan, Pittsburgh.

Organization Paper For Acme Telomatic Filed in Hartford

HARTFORD, Conn., Nov. 9.—Certificate of organization was filed this week with the office of the Secretary of State of Connecticut for Acme Telomatic Music Corporation, of New London, Conn.

Officers listed with the organization are: President, Emmanuel Eifenbein; vice-president, Irving Geltzer; treasurer, Maurice Wein and Secretary Nat Lesser. Directors are the officers plus Helen W. and Miriam L. Eifenbein.

An issue of additional shares has been filed with the Secretary of State's office by Telemusic, Inc., Hartford, stating that the company has issued 67 shares, making \$26,000 outstanding.

district manager, Spencer Otis; Advertising and Public Relations, by Don L. Baxter, Dallas manager of Wilhelm-Laughlin-Wilson & Associates.

In addition to a thoro discussion of general company business, meeting highlighted plans for more intensive promotion of new equipment. At the conclusion of the meeting bonus checks were presented to branch managers.

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Lynch Managers' Quarterly Meet

DALLAS, Nov. 9.—Third quarterly meeting of S. H. Lynch & Company branch managers, held October 20 at the Dallas Athletic Club, saw an exhaustive airing of general company policies and business. S. H. Lynch presided and R. L. Dunlap, Seeburg sales promotion manager, was the principal speaker.

Subjects discussed included Allocation and Future Distribution Plans, by A. C. Hughes, vice-president of the firm; Operator Contact in the Field, by Thomas H. Lewis, Oklahoma City branch manager; Remote Control of Special Units, by New Orleans Branch Manager J. H. Lynch. Anderson Sage, Houston branch manager, talked on New Angles of Selling Distribution.

Importance of Equipment Display was outlined by B. J. Nichol, San Antonio branch manager; Bill O'Connor, heading the Dallas branch, discussed Turnover of Stock and Low Inventory, and Are Trade-Ins a Factor at Present? was covered by George W. Sammons, the Memphis office manager.

Other subjects aired were Observation of the Territory, by H. W. Thompson, territory supervisor; Your Offices as I See Them, by Seeburg's

Appoint United Coin Phone Music Distrib

NEWARK, N. J., Nov. 9.—United Coin Machine Company, Milwaukee, was named this week as distributor for Personal Music Corporation in Wisconsin and the Upper Peninsula of Michigan, according to an announcement by H. F. Dennison, Personal Music president.

Officers of United Coin Machine are H. F. Jacobs Sr., and H. F. Jacobs Jr. Hal Stark is sales manager for the organization.



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Boxes	535.00	Wurlitzer 81 With Stand	199.50
Rock-Ola 12 Record	99.50	Wurlitzer 71 With Stand	189.50
Wurlitzer 950	549.50	Wurlitzer P-10	75.00
Wurlitzer 750E	549.50	Seeburg Wireless 5/10/25¢ Baromatic	37.50
Wurlitzer 500	339.50	Seeburg 3-Wire 5/10/25¢ Baromatic	27.50
Wurlitzer 600K	329.50	Seeburg Bar Brackets	3.00
Wurlitzer 600R	299.50	10,000 Title Strips	3.75
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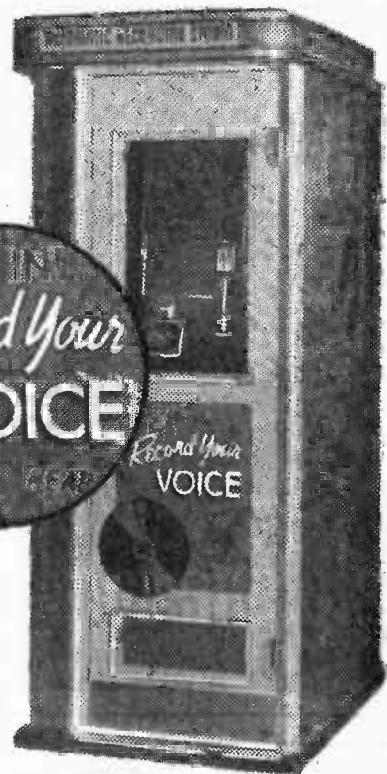
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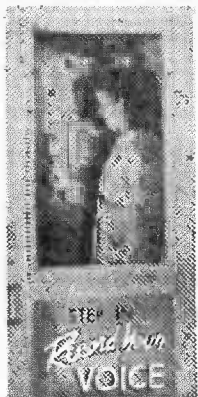
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| Dixie Coin Machine Co., Inc.
910-912 Poydras St. New Orleans, La. | Mills Sales Company, Ltd.
1325 S. W. Washington Portland, Oregon | Cliff Wilson Distr. Co.
1121 So. Main St. Tulsa, Okla. |
| Eastern Sales Company
1824 Main St., E. Rochester 9, N. Y. | Modern Music Sales Corp.
455 W. 45th St. New York, N. Y. | Wood Distributing Company
415 West Main St. El Dorado, Ark. |
| H & L Distributors, Inc.
1524 2nd Ave., N. Birmingham 3, Ala. | Phoenix Distributing Company
1211 North 3rd Ave. Phoenix, Ariz. | |

INTERNATIONAL MUTOSCOPE CORPORATION

WM. RABKIN, President

44-01 ELEVENTH STREET

LONG ISLAND CITY 1, NEW YORK

Name Sherman Shell To Seacoast Staff

NEW YORK, Nov. 9.—Appointment of Sherman Shell to the sales staff of Seacoast Sales & Distributing Company, Inc., was announced by Jules Mayers, general sales manager. Just released from the navy, Shell served as a chief petty officer aboard the cruiser USS Savannah, participating in the North African and Sicilian campaigns. He also served in other capacities in the European theater before being discharged.

Prior to entering naval service Shell held sales positions with several large firms. According to Mayers, he will be fitted into firm's music machines sales organization.

MUSICALE

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RECORD TRAYS

For 61, 71 and all other Wurlitzer Counter Models, reconditioned. I will make your old trays the same dimensions as when new and guarantee them to give satisfaction. Price \$7.50 for set of 12, or \$6.00 a set in lots of 5.

HUGO JOERIS

3208 Jackson St., Amarillo, Texas

ADVANCE RECORD RELEASES

(Continued from page 30)

- SONATA Perry Como (Lloyd Shaffer Ork) (THAT'S THE) Victor 20-2033
- SONATA Larry Green Ork (Gilbert Phelan) (I HAVEN'T) Victor 20-2010
- SONATA The Three Suns (JEALOUSY) Majestic 1090
- SONGS FOR THE LITTLE FOLKS**
- ALBUM Bob Hannon (Jerry Sears Ork) Majestic M-8
- (1) At the Zoo; (2) When the Circus Comes to Town Majestic 1082
- (1) Down Where the Rainbow Ends; (2) Dance and Be Merry Majestic 1081
- (1) Lullaby; (2) Boy Scouts on Parade Majestic 1082
- (1) My Little Toy Boat; (2) On October 31 (Hallowe'en Song) Majestic 1080
- (1) My Tiny Two-Wheel Scooter; (2) In the Good Old Winter-Time Majestic 1081
- (1) Spring; (2) Bells in the Steeple Majestic 1079
- The Wind and the Breeze Majestic 1080
- (1) When Grandma Danced the Minuet; (2) The Jolly Farmer Majestic 1079
- SONGS OF AMERICAN SAILORMEN**
- ALBUM Mordy Bauman Musicraft 75
- A-Roving Rio Grande
- Blow the Man Down Shenandoah
- Can't You Dance the Polka? The Codfish
- Galloping Randy Dandy O' The Constitution and Guerriere
- Haul Away, Joe The Drunken Sailor
- Home, Dearie, Home Whiskey Johnny
- SOONER OR LATER (You're Gonna Be Comin' Around)** Art Kassel (Gloria Hart) (FOR SENTIMENTAL) Vogue R-781
- SPEAK TO ME, LITTLE DARLING** The Blue Sky Boys (DUST ON) Victor 20-2022
- STOMPING ROOM ONLY** Charlie Spivak (LET'S GO) Victor 20-2019
- SWEET MAN BLUES** Jesse Price Ork (Jesse Price) (SLEEPY BABY) Capitol 326
- THAT'S THE BEGINNING OF THE END** Perry Como (Lloyd Shaffer Ork) (SONATA) Victor 20-2033
- THE CHRISTMAS SONG (Merry Christmas to You)** Les Brown (Doris Day) (WHEN YOU) Columbia 37174
- THE MISSION OF THE ROSE** The Modernaires-Paula Kelly (Mitchell Ayres Ork) (HOW DO) Columbia 37170
- THE NEW JERUSALEM** Rising Star Gospel Singers (THE NEW) Pacific 625
- THE NUTCRACKER SUITE FOR CHILDREN ALBUM** Milton Cross, Narrator Musicraft 74
- Arab Dance March
- Chinese Dance Miniature Overture
- Dance of the Flutes Russian Dance
- Dance of the Sugar Plum Fairy Waltz of the Flowers
- THIS TIME** Claude Thornhill (Buddy Hughes) (SO WOULD) Columbia 37169
- TIA JUANA** Desi Arnaz Ork (I'LL NEVER) Victor 20-2020
- TIDDLE DE WINKS** Cal Lucas Ork (Ed Harris) (SHANGHAI STOMP) Juke Box JB-512
- TO A WILD ROSE** Johnny Bothwell Ork (MY OLD) Signature 15058
- TOO LATE** Fred Lowery-Dorothy Rae (Mitchell Ayres Ork) (BY THE) Columbia 37172
- TOUCH ME NOT** Art Kassel (Kassel Trio) (LET'S GET) Vogue R-780
- UNCLE REMUS SAID** Monica Lewis (Ray Bloch Ork) (A RAINY) Signature 15060
- VEM VEM** Enric Madriguera (Danita Rodriguez) (MUJERCITA) Vogue R-776
- WE GO WHERE YOU GO, AMIGO** Rosalie Allen and the Black River Riders (ROSE OF) Victor 20-2021
- WHAT A TIME** Rising Star Gospel Singers (LORD REMEMBER) Pacific 624
- WHEN YOU TRIM YOUR CHRISTMAS TREE** Les Brown (Jack Haskell) (THE CHRISTMAS) Columbia 37174
- WHY DOES IT GET SO LATE SO EARLY?** Sammy Kaye (Don Cornell-Betty Barclay) (AND THEN) Victor 20-2000
- YOU MADE ME LOVE YOU (I Didn't Want to Do It)** Eddie Heywood Ork (HEYWOOD BLUES) Decca 23677
- YOU WERE ONLY TEASING ME (Baby, Give Me Some of That) YUM** Ernest Tubb (I'M BEGINNING) Decca 46013
- YUM YUM** Johnny Temple (I BELIEVE) Queen 4151

RECORDS MOST-PLAYED ON THE AIR

(Continued from Page 24)

- | | | | | | |
|---|-----|-----|--------------------------------------|------------------|----------------------|
| 1 | — | 12. | THE WHOLE WORLD IS SINGING MY SONG | Les Brown | Columbia 37066—ASCAP |
| 2 | 13. | 12. | YOU KEEP COMING BACK LIKE A SONG (F) | Jo Stafford | Capitol 297—ASCAP |
| 1 | — | 12. | IT'S A PITY TO SAY GOODNIGHT | Stan Kenton | Capitol 298—ASCAP |
| 3 | — | 12. | FIVE MINUTES MORE | Skitch Henderson | Capitol 287—ASCAP |
| 3 | 5 | 13. | OLE BUTTERMILK SKY (F) | Hoagy Carmichael | ARA 155—ASCAP |

Coming Up

- HUGGIN' AND CHALKIN'** Kay Kyser (Jack Martin-The Campus Kids) Columbia 37095—ASCAP
- SOONER OR LATER** Sammy Kaye (Betty Barclay Quintet) Victor 20-1976—ASCAP
- THE BEST MAN** King Cole Trio Capitol 304—BMI
- MY BEST TO YOU** Eddy Howard Majestic 1074—BMI

L. Williams and Spagnola Stage Formal Opener

CHICAGO, Nov. 9.—Automatic Distributing Company, music distributing firm, launched in the spring of this year, held a formal opening of this week in its showrooms located at 806 North Milwaukee Avenue. Event was featured by a two-day operators' showing of the AMI

Model-A phonograph. LeDrew Williams, Automatic's president, and Mike Spagnola, firm treasurer, were hosts to a large number of local and visiting coinmen and radio and music celebrities. Food and refreshments were served thruout both days.

Numbered among the local coinmen were John Haddock, DeWitt Eaton Henry Boston and Monte West, all of AMI; Al Stern, World Wide Distributing; Ray Cunliffe, president of the Illinois Phonograph Operators' Association; Ray Gallet, general manager of the Paschke Phonograph Service, and operators Herman Kleb-

SCAMO Cuts Fees To Win New Members

Offices Established

LOS ANGELES, Nov. 9.—Southern California Automatic Music Operators' Association will open its doors to new operators between now and January by reducing the initiation fee from \$250 to \$50 for those joining in October; \$75 for November, and \$100 in December. Initiation fee may be paid at the rate of \$25 down and \$10 per month. This decision came out of the regular meeting held in the North Star Auditorium here last Tuesday.

Altho a contract with the Teamsters' Union has been considered, it has not yet been signed, Jay Bullock, managing director, told the group. Union representative in charge of the dealings with the music operators is in Washington, and the contract, Bullock said, will be signed upon his return.

In Office Soon

It was also revealed that the association will soon take offices on West Pico along coin row. When this is done, the membership was informed, a record exchange will be established. Sample records from all companies possible will be on hand with listening rooms established so that operators may hear new tunes. When operators buy records, the association will have arrangements to pick them up and the delivery will be made from the association office. Association will also buy parts from firms and deliver them thru the office. No records or parts will be stocked.

While the meeting was routine, more important matters were brought to the floor than at previous sessions. Bullock pointed out that a charter will soon be secured and that members will have an opportunity of voting for its officers. At the start the officers and board of directors were appointed by Bullock. A standing vote of confidence was extended Bullock and the present official staff.

Much consideration was given to the new membership drive. Four proposals came out of a committee of which the members were named by George Arraj, president. First was \$50 initiation to be paid \$10 per month; (2) \$250 initiation payable \$25 a month until paid; (3) \$250 initiation payable \$25 down and \$25 per complaint settled until paid, and the fourth, which was accepted. In addition to the initiation fee there is a levy of \$2 per machine per month. After January 1 all proposals were to revert to the \$250 initiation fee.

Talk of Party

A discussion was also held on the staging of a party in connection with the membership drive. Dee DeGovia offered to contribute \$100 to the affair. It was also proposed that distributors show new machines at a three-day showing to be held in one of the downtown Los Angeles hotels. Only one mentioned was the Biltmore. Action on this was deferred until later.

ba, Larry Swanson, Frank Padula, Vic Klein, A. H. Hansen, Stella Caruso, Nate Rothner and Arthur Valesquez.

Visitors from out of town included Red Fleming, Kentucky; Bud Parr, distributor, California; Ed Ponder, New Orleans, and operators Jerry Shea, John Kakes, Bob Lindelof, George Mueller, A. Raymond, Tom Viviano, Blanche Grimes, E. C. Smith and Harvey Dangerfield.

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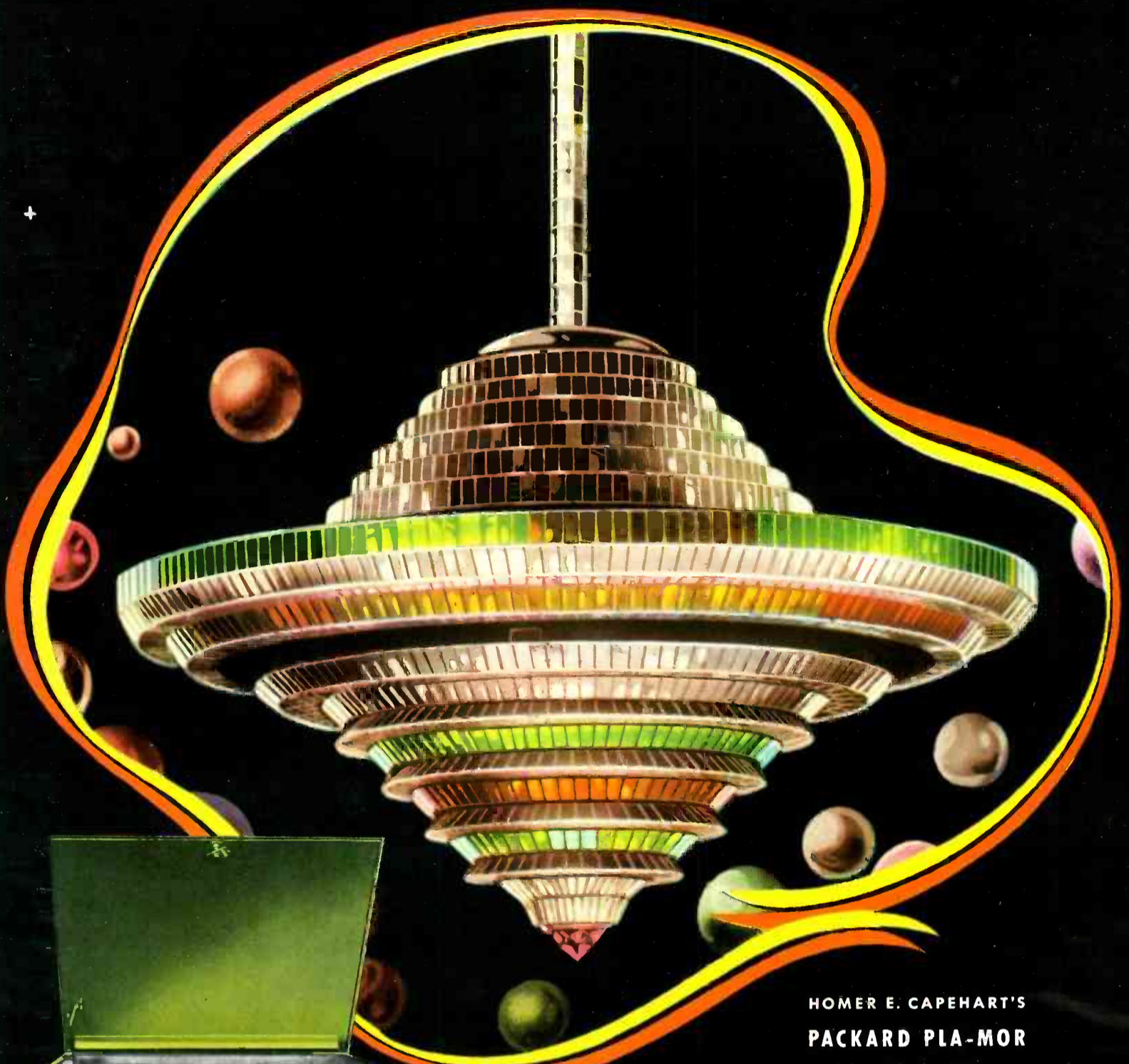
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PLA-MOR



HOMER E. CAPEHART'S
PACKARD PLA-MOR
Model 7
for 1947

Your Phonograph

Rich walnut with a softly glowing lighted plastic crown—
Highlights and shadows that glow and gleam—
Romantic and appealing—as captivating as firelight—
Gay—but not garish—
Beautiful—but not bizarre
As entrancing as a rainbow—



HOMER E. CAPEHART'S
PACKARD PLA-MOR
Speaker 1000
"OUT-OF-THIS-WORLD"

Breath-taking



Homer E. Capehart's
Packard Pla-Mor Phono-
graph Hideaway
Model 400
The smoothest, simplest,
most desirable hide-
away phonograph in
Automatic Music History

Scintillating—Sparkling—Effervescent—
Exciting as rare champagne—
Perfect for the Dream-Boats and Wonder-Bars—
Fills the room with dancing bubbles of light—
Operates with the Packard Pla-Mor Phonograph
Hideaway (Shown at left)—With the beautiful
Packard Model 7—or any phonograph.

New York:

Irving Lavendar, Musomatic Music, is ill in a hospital at Lakewood, N. Y. . . . Bill Katz, Capitol Music, left this week for Florida. . . . Lucky Sculnick, Empire Coin Machine Exchange, is all set to be married next week. . . . Harry Brown, Harry Brown Music, proudly announced that his son, Herbert, has put out his shingle as a dentist on Madison Avenue. . . . Charlie Bernoff, Regal Music, has left for a short vacation in upstate New York.

Victor and George Trad, Tradio, introduced their new coin-operated television sets to the press Thursday evening (7) at the Dorset Hotel. Victor really was sweating during the afternoon fixing the set for the showing especially when it was learned that only one set was available for the showing. The boys have had the set on test locations for some time. . . . Martin Posner, Miami op, is in town with a few ideas of his own.

Bill Frey, Miami, has just returned from abroad with many ideas. . . . Joe Eisen, Sid Mittleman, and Joe Mason, Joe Eisen and Son, left this week for French Lick, Indiana, to attend a Packard phonograph showing. . . . Every race, creed and color is represented in the list of 17 students for the first VA sponsored coin machine mechanics' school, according to LeRoy Stein, executive director of Music Guild of America, Newark. . . . Harold Fried, General Sales Corporation, has left for Hot Springs.

Albert Mitchell, WOR radio answer man, slipped up this week when he stated that slot machines go back only to the time of the Greek Empire—records prove that the machines go back to the time of the Egyptians. . . . Carl Mickelson, Personal Music plant superintendent, has devised a new paint drying process for the music boxes. . . . Loyal Haight, Detroit vending machine man, has joined the staff of Paramount Theaters Service (See NEW YORK on page 104)

Indianapolis:

Sam Weinberger, of the Southern Automatic Music Company, was on a business mission to the home office in Louisville this week, spending Friday and Saturday there. . . . Bryce Gray, who is with the sales department of the Southern Automatic Music Company, is now traveling. He was formerly assistant in that department to Weinberger.

Rictor Kirby and Albert Young of Marion, Ind., were visitors on business here this week. . . . Other operators on the coin machine row here this week were Harley L. Pittman, Bloomington, Ind., and Floyd Bush of Greensburg. Both were buying parts and looking over new equipment.

Mrs. Blanche Janes, who is head of the Janes Music Company, has added about 700 feet of motion picture film to her collection. Collection shows scenes of California which she took while there on vacation. Mrs. Janes is the possessor of an extensive motion picture library and projection equipment.

French Lick, Ind.:

Hotel in this famous Indiana resort town was agog this week with the three-day International Sales Convention staged by Homer E. Capehart's Packard Manufacturing Corporation, Indianapolis. Convention lasted for three days—November 6-8. Presiding over business sessions and on hand to greet his distributors and personnel was Homer Capehart, proudly exhibiting his 1947 floor model juke box.

Among those present at the meet were Regional Manager R. S. Bleekman and Boyd C. Lukens, Guarantee Distributing, East Chicago; A. J. Stern and Harold Pincus, World Wide Distributors, Chicago; Regional Manager Sam Cass and Harry Rosenthal, Banner Specialty, Pittsburgh; George (See French Lick on page 112)

COINMEN YOU KNOW**Los Angeles:**

Preston Jarrell has left Coinmatic Distributors to take over as general manager for Weymouth Service Company. George Burke, of Coinmatic, contemplates no immediate replacement for Jarrell. . . . George Ehrigott, of local Mills Sales Company offices, recently week-ended in Oakland, visiting his wife and family there and attending to a few business matters at Mills headquarters. . . . Bill Wolf is new exclusive Coast jobber for National Records.

Pearlman, of Seacoast Distributors in New York, is in town visiting with Bill Happel, of Badger Sales. Two Rock-Ola distributors are having some lengthy sessions discussing future business campaigns. Happel recently spent a couple of days with Harold Presher in San Diego going over pending deals in the Border City.

Walt Huber is managing M. S. Wolf Distributing Company offices in San Francisco, and Chet Garton has taken the helm at Wolf's Seattle branch. Al Silberman, Wolf's general manager, announces the organization is taking over distribution of the Bally line in all four of their West Coast offices. Wolf just returned from the North, setting up Bally jobbing plans in that area.

Bill Abel, of Coast Records, is still in the East on an extended business tour. Charley Washburn claims Abel's trip has been highly successful. Wash- (See Los Angeles on page 110)

Kansas City:

Robert E. Gilbert, owner of Gilbert Amusement Company, pinball operation, and Clarence Kemp, Warrensburg, Mo., music operator, and their wives are in New Orleans for a two-week vacation. They motored down, planning to stop over in Waco, Tex., to visit relatives. . . . Robert I. Gilbert, son of Robert E., will head up the business during his father's absence. Young Gilbert is a veteran of the paratroops, having served 10 months in the ETO.

Coinmen who journeyed North for the pheasant season came back a little disappointed. . . . Victor Roos, of Automatic Coin Machine, said he didn't quite get his bag limit. . . . Ed McCarthy, of H. & M. Music Company, said he and his partner, Louis Higgins, managed to get their limit, but he added:

"It was pretty slim hunting up in South Dakota. Hunters were thicker than pheasants most of the time, and

New Orleans:

F. A. Blalock, of F. A. B. Distributing, was up in South Dakota hunting pheasants with a group of Wurlitzer officials. Joe Villars, who is looking after Blalock's affairs in his absence, says the firm will move to its new air-conditioned building on Baronne Street in about two months.

Julius (Papa) Pace, head of Dixie Coin Machine Company, says that business is still booming, a fact confirmed by Nick Carbajal, of Crown Novelty. Nick is awaiting delivery of Baffle-Cards, which he predicts will go well here. Dan Lansburg, well known in trade circles, and Joe Mitchell, who does mechanical work, are new additions to the Crown staff. Carbajal reported that recent out-of-town visitors to the firm's headquarters included Whitney Lejuene, New Roads, La., and head man Redd, of Redd Amusement Company, Laurel, Miss.

Packard Manufacturing Company's convention held at French Lick, Ind., drew many local coinmen. Among them were Dan B. Cohen, of Crescent Cigarette Service, and Andrew P. Monte, who heads the A. & M. Plamor Company. Harry Drollinger, regional manager for Packard, Dallas, was a recent visitor at A. & M.

Joe Valenti, who has played professional baseball in the Texas League and the American Association, just completed a sales trip thru Louisiana for Dixie Coin Machine. He plans to attend the Mills Industries preview with Phil Pace and Julius and Mrs. Pace. This event is scheduled for February in Chicago.

J. H. Peres reports that he recently received a shipment of juke boxes from Kansas City, Mo. He also mentioned that some games are coming in. Peres says demand for all machines remains heavy.

it would have been easier to bring back the limit in hunters than birds."

Martin Crowe Jr., who sold his music machines to operate pinballs exclusively for a while, has started rebuilding his music route now that a few new machines are coming thru. Crowe is another operator who has a restaurant as a sideline. . . . Jim Morris and Hugh Roberts, partners in M. & J. Amusement Company over on the Kansas side, are keeping busy trying to find building materials for the remodeling job on their new combination record-appliance, juke (See KANSAS CITY on page 110)



SMILING AGREEMENT appears to be the result of discussion of dime play by officials and distributors of AMI, Inc. Doc Eaton, guiding light of the drive for 10-cent and three-for-a-quarter play, is seen directly in front of juke box.

Chicago:

Jack Kelner, of Kelner Vendors here, was among merry-makers at the 20th celebration of Chicago Association of Tobacco Distributors November 2. Affair, staged in the Grand Ballroom of the Palmer House attracted trade folks from manufacturing, jobbing, as well as vending machine fields. It was a double celebration, with Association Secretary Bill Fuchs having his birthday the same day.

W. H. Berry, long-time operator and arcade man in Janesville, Wis., came in with an engineer associate to look over target conversions at Coin Amusement Games. Berry, who now operates 25 target games among other amusement machines, is known as the original arcade owner in his home area. He recently returned to active operation after taking up farming for a while as a health recovery measure. . . . Cliff Wilson, Wilson Distributing Company of Tulsa, Okla., came in to give a bright report on firm's army trainer machine gun adaptation, according to Bernie Schutz.

Ted Kruse has been busy the last few days getting his cabin cruiser Sonnette into dry-dock. Up to now good weather has enabled him to do a bit of lake cruising twice a week, but with winter on the threshold, he decided to get at keel-scrubbing and other storage chores. Business, meanwhile, has been time-taxing with a number of out-of-town visitors. Among them: Leo Dixon, Triangle Distributing Company of Cleveland, who came in with friend Bill Presher, who heads Nickel Amusement Company, also of Cleveland.

Harold Pincus, Coin Machine Service, left the other day on a four-day out-of-town business trip. Object: To keep business moving. . . . Harold Klein, of Milwaukee's Klein Distributing Company, called at several coin machine offices here. . . . Ray Gallet, (See CHICAGO on page 106)

Detroit:

At Edelman Amusement Devices, Isidor Edelman reports that he has secured a patent on a new type of ball release and ball-holding mechanism for bowling games. On the personal side: Mrs. Harriet Solomon, wife of Jerome Solomon at Edelman, is in town for a visit with her son. . . . William S. Emig, of Variety Venders and secretary of the Greater Detroit Vending Machine Operators' Association, is back from a business trip to Muskegon. He wound up the trip by a swing down to Chicago, second in two weeks, to secure supplies for his vending routes.

Ben Filkoff has been taken in as a partner in the Triangle Vending Company, recently established by Myer Brenner and Morris Richman on Blaine Avenue. . . . Frederick E. Turner, long-time president of the Automatic Merchandising Association of Michigan, is recovering from a serious throat infection. . . . Ray Meeuwenberg, pioneer blind vending (See DETROIT on page 108)

Twin Cities:

Midwest Novelty Company's Rose Karter is sporting a diamond ring, third finger, left hand. Midwest is a Minneapolis firm. . . . Charles Kartner of Star Novelty, St. Paul, was gayly handing out cigars to celebrate his becoming a father. . . . Rock-Ola distributor in St. Paul, LeBeau Novelty Company thru Archie LeBeau says that demand is still topping supply by a big margin. Archie went to Chicago to visit factory officials.

Sid Levin, of Hy-G Amusement Company, claims that business is steady and more machines could be used with the greatest of ease. . . . Spring Valley operator, Frank Kummer, has sold his Winona route to Ed Ingall, of Southern Minnesota. . . . Melvin Paster is the new man at the May- (See TWIN CITY on page 114)

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IMMEDIATE DELIVERY NOW BEING MADE!

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Gottlieb's SUPERLINER ...\$322 (Md., D. C. & Va. only)	Gottlieb's GRIP SCALE ..\$39.50
ABT CHALLENGER\$65	Daval's BUDDY 1¢ Play Cig. Reels \$33
Amusement Enterprises BANK BALL\$375	Daval's MARVEL (Cig. Reels) ..\$54 Non-Coin Operated
Jennings STANDARD CHIEFS 5¢ 10¢ 25¢ \$299 \$309 \$319	Jennings Super Deluxe CHIEF (Lite-Up) 5¢ 10¢ 25¢ \$324 \$334 \$344
Daval's MARVEL\$55 (Cig. Reels) Gum Vendor, 1¢ Play	Daval's FREE PLAY\$75 Cig. or Fruit Reels, 5¢ Play
Daval's AMERICAN EAGLE Fruit Reels, 1¢ or 5¢ Play Plain Gum Vendor \$50 \$55	Daval's AMERICAN EAGLE ..\$54 (Fruit Reels) Non-Coin Operated
GENCO'S STEP-UP\$324	CHICOINS SUPERSCORE ..\$299.50

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Formerly The General Vending Service Co.
306 N. GAY ST. ★ BALTIMORE, 2, MD.

THE MOVING VAN IS AT OUR FRONT DOOR! SOON WE WILL BE IN OUR NEW ALL AIR CONDITIONED BUILDING AT 3007-09 OLIVE STREET, ST. LOUIS, MO. WE DON'T WANT TO MOVE THESE MACHINES, AND THAT IS WHY WE ARE OFFERING THEM AT THESE RIDICULOUS PRICES. ALL GAMES ARE THOROUGHLY GONE OVER, RAILS SCRAPED AND READY FOR LOCATION.

United Santa Fe	@ \$139.50	Hi Hat	@ \$ 52.50
United Grand Canyon	@ 139.50	Keep 'Em Flying	@ 94.50
United Oklahoma	@ 139.50	Southpaw	@ 52.50
United Brazil	@ 149.50	Shangri-La	@ 99.50
United Wagon Wheels	@ 149.50	Sky Chief	@ 109.50
United Arizona	@ 129.50	Genco Victory	@ 57.50
United Streamliner	@ 129.50	Flat Top	@ 129.50
United Sun Valley	@ 72.50	Liberly	@ 115.00
Majors of '41	@ 42.50	Four Aces	@ 79.50
Big Parade	@ 89.50	Laura	@ 139.50
Air Circus	@ 89.50	Knockout	@ 89.50
Five-Ten-Twenty	@ 84.50	Bosco	@ 52.50
Argentine	@ 59.50	Westwind	@ 62.50
Star Attraction	@ 49.50	Bally Surf Queens (like new)...	@ 199.50
Idaho	@ 149.50	Gottlieb Cover Girl	@ 135.00

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MORRIS NOVELTY COMPANY, INC.

4505 MANCHESTER AVE. PHONE: FRANKLIN 0757 ST. LOUIS 10, MO.

COINMEN YOU KNOW

New York:

(Continued from page 103)

Corporation. . . Jack Seidler, Uneeda Vending Service, states that the Independent Operators' Association, Inc., of which he is president, is growing every week.

The National Hotel Exposition starting Monday (11) at the Grand Central Palace is slated to exhibit four types of coin-operated radios as well as have a booth for International Mutoscope Corporation. . . Edward L. Koepenick, executive secretary of the National Conference of Ice Cream Industries, Inc., is beginning a drive for coin machine operators.

Matty Fornes, Cigarette Merchandisers' Association manager, has been busy for the past week with several new association ideas. . . Abe Green and Mike Munves, Runyon Sales, are due in town this week from their Hot Springs resting place. . . Harry Berger, West Side Distributing Corporation, has received his first large shipment of Amity 10-cent cigar vending machines. . . Dave Lowy, of the firm of the same name, is about ready to break with a new distributorship.

Ed Ravreby, Associated Amusements, Boston, was host to the regular gin rummy game this week in the Waldorf-Astoria Hotel. . . Sam Holtzman and Al Meyers have completed plans for the AOAA annual affair December 12. . . Bert Lane, Atlantic New York Corporation, is due back from Chicago this week. . . George Panser and Irving Kaye, Amusement Enterprises, Inc., are having trouble getting motors for their games. . . Nat Cohn and Earl Winters, Modern Music Sales, report that Vogue Records are planning further expansion to catch-up with orders.

Ben Palastrant, Aireon district sales manager, is headed to Kansas City, Mo., for a factory visit. . . Jack Fitzgibbon, Musical Minutes, Inc., states production is coming along. . . Talk about the coin machine ops part in the ABCB show in Miami starting November 19, is starting to make the rounds. Several operators have already made plans to attend the function. . . Morris Aaron, Farmer Boy Corn and Equipment Company, is celebrating his first year in the business of selling coin machine ops.

Two distributors on Tenth Avenue are battling it out with unions that each are sponsoring. . . Mike Robbins, Kansas City, Mo.; Harold Case-man, Buffalo; Harry Liebman, Trenton, N. J.; Larry Herman, Grand Rapids, Mich.; Harold Fryer, Chicago, and Al Meyers, Birmingham, were a few of the visitors to the Avenue this week. . . Personal Music Corporation employees are plenty happy about the new plant cafeteria just completed, according to H. F. Dennison, firm president.

Things have been too quiet in H. Rosenberg Company, Inc., of late—you can expect Hymie to break shortly with something new. . . Reports from several cigarette vending machine manufacturers show that production is slowed for a number of reasons. . . Ed Hartman, Allied Electronics, has another coin-operated machine to break shortly besides his brand new metered music boxes. . . Death of Myron Schlosberg, son of Harry Schlosberg, local vending op, took place two weeks ago in Venice, Italy, while he was serving there with the Army Air Forces.

A selective booth-type music box is headed to the production lines shortly. . . Trad brothers have Tradiola, which is a round radio, vending 20 minutes of time for a dime in restaurants and

similar spots. . . Leo Kenebel, Manhattan Phonograph Company, Inc., states that Aireon will be included in the N. J. coin machine mechanics' school. . . Robert L. Levy, Levy Games Company, Baltimore, states that he has a new hot nut vending machine on the fire. . . Lucky Sculnick and Al Koondel, Empire Coin Machine Sales, are planning big things for their new line that is due shortly.

Al Meyers, Rockaway arcade owner, will celebrate his 25th wedding anniversary at the Washington Hotel, Belle Harbor, L. I., Saturday (23). . . Jack Garliner, National Coin Machine Exchange, Rochester, N. Y.; Erwin Baldrige, Brighton, Mich., and David Bakerman, West Haven, Conn., have just joined the Arcade Owners' Association of America. . . Another newcomer to AOAA is Don Smith, son of F. McKim Smith, Atlantic City arcade owner.


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207 FRANKLIN ST., FAYETTEVILLE, N.C.
MILLS COIN MACHINES
NORTH CAROLINA, SOUTH CAROLINA AND VIRGINIA

FOR SALE

1 PIN UP GIRL.....	\$ 69.50
1 MARINES AT PLAY.....	69.50
1 EAGLE SQUADRON	69.50
1 BIG HIT	225.00
1 ROCKET BUSTER	110.00
1 PERISCOPE	75.00
2 SUPER TORPEDOS AT	122.50
1 CHICAGO COIN HOCKEY..	125.00
2 POKER JOKER, Each	52.50
1 KEENEY'S SUPER BELL....	255.00

Write, Wire, Phone EX 9797
1/3 Cash, Balance C. O. D.
PLAYLAND
413-415 9th St. N. W.
Washington, D. C.

MORE PROFIT with OLD MACHINES!

WESTERN BASEBALLS like NEW again! Now factory rebuilding and refinishing your old Western Baseballs to Work and Look like NEW!

All work done by factory skilled mechanics—and **GUARANTEED!**

Send your machines in **TODAY** freight prepaid. Price, \$69.50 (plus parts).

COIN AMUSEMENT GAMES, INC.
1335 E. 47th St. Chicago 16, Ill.

COIN CHANGERS
Attractive • Fast • Efficient

Highly polished chrome finish. Die cast and precision machined. Weighted non-slip base. Automatically dispenses 5 nickels, 5 dimes, 4 quarters or 2 halves with a flick of the finger.

MASTER MODEL\$27.50
JUNIOR MODEL (2 5¢ Tubes) ..17.50

F. O. B. Seattle (Distributor Discounts)
Northwest Sales Co.
Bell-o-Matic Distributor
3144 Elliott Ave., Seattle 1, Wash.


HEINZ NOVELTY CO.
664 MARSHALL, MEMPHIS, TENNESSEE
MILLS COIN MACHINES
THE STATE OF TENNESSEE

COLUMBIA DOUBLE JACKPOT BELL



Completely Reconditioned Like New

\$85.00 EA.

Convertible from 5¢ to 10¢, 25¢ play on location.

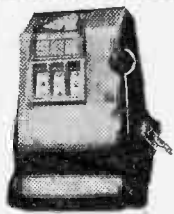
These Machines are Completely Reconditioned and look like New.

GOLD AWARD - \$75.00 EA.

1/3 Deposit Required with Order, Balance C.O.D.

WRITE FOR OUR CATALOG

WANT all types and makes of Counter Games. Many other makes of Counter Machines. Tell us your needs.



LIBERTY FRUIT BELL

Reconditioned like new.

TAKES IN NICKELS PAYS OUT QUARTERS

A great automatic payout machine for 5¢ play. Pays out one flashy gold-like token (25¢ size) when winning fruit symbols come up, such as two cherries, etc. Complete with 138 tokens bearing odds low as 3 to 1, high as 100 to 1. **FILL PAYOUT TUBE WITH REAL QUARTERS IF TERRITORY WILL PERMIT.**

\$34.50 each
32.00 lots of 3
27.50 lots of 10

BRAND NEW WINGS



5-Reel Cigarette Game. WINGS is a great favorite with cigar counter proprietors, as WINGS greatly increases the profit per pack. Player receives one spin of the reels for his coin. Special window on side shows last coin played. The award plate reads as follows: 3 of a kind—1 pack. 4 of a kind—5 packs. 5 of a kind—10 packs. Specify 1¢ or 5¢ play. **ALSO NEW**

YANKEES, POK-REEL and KLIX machines. Price for any machines listed—\$24.50 Ea. \$22.50 Lots of 6. F.O.B. Chicago.

THEY'RE GOING FAST!! FLASH HOCKEY

Regular Price\$249.50
NOW ONLY\$149.50

Faster action, all mechanical action, top player appeal, priced right, immediate delivery.

Here's your chance to get a **BRAND NEW GAME**—at this amazingly low price—this offer will not be repeated—send your order in today before our stock is exhausted.

SHOOT THE BEAR

Ray Gun, Regular Price.\$189.50
NOW ONLY\$149.50

Seeburg Ray Guns completely reconditioned, repainted and converted. Immediate delivery. Sold on Coinex money-back guarantee. Terms—1/3 deposit, balance C. O. D.

SEEBURG RAY GUNS

Reconditioned, repainted and converted to Shoot the Bear by factory trained mechanics. All work fully guaranteed. **\$79.50 PLUS PARTS**

—SPECIALS—

REFINISHED—5 BALL PIN GAMES—GUARANTEED

ABC Bowler	\$ 59.50	Follies	\$ 35.00	Speedway	\$ 35.00
Argentine	95.00	Four Aces	125.00	Seahawk	85.00
Big Six	39.50	Four Roses	65.00	Sport Parade	75.00
Big Top	149.50	Horoscope	84.50	Spot Pool	89.50
Bolaway	89.50	Keep 'Em Flying	139.50	Super Six	45.00
Champion	39.50	Knockout	129.50	Thriller	39.50
Defense	39.50	Landslide	39.50	Victory	95.00
Fleet	49.50	Play Ball	49.50	Yankee Doodle	149.50

1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

King of counter games **Abco Novelty Co.** King of counter games
823 W. RANDOLPH ST. HAYMARKET 9076 CHICAGO 7 ILLINOIS

MAKE OVER 350% PROFIT on the 2 HOTTEST BOARD DEALS on the Market!

3 "HARVARD" Electric Double Head Dry Shavers. List Price, \$7.50 Each
On 2016 Hole Board **\$100.80**
@ 5¢ Per Punch... Takes in...

Pays Out in Consolations..... 25.00
GROSS PROFIT..... 75.80
LESS—Cost of Deal..... 16.80

YOUR PROFIT ..\$59.00

Same Big Profit Deal Available With 3 Field Glasses, Complete With Carrying Cases. **\$16.50**

25% WITH ORDER, BALANCE C. O. D.

LION PRODUCTS COMPANY

803 Milwaukee Ave. CHICAGO 22, ILL.

FOR SALE

ALL ORIGINAL—REBUILT LIKE NEW—GUARANTEED

1 5¢ BLUE FRONT	3/5 payout	\$100.00
1 10¢ BLUE FRONT	3/5 "	110.00
1 25¢ BLUE FRONT	3/5 "	No. 439000	120.00
1 5¢ BROWN FRONT	3/5 "	No. 470000	135.00
1 5¢ BROWN FRONT	3/5 "	No. 478000	195.00
1 10¢ BROWN FRONT	2/5 "	No. 48000	150.00
1 10¢ ORIGINAL CHROME	2/5 "	No. 45900	140.00
1 10¢ MELON BELL, S.R.	3/5 "	No. 43100	95.00
1 25¢ MELON BELL, S.R.	3/5 "	No. 43100	95.00
1 5¢ JENNINGS VICTORY CHIEF	3/5 "	No. 47000	140.00
1 25¢ BROWN FRONT	2/5 "	No. 46800	140.00
1 25¢ BROWN FRONT	2/5 "	No. 47000	160.00
1 25¢ ORIGINAL CHROME	2/5 "	No. 47000	150.00
1 5¢ GOLD CHROME, H.L.	2/5 "	No. 48000	160.00
1 10¢ GOLD CHROME, H.L.	3/5 "	No. 44000	145.00
1 5¢ BLACK HAND LOAD	3/5 "	No. 45200	150.00
1 10¢ BLACK HAND LOAD	3/5 "	No. 45200	160.00
1 10¢ BLACK HAND LOAD	2/5 "	No. 46800	155.00
1 10¢ BLACK HAND LOAD	3/5 "	No. 45900	225.00
1 50¢ BLACK HAND LOAD	3/5 "	No. 46300	235.00

VALLEY SPECIALTY CO., 550 N. Clinton, Rochester 5, N. Y.

COIN COUNTING MACHINES

NEW AND REBUILT—BOUGHT AND SOLD

Your Broken and Worn Coin Counters Repaired by Experts. Write for List of Coin Counters Now on Hand.

ADVANCE REPAIR SERVICE

1336 N. WESTERN AVE. Armitage 7822 CHICAGO, ILL.

COLUMBIA DELUXE — GOLDEN FALLS — CHALLENGERS

All latest Pin Games in stock. We take trade-ins.

MUSIC — CONSOLES — SLOTS

LEHIGH SPECIALTY CO.

1407 W. Montgomery Ave. Phone: POPlar 3299 Philadelphia 21, Pa.

WANTED

SEEBURG CHICKEN SAM AND JAILBIRD RAY GUNS . . .

WILL PAY **\$40.00** Each

WRITE FOR SHIPPING INSTRUCTIONS.

COMPLETE STOCK OF SEEBURG RAY GUN PARTS



Telephone GRAceland 0317 · 1346 Roscoe St., Chicago 13, Ill.

More OF EVERYTHING YOU WANT!

GOTTLIEB BAFFLE CARD

MORE ACTION . . .
PLAY . . . WINNING
FEATURES . . . QUALITY
AND EARNINGS!

RUSH YOUR ORDER NOW!



NATIONAL COIN MACHINE EXCH.

1411-13 DIVERSEY BLVD. (Phone Buckingham 6466) CHICAGO 14, ILL.

"The House of Proven Winners"

PRICES SLASHED

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RECONDITIONED
READY FOR LOCATION

SEEBURG

8800, E.S.R.C.	\$445.00
9800, E.S.R.C.	445.00
8800, E.S.	425.00
Commander, E.S.R.C.	395.00
Cadet, E.S.R.C.	335.00
Colonel, E.S.R.C.	345.00
Major, E.S.	345.00
Envoy, E.S.R.C.	365.00
Classic, E.S.R.C.	345.00
Vogue, E.S.	335.00
Charm, R.C.	195.00
Concert Grand	265.00
K-20	215.00
Crown	195.00
Hideaway Wireless Adapter	195.00
Rex	165.00
Royale	145.00
Plaza	265.00
5¢ Wireless Wall Box	19.50
Wireless Stroller	14.95

WURLITZER

780-M Colonel	\$475.00
500	325.00
'42 600 Victory Cabinet	325.00
'42 780 Victory Cabinet	335.00
600-R Marble-Glo	310.00
600-K Marble-Glo	325.00
24-A Marble-Glo	225.00
716 Marble-Glo	185.00
616 Lite Up, Marble-Glo	185.00
616 Marble-Glo	155.00
412 Marble-Glo	115.00
616 Hideaway Adapter	95.00
24 Hideaway Adapter	195.00
Twin 16 Hideaway Adapter	145.00
32 Selection Wall Box, 2 Wire	6.95
#120 Wall Box, 2 Wire	7.95
#320 Wall Box, 2 Wire	6.95
#335 Bar Box, 2 Wire	5.95
#310 Chrome Wall Box	4.95
New Stepper & Adapter, Both	19.95

Bally Undersea Raider	\$199.50
Champion Hockey	99.50
Lite League, Floor Sample	219.50

Packard Wall Box, Like New \$ 29.50
Buckley 24 Selector, Chrome Box 6.95
Hand Gripper 9.95

ALSO

Other Wall and Bar Remote Boxes—Write, Wire or Phone
1/3 Deposit, Balance C. O. D. — Subject to Prior Sale

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Exclusive Bally Distributors

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Detroit 1, Michigan—Phone Temple 2-7300 Miami 38, Florida—Phone 7-2441

COINMEN YOU KNOW

Chicago:

(Continued from page 103)

general manager of Paschke Phonograph Service, South Side operating firm, says his locations already are calling for Christmas disks, with *White Christmas* and the tempo pressing of *Silent Night* heading for big play during coming weeks.

Tony Gasparro, at Williams Manufacturing Company, said firm's offices had been busy with a long list of out-of-town distributors dropping in. Among them: Dave Bond, Trimount Coin Machine Company of Boston; Sam Stern, Scott-Crosse Company of Philadelphia; Harry Pearl, Elizabeth, New Jersey, distributor. . . . Coinmen who came to town with their wives, pleasure and business-bent, included Joe McGlen, Pittsburgh; Mac McBroom, Phoenix, Ariz.; Otto Delitz, Wausau, Wis.

Charles Schutz, partner in Coin Amusement Games here, goes to the altar December 1. His bride will be Edith Rosenberg, a Chicago girl whom he met two years ago while home on furlough from the army. Charlie says it was easy to fall in love after a lonely, cold stretch of service in Alaska. Any tips on Chicago apartments will be appreciated, he volunteered.

Visitors at Webb Distributing Company during the week included John Kramer, operator in Gary, Ind., and Richard Roche, from Forrester, Ill. Both were seeking new music machines and had their desires gratified, according to Irv Webb.

Joe Cline, of the Atlas Novelty Company, is on a two-week trip thru Illinois. Joe is looking over general business conditions in the State. While Joe was absent, Clyde Darter, an operator from Kankakee, dropped in for a short visit. . . . Bill Rigney, who operates in Peoria, Ill., came into town this week as did A. Childer of Fort Madison, Iowa.

C. A. Camp, of Southern Amusement Company, briefly visited Chicago last week. Camp, who is from Memphis, came to look over machines here. . . . Sam Kaplan was in from Milwaukee to look over new machines and get a line on the top secret arcade equipment being prepared at Exhibit Supply Company. Exhibit is preparing the equipment for the Outdoor Amusement Exhibition at the Sherman Hotel in December.

Among other visitors to this city were Cliff Wilson, of Tulsa, Okla., who greeted friends and looked around. . . . Billy Cohen, an operator from Minneapolis, passed thru town last week. . . . Max Glass, of Max Glass Distributors, was down in Miami Beach, Fla., for a week of business and pleasure.

John Roberts, one of the oldest operators in Maryland, visited friends here last week and took a look around the Globe Distributing Company. . . . Henry Fox, an operator from New Orleans also visited. . . . D. H. Bush, Indiana operator visited coin machine row here last week.

Visitors at Empire Coin Machine were Ken Wilkinson, of United Amusement Company, San Antonio; Herb Englehardt, General Amusement Company, Flint, Mich.; Bernard Berman, B. and B. Novelty Company, Louisville, and Jack Rosenfeld, J. Rosenfeld Company, St. Louis. Memphis Empire Coin salesman Paul Glaser left to go on the road.

Dave Gottlieb & Company welcomed brother, Maury Gottlieb, at the plant. Maury is Southern regional manager for the company. B. E. Lazar, of Pittsburgh, was a visitor. . . . Automatic Coin Machine & Supply informs that operator M. J. (See CHICAGO on page 116)



UNITED NOVELTY COMPANY

DELAUNEY & DIVISION STS., BILOXI, MISS.
MILLS COIN MACHINES
MISSISSIPPI AND GULF COUNTIES
OF ALABAMA

FOR SALE CONSOLES

11 BUCKLEY TRACK ODDS
5c Play, High Serials From
11200 Up - Each \$350.00
4 BUCKLEY TRACK ODDS
25c Play, High Serials From
11500 Up - Each \$450.00

Terms: 1/3 Deposit

C&M SPECIALTY COMPANY

832 Camp Street
New Orleans, La.

A NYLON DEAL WITH TERRIFIC APPEAL

All Nylon Prizes—These quality Hose are fine gauge and quality.
All Dupont Nylon top to bottom—All perfect—Individually packaged—
All Sizes—In big demand.

DEAL #1—9 NYLON WINNERS

1,000-Hole Board @ 5¢
Takes in \$50.00—Costs \$22.50.
Profit \$27.50.
(5 Open Numbers on top Win. Last Sale, each section, Wins)

DEAL #2—9 NYLON WINNERS

8 Open Numbers Win.
Last Sale on Board Wins
1,000-Hole Board @ 5¢
Takes in \$50.00—Costs \$22.50.
Profit \$27.50

DEAL #3—12 NYLON WINNERS

1,500-Hole Board @ 5¢
Takes in \$75.00—Costs \$29.50.
Profit, \$45.50.
8 Open Numbers Win. Last Sale, each section Wins.

DEAL #4—12 NYLON WINNERS

1,500-Hole Board @ 5¢
Takes in \$75.00—Costs \$29.50.
Profit \$45.50.
11 Open Numbers Win. Last Sale on Board Wins.

1/3 DEPOSIT, BALANCE C. O. D.
Send for List of Other Outstanding Sales Deals.
We Have Terrific Radio Deals!!!!



Philkay Products

30 IRVING PLACE—N. Y. 3, N. Y.
GRAMERCY 3-0340

NYLON SALESBOARD DEAL #5

15 NYLON WINNERS 15 open numbers win a pair of fine gauge and denier, all Du Pont, top-to-toe nylon. First quality hose.

1 WRIST WATCH WINNER Last sale on board wins a new waterproof, shock-proof, sweep second, radium dial, steel 15 Jewel Watch. These 15 Jewel Watches are famous and are not to be confused with cheap Watches. They are fine time-keepers, with a leather strap, in a display box and have a high retail value.

2000 HOLE THICK DIE CUT BOARD Cost of Deal . . . \$47.50 Ea.
5¢ or 10¢ PLAY (Your request, name your own profit) \$45 Lots of 6.
1/3 Deposit With Order, Balance Shipped C. O. D. \$42.50 Lots of 12 or More.
Send for List of Other Outstanding Deals.

INCREASE YOUR PROFITS WITH OUR DEALS. 5-10 Boards, Even Numbers pay 5¢, Odd pay 10¢. These Labels on Request Only.
PHILKAY PRODUCTS 30 Irving Place, N. Y. 3, N. Y.

FOR SALE

9 Mills Mint Vending Slots, 3-5 Payout, With Box Stands, Complete	\$110.00 Each
3 Mills Blue Fronts, With Box Stands	115.00 Each
1 Chrome Slot, Slightly Used	150.00
1 Dust Whirl, 1-Ball, Used Very Little	190.00
4 Liberty Counter Games, With Checks, 3-5 Payout	24.50 Each
2 Lots-o-Fun	50.00 Each

Terms: One-Third Deposit.

BANKS NOVELTY COMPANY

4300 BANKS STREET NEW ORLEANS, LA.



FRIEDMAN AMUSEMENT COMPANY

441 EDGEWOOD AVE. SE, ATLANTA, GEORGIA
MILLS COIN MACHINES
STATE OF GEORGIA

H & L DISTRIBUTORS
708 Spring St., N.W.,
Atlanta, Georgia

EXCLUSIVE TRADIO DISTRIBUTOR
in
ALABAMA

SEE TRADIO ADS
PAGES 126-127



ROY MCGINNIS COMPANY

2011 MARYLAND AVE., BALTIMORE, MD.
MILLS COIN MACHINES
DISTRICT OF COLUMBIA AND
MARYLAND

**GET 'EM WHILE WE'VE GOT 'EM
RIGHT OFF LOCATION—BARGAINS GALORE**

**\$250.00 REWARD IF THIS AD IS MISREPRESENTED
CHOICE USED AND SOME PRACTICALLY NEW 1940
EQUIPMENT**

- 20—Mills Brown Fronts 5 and 25c Models
5c — \$135.00 ea.
25c — \$145.00 ea.
- 20—Mills Gold or Silver Chrome 5 and 25c Models
5c — \$145.00 ea.
25c — \$155.00 ea.
- 40—Paces 1940 Chrome DeLuxe Bells, 5 and 25c Models.
Used 6 weeks. Big reduction.
- 15—1941 Galloping Dominoes J. P. Light Cabinets. Exceptionally clean. Some equipped with brand new heavy duty rectifiers. Price \$199.50 ea.

Watling Rolatops, Columbia Bells, Jackpot and Gold Awards. Lots of miscellaneous equipment. No damaged or broken parts. All equipment can be placed on location at once. Also have a choice stock of brand new equipment ready for immediate delivery. Jennings Slots, Exhibit's Fastball, Gottlieb's Superliner, Gottlieb's Gripper Scales, Bally's Big League.

TERMS— $\frac{1}{3}$ Deposit, Balance C. O. D.

**OPERATORS WISHING TO PERSONALLY PICK UP USED MACHINES, PHONE US
48 HOURS ON ADVANCE OF ARRIVAL**

RICHMOND SALES COMPANY

803-5 W. BROAD ST. DIAL 5-0942 RICHMOND 20, VA.

HAPPY AS A LARK

PROFITS UP—SERVICE CALLS CUT!

Man O Man, after installing Heath's Coin Chute Adapters, I get no more midnight service calls because of old, worn-out coin chutes.

Players say, "It's a pleasure and a joy to play machines equipped with Heath coin chutes—THEY SLIDE SO EASILY." Now available for Wurlitzer 412's, 616's, 24's, 500's and 600's. Specify type machine. \$22.50 each. Distributors, write for quantity prices. Shipping daily from stock.

HEATH DISTRIBUTING COMPANY
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PHONES 2681-2682

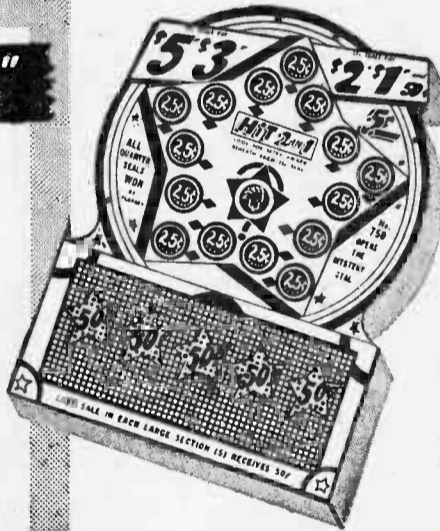
**"HIT 2 IN 1"
FOR BIG MONEY!**

1050 Holes
Takes in .. \$52.00
Pays 24.75 (definite)

PROFIT... \$27.75 (definite)

"2 IN 1" is an attractive multi-colored, die-cut board cleverly designed for faster play. Special Mystery Award adds terrific appeal. Also available with 25¢ coin pieces inserted instead of seals. Immediate delivery. Order now for a fast take.

For full details on Globe's really fast-selling line of salesboards, write for bulletin TODAY!



GLOBE PRINTING CO.

1023-25-27 Race St., Philadelphia 7, Pa.

**WANTED TO BUY!
GENCO
Victory and Defense Games**

will pay **\$40.00** Each

Machines must be complete.

AMERICAN AMUSEMENT CO.

164 E. GRAND AVE. Tel.: CAPitol 5300 CHICAGO 11, ILL.

ATTENTION! TICKET MEN

TICKET FOLDING AND BANDING SERVICE

Our high speed, trouble free Ticket Folding and Banding Machines are at your service. These single Ticket Machines are averaging 400,000 tickets per machine per 40 hour week. If you make Tickets and have no machine, or if you print more tickets than your present machines will handle, we will fold and band some for you. The price will be interesting. Write. We also manufacture these machines for sale at \$3,000.00 each. If you need a machine, don't fail to see these in operation. They will help you to make a larger profit.

BARNES MANUFACTURING CO., NEW PARIS, O.

NOW DELIVERING IN MICHIGAN!

NEW MACHINES

MILLS 5c BLACK CHERRY BELL.. \$248.00	GROETCHEN'S COLUMBIA, J. P. ..\$145.00
MILLS 25c BLACK CHERRY BELL.. 258.00	DE LUXE CLUB COLUMBIA..... 209.50
MILLS BOX STANDS 27.50	BALLY BIG LEAGUE..... 299.50
MILLS 25c GOLDEN FALLS..... 268.00	AMUSEMATIC JACK RABBIT.... 475.00
MILLS VEST POCKET BELL..... 74.50	GOTTLIEB'S SUPERLINER 322.00
KEENEY'S 5c SUPER BONUS BELL.. 740.00	EXHIBIT'S FAST BALL 330.00
BALLY TRIPLE BELL..... 895.00	MARVEL'S FRISCO 279.50
MARVEL'S OPPORTUNITY..... 249.50	GENCO'S WHIZZ 189.50
DAVAL FREE PLAY..... 75.00	GOTTLIEB GRIP SCALE..... 39.50
ACE COIN COUNTER..... 139.50	A. B. T. CHALLENGER..... 65.00

RECONDITIONED EQUIPMENT

MUTOSCOPE SKY FIGHTER\$209.50	MILLS 25¢ BLUE FRONTS, LATE ..\$149.50
PERISCOPE 129.50	MILLS VEST POCKETS, GREEN 42.50
EVANS TOMMY GUN, LATEST ... 119.50	MILLS VEST POCKETS, B & G 49.50
CHAMPION HOCKEY, F.S. 149.50	USED SLOT STANDS 19.50
WURL. SKEE BALL, 14 FT. 375.00	SCHOOL DAYS 59.50
BALLY KING PIN 189.50	PAN AMERICAN 64.50
WATLING BIG GAME, F.P. 89.50	SKY RIDER 109.50
JENNINGS SILVER MOON, F.P. ... 114.50	SEVEN UP 67.50
EVANS '40 GAL. DOMINOS, J.P. .. 175.00	'41 MAJORS 69.50
EVANS LUCKY STAR 125.00	METRO 49.50
BALLY CLUB TROPHY 209.50	JUNGLE 79.50
BALLY '41 DERBY, F.P. 229.50	5-10-20 109.50
BALLY RECORD TIME, F.P. 149.50	AMERICAN BEAUTY 99.50
BALLY DARK HORSE 149.50	'42 HOME RUN 99.50
MILLS 5¢ BLUE FRONTS, LATE .. 129.50	
MILLS 10¢ BLUE FRONTS, LATE .. 139.50	

$\frac{1}{2}$ Deposit With Order, Balance C. O. D. or Sight Draft

Robinson SALES CO.
7525 Grand River Ave. • Phone: Tyler • 7-2770 Detroit, Mich.

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To make room for new merchandise. Guaranteed winners at BARGAIN prices. MUSIC BELLS

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1 WURLITZER 800	545.00
1 WURLITZER 700	545.00
1 WURLITZER 500 K	395.00
1 WURLITZER 600 K	395.00
1 WURLITZER 600 R, marble-glo, refinished	395.00
3 WURLITZER 600 R	375.00
2 WURLITZER 616 Illuminated	249.50
2 WURLITZER 616 Plain	219.50
1 WURLITZER 716	195.00
1 WURLITZER 412	169.50
1 SEEBURG 8200, R.C.	519.50
3 SEEBURG 8800, R.C.	495.00
2 SEEBURG 8800, E.S.	475.00
4 SEEBURG CLASSIC	395.00
1 SEEBURG COMMANDER	395.00
1 SEEBURG CONCERT GRAND	295.00
1 SEEBURG CROWN	249.50
2 ROCK-OLA COMMANDO	449.50
1 ROCK-OLA IMPERIAL 20	225.00
1 ROCK-OLA 16 RECORD	135.00
3 ROCK-OLA 12 RECORD	129.50
1 MILLS THRONE	275.00

MISCELLANEOUS

1 Bally Undersea Raider (floor sample)	\$249.50
Mills and Chicago Coin Box Stands for Bell machines	10.00
Double Revolve-Around Safe Stands	59.50

Rebuilt and beautifully refinished in bake-on crackle paint by expert mechanics.

EXTRABELL REBUILTS: 5¢	\$238.00	
10¢	\$249.50; 25¢	279.50
BLUE FRONTS: 5¢	139.50	
10¢	\$159.50;	179.50
BROWN FRONTS: 5¢	149.50	
10¢	\$159.50;	189.50
1 10¢ MILLS ORIGINAL CHROME, #445204	179.50	
1 5¢ MILLS FUTURITY	99.50	
1 25¢ MILLS GOOSENECK	49.50	
2 5¢ MILLS WAR EAGLE	119.50	
1 5¢ MILLS WOLF HEAD	49.50	
7 5¢ WATLING ROLATOP	59.50	
1 5¢ CAILLE CADET	39.50	
1 5¢ PACE COMET (BLUE)	69.50	
1 25¢ PACE COMET (BLUE)	99.50	
1 10¢ CAILLE COMMANDER	65.00	
1 5¢ CAILLE CLUB BELL	49.50	
1 5¢ PACE DELUXE	49.50	
1 5¢ JENNINGS DIXIE BELL	89.50	
1 25¢ JENNINGS FOUR STAR CHIEF	149.50	
1 5¢ WATLING TREASURY	34.50	
2 5¢ MILLS VEST POCKET	39.50	
1 50¢ JENNINGS CENTURY	249.50	
2 COLUMBIA BELLS, Cigarette Reels	29.50	

5 BALL FREE PLAY

4 CATALINAS	\$139.50
1 PARADISE	43.50
1 MONICKER	99.50

NOW DELIVERING NEW MACHINES

Rock-Ola "Phonograph of Tomorrow" Rock-Ola Wall Boxes Rock-Ola Wall Speakers
 Bally Triple Bell—Draw Bell—Big League—Victory Derby—Victory Special
 Daval Free Play Counter Game A.B.T. Challengers New Metal Stands for Challengers
 Munves Bat-a-Ball "Talking Gold" Plastic Grille Cloth

AUXILIARY SPEAKERS IN BEAUTIFUL CABINETS FOR ALL TYPES OF LOCATIONS. We have a large stock of parts for: Bells—Phonographs—Games—Arcade Equipment, etc. If you don't see what you need listed above, let us know. We may have it in stock. If not, we'll try to locate it for you.

TERMS: 1/2 Deposit—Balance C. O. D.

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Distributors for leading manufacturers of coin operated Music and Amusement Machines

ROCK-OLA • Bally

COINMEN YOU KNOW

Detroit:

(Continued from page 103)

machine operator here, is concentrating on small industrial plant locations. Garfield Beattie, nut vender and pin game operator, has sold his equipment, but has plans for re-entering the trade. . . . Louis Berk, who heads Berk Vending Company, is building penny scale routes and now awaits delivery of new models. He formerly was active in operating pinball games. On the side Berk is managing the Epworth Bar, which he purchased recently. . . . Charles Bernstein, vending and amusement machine operator, is planning to take over a distributorship in this area. Lou Heilbronner, veteran music operator, has sold out the Detroit business of the Interstate Music Company to the Curtis Coin Machine Company. He also disposed of his special service business to the McCreehy Music Company. Ray Olrich, Toledo, who was associated with Interstate, continues to run the business under that name in the Ohio territory.

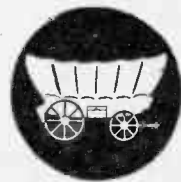
Construction work on his new salesroom and warehouse is being held up for the usual reasons—shortage of building materials says Henry C. Lemke. . . . Max Adler reports that he has sold out the Adler Peanut Vending Company, which he and his brother Carl operated for many years. He says that he is going to take a crack at the real estate business.

Angott Sales Company reports that Carl Angott was down to Indianapolis for several days looking in at the Packard factory there. His brother, Leo, who manages the service department just returned from a California vacation. . . . Hal Kremsky, former partner in the Great Lakes Amusement Company, has just been honorably discharged from the army, and is establishing a new pinball game route on his own in Flint. Recently married, Kremsky visited Detroit on his honeymoon.

Ervin Harvith, of Uneed-Pak, reports they are receiving some shipments of cigarette venders. . . . L. V. Rohr, president of the Greater Detroit Vending Machine Operators' Association, plans to manufacture oil burners.

MUSIC	
Wurlitzer 750-E	\$475.00
Wurlitzer 24	210.00
Wurlitzer 616	145.00
Wurlitzer 41	99.50
Rock-Ola 16	115.00
Rock-Ola Monarch	160.00
MISCELLANEOUS	
Jumbo Parade, Free Play	\$ 45.00
Blue-Gold Vest Pocket	35.00
Green Vest Pocket	25.00
COUNTER GAMES	
1 Liberty, 1 Tot, 1 Wings, 1 Sparks, \$30.00 for all.	
ARCADE	
Goose	\$285.00
Super Roll Alley	225.00
Chico Hockey	125.00

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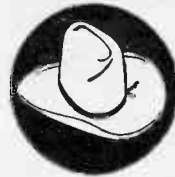
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SEE TRADIO ADS PAGES 126-127



W. L. AMUSEMENT COMPANY

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A-1 RECONDITIONED PHONOGRAPHS

Each	
1 Seeburg Victory (Walnut Finish)	\$395.00
2 Rock-Ola Standard	385.00
1 Rock-Ola Premier	495.00
1 Rock-Ola Rhythm King (12), Re-painted	149.50
2 Rock-Ola (12)	125.00
2 Rock-Ola Master	415.00
1 Rock-Ola Monarch	269.50
1 Rock-Ola Commando	495.00
1 Rock-Ola Imperial "20"	225.00
1 Rock-Ola De Luxe	395.00
2 Rock-Ola Super	425.00
1 Wurlitzer 500 Keyboard	425.00
1 Wurlitzer 24A Victory	395.00
Each	
1 Wurlitzer Victory, Keyboard With Adapter	\$485.00
3 Wurlitzer 412	125.00
2 Wurlitzer 616 Lite-Up	197.50
1 Wurlitzer 61 Counter Model	159.50
1 Wurlitzer 71 Counter Model & Stand	229.50
1 Wurlitzer 81 Counter Model & Stands	249.50
1 Wurlitzer 750E	549.50
1 Wurlitzer 800	675.00
1 Wurlitzer 500 Keyboard	435.00
1 Wurlitzer 600 Keyboard	400.00
1 Wurlitzer Counter Model Stands, Used	19.50
2 Singing Towers (40 Record)	325.00

Rock-Ola Wall, 5¢	\$12.50	Rock-Ola Wall, 5-10-25¢	\$39.50
Rock-Ola Bar, 5¢	14.50	Rock-Ola Bar, 5-10-25¢	39.50

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Seeburg Model Casino	300.00	Rock-Ola Model Standard	325.00
Seeburg Model Colonial	375.00	Rock-Ola Model '39 De Luxe	345.00
Seeburg Model Mayfair	375.00		

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El Nuevo Catalogo 'Seacoast' Esta Listo Para El Correo —GRATIS!

Este catalogo, enteramente ilustrado y al dia, contiene informacion completa acerca de fonografos automaticos, maquinas automaticas para vender cigarillos, etc., y para entretenimiento, y sus accesorios. Escribanos hoy por su copia! Diganos si necesita mas de una. Consulte a 'Seacoast' y Vera Lo Mejor.

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Holes	Play	Description	Average Profit	Net Price
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520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK & PROTECTED	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.60
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	52.75	3.00

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Frisco	175.00	5¢ Blue Front	100.00	Knockout	99.50
New Columbias		5¢ Brown Front	110.00	Liberty	180.00
New Vest Pockets		5¢ Jumbo Parade, C.P.	100.00	Miami Beach	69.50
New Black Cherry Bells		25¢ Jumbo Parade, C.P.	175.00	Southpaw	60.00
		5¢ Super Bell, Comb.	250.00	Hollywood	155.00
		5¢ & 5¢ Twin Super Bell	300.00	Five-Ten-Twenty	85.00
				Spot Pool	60.00
				Keeney Texas Leaguer.	35.00

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- 3 FOUR ACES, These Will Be Snapped Up. Ea..... 74.50

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- 11 TEN SPOT
 - 6 BOLA WAY
 - 5 SCHOOL DAYS
 - 4 SPORT PARADE
 - 2 SPOT POOL
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Converted and Reconditioned from Rapid Fire.
SHOOT the BARTENDER, SHOOT the WOLF and BLACK BOILER
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Converted and Reconditioned from Seeburg Ray Gun.

\$169.50 COMPLETE

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\$65.00

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Free Play Machine

\$75

Immediate Delivery

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Marvel Catalina .. \$150.00	5-BALL PIN GAMES	Owl .. \$49.50
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Victory .. 89.50	Follies .. 29.50	Belle Hop .. 65.00
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	New Champ .. 60.00	
NEW AND USED ARCADE EQUIPMENT		
NEW Love Analyst \$225.00	CAL-O-SCOPE Picture Machine .. \$ 20.00	EVANS Ski Ballette .. \$ 89.00
NEW Superroll, 10-ft. Skee Ball .. 349.50	CHICAGO COIN Hockey .. 175.00	BALLY Defender .. 125.00
SEEBURG Target, Conv. .. 88.50	BALLY Rapid Fire, Conv. .. 125.00	NEW Lite League .. 295.00
EXHIBIT Merchant-man .. 45.00	CHICAGO COIN Goatee .. 325.00	WESTERN B.B. De Luxe .. 98.50
	MUSIC	
SEEBURG Rex Wire-less Hideaway .. \$275.00	MILLS Throne .. \$275.00	WURLITZER Vic. 500-K .. \$395.00
SEEBURG Hi-Tone 8800, R.C. .. 425.00	SEEBURG 9800, RC 450.00	WURLITZER Vic. 24 350.00
ROCK-OLA Moderne Corner Speaker .. 45.00	ROCK-OLA '39 De Luxe .. 350.00	WURLITZER 600-R 350.00
MILLS Empress .. 295.00	ROCK-OLA Playmaster-Spectravox .. 365.00	WURLITZER 61 .. 145.00
	ROCK-OLA Std. Dial-a-Tone .. 350.00	WURLITZER 412 .. 150.00
		WURLITZER 616 .. 195.00

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SLOTS—REFINISHED—REPLATED—LIKE NEW

Blue Fronts, 5c-10c-25c. . . \$475.00	Chromes, 5c-10c-25c. . . . \$600.00
Brown Fronts, 5c-10c-25c. . \$500.00	Black Cherry, 5c-10c-25c. . \$675.00

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! NEW LOW PRICE !

Wurlitzer Model 125, 5-10-25c. . . \$5.95
Wurlitzer Model 120, 5c. 5.95
Seeburg Model WS5Z, 5c, 24 Selec. 6.75
Seeburg Model WS2Z, 5c, 20 Selec. 7.45
Seeburg Model WS10Z, 5-10-25c, 20 Selec. 8.25

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COINMEN YOU KNOW

Kansas City:

(Continued from page 103) box, grocery store. It will be a self service store, Morris says, and they hope to have it ready for business by Christmas.

Brent Trabue of Pioneer Music Company, is the first big music operator hereabouts reported to be switching his boxes on city locations to 10-cent play. He says he plans to have all but a few on dime play before long. . . . Bill Dunfee has returned to the coin machine trade after a two-year absence. He has established a new route of music and pinball machines, which he operates out of his new appliance store on Main Street. During the war, he was employed by North American Aviation Corporation here.

Incidentally, all four of the Dunfee brothers were in the coin machine business at one time, but only two, Bill and Orin, are still in it. John is with Montgomery Ward. Tom, who has just been discharged from the marines, is expected home soon.

Ralph Coon has established the ABC Vending Company, operating a route of cigarette, peanut and candy vendors. His wife is the daughter of Walter E. Adams, of Elmad Products Company, cigvender operator here.

Charles Wallbank, Music operator at Pittsburg, Kan., was among out-of-town operators making the rounds this week. . . . Ed Wollet, who has Wollet Amusement Company at Sweet Springs, Mo., and A. J. Baier, of Midland Music Company, Nevada, Mo., also were KC visitors. . . . Fred Lamb is the new office manager at Automatic Coin Machine Company. He will be in charge this week while Victor Roos and wife make the trip to French Lick, Ind., for the meeting of Packard distributors.

Los Angeles:

(Continued from page 103)

burn's staff is singing the praises of the company's newest Cuban releases on Peerless Discos, which Abel cut personally in Havana. . . . Jack Gutschall will distribute the International Records line locally.

Roy C. Jones flew in his own plane recently to call on Bill Happel, of Badger Sales. After purchasing a new Keeney game from Happel, Jones was back home two hours later.

S. Schwartz, of Pico Sales, has a new roll-down baseball game called Pinch Hitter, ready for delivery December 1. . . . Curley Robinson's AOLAC expect to be in their new building by Christmas. . . . John Leovich, former Oregon State football star, is operating in Seattle.

Bill Alsdorf is sales engineer with the Jack R. Moore Company, Seattle. . . . Lucy Garcia, secretary to Ray Powers at E. T. Mape's Los Angeles offices, returned from a vacation in the Northwest. While in Seattle, Lucy had lunch with her former boss, Bert Beutler, who now manages Jack R. Moore's offices there.

Seen along the row recently and in Badger Sales display rooms, were Anton Jeppeson, Maywood; John McCall, Oxnard; Irvin Gayer and S. W. Ketcherside, San Bernardino; Eddie Lee, San Luis Obispo; Walt Murra, Downey; Johnny Nelson and John Hawley, Inglewood, and many local ops, including Ernest Butler, Eli Frunco, Frank Lamb and Harry Beauregard.

FIVE DAYS' TRIAL

1 O.D.J. 10¢ Blue Skin, like new	\$125.00
1 Mills 25¢ Gold Chrome, like new	225.00
1 Mills 10¢ Silver Chrome, nice, 2/5 P.O. . .	195.00
1 O.D.J. 5¢ Dixie Belle, like new	125.00
2 Mills 5¢ Blue Fronts, 400T, like new ..	125.00
1 Air Circus, nice, A-1	95.00
6 Double Slot Safes, one door, like new . .	75.00
WANTED—Dixie Belle Slots and Do-Re-Mi P.B.	

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NORMAN DEE
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CHICAGO COIN GAMES

WILL PAY \$20.00 EACH

Any kind. Don't have to work. All parts must be there. No Cabinets—No Glass—No Legs—No Coin Chutes. SHIP AT ONCE C. O. D. Open for inspection.

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SEE **TRADIO** ADS

PAGES 126-127



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500 N. CRAIG ST., PITTSBURGH 13, PA.

MILLS COIN MACHINES

WESTERN PENNSYLVANIA

Slightly Used

5 COLUMBIA BELLS, Ea.	\$125.00
1 PIN GAME, BIG SIX	42.50
1 POPMATICORN 5¢ MACHINE.	
Needs minor parts. Automatic Popcorn	55.00
1 MARVEL 1¢ CIG. MACHINE	19.50
2 DAVAL 5¢ AMER. EAGLES, Ea.	22.50

UNIVERSAL NOVELTIES, INC.

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MILLS NEW POST-WAR MACHINES

**ORDER TODAY
IMMEDIATE
SHIPMENT**



BLACK CHERRY BELL

This wonderful new Bell is now ready for delivery in 5¢, 10¢, 25¢ and 50¢ Play. This machine actually glows and sparkles with brilliant dashes of Silver, Black, Red and Green.

Write For Prices

NEW SAFE STANDS \$27.50
Send 1/3 Deposit With Order.



NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.

5¢ Play

\$74.50

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UNITED

DISCONTINUES CONVERSIONS

Watch For Announcement of First Brand New Game

Write at once . . . get your name on our MAILING LIST for early announcement.

UNITED MANUFACTURING CO.
5737 BROADWAY CHICAGO 40, ILLINOIS

NEW! IN STOCK!

MILLS BLACK CHERRY BELL . . . WRITE

- DAVAL FREE PLAY, Counter Game \$75.00
- GENCO WHIZZ, Free Play, with stand. \$189.50
- ABT CHALLENGER \$65.00
- GOTTLIEB GRIP SCALE \$39.50
- BALLY VICTORY DERBY WRITE
- BALLY VICTORY SPECIAL WRITE
- EXHIBIT FAST BALL \$330.00
- CHICAGO COIN SPELLBOUND \$325.00
- GOTTLIEB SUPERLINER \$322.00
- METAL BOX STANDS FOR MILLS OR JENNINGS \$27.50
- UNIVERSAL DOUBLE REVOLVE-A-ROUND SAFE WRITE
- SILVER KING PEANUT MACHINES & PEDESTAL STAND WRITE

PARTS

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| Coin Chutes for Mills V.P. Bell. 3.50 | Main Clock Gears (Owl 75-B) \$2.50 |
| Cartridge Fuses, 2-3-5-10-15 Amp. 4.00 | Short Pinion Idler Gear (279CSP) 1.50 |
| Per 100 4.00 | Jackpot Glasses 1.00 |
| Nos. 40-44-46-47-55 Bulbs, 6V.30 | Reel Glasses50 |
| Box of 10 1.00 | Escalator Glasses50 |
| Nos. 81-1455-1456-1458. 1.00 | Handle, Clock, Main Springs. Ea.25 |
| Box of 10 1.00 | |
| Jackpot Glass for Jennings 1.00 | |

Write for complete list: Parts and Reconditioned Equipment of all kinds. TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

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Doesn't make much sense, does it? But read on . . . It means Active . . . its Warehouses, Showrooms, Parts Departments, Maintenance Experts and Swift Deliveries. This makes "sense" and dollars, too . . . for YOU!

Yes, Active Amusement Machine Co.'s three busy offices in Philadelphia, Newark and Scranton offer operators the finest service facilities available. Couple with this a complete stock of new and used equipment—equipment designed for big Player-Appeal, BIG Profits and you know why more and more operators are climbing aboard the Active bandwagon!

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50c Play, \$475.00
INTRODUCTORY OFFER
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If You Are Not Satisfied.

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Downey-Johnson COIN COUNTERS

Replace your Bakelite Tubes with Non-Breakable Metal Tubes.

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 - Seeburg Colonel, RC 450.00
 - Just Off Location. Immediate Delivery.
 - ★ **BAKERS PACERS** 5¢ \$425.00
 - 25¢ 495.00
 - F.O.B. Chicago

- Mills Bonus Bells, 5¢ \$225.00
- Mills Bonus Bells, 25¢ 275.00
- MILLS Q.T.'s, REBUILT, 5¢ and 25¢ PLAY
- Blue, 5¢ \$ 75.00
- Glitter Gold, 5¢ 100.00
- Blue, 25¢ 125.00
- Glitter Gold, 25¢ 150.00

DOWNEY-JOHNSON COIN COUNTERS \$177.50
GLOBE COIN SEPARATOR 290.00

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We are NATIONAL DISTRIBUTORS to the COIN MACHINE TRADE. WE REPAIR ALL TYPES COIN COUNTERS, COIN CHANGERS and COIN SORTERS
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EVERY MACHINE GUARANTEED UNCONDITIONALLY FOR 10 DAYS—CLEAN AND MECHANICALLY PERFECT—READY FOR LOCATION.



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 Gottlieb SUPERLINER \$322.00
 Exhibit FAST BALL 330.00
 Bally BIG LEAGUE 239.50
 P & S SHOOTING STARS 249.50
 Marvel CATALINA 145.00
 Pioneer BUBBLES 145.00
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Gottlieb GRIP SCALE \$ 39.50
 A.B.T. CHALLENGERS 65.00
 WIND MILL 22.50
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USED FIVE-BALL FREE PLAY

ACTION \$ 95.00	KEEP 'EM FLYING \$125.00
ALL AMERICAN 40.00	KNOCKOUT 95.00
ARIZONA 150.00	LEGIONNAIRE 47.50
BIG HIT 198.50	MAJORS, '41 55.00
BRAZIL 175.00	MARVEL BASEBALL 75.00
CANTEEN 200.00	MIDWAY 95.00
CAPTAIN KIDD 80.00	MONICKER 65.00
CATALINA 80.00	PARATROOPS 45.00
DEFENSE (GENCO) 65.00	SMACK THE JAP 40.00
FIVE-TEN-TWENTY 90.00	SOUTH PAW 67.50
FLAT TOP 145.00	SHANGRI LA (Gottlieb) 125.00
GRAND CANYON 150.00	SKY CHIEF 115.00
GUN CLUB 60.00	TOPIC 70.00
HI HAT 60.00	VENUS 70.00
HOLLYWOOD 105.00	VICTORY 65.00
JEEP 95.00	YANKEE DOODLE 75.00

USED ONE-BALL FREE PLAY

OLUB TROPHY \$160.00
 DERBY, 1941 170.00
 PIMLICO 200.00
 FOREIGN COLORS \$ 75.00
 SKYLARK 125.00

USED ARCADE EQUIPMENT

CHICKEN SAM \$ 90.00
 SHOOT THE CHUTES 90.00
 PLAY POOL \$ 75.00
 KEENEY SUBMARINE 90.00

REBUILT SLOTS

BLUE FRONT, 5¢ \$ 95.00
 BLUE FRONT, 10¢ 115.00
 BLACK CHERRY BELL, 5¢ 170.00
 BLACK CHERRY BELL, 25¢ 195.00
 VICTORY CHIEF, 5¢ 75.00
 VICTORY CHIEF, 10¢ \$ 85.00
 SILVER CHIEF, 5¢ 85.00
 RED SKIN, 5¢ 50.00
 VEST POCKET BELL Bl. & Gold, J.P., 5¢ 47.50

USED CONSOLES

JUMBO PARADE, Cash Payout, 5¢... \$ 97.50

MISCELLANEOUS

Twin 16 Wurlitzer with Adapter \$150.00
 Mills Empress 250.00
 Mills Throne of Music 250.00
 Buckley Wall Box, 32-Wire 5.00
 Single Safes (No Locks) \$ 37.50
 Jennings Scales 25.00
 Mills Slot Stands (New) 27.50

1/3 Deposit, Balance C. O. D.

COINMEN YOU KNOW

French Lick, Ind.:

(Continued from page 103)

Thayer, George R. Thayer Company, Binghamton, N. Y.; W. B. Chauncey, Newburgh, N. Y.; Jack Ryan, Page Airways, Rochester, N. Y.; Regional Manager J. A. Darwin and I. H. Rothstien, Banner Specialty, Philadelphia; Joe Ash and J. V. Fitzpatrick, Connecticut Pla-Mor, Bridgeport, Conn., and Joe Eisen, Buddy Eisen, Phil Mason and Sid Mittleman, Joseph Eisen & Sons, New York.

Hirsh de LaVioz, Hirsh Coin Machine, Washington; J. A. McIlhenny, McIlhenny Distributing, Boston; Regional Manager H. I. Drollinger, A. P. Monte and Dan B. Cohen, A. M. Amusement, New Orleans; Collis Irby and George Wrenn, Walbox Sales, Dallas; Regional Manager, Fred Fields and John J. Michael, Pla-Mor Sales, Seattle; Regional Manager C. D. Kemp, A. J. Arnold and James E. Caddiz, Ajax Music, Denver; J. A. Stevenson and R. L. Holt, Rainbow Distributing, Salt Lake City; Regional Manager D. V. Kennedy, Milton Green and Murray Morris, American Distributing, Miami Beach, Fla.; R. T. Thomason, Amuso Novelty, Spartanburg, S. C.; Fred Rabe and C. M. Stokes, Mutual Distributing, Jacksonville, Fla.

H. D. Moseley, Moseley Vending Machine Exchange, Richmond, Va.; S. H. Dixon and Paul Shipley, South Dixon Distributing, Bristol, Va.; L. B. McCormick, Whitehead Music, Wilmington, N. C.; Regional Manager R. Q. Kramer and Victor Roos, Automatic Coin Machine, Kansas City, Mo.; Ben Axelrod, Olive Novelty, St. Louis; L. W. Rice, Rice Music, Oklahoma City; Regional Manager W. F. Merchant and Carl Angott, Angott Sales, Detroit; Herbert Clegg, Angott Sales, Saginaw, Mich.; Charles L. Ewing and Gus C. Grossman, Automatic Amusement, Evansville, Ind.; Harry Binnie, Binco Music Distributing, Fort Wayne; Charles Rosen, Ohio Specialty, Louisville.

L. W. Bodell and Charles Andrews, Peach Ridge Distributing, Sparta, Mich.; Regional Manager W. C. Mossbarger, George Gessert and E. E. Gessert, Packard Distributing, Milwaukee; C. S. Pierce, Pierce Distributing, Hrodhead, Wis.; Melvin Goldstein, Twin Ports Sales, Minneapolis; I. Albert, Twin Ports Sales, Duluth; Regional Manager Art Nagel and Dwight Osborn, Osborn Distributing, Memphis; Frank Swartz, Frank Swartz Sales, Nashville; Nate Allen, Ten Ball Novelty, Birmingham; Edgar I. Woodfin, Atlanta; Regional Manager J. H. Payne and Mike Charie, Capitol Pla-Mor Distributing, Columbus, O.; Ward Miller, Miller Pla-Mor Distributing, Youngstown, O.; Fuery Ross and R. P. Ross, Packard Distributing, Cleveland; Charles Trau, Pla-Mor Distributing, Cincinnati.

Hoskle Goldberg, Sterling Novelty, Lexington, Ky.; Regional Manager, W. E. Simmons and Roy E. Garrison, Garrison Sales, Phoenix, Ariz.; Jack Gutshall, Jack Gutshall Distributing, Los Angeles; F. P. Carter, the Nickabob Company, Los Angeles; DeLoss Osborn, Osborn Distributing, San Francisco; Leonard Drapkin and Lawrence Drapkin, Lawrence Novelty, Montreal, Canada.

Executives and personnel from Packard Manufacturing Corporation included the following: Homer E. Capehart, W. F. Struby, C. H. Parker, William Kreig, T. J. Ricklin, Earl V. Hess, W. Woodworth, L. G. Stewart, R. Auble, G. Erickson, D. McShan, Wilma Miller, K. Logan, H. Hunt and R. Maurer.

THE NEW BETTER THAN EVER
 IMPROVED **HI-LO-FIELD**
DICE GAME



IMMEDIATE DELIVERY

- ★ BEAUTIFUL 5 COLOR LAYOUT
- ★ FOOL-PROOF CONSTRUCTION
- ★ NO FEDERAL AMUSEMENT TAX
- ★ TOP EARNINGS FOR COUNTER SPACE

\$39.50



Prices subject to change without notice.

The new, larger, more attractive and improved HI-LO-FIELD Dice Game is sweeping the country like wildfire. Earnings from \$50 to \$100 daily in ordinary locations. Hi-Lo-Field is helping thousands of cigar stores, taverns, night clubs and road spots revive their dice game earnings. People flock to it as if by instinct—play it by the hour and come back for more. Easy to understand, easy to operate. NO COIN SLOT . . . portable and easily removed from counter. Ideal for closed territories. OVERALL SIZE 14x21 inches.

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BIG VALUES IN USED EQUIPMENT RECONDITIONED AND READY FOR LOCATION

FREE PLAY

Big Parade \$ 99.50	Metro \$ 39.50
Big Three 89.50	Silver Skates 59.50
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Home Run 49.50	Towers 39.50
Knockout 89.50	Venus 69.50
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10 Rock-Ola Commandos, Each \$449.50	Rock-Ola Super \$395.00
Rock-Ola Deluxe 349.50	2 Wurlitzer 600 Victory Models, Each 325.00
Rock-Ola Master 359.50	2 Wurlitzer 950 Models, Each 595.00
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MISCELLANEOUS

3 Chicago Coin Goalees, Each \$295.00	1 Lite League (Extra Clean) \$229.50
5 Champion Hockeys (Orig. Crates), Each 149.50	Improved Smileys, Each 10.00

One-third certified deposit required, balance C. O. D.

H. G. PAYNE COMPANY

312-14 BROADWAY

NASHVILLE, TENNESSEE

NEW TYPE BELL CABINET!

Lightning Conversion — Perfect Fit!

Extrabell is the new 1947 Front and Cabinet assembly built to fit all Mills Bell mechanisms. Chrome plated aluminum front; light oak cabinet; choice of 2-5, 3-5, 5¢, 10¢, 25¢. This sensational front is patented and its money-making powers already proven in countless locations. List price, \$77.50. Price to rebuilders, \$49.50 each, F. O. B. Chicago. Immediate delivery. Write for free full color reproduction.



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BOWLING GAME BALLS

REGROUND AND LACQUERED—REFINISHED LIKE NEW

2 1/4" to 3 1/4" \$25.00 per hundred 10-Day Service

MACOMB

MUSIC SERVICE

16700 NINE MILE RD. EAST DETROIT, MICH.

B & R SALES

1028 Ft. Worth Ave. Dallas 8, Texas

EXCLUSIVE TRADIO DISTRIBUTOR in TEXAS

SEE TRADIO ADS PAGES 126-127

BRAND NEW GOALEES VICTORY DERBYS

We allow liberal trade-in prices on old machines when you buy new machines from us. Tell us what you have.

Ohio Specialty Co., Inc.
 539 S. Second St. Louisville 2, Ky.

SPECIAL PRE-INVENTORY SALE

WE NEED THE ROOM
USED PHONOGRAPHS

ROCK-OLA		2 AMI Singing Towers\$195.00
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Throne\$195.00		RCES Amplifier for above, extra .. 25.00
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WURLITZER		Vogue in Victory Cabinet 425.00
2 616-A, Illuminated\$159.50		Envoy, E.S. 395.00
2 616 149.50		2 Maestro, E.S. 375.00
716 149.50		2 Classic 325.00
24 189.50		Crown 250.00
2 600 349.50		Mayfair 250.00
2 500 (Piano Keyboard) 395.00		WALL BOXES
600 Victory 395.00		16 Selection 30-Wire Select-O-
24 Hideaway (Seeburg Adapter) 250.00		Matics. Ea.\$ 7.50
24 Hideaway (Wurlitzer Adapt.) 250.00		20 Selection 30-Wire Select-O-
850 E Peacock 595.00		Matics. Ea. 10.00
3 500 Victory (Piano Keyboard) 445.00		20 Selection Bronze Wall-O-Matics

SPECIAL—5 CHI-COIN GOALEES - - - \$275.00 EACH
1/3 DEPOSIT, BALANCE C. O. D.



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All the Best Fea-
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Greatest Winners
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TO ALL
SALES RECORDS**

ANOTHER NEW
AND TIMELY WALSH
"TWIN JACKPOT" SMASH
HIT BOARD THAT HAS
LOADS OF PLAYER APPEAL

\$25.00 TOP PAYOUT

\$39.00 PROFIT

We can supply you
regardless of size,
style, number of
holes, payout or pur-
pose. Write us your
requirements.

FOR THE FASTEST SELLING, NEW IDEA
BOARDS AND ALL THE OLD RELIABLE
NUMBERS - SEND FOR WALSH CATALOG
SHEET AND PRICE LISTS TODAY!



THOS. A. WALSH MFG. CO.

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Offers



FOR IMMEDIATE DELIVERY

Williams SMARTY, Gottlieb's
BAFFLE-CARD, United SEA
BREEZE, Chicago Coin's SUPER
SCORE, Genco's STEP UP. Get on
our mailing list for special price
offers on all games. Write us today!

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Phila. COIN MACHINE EXCHANGE
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**WE ARE NOW DELIVERING BRAND NEW
EVANS BANG TAILS, FREE PLAY, CASH PAY and
COMBINATION P. O. and F. P. CONSOLES**

Exclusive EVANS Distributor For Northeastern California

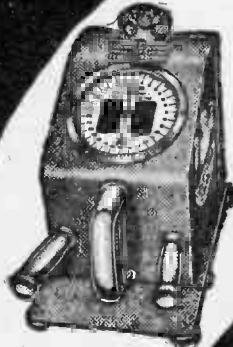
WILLIAMSON DISTRIBUTING COMPANY

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CHALLENGER**

JUST PICK UP YOUR PHONE



**GOTTLIEB'S
3 WAY GRIPPER**

That's all it takes—just a call.
Your new ABT Challenger and Gott-
lieb Three-Way Gripper will arrive
on-the-double. They are the kind
of games that start them playing
... Keep them playing ... pro-
ducing dollars, not peanuts.

Your call will also get the full
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perience in the coin machine field.
Speedy delivery always, with
smooth service and rock-rooted
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wire or letter will do, too. In any
event, do it now. ORDER TODAY!

AFTER 27 YEARS, BEING A FRIEND BECOMES A HABIT.

D. D. LAZAR CO.

Phone: Grant 7818

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PITTSBURGH 12, PA.

TUBES and ACCESSORIES

Complete Line of Phonographs and Parts

LOOK AT THESE PHONOGRAPH VALUES!

WURLITZER 412's	\$100.00	WURLITZER 61's	\$140.00
WURLITZER 616's	175.00	WURLITZER 71's	185.00
WURLITZER 24's	275.00	ROCK-OLA 12 RECORDS	85.00
WURLITZER 616, Complete Life-Up	235.00	PLAIN STANDS FROM \$12.50 TO	17.50
WURLITZER 41's	125.00	MODERNISTIC LIFE-UP STANDS, EA.	25.00

NEW TUBES —

OIA25	5Y460	6F850	6SQ750
1B460	5W460	6G640	6SA750
1B585	6C485	6H650	6SF560
1LH4	1.35	6D655	6K645	6SN775
1T425	6F660	6A765		
7A7 and others85			12SL7 and others	\$.70		
7G7 and others	1.30			24 and others45		
12AH7 and others30			77 and others60		
12A6 and others50			14A7 and others	1.00		
12SN7 and others70			14Q7 and others80		
12SR7 and others70			2051 and others	1.00		
12SG7 and others70			50A5 and others	1.30		
12J5 and others65			117-L-N-P-7	1.55		

We have practically every tube manufactured.

Buy as much or as little as you need.

Send for Our Complete Catalog. FREE!

Deposit Required With All Orders!

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DOUBLE FEATURE

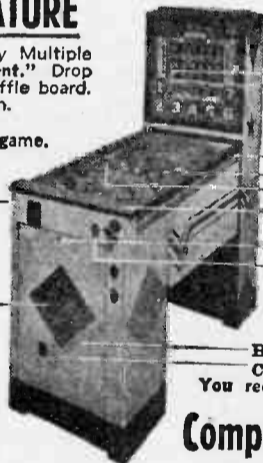
A One Ball Free Play Multiple Game that is "different." Drop slot motor driven shuffle board. New features as shown.

A one operation game.

DROP CHUTE

METAL DIAMONDS

Outright Purchase Price
\$539.50



A UNIT GUARANTEED

To Reduce Service to a Minimum

FIRST RACE
SECOND RACE
(First Race Remains Lit "TI Hit")

STAINLESS SIDE RAILS
FIRST RACE
SECOND RACE
STAINLESS FRONT RAIL

BENT COIN RETURN
FREE PLAY BUTTON

HEAVY FRONT DOOR
COIN RETURN
You receive every feature that is designated by lines.

Complete as Pictured, \$289.50

(On Following)

Thoroughbreds, Longacres, 41-47 Derby, Dustwhirls, Whirlaway, Pimlico, Club Trophy, Dark Horse, Blue Grass, Sport Special, Record Time.

VICTORY SALES CO.

BALTIMORE 2, MD.

1100 HAFORD AVE.

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NOW DELIVERING NEW GAMES

Williams "SMARTY" Genco "WHIZ"
Chi. Coin "SUPERSCORE" Marvel "OPPORTUNITY"
Gottlieb "SUPERLINER" Exhibit "FAST BALL"

RECONDITIONED USED PIN GAMES

Mutoscope "DRIVE MOBILE" - "TOKYO RAIDERS"	\$165.00
Bally "UNDERSEA RAIDERS"	225.00
Keeney "ANTI AIR CRAFT"	35.00
Seeburg "BEAR & DUCK CONVERSIONS"	50.00
"PARACHUTE" "BIG LEAGUE"	

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TICKET USERS, ATTENTION

We can supply tickets of all kinds. Tip Books—Red, White, Blue Combination Tickets—Bingo—Pad Deals (Pick a Pin, Ten Big Pins—Mystery, Fast Action). Write for information. Let us know exactly what you need. Prices are right.

WILNER SALES CO., INC.

715 N. ELM STREET

Manufacturers of Original Fast Action Ticket Deals

MUNCIE, INDIANA

COINMEN YOU KNOW

Twin Cities:

(Continued from page 103)

flower Novelty Company. . . . Bush Distributing Company has added Pat O'Hara to the road staff. Pat was at one time with Aerion Manufacturing Company.

Herman Paster is going to bundle up his wife and children and head for Florida soon for the winter. . . . Bush Distributing Company reports that Ted Bush is back from a visit to Chicago's coin row. . . . Dr. Philip Loechler and Lyle Mayer are heads of the La Crosse, Wis., firm called Timed Music, Inc. . . . Jack Backus, Jamestown, N. D., operator, came to the Twin Cities by auto this week when a low ceiling grounded his plane.

Out-of-town coinmen who dropped in to catch the Minnesota-Purdue football game included Irv Sandler, Sandler Distributing Company, Des Moines; Francis Beffero of Hibbing, Minn.; Jack Tomar, Duluth, Minn.; Buck Collins and his son, Bob, accompanied by their wives—all down from Morris, Minn.; Emil Sirianni, of Eau Claire, Wis.; George Wagner, of Fergus Falls, Minn., who made the trip to see Gopher star Evie Faunce, who once played for Wagner's amateur football team.

Joe Guillaume, of Elk Point, S. D., made one of his too infrequent trips to coin row. He was buying equipment. . . . Oscar Truppmann, of Bush Distributing, is back at his desk after a trip thru Southwestern Wisconsin. . . . Art Berg, of Fairmont, Minn., is an added fan for the Purdue game. . . . Amos and Danny Heilicher have set up a retail record shop in Minneapolis, Third and Hennepin. Back end of the building they occupy is used as a shop for the coin machine route. New enterprise is known as Advance Record Shop.



AUTOMATIC COIN MACHINE & SUPPLY CO.

4137 W. ARMITAGE AVE., CHICAGO, ILLINOIS

MILLS COIN MACHINES

CHICAGO AND ADJACENT TERRITORY

SPECIAL ATTENTION NEW JERSEY OPERATORS

WE HAVE ALL NEW BALLY GAMES AND A COMPLETE LIST OF MECHANICALLY PERFECT GAMES.

WRITE—WIRE—PHONE TODAY!

PALISADE SPECIALTIES COMPANY

498 Anderson Ave., Cliffside Park, N. J.
Phone: Cliffside 6-2892-3

BRAND NEW COLUMBIA BELLS!!!!

\$145.00 Each—In Lots of Six, \$138.50.	Each
Venus	\$89.50
Show Boat ..	48.50
2 Dixies	41.50
2 Play Balls ..	48.50
Metro	39.50
2 Fleets	\$42.50
Line Up	34.50
Defense	33.50
(Baker)	33.50
Drum Major ..	34.50
Doughboy	14.50

These Pinballs Are Ready for Location.
Waiting "Gussers" Wood Cabinet Scale, \$10.00
CAMERA BROTHERS, Distributors
598 Hayes St. Hazleton, Pa.

BUY THE BEST AND LATEST

K-80 ASTROLOGY SCALE

Expertly rebuilt

\$169.50

Includes 18,000 (6 Sets) ASTROLOGY TICKETS
1c Coin Chute



ARIES

MARCH 21 to APRIL 19

4. LOVE NATURE No. 1. During this period your love nature adjusts itself and becomes more stable and practical. You should not push yourself socially during the first twenty days of this period. After that you will become more positive. Be more sincere and idealistic. You will be wise to, (continued on next Card No. 5 about MARRIAGE AND BUSINESS PARTNERS).

Tickets for
ASTROLOGY SCALE \$5.00
for Set of 3,000

1/3 Deposit With Order

The VENDING MACHINE CO.

FAYETTEVILLE, NORTH CAROLINA

ROUTE IN NEW JERSEY FOR SALE

\$45,000.00.
150 Machines, approximately one-half Music and one-half PB and Amusement Machines. Brand new Truck and Parts. Excellent opportunity to expand. Average past income, \$2,400.00 per month, should increase this year because of recently added equipment. Ideal territory, promising and especially lucrative year. Owner entering manufacturing business, but will be on hand for several years to assist if necessary.

Write BOX NY-87
The Billboard, 1564 Broadway, New York 19, N. Y.



LEADER SALES AND DISTRIBUTING CO.

4116 LIVE OAK ST., DALLAS, TEXAS
MILLS COIN MACHINES
OKLAHOMA AND NORTHERN HALF OF TEXAS

YOUR PROFITS JUMP WITH SPIN-N-WIN

New one-piece spindled coupon game! No assembly required. Lots of color and flash.



"LITTLE HANK"
1000 NUMERAL COUPONS. 10¢ PLAY—
600 FREE. 85 WINNERS.
Takes In: 400 @ 10¢ (600 Free) . . . \$40.00
Pays Out: 6 Seals (Average) . . . \$ 7.50
85 Consolations . . . 12.50 20.00
PROFIT (Average) \$20.00
Retail Price \$5.80—Actual Size 14" by 9".

KAN-OF-KOIN

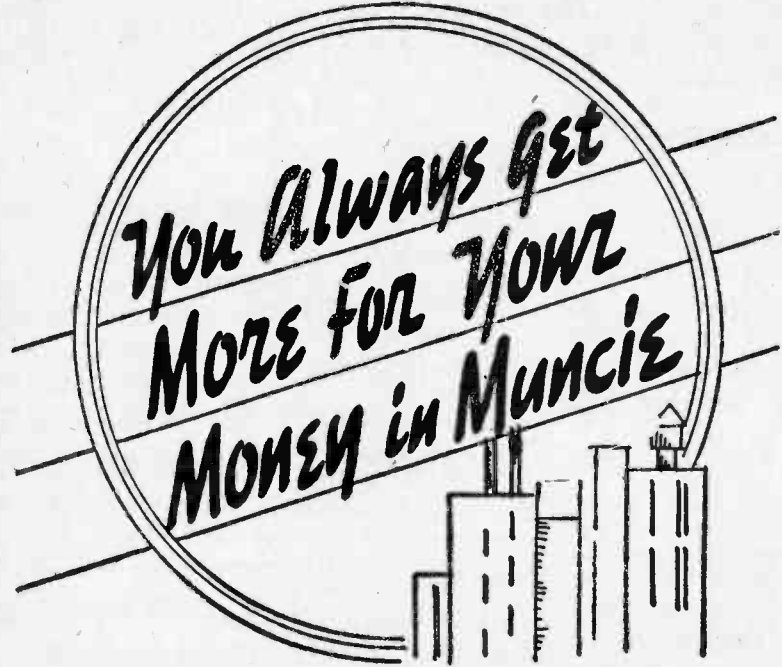
A one-piece product sturdily constructed featuring loose ticket play with jackpot and arrangements.



"SUPER CHARLEY"
1200 ROTATION COUPONS. 25¢ PLAY.
188 WINNERS.
Takes In: 1200 @ 25¢ \$300.00
Pays out: 8 Seals (Avg.) \$ 45.28
190 Consolations. 190.00 235.28
PROFIT (Average) \$ 84.72
Retail Price \$4.04—Actual Size 6 1/2" by 5".

NOEL'S *Gay Games* NOEL'S
Muncie, INCORPORATED Indiana

Operators and Distributors



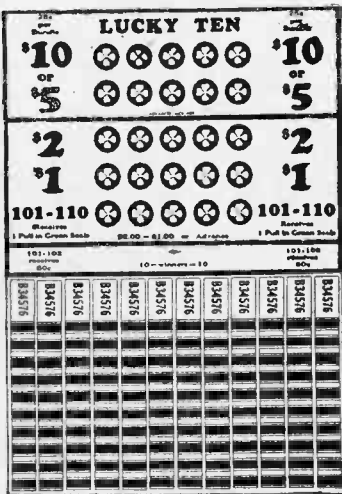
THE MANUFACTURING CENTER OF THE TICKET GAME INDUSTRY

- Jar Games
- Spindle Deals
- Tip Books
- Baseball Tallies
- Salesboards
- Trade Stimulators
- Sales Cards

Order From These Independent Manufacturers Located in Muncie, Indiana

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- COMMERCIAL PRINTING CO.
- A. B. C. NOVELTY CO.
- NOEL MANUFACTURING CO.
- WERTS NOVELTY CO., INC.
- MUNCIE NOVELTY CO.
- HOME TALLY CARD CO.

HERE IT IS! FAST MONEY DEAL



"LUCKY TEN"

600 Tickets 25c Per Bundle
10 Winning Tickets
Take in \$30.00
Average Jackpot..\$10.90
Consolation 2.50
13.40
Average Profit \$16.60
Sample Deal \$3.00 Dozen \$30.00
Gross \$306.00
Exclusive Territory Available

MANUFACTURERS OF BASEBALL AND TIP BOOKS AND TRADE STIMULATORS

COMMERCIAL PRINTING COMPANY

HIGH AND JACKSON STREETS MUNCIE, INDIANA

VICTORY CONVERSION VALUES

ON DECK for Snappy
GIRLS AHOY for Seahawk
GLAMOR GIRLS for Sport Parade
FOLLIES OF '46 for Hi-Hat
TWIN SIX for Gold Star
BASEBALL for Seven-U.

HERE IS WHAT YOU GET . . .
NEW! Flashy 14-Color Score Glass
NEW! Large Size Bumper Caps
NEW! Score Cards

COSTS YOU ONLY \$12.50 E.A. F. O. B. CHGO.

WRITE FOR COMPLETE LIST

NO MECHANICAL CHANGES

VICTORY GAMES

2140-44 Southport Ave. CHICAGO 14, ILLINOIS

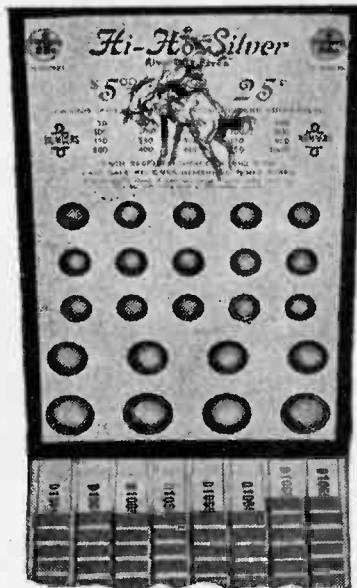
"America's Pin Game Conversion Headquarters"

NOTHING ELSE TO BUY!

SENSATIONAL NEW DEALS

FAST SELLERS—QUICK PROFITS—ORDER NOW

- All Coins Go
- A Sure Fire Hit
- Exciting Play
- Definite Profits
- Winners Hand Stamped and Concealed
- Heavily re-inforced and easel backs for display
- Tickets in bundles of fives create faster play



- New Different Wonderful
- New Idea of Play Guarantees Complete Sell-out
- Compact and Complete
- Avoid unnecessary tie-up of cash by inserting coins as you use the deals
- Coin easy to insert

Jobbers and Distributors—Write for Quantity Prices

The fastest coin board ever designed—All coins go to winning numbers. Each receives choice of coin and last sale receives remaining 3 coins. 5—\$5.00 winners, 1—\$1.00, 17—25c. Stamped under coins.

1,200 Tickets @ 5 for 25c. \$60.00
Payout under coins \$30.25
Coins in display, 4—50c, 4—25c, 15—10c. . . 4.50 34.75

DEFINITE PROFIT \$25.25

Priced at \$4.85 Single -- \$48.75 Dozen -- Prompt Delivery

MUNCIE NOVELTY CO., INC.

P. O. Box 823

Muncie, Indiana

FRANKEL DELIVERS THE WINNERS

BALLY TRIPLE BELL.....\$895.00 BALLY DRAW BELL.....\$477.50
 PACKARD HIDEAWAY, New 24-Record With Adaptor..... 450.00
 PACKARD'S SENSATIONAL CEILING SPEAKER "OUT OF THIS WORLD".... 159.50
 PACKARD'S WALL BOX, New, Improved, Trouble-Free..... 38.95

New 5 Balls

Bally Big League.....\$299.50
 Williams Dynamite ... 334.50
 Exhibit Fast Ball..... 330.00
 Chi Coin Spellbound.. 325.00
 Goff. Superliner 322.00
 Marvel Opportunity .. 249.50

THIS IS IT!
DAVAL
 COUNTER GAME
 "FREE PLAY"
\$75.00

New Jennings Slots

Standard Chief, 5c...\$299.00
 Standard Chief, 10c... 309.00
 Standard Chief, 25c... 319.00
 Super Delux Lifeup, 5c 324.00
 Super Delux Lifeup, 10c 334.00
 Super Delux Lifeup, 25c 344.00

EVANS NEW BANGTAILS — WINTER BOOK MODELS — \$826.00

"COURTESY COOPERATION SERVICE To Better Serve Midwest Operators"

Mills Reconditioned
FOUR BELLS
 4 Nickels—\$345.00
 3 Nickels & 1 Quarter
\$395.00

TRY OUR FINANCE PLAN ON ALL NEW OR USED EQUIPMENT

REPRESENTING THE CREAM OF THE MANUFACTURERS

PACKARD PLA-MOR • BALLY • JENNINGS • EVANS • CHI COIN • DAVAL

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 ROCK ISLAND, ILL.

1220 Grand
 3-0184
 DES MOINES

COIN MEN YOU KNOW

Chicago:

(Continued from page 106)

Berthardt, Springfield, Ill., was a visitor. William Cohen, of Silent Sales Company, stopped in on his way to New York.

O. D. Jennings, who was invited by Gov. Thomas Baily, of Missouri, to attend the import-export meeting in Jackson last week, tells us the affair was called off. Reason, the sudden death of Governor Baily. Jennings attended the funeral, then went to his Missouri plantation. . . . Jennings' vice-president, J. R. Bacon, celebrated his 19th wedding anniversary last week. New plant addition, we are told, is almost completed. It will be used exclusively for plating. . . . Visitors at Jennings included Dave Bond, Boston; Distributor Phil Beurgeson, St. Paul; Ray Bolmer, Elkhart, Ind., and operators William Ostroski, Schomokin, Pa., and William Zaydell, Williamsport, Pa.

American Amusement Company's Harry Brown picks the right time to travel to the right places. He is leaving for Miami on business. . . . David Yars, also an American man, is sporting a new 1946 car. Visitors here included Cliff Wilson, Tulsa, Okla.; Max and Lynn Brown, Philadelphia distributors; David Rosen and Sam Stern, also from Philadelphia.

Bell-O-Matic played host to operators George Coleman, Rockford, Ill.; Eric Pippin, Florida; George Ohlendorf, Illinois, and Harry Hillard, Kokomo, Ind. . . . Harry Miele, Williamsport Amusement Company, Williamsport, Pa., visited Bell-O-Matic and told of his nephew, Joe Miele, who spent two weeks on Mills Industries' production line learning how to handle and rebuild coin machines. Joe is with his uncle Harry's firm. He was a radio technician on the battleship Missouri.

Vince Murphy, sales manager of Monarch Coin Machine Company, is contemplating a road trip next week to ascertain business conditions in Central Illinois and Iowa. Monarch girls, Vince claims, are among the best looking on coin row (visitors note). Harry Green, of Lion Distributors, Louisville, dropped in. . . . Clayton Nemeroff, Monarch associate, returned from a business trip to Iowa. He reports business conditions improved.

METAL TYPERS

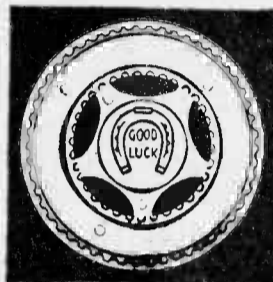
NEW MACHINES



EXPERT REPAIR SERVICE

METAL TYPER DISCS

WRITE US FOR THE BEST



For Dependable Performance of your Name Plate Machines, use only Discs made by us, specifically for use in Groetchen and Standard Metal Typer Machines, of which we are the manufacturer. Beware of inferior imitations!

DISC PRICES

\$6.00 TO \$12.00 PER 1,000

STANDARD SCALE CO.

715 N. KINGSHIGHWAY, ST. LOUIS 8, MO.

Successors to the Groetchen Tool Co. in the manufacture of Metal Typer Name Plate Machines and Medals.

America's Finest...

READY FOR DELIVERY!
NEW AND USED AMI
AUTOMATIC HOSTESS TELEPHONE MUSIC

"GETS LOCATIONS AND KEEPS THEM!"

FOR SPECIAL DEAL
 WRITE—WIRE—PHONE TODAY

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123 W. RUNYON ST., NEWARK 8, NEW JERSEY — TEL: BIGELOW 3-8777
 593 TENTH AVE., NEW YORK 18, NEW YORK — TEL: LONGACRE 3-4820
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ONE OF THE FINEST PINBALL, SALESBOARD AND MUSIC ROUTES IN THE NORTHWEST FOR SALE

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THE SUPER ROLL-DOWN SUPER TRIANGLE



ELECTROMATON, INC.

Manufacturers of Electro-Mechanical Amusement Devices
 701-703 Monroe St.,
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SOUTH COAST AMUSEMENT CO.

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MILLS COIN MACHINES
 SOUTHERN HALF OF TEXAS

"ECONOMIZE WITH ECONOMY"

PARTS and SUPPLIES

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COIN-OPERATED MACHINES

SEND FOR 1946 CIRCULAR

ECONOMY SUPPLY COMPANY

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567 7TH ST., DES MOINES, IOWA

MILLS COIN MACHINES

STATE OF IOWA

NEW 46 MODEL BUCKLEY TRACK ODDS

JP Twin Tube used three weeks. Guaranteed exactly like new. \$875. Each lot of four, \$3,400.

Heath Distributing Co.

317 3d Street Macon, Ga.

NEW GAMES IMMEDIATE DELIVERY

Table listing various game models like Bally VICTORY DERBY, Genco WHIZZ, Marvels FRISCO, etc.

FIVE BALL FREE PLAYS

Table listing prices for various five-ball free play models such as Air Circus, Air Force, All American, etc.

ONE BALL FREE PLAY

Table listing prices for one-ball free play models like Blue Grass, Contest, etc.

BELL MACHINES

Table listing prices for Bell machines like Mills Chrome Bell, Mills Vest Pocket, etc.

SPECIAL - Groetchen Columbia, D.J., 5c . . \$70.00

CONSOLES

Table listing prices for console models like Keeney Super Bell, Liberty Bells, etc.

COUNTER MODELS

Table listing prices for counter models like American Eagle, Mercury, etc.

1/3 deposit with order, balance C. O. D.

WRITE FOR OUR COMPLETE LIST OF NEW AND USED GAMES

Mid-State Co. 2369 MILWAUKEE AVE., CHICAGO 47, ILL. Phone: Everglade 2545

USED GAME VALUES!

Here Are REAL Money-Saving Buys

ALL EQUIPMENT IN TIP-TOP SHAPE—CLEAN THROUGHOUT CONSOLES

Table listing prices for various console models like Fast Time, Maybelle, Silver Moon, etc.

FIVE BALLS

Table listing prices for five-ball models like Anabel, Boomtown, Rapid Fire Gun, etc.

ONE BALLS

Table listing prices for one-ball models like Mills 1-2-3, Fortune, Sport Page, etc.

ONE-THIRD DEPOSIT WITH ORDER, BALANCE SIGHT DRAFT.

COVEN DISTRIBUTING CO.

3181 Elston Ave. Chicago 18, Ill. Independence 2210

COMPLETE STOCK OF BALLY PARTS

EXTENDED FINANCING TO YOUR NEEDS

FOR IMMEDIATE DELIVERY! RECONDITIONED—READY FOR LOCATION

Table listing prices for various reconditioned game models like Argentine, Big Chief, Big Parade, etc.

OFFERS

ALSO ALL TYPES OF MUSIC MACHINES

ALL ITEMS GUARANTEED

Phone Chester 9288

WRITE OR WIRE UNITED INDUSTRIES 525 PARKER ST • CHESTER • PENNA.

It's CONDITION That Counts!



IN COIN MACHINES, TOO! THESE ARE GUARANTEED TO BE IN PERFECT CONDITION!

FREE PLAYS

Table listing prices for various free play models like A.B.C. BOWLER, AIR CIRCUS, ALL AMERICAN, etc.

MULTIPLES AND CONSOLES

Table listing prices for various multiple and console models like DUST WHIRLS, FORTUNE, F.P., etc.

SLOTS

Table listing prices for various slot models like MILLS 5c GOLD CHROME, MILLS 5c COPPER CHROME, etc.

MUSIC

Table listing prices for various music models like WURLITZER 600K, WURLITZER 700, etc.

ARCADES

Table listing prices for various arcade models like BALLY UNDERSEA RAIDER, CHAMPION HOCKEY, etc.

TERMS: 1/3 DEPOSIT; BALANCE C. O. D.

NEW MACHINES

IN STOCK FOR IMMEDIATE DELIVERY: EXHIBIT "FAST BALL"—PACE DELUXE CHROME BELLS—COLUMBIA D J P BELLS—AMERICAN SCALES—MARVEL "FRISCO"—"TRADIO" HOTEL RADIO—COLUMBUS PEANUT MACHINES AND ALL "PERSONAL MUSIC" WIRED MUSIC EQUIPMENT

ALL PHONES: DISTRICT 0500

SILENT SALES MAIN OFFICE: 635 "D" STREET, N. W. WASHINGTON 4, D. C. BRANCH OFFICE: 2505 N. CHARLES ST. BALTIMORE 18, MD.

USED PINS

Table listing prices for various used pin models like Air Circus, Silver Spray, Salute, etc.

NEW PINS

Table listing prices for various new pin models like Daval Free Play, Smarty, Whizz, etc.

CONSOLES

Table listing prices for various console models like Hi Hand, Bally Club Bell, etc.

ARCADE

Table listing prices for various arcade models like Photomats, Undersea Raider, De Luxe Western Base-ball, etc.

MUSIC

Table listing prices for various music models like Wurlitzer 412, Wurlitzer 61, C.M., etc.

Revolve-Around Safes Single Double Triple \$175.00 \$250.00 \$275.00

MUTOSCOPE VOICE RECORDER, FLOOR MODEL—WRITE! Write for Price on New NORTHWESTERN PEANUT MACHINES.

INTERNATIONAL COIN MACHINE DISTRIBUTORS

2436 ST. CLAIR AVE. MAIN 5769 CLEVELAND, OHIO



BAT-A-BALL

A Brand New Upright GAME

**FITS ANY CLOSED TERRITORY!
READY FOR IMMEDIATE DELIVERY!**

You'll "hit a home run" every time with BAT-A-BALL—the brand new, location tested game that makes players come back again and again.

BAT-A-BALL eliminates service calls; mechanically perfect, no motors, gears, etc.

Takes little floor space, fits locations easily. Legal throughout—for pure skill amusement, it can't be beat.

\$ 249⁵⁰
F. O. B. Chicago

MONEY BACK GUARANTEE IF NOT COMPLETELY SATISFIED!

- DISTRIBUTORS -
Wire—Write—Phone For Territories

Manufactured by
AMERICAN AMUSEMENT CO.
164 E. Grand Ave. Chicago 11, Ill.
Tel.: CAPitol 5300

Buy "American" and you buy the "Finest"

WISCONSIN and MICHIGAN OPERATORS!

Contact Us At Once—

A BRAND NEW LEGAL GAME TO FIT THIS TERRITORY!

Ready for Immediate Delivery!

"BAT-A-BALL" \$249.50
F.O.B. Chicago

Telephone: 1946

"The telephone number of the year"

WRITE-WIRE-PHONE US TODAY!

distributed by

MASTER MUSIC SALES

10 Main Street

Watertown, Wisconsin

Telephone: 1946

N. Y. REAPS EXPORTS

(Continued from page 82)

cut in this country, go begging, however, because the L. A. buyers seem to prefer U. S. pops and hot tunes. Most of the natives do not understand English, but the American platters seem to have the same appeal for them as Spanish-language tunes do for the U. S. consumer.

Interestingly, distributors here report that some 70 per cent of the South American coin machine buyers understand and write English. Most popular coins used below the border bear strong resemblance to our dime.

Contrary to usual practice here at home, proprietors of locations in Latin countries often stuff their juke boxes with their own nickels in order to attract business. Location percentages, distributors say, are considerably lower than in the U. S.

GRAWOIG NIPS RUMORS

(Continued from page 82)

would be able to complete such a transaction during its current status, Grawoig said that this could be done by gaining permission of the court.

Meanwhile, he said, the new owners of U. S. Challenge Company and Batavia Metal Products are still themselves considering resumption of production on the juke box. Currently, he said, a study of component parts and purchased materials is being conducted by his engineers.

EXTRA SPECIAL PRICE ON CABLE FOR USE ON THE GROUND

Cable has phosphor bronze braid covering as used on shipboard. All new on original reels as listed. Priced at the cost of regular standard wires. SEND US YOUR WANTED ITEMS.

- 1 Reel 310 Ft. No. 8 10 Cond. VCLA cable.
- 1 " 250 Ft. No. 12 1 Cond. SRLA cable.
- 1 " 220 Ft. No. 16 10 Cond. SRLA cable.
- 1 " 115 Ft. No. 350,000 CM VCLA cable.
- 1 " 160 Ft. No. 16 10 Cond. SRLA cable.
- 1 " 113 Ft. No. 4 4 Cond. VCLA cable.
- 1 " 95 Ft. No. 2/0 6/1 VCLA cable.
- 1 " 77 Ft. No. 16 20 Cond. SRLA cable.
- 1 " 143 Ft. No. 10 3 Cond. SRLA cable.
- 1 " 225 Ft. No. 8 5/1 VCLA cable.
- 1 " 240 Ft. No. 16 10 Cond. SRLA cable.
- 1 " 105 Ft. No. 16 30 Cond. SRLA cable.
- 1 " 90 Ft. No. 16 8 Cond. ICLA cable.
- 1 " 188 Ft. No. 16 10 Cond. VCLA cable.
- 1 " 100 Ft. No. 1/0 2 Cond. VCLA cable.
- 1 " 81 Ft. No. 3 3 Cond. VCLA cable.
- 1 " 180 Ft. No. 16 10 Cond. SRLA cable.
- 1 " 613 Ft. No. 14 1 Cond. SRLA cable.

PORTER ELECTRIC COMPANY, INC.

380 S. Sixth St. Minneapolis 15, Minn.
Geneva 8655
Electrical Equipment Coast to Coast



ASSOCIATED AMUSEMENTS

846 COMMONWEALTH AVE., BOSTON 15, MASS.
MILLS COIN MACHINES
MASSACHUSETTS, MAINE,
NEW HAMPSHIRE AND VERMONT

CONSOLE BARGAINS!

NEED SPACE—WILL SACRIFICE

- 2 Keeney 2-Way Super Bells, 5-5
- 1 Paces Reels With Rails, 5¢
- 1 Bally Club Bell, 5-25
- 6 Keeney Super Bells, 5¢
- 2 Paces Races (Brown Cabinet)
- 1 Watling Big Game, 5¢ Free Play
- 1 Bally Big Top, 5¢ Payout
- 1 Evans Galloping Dominoes, '41

Send Us Your Offer. Write Today.

COIN AMUSEMENT GAMES, INC.

1335 E. 47th St. CHICAGO 15, ILL.

FOR SALE

50 Buckley Track Odds, Daily Double with Jackpot, good condition, \$975.00 each.

TECHE NOVELTY CO.
NEW IBERIA, LA.



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204 11TH AVE., S, MINNEAPOLIS 15, MINN.
MILLS COIN MACHINES
MINNESOTA, NORTH DAKOTA AND SOUTH DAKOTA

FLINT, MICH.

ON DISPLAY IN OUR SHOWROOM

- BALLY BIG LEAGUE \$299.50
- CHICAGO COIN SUPER SCORE... 299.50
- EXHIBIT FAST BALL 330.00
- GOTTLIEB SUPERLINER 322.00
- GENCO WHIZZ 189.50
- UNITED SEA BREEZE 325.50
- ALSO THESE USED BARGAINS AT \$32.50 Ea.
- WILD FIRE TRAILWAYS
- MILLS OWL LINE UP
- SPARKY BIG CHIEF
- '41 Derby..\$179.50 Air Raider..\$97.50
- SEEBURG RAY GUNS, Converted and Refinished \$79.50

GENERAL AMUSEMENT CO.

915 N. SAGINAW ST. FLINT 4, MICH.
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STATE OF LOUISIANA

BRADLEY DISTRIBUTORS

1650-52 N. Damen Ave.
Chicago, Ill.

EXCLUSIVE TRADIO DISTRIBUTOR

in ILLINOIS

SEE TRADIO ADS
PAGES 126-127



SICKING, INC.

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MILLS COIN MACHINES

KENTUCKY, WEST VIRGINIA AND SOUTHERN OHIO

COIN MACHINE PARTS

28-VOLT BAY BASE BULBS
20c EACH

Bally Rapid Fire Gun Castings. Each	\$10.50
Leg Levelers (Set of 4). Each	.55
Anti-Split Leg Reinforcements. Ea.	.06
Live Rubber Rail. Per Foot	.10
Large Size Suction Cups. Per 100.	3.75
Plunger Tips (Large or Small Hole). Per 100	3.00
Ball Shooter Assemblies (Specify Bally, Exhibit or Gottlieb)	1.25
Ball Left Assemblies (Specify Bally, Exhibit or Gottlieb)	.55
Genuine Gun Bulbs, No. 1489. Ea.	.49

GLASS CARTRIDGE FUSES	
Per 10	Per 100
1/4, 1/2, 3/4 Amps	\$1.45 \$9.75
1, 1 1/2, 2, 2 1/2, 3 Amps	.40 3.25
5, 6, 7 1/2 Amps	.35 2.25
10, 15, 20, 25, 30 Amps	.30 2.00

SEND FOR OUR LATEST COIN MACHINE PARTS LIST

DAN GOULD ENTERPRISES

5049 W. Fullerton Chicago 39, Ill.
Phone Berkshire 3012

Musical Minutes Tells All!
NOW IT'S HERE!
MUSICAL MINUTES STUDIO
Music in The Modern Manner



Greatest Music-Control development of the age! HERE'S where the music comes from ... completely unattended ... 2 or 24 hours a day! TAKE A LOOK!

By simple plug in method Musical Minutes Studio services both Musical Minutes Boxes and the John-Lee System.

Here is the most phenomenal development ever to hit the coin-operated music field! Over 30 years of "know-how" brings you perfection from an operator's point of view. Musical Minutes offers you EVERYTHING.

Location-tested for the past 9 months. MUSICAL MINUTES answers every operator's prayer for amazing money-making potential! IMAGINE ALL THESE ADVANTAGES IN ONE MACHINE!

- Superb Tone ... Easy To Install
- Eye-Arresting Beauty in Attractive Colors
- 6 "Play" Minutes for 5c
- 12 "Play" Minutes for 10c
- Simplicity of Design
- Foolproof New Coin Accumulator
- Takes any combination of nickels and dimes up to a dollar, offering 20 plays or 120 continuous minutes
- Coin Counter assures full return to location and music merchant



FOR "CONTROLLED" MUSIC
INSIST ON "JOHN-LEE"

8-POINT SERVICE! IMAGINE ALL THIS IN ONE SYSTEM

1. Beautiful 5- reel Cabinet
2. Two 16 Record Mechanisms
3. Two Adaptable Studio Amplifiers
4. Distribution Panel
5. Monitor Control
6. Fluorescent Lighting
7. Meets All Telephone Requirements
8. 24 Hour Unattended Operation Insured by Automatic Safety Changing Unit Which Switches From One Record Mechanism or Amplifier To The Other In Case Of Breakdown.

The ideal centralized system for banks, offices, factories, restaurants, etc. Unmatched performance! Phone or write NCW for complete information TODAY!

SEE YOUR NEAREST DISTRIBUTOR OR WRITE TO ...

MUSICAL MINUTES INC.

JOHN A. FITZGIBBONS, Pres.

453 WEST 47TH STREET -- NEW YORK 19, N. Y.

PHONE: CIRCLE 5-5240-1

SAM STERN SAYS



IT'S ALWAYS

SMARTY

WILLIAMS NEW 5 BALL GAME

ON ANY LOCATION

SEE YOUR LOCAL DISTRIBUTOR OR WRITE DIRECT TO

SCOTT-CROSSE COMPANY
Exclusive Distributor in Pa. & N. J.
1423 Spring Garden St., Phila., Pa.

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STANDARD MAKES OF CONDENSERS	
10 MFD. 25 W. V.	28c Ea.
40/50 MFD. 150 W. V.	65c Ea.
30/50 MFD. 150 W. V.	65c Ea.
.25 MFD. 400 W. V.	12c Ea.
.005 600 W. V.	10c Ea.
.01 600 W. V.	10c Ea.
.1 600 W. V.	10c Ea.

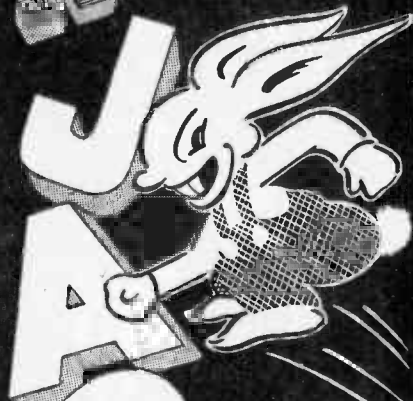
TOGGLE SWITCHES

(Cutler-Hammer)
S.P.S.T. 25c Ea. | D.P.D.T. 45c Ea.

12" P.M. Speakers, Alnico Magnet	\$ 7.75 Ea.
5" P.M. Speakers, Alnico Magnet	1.75 Ea.
Pin Ball Line Cords, 6 Ft. With Plug	.28 Ea.
Webster Model 56 Record Changers	24.00 Ea.
V.M. Record Changers	18.50 Ea.

Guaranteed All New and Fresh Merchandise.
Minimum Order \$5.00. Deposit Required.
LAVOIE & HILLMAN, Inc.
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Distributors of Coin Machines Since 1926.

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PIN GAME OPERATORS AND ARCADE OPERATORS

LET YOUR DOLLARS

MULTIPLY LIKE RABBITS WITH THIS NEW ALL-ANIMATED GAME!



RABBIT

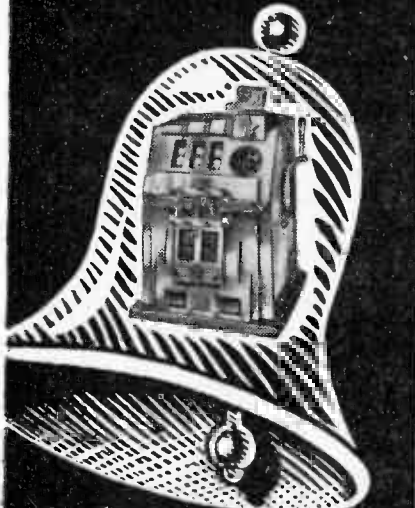
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Chicago 40, Illinois
Telephone — Edgewater 3500

*Please send additional information on "Jackrabbit" — the sensational money-maker of the year.

Name _____
Address _____
City _____ State _____

PACE
The **BIGGEST**
NAME in BELLS



Deluxe Chrome Bells
5¢ - 10¢ - 25¢ - 50¢ - \$1

PACE
MFG. CO. INC.
2909 INDIANA AVE. CHICAGO, ILL.

St. Louis Paper Features Slug Rejector Item

ST. LOUIS, Nov. 9.—St. Louis *Globe-Democrat's* staff writers, Ray Baechle, prepared an interesting feature article, entitled "End of the Line for Juke Box Chiselers," which appeared as a featured article in a recent edition of that newspaper. Article was accompanied by a cartoon illustration. Feature dealt with National Slug Rejectors, Inc., St. Louis.

Following paragraphs, taken from Baechle's article, should prove of interest to the trade:

"The company (National Slug Rejectors) is now completing development—it has an extensive research staff—of two new gadgets of which General Manager F. C. Steffens spoke so enthusiastically I expect him to lapse into his native Danish to pick up speed.

Automatic 24-Hour Service

"No. 1, still tucked away in the research department, is a credit-storing device which Steffens declares will bring us to the coin age of the gag men, to wit: "This is what has been needed to perfect automatic merchandising. In two years our device will bring about automatic grocery stores, open 24 hours a day with super-self service.

"Here's how these things will work. There'll be rows of vending cabinets. Say a pound of frozen fish is 36 cents. The merchant can set the machine for any price up to \$1. So he sets the fish vender at 36 cents. All the shopper does is to keep dropping in coins, any combination of nickels, dimes, pennies and quarters—just any combination. When 36 cents is in—out pops the fish.

"No. 2, pride of the gadgeteers, will prevent one of America's biggest little tragedies—not being able to get a cōke when you haven't a nickel and no one else has change. That's because the gadget will kick out the right change along with the merchandise. It works. I tried out a test unit on a coke machine at the plant and got one coke and four nickels for my quarter.

"Incidentally, there are a dozen vending machines, dropping everything from peanuts to milk, scattered around the plant. Furthermore, there are thousands of slugs lying around,

Pin Wins

TOLEDO, Nov. 9.—Ervin Tucker thought he had two sure methods for beating pinball games. However, he came out second best with each one when he tried them here this week. First he poured nickels into the machine—but when the ball went around and around without the proper results, he got tired. Instead of blaming bad body-English for the results he tried the second method—his fist. He was taken to St. Vincent's Hospital for severe hand cuts.

very good slugs that the company made for test purposes. But the 283 employees—such faith—are never tempted.

Stacks of Coins

"The last to try it would be the 30 girls in the test department. They endlessly shove change and slugs into the new units. National Slug has quite a chunk of dough tied up in this test change—piles of nearly every small coin in the world from English shillings to Argentine 10 centavo pieces.

"The rejectors have such fame that nearly every guy with a new coin device pops into National Slug to have it adapted to the profit protectors. Recently the engineers finished a job on a Rube Goldberg contraption that turns out hot dogs, hamburgers and toasted cheese sandwiches. They're put in raw, but as the coin hits—buzz—an arc of current cooks them electronically. The coffee? Well, the new de luxe java dispensers have been improved. You can have it black, with just cream, with just sugar, or, if you insist, with both."

Crop Production Goal for 1947; More Rye and Sugar

WASHINGTON, Nov. 9.—Final 1947 crop production goals, according to the Agriculture Department's announcement last week, call for 34 per cent more acres planted to rye, 15 per cent more to sugar beets and 9 per cent more to sugar cane than were harvested this year. Sugar and rye supplies are far short of requirements. Conversely farmers were asked to plant 7 per cent fewer acres to dry peas.

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Extend Travel Season to Year Around -- Travel Exec

CHICAGO, Nov. 9.—Travel season, a time when coinmen, especially those having locations in resort areas or on arterial highways, expect good play for their vending machines, juke boxes and amusement machines, was urged to be broken up as a traditional summer proposition this week by Don Thomas, managing director of the All-Year Club of Southern California. He made this suggestion when he addressed several hundred railroad ticket agents and travel representatives at a meeting in the Morrison Hotel, sponsored by the Gray Line Association, Inc.

Summer travel, Thomas declared, is a hangover from the days when most of the population was engaged in farming. "Not so many years ago vacations were considered a luxury," he said, "while today, more than four-fifths of all persons employed in private industry and 97 per cent of all office workers are eligible for paid vacations."

More Vacationers Today

Thomas estimated that 30,000,000 workers in this country are granted vacations yearly. He explained this as due to the higher standard of living now enjoyed by present day Americans, compared with their fathers' time, and the greater surplus of purchasing power which permits a vastly larger number to travel.

In 1939, 7 per cent of the national income was spent on pleasure travel, according to the All-Year Club official. "This," he said, "nearly doubled the amount of money spent on exports and equaled the combined

output of the meat packing industry, petroleum, refining, printing and publishing and the products of the iron and steel furnaces."

Thomas told his audience that the advantages of a spread out travel program were numerous. He explained that putting the travel industry on an all-year basis would result in lower prices, enable more people to travel and provide increased stability in the travel business.

Cites Other Advantages

Beyond providing more economical and efficient use of travel equipment, he said, the year around plan would allow resort businesses to accommodate more trade with the same investment. In this way the cost of operation would be spread over a longer period and there would be less gamble on a quick peak demand.

Southern California, Thomas said, did only two months travel business at one time until promotion made it possible to attract tourists and vacationists thruout the year. Campaign was based on the separate advantages of the four seasons.

Thomas revealed some of the earlier experiences of the All-Year Club. "At one time," he said, "resort owners were accused of profiteering because they raised prices sufficiently during the peak season to cover the year's business. This led the club to promote summer travel, which after seven years doubled the earlier winter business." He ended his talk to the travel and ticket agents by saying that the club now concentrates on spring and fall travel.

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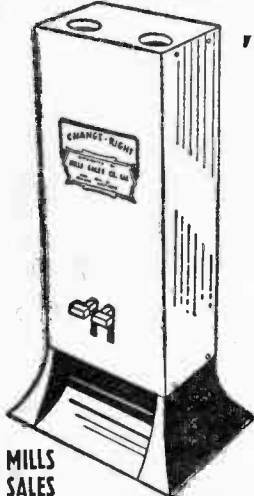
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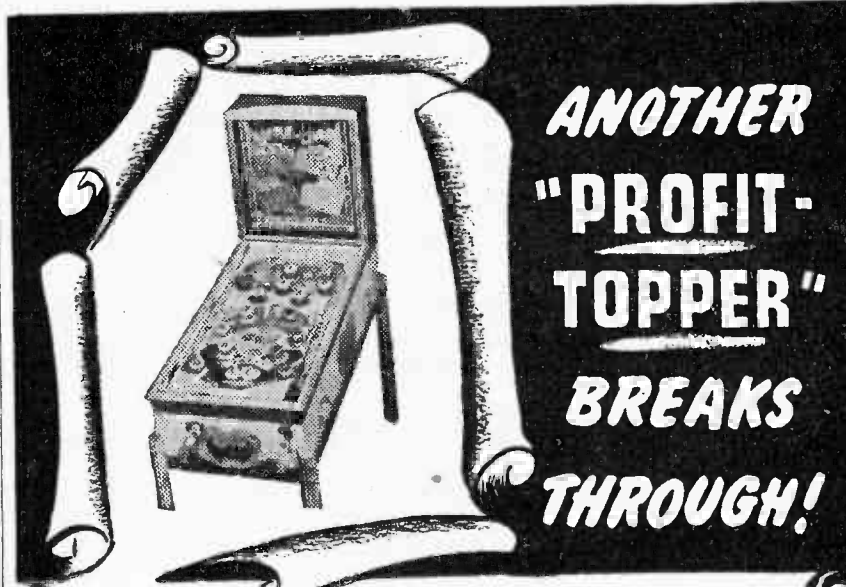
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NOW DELIVERING "AMITY" CIGAR VENDOR

NEWEST POST-WAR MODEL

\$44.50 EACH

NEW STANDS, \$11.50

WE HAVE A SUPPLY OF CIGARS

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Firestone's Tally Roll	\$489.50	ABT Challengers	\$ 95.00
Firestone's Skill Roll	379.50	Walling Slots, 5-10-25-50¢	Write
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FOREIGN BUYERS Write Today for complete list of equipment we have available for export.

All mdse. subject to prior sale! 1/2 dep., bal. C.O.D., F.O.B. Warehouse
All equipment guaranteed in perfect condition. We pride ourselves on our clean reputation! **WRITE—WIRE!**

WEST SIDE DISTRIBUTING CORP.

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We are now in a position to handle any form of export on all coin operated equipment. We have all makes of all machines, both new and used, in A-1 mechanical condition and appearance.

Export Export Export

1 Ball Pin Games—Free Play	5 BALL PIN GAMES—FREE PLAY	1 Ball Pin Games—Cash Pay
Cigarette Machines	Arcade Equipment	Cash Pay
Candy Machines	Counter Games	Consoles
Phonographs	Slots	Slots
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COMPLETE STOCK OF ALL PARTS

Our Selection Is Complete! Our Equipment Is Excellent!
Our Prices Are Reasonable!

Write now for a complete list of prices and full export details

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READY FOR IMMEDIATE DELIVERY

USED

Air Circus	\$100.00	Keep 'Em Flying	\$100.00	Marines at Play	\$ 75.00
Catalina	75.00	Knockout	105.00	Metro	45.00
Five-Ten-Twenty	100.00	Home Run, '41	60.00	New Champs	45.00
Flat Top	180.00	Laura	180.00	Play Ball	60.00
G.I. Joe	60.00	Liberty	145.00	Slugger	69.00
Repeater	\$30.00	United Revamps. Each	\$180.00		

NEW

Exhibit Fast Ball	\$330.00	Gottlieb Super Liner	\$322.00
Chicago Coin Spell-bound	325.00	Williams Dynamite	334.50
		Bally Big League	299.50

All prices F. O. B. New Haven—1/3 deposit, balance C. O. D.

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WESTERN OPERATORS! NEW COIN BOARDS!

Immediate Delivery!



COMET OF DIMES

1496 HOLES . 10c PLAY
TAKES IN . . . \$149.60
PAYS OUT . . . 89.50
(including coins)
Definite Profit \$60.10



CIRCLE OF FORTUNE

1200 HOLES 25c PLAY
TAKES IN . . \$300.00
PAYS OUT . . 179.00
(including coins)
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These Boards are shipped without coins! Insert your own! Foolproof — Tamperproof!

EXCLUSIVE! Live Wire Operators will be given Exclusive Sales Rights on these Boards. Write or Wire at once.

We are Factory Distributors for the Western States

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PORTLAND 15, OREGON

TOPS WITH OPS! Get on Our Mailing List Now!

Used Specials — Checked and Rechecked Before Shipment

Seeburg Hi-Tone 8800	\$425.00	Scientific Baseball	\$ 99.50	Genco Baseball	\$159.50
RCEs	405.00	Rock-Ola Standard	329.50	Lite League	229.50
Seeburg Classic	405.00				

Crating \$10.00 Extra

WE BUY USED RECORDS!

PHONE ACCOUNTS SOLICITED

NATIONAL NOVELTY COMPANY

Cable Address: NATNOVCO. Merrick, L. I.

183 MERRICK ROAD
MERRICK, L. I.
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NEW EQUIPMENT FOR IMMEDIATE DELIVERY!



MUTOSCOPE VOICE-O-GRAPH

People thrill at the idea of recording their own voices—and you'll thrill at the money the Voice-o-Graph can make for you.



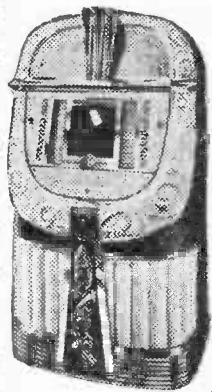
MUTOSCOPE ATOMIC BOMBER

A natural for big profit play.

KEENEY SUPER BELL

ONE, TWO AND THREE WAY

The best investment you can make at any price!



AMI 40 SELECTION PHONOGRAPH

Plays 20 records, 2 sides

AMI AUTOMATIC HOSTESS

Telephone music at its best

PLUS THESE FOUR WINNERS!

AMUSEMATIC JACK RABBIT
ACE COIN COUNTER

EXHIBIT FAST-BALL
CHICAGO COIN SPELLBOUND



WRITE . . . WIRE . . . PHONE TODAY!

DISTRIBUTORS, INC.

Morris Hankin

Jack Lovelady

708 Spring Street, N. W., Atlanta, Ga.
1524 2d Ave., N. Birmingham, Ala.

ROUTE FOR SALE

Long Established and Well Covered
Located in New Mexico

- 100 Phonographs
- 60 Pinballs
- 40 Slot Machines
- 115 Wallboxes
- Cigarette Machines

ALL ON LOCATIONS

Late Panel Trucks, new Typewriter, new Adding Machine, Salesboards, Records, Parts, Office and Shop Equipment and everything complete for running this route.

Will pay for itself within two years.

Will stand rigid investigation and check up.

Will take \$40,000.00 to handle; balance, terms.

The Billboard

BOX D-364

Cincinnati 1, Ohio



STRONGEST, TOUGHEST Construction!
... almost 1/4" thickness, solid colors

WURLITZER		ROCK-OLA	
	Each		Each
800 Top Corners	\$16.50	Standard, Master, Deluxe or Supers:	
800 Lower Sides	13.50	Top Corners (Solid Red, Yellow or Green)	\$12.75
800 Middle Sides	3.00	Lower Sides (Red or Yellow)	12.75
800 Top Centers (Right or Left, Red)	8.00		
800 Back Sides (Green)	9.50		
800 Top Centers (onyx)	4.00		
600, 500 Top Corners	4.50		
700 Top Corners	7.50		
700 Lower Sides	9.50		
700 Back Sides	8.50		
750 Top Corners	8.75		
750 Lower Sides	8.75		
750 Top Center	4.25		
750 Middle Sides	2.00		
850 Top Corners	9.50		
850 Lower Sides	8.75		
850 Top Center	11.00		
850 Peacock Glasses	3.50		
950 Lower Sides	10.50		
24 Top Corners	1.00		
24 Lower Sides	4.00		
41-61-71 Top Corners	4.50		

New Clear, Transparent PLASTIC WINDOWS for your Model 850 program holder . . . \$5.00 per set

If You Don't See What You Want . . . Ask For It! We May Have It In Stock!

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THE FINEST EQUIPMENT AT LOWEST PRICES—ALWAYS!

NEW GAMES — IMMEDIATE DELIVERY

Superliner	Wagon Wheels	Gott. Grip Scale
Fast Ball	Oklahoma	Daval Free Play
Spellbound	Arizona	American Eagle
Big League	Victory Derby	Groetch, Columbia
Surf Queen	Victory Special	Mills Black Cherry
Opportunity	Total Roll	Bally Draw Bell
Frisco	Goaltee	Ev. Bang Tall
Grand Canyon	Genco Whizz	Flash Hockey
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Many Others! Write for Complete List of New and Used Machines

Terms: 1/3 Deposit, Balance C. O. D.

SPECIAL ATTENTION GIVEN TO EXPORT ORDERS

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2000 N. OAKLEY Humboldt 3027 CHICAGO 47, ILL.

\$10,000 STOCK SALESBOARDS		BELOW FACTORY PRICE	
Holes	Play	Description	Avg. Profit Net Price
1000	25c	CHARLEY BOARD—THICK	\$ 50.00 \$.98
1000	25c	GOLDEN BOY CHARLEY—THICK	50.00 .98
1000	1c	CIGARETTE BOARD—30 PK.	.66
800	5c	HAPPY HUNTING—BOOK COVER	22.00 1.94
1200	5c	CAPITOL	30.00 2.67
1800	5c	PADDLE WHEEL	45.00 2.96
2000	25c	LU LU	100.00 2.76
2028	10c	JAR OF JACK	52.80 2.74
2300	5c	COVERED WAGON	50.70 2.98
2800	5c	HIT FIFTY	78.00 3.77
3000	5c	FAST ACTION	56.00 2.87

FREIGHT PREPAID ON ORDERS \$75.00 OR MORE. TERMS: 1/4 CASH, BALANCE C. O. D. WRITE FOR FULL LIST.

DIXIE NOVELTY CO., Box 2974, Beaumont, Texas

See Boom Christmas Sales With No Slump In Sight for Months

WASHINGTON, Nov. 9.—Christmas sales volume, perhaps 10 per cent greater in terms of actual goods wrapped and sold over the counter, than the record holiday buying last year, was predicted by government officials this week. In terms of dollars, Federal Reserve Board economists believe, the increase will be 20 to 25 per cent higher. Price increases will account for much of this rise.

Despite this fall's slowdown in department store sales, which earlier in the season were running 30 per cent above 1945, the new peak is a certainty, it was claimed. Few officials chanced a prediction on whether sales would keep rolling after Christmas in the same high volume that continued up to last Easter.

No Slump

Walter Morrow, president of American Retail Federation, forecast: "Holiday business should be exceptional. There is no reason for a slump for many months ahead. Businessmen have not even started to promote sales or exploit the market. They are still running on momentum."

Holiday buying will run from "rather good to startlingly good," was the prediction of D. Stevens Wilson, economist of the business structure division at the Commerce Department. "I do not share the belief that the peak of merchandising has been reached, nor do I believe that business is pricing itself out of the market," he elaborated. "Any further increase in general price levels, however, could definitely discourage consumers from buying anything but necessities," Wilson concluded.

In an informal report to the Federal Reserve Board, bankers from a number of cities stated that store executives are optimistic and have been stocking up heavily. Any overstocking occurring, it is believed, is most likely in women's clothing.



AT TESTIMONIAL DINNER honoring Boston coinman Edward M. Ravreby, toastmaster Louis Jacobs (left) exchanges anecdotes with the guest of honor. Members of the coin machine trade joined with Ravreby's fellow lodgemen in giving the affair at the Kenmore Hotel, Boston.

ORDER "TALKING GOLD"

Plastic Grille Cloth
TODAY!

SPEEDWAY PRODUCTS, INC.
502 W. 45th St. New York 19, N. Y.
AL BLOOM, President
Tel.: LOnacre 5-0371

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Special price on brand new Weller Speed Irons, \$10.50 each

Lots of 100—\$950.00

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WE'VE DECIDED TO RUN IT AGAIN ***



*** THIS TIME WE MEAN IT!**

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IRVING KAYE

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Phone: Circle 6-6651

FREE Attention, Operators

F A BRAND NEW SMILEY F
VALUE \$39.50—ORIGINAL
CARTON
R WITH EVERY PURCHASE OF R
A NEW A. B. T. CHALLENGER
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IMMEDIATE DELIVERY
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KING-PIN

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828 MILLS ST. KALAMAZOO, MICH.

DISTRIBUTING COMPANY

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**HIT OF NATIONAL HOTEL EXPOSITION!
3 TRADIO "FAMOUS FIRSTS"
SCORE SENSATION!**

TRADIO...TRADIOLA...TRADIOVISION

The TRADIO, INC., booth at the National Hotel Exposition at New York's Grand Central Palace this week was the focal point for all eyes as guests cheered the 3 Tradio "Famous Firsts" displayed by TRADIO, INC., of Asbury Park, New Jersey. This company is headed up by the two enterprising Trad boys... Victor and George. Their 3 notably different offerings to the coin-operated music machine field are real attention-getters. The entire future of TRADIO, INC., is based upon a pioneering policy. Watch this company grow... its password is "Let's Plan for Tomorrow Today!"

**Don't Delay! Write for Free Illustrated Folder Today!
Orders Being Placed Now**



**Now.
Hear this!**

**NEW EQUIPMENT—NOW IN STOCK
FOR IMMEDIATE DELIVERY**

- Bally Triple Bell
- Bally Draw Bell
- Bally Victory Special
- Bally Big League
- Williams Smarty
- Gottlieb Baffle Card
- United Sea Breeze
- Genco Step Up
- Genco Whizz
- Marvel Opportunity
- AMI Model A
- AMI Automatic Hostess
- Personal Music

ALL MERCHANDISE, NEW OR USED, INCLUDING PIN GAMES, MUSIC EQUIPMENT, ARCADE MACHINES, COUNTER GAMES, CONSOLES, BELL MACHINES, SKEE BALL ALLEYS AND RAY GUNS ARE SOLD ON AN UNCONDITIONAL 10 DAY, MONEY BACK GUARANTEE. ALL CABINETS ARE REPAINTED TO LOOK LIKE NEW! THE EQUIPMENT WE DELIVER NOT ONLY LOOKS GOOD BUT IS IN PERFECT OPERATING CONDITION.

WE HAVE THE LARGEST SELECTION OF USED PIN GAMES!

RECONDITIONED PHONOGRAPHS

Wurlitzer 500 In Victory Cabinet	\$400.00
Wurlitzer 950, can't tell	
From new	540.00
Wurlitzer 800	520.00
Wurlitzer 600	335.00
Wurlitzer 500	345.00
Wurlitzer 616	195.00
Wurlitzer 24s	225.00
Seeburg Gems	240.00
Seeburg Hi-Tone	450.00
Seeburg Classic	325.00
Seeburg Envoys	350.00
Seeburg Royals	275.00
Rock-Ola Master	375.00
Rock-Ola Super	350.00
Rock-Ola Standards	325.00
Rock-Ola Spectravox only	75.00
Rock-Ola Windsor	200.00
Mills Empress	250.00
1 Complete Hostess Unit, 20 Banks, Like New	\$9,500.00 Complete

1/3 with order, balance C. O. D., F. O. B. Phila.

Juke Box Provides Theme for Song as Well as New Show

PHILADELPHIA, Nov. 9.—Juke box this week provided inspiration for a song and for a radio program here. As a result, the George Simon, Inc., music firm in New York is publishing *My Juke Box Sweetheart*. And on Station WPEN, the Saturday program schedule has a new show in *Juke Box Jury*.

Juke box song was born when local tunesmiths Max C. Freedman, co-author of *Sioux City Sue*, Frank Capano and Jack Ziebler were dining in a restaurant where there was a music machine. Noticing that the same record was being played over and over again, they looked around and saw a chap sitting beside the machine and feeding it nickels. Thinking this unusual, they asked him why the repetition of the record and he replied: "Isn't she a sweetheart? I came here alone, and feeling the lack of a female for company, I got myself a girl thru the medium of the juke box and a record."

That was all the songwriters needed. And before they finished their dinner *My Juke Box Sweetheart* was born and immediately grabbed up by the New York publisher.

Radio show, *Juke Box Jury*, is an attempt to pick out the coming juke box hits. Billy Marshall, WPEN music director, three members of the studio audience, and a visiting band leader (Glen Gray was the first guest), comprise the jury. New record releases are played before the studio audience in a juke box. Jury makes their pick of the hit possibilities, explaining their reasons for the selections to the listening audience.

Juke Ops Cabinet Distrib

PHILADELPHIA, Nov. 9.—Jim Hamilton and Bill Cannon's American Phonograph Company, newest juke box operating firm in the city, has announced that the firm has been selected as the Eastern distributor for the new Universal Cabinet, which are adapted to the conversion of Wurlitzer and Singing Tower equipment.

COMPARE!

Pre-flight Trainer

ACE MOTORS, Inc.

3012 CENTRAL STREET
EVANSTON, ILLINOIS

HARD TO GET STANDS for Merchandise Vendors

Solid Steel Base
Total Weight 40 Lbs.

PRICE \$4.00

Will Support Any Type Vendor.

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TRADIO

TRADIO is AMERICA'S "MOST ACCEPTED" COIN-OPERATED RADIO, is a solid money-maker and prestige builder for hotels, motels, etc. Specifically engineered (not adapted from an ordinary radio) for superb entertainment. TRADIO is the "hottest" coin-operated radio in the field today offering you a powerful profit-making potential! Operator-installed at no cost, TRADIO is making immediate delivery to any part of the country. Order NOW!

ONLY TRADIO OFFERS ALL THIS:

1. All-metal permanent finish!
2. Heat-resistant and warp proof!
3. Continuous timing which runs out "playtime" AFTER being switched off!
4. Tamper-proof and insurable anywhere!
5. Quick, easy, permanent wall mounting!
6. Acoustics adjusted to fit any room!
7. Complete choice of colors!
8. Trouble-free reception all stations!



TRADIOLA

Specifically designed for intimate dining room and restaurant radio reception, there's only one TRADIOLA for big, steady profits and natural public acceptance. WHATEVER

your problem . . . WHEREVER your establishment . . . operator-installed TRADIOLA will draw the crowds into your place. You'll be glad TRADIOLA came your way. Customers like meal-time music . . . but they like "controlled" music . . . not too loud, not too soft . . . and every time they play TRADIOLA location prestige goes up. Order NOW!

TRADIOVISION



NOW . . . with TRADIOVISION . . . profit dollars will roll in . . . overhead will go down . . . public approval will go sky-high! TRADIOVISION is the smallest television set yet made, an amazingly compact table model with every feature of big television sets included. Operator-installed at no cost. Order NOW!

1. 5" or 7" screen!
2. Full 500 line definition!
3. Twenty tubes!
4. Acoustic modulation!
5. Low power consumption!
6. Complete plug-in unit assembly to simplify on-the-spot service!
7. No complicated tuning!

TRADIO

INCORPORATED
ASBURY PARK, N. J.
PHONE: ASBURY PARK 2-7447-8-9

Don't Delay! Write For Free Illustrated Folder Today! Orders Being Placed Now.

Circle Is New Ticket Concern

CHICAGO, Nov. 9.—Paul Paradise and Melvyn Ruder this week announced entry in the ticket manufacturing field. Firm, known as Circle Products Company, located at 4421 North Clark Street here, will make a complete line of jar, spindle, tip and pad-style ticket games.

Company, formerly located at 2421 Pratt Avenue, has engaged the new offices to handle additional equipment. Firm announces that deliveries will be made this month and in January of next year. Ruder and Paradise were formerly distributors in the ticket field.

Ex-Baker, Copeland Branches Out After Start With Stamps

DETROIT, Nov. 9.—G. M. Copeland, who entered the coin-operated field with stamp venders, announced the organization of a juke box firm. Located on the east side of the city, 1640 Defer Place, company operates under the name, Band Box Music, according to owner-manager Copeland.

Establishing his postage stamp vending machine business as a sideline to his affiliation with a large bakery, Copeland was a firm believer in the service extended by coin-operated devices. In many instances he had trouble locating postage venders. Later, however, most of his top locations were in drugstores.

During the early part of this year Copeland's health required that he change his principal occupation, which he had followed for the past 22 years. Accordingly he switched to coin machine industry on a full-

New Michigan Gov. Thanks Phono for Political Career

DETROIT, Nov. 9.—How a Nebraska farm hand who later became an outstanding criminal and corporation lawyer rose to the position of governor when someone played a tune on a juke was told here this week in *The Detroit News*.

Story told of the rise of Kim Sigler, who at the time of his decision to become governor was 49 years old and a partner in a Battle Creek, Mich., law firm. Written by William R. Muller, the story is reprinted in part as follows:

"Someone dropped a nickel in a Lansing restaurant juke box on December 14, 1943.

"At a darkened table a stocky man with a ribbon of classical white running thru gray, bushy hair listened intently. Then he arose, clapped on a now-familiar high-crowned hat and started on an errand that was to lead him to the governor's chair.

"For the music that came out of the juke box was *God Bless America* and it hit Kim Sigler in the broad streak of sentiment he hides behind the crags of a fighter's face."

Story told further how Sigler walked from the restaurant to the chamber of Circuit Judge Leland W. Carr. There he took the job of a special grand jury prosecutor. Muller quotes Sigler as saying:

"I thought it was about time somebody took that song seriously."

time basis. Copeland sold his stamp route and purchased a juke box route in its stead.

Band Box Music's owner now operates 38 music machines which he services himself.

THERE'S LOADS O' DOUGH IN SWEETIE PIE!

WIN \$20 OR \$5

2nd JACKPOT PAYS

TICKET PRINTED "ADVANCE" RECEIVES PUNCH IN 2nd JACKPOT

SWEETIE PIE 1000 HOLES

R. M. Thick 5¢ Play
Takes in . . . \$50.00
Ave P.O. 20.85
PROFIT \$29.15
IMMEDIATE DELIVERY!

WIN \$10

1st JACKPOT PAYS

LAST PUNCH IN EACH LARGE COLORED SECTION RECEIVES \$1.00

ALSO TICKETS PRINTED "ADVANCE"

Watch for BORK'S BIG LINE OF MONEY MAKERS!

BORK Mfg. Co. Inc.,

72 Washington St., New York.

MACHINE MADE AND MOUNTED—WE MANUFACTURE ONLY

TIP CARDS—JACKPOT—BASEBALL CARDS

WIN-A-FIN CARDS—1,000 TICKETS—5 IN A BUNDLE

Prices Very, Very Reasonable—No Order Too Small

PHONE WHEELING 340 COLUMBIA SALES CO. 323 MAIN ST. WHEELING, W. VA.

A GREAT NAME FOR A
G-R-E-A-T GAME

OPPORTUNITY

BY MARVEL



- Dynamic Player Appeal
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- Knockout Pocket
- 5000 Ball Return
- Double Roll Over Lane
- Curves and Color
- Beautiful Lite Box
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A BIG
MONEY
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"DEPENDABLE
PERFORMANCE"

MARVEL
MANUFACTURING CO.

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PRICE
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YOUR WIRES
CAN'T GET CROSSED

WITH SEEBURG
SCIENTIFIC SOUND
DISTRIBUTION

No complicated wire or cable attachments leading from the SEEBURG WIRELESS WALLOMATIC to the SYMPHONOLA. Just plug in the lighting circuit—that's all!

• SEEBURG WIRELESS WALLOMATIC easily installed. Three screws securely hold back plate and chassis to wall.

• Entire mechanism readily accessible by unlocking front cover. Coin chute and ejector mechanism (all one assembly) serviced by simply removing one screw.

• 110 volts, 60 cycle operation.



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Exclusive Distributors for Wisconsin and Peninsula of Michigan for —

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EVANS TEN STRIKE AND CONSOLES

THOROLY TESTED AND RECONDITIONED PHONOS

WURLITZER	SEEBURG	ROCK-OLA
412 Lightup \$175.00	Classic \$375.00	12-Record \$ 95.00
616 195.00	Colonel, R.C. 495.00	Imperial 20 225.00
24 295.00	8800, R.C. 575.00	Windsor 275.00
600R 395.00	9800, R.C. 575.00	Standard 325.00
500 425.00	MILLS	De Luxe 350.00
700 575.00	Throne \$275.00	Master 425.00
800 625.00	AMI	Super 475.00
750E 650.00	40-Set. Hiboy \$375.00	Premier 475.00
Victory Keyboard ... 425.00	20 Streamliner 275.00	Commando 525.00

ALSO A COMPLETE LINE OF NEW AND USED
ARCADE AND PIN BALL MACHINES

WANT GENCO PLAYBALLS AND TOTAL ROLLS
WRITE TODAY FOR OUR PRICE LIST. Terms: 1/2 Certified Deposit.

Wisconsin's Leading Distributors

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6304 W. GREENFIELD SPRING 8446-8447 MILWAUKEE 14, WISC.

The Following Jobbers Can Give You
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A Really Great Game—By MARVEL

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Bridgeport, Conn. | State Music Co.
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Hartford, Conn. |
| R. N. Y. Novelties
431 Clinton Ave.
Newark, N. J. | Binghamton Amusement Co.
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| Hercules Sales & Dist. Co.
415 Frelinghuysen Ave.
Newark, N. J. | Redd Dist. Co.
26 Brighton Ave., Allston
Boston, Mass. | Kertman Sales Corp.
573 Clinton Ave., N.
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| Waterbury Amusement Co.
54 Watertown Ave.
Waterbury, Conn. | Square Amusement Co.
88-90 Main St.
Poughkeepsie, N. Y. | Paramount Dist. Co.
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DIRECT FACTORY REPRESENTATIVE **JOBBERS** Write for territories still open
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ROCK-A-BARREL

POPULAR 9-FOOT SIZE

Made by men who know operating "how"!

This is our second skee-ball type game. A firm which has experience in all phases of the industry, we want certain things in our games, and to get it WE HAD TO MAKE 'EM! If you are looking for trouble-free operation, good profits and those little extras which make it possible, get in touch with us.

- Rotating Barrel and Fool-Proof "Fencing"
- Silent Sponge Rubber Playing Field
- Fool-Proof All-Metal Ball Release
- Well Made, Fine Appearance



WRITE—WIRE
\$395.00

F.O.B. Milwaukee

Wisconsin Novelty Co.
OF MILWAUKEE

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JOBBERS For representation in your territory contact us for special quantity prices.

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RAY GUN OPERATORS
PEP UP YOUR GUN LOCATIONS WITH
NEW - IMPROVED BLACK-LITE SCENERY,
AVAILABLE in the FOLLOWING SCENES

SHOOT THE BAR-
TENDER for CHICKEN
SAM GUN

SHOOT THE WOLF
for
CHICKEN SAM GUN

THE BLACK BOILER
for
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TRUSTIN' TORREADOR
for SHOOT THE
CHUTES GUN

SEA MONSTER
for
RAPID FIRE GUN

AFRICAN SPLASH
for
RAPID FIRE GUN

PRICE \$49.50

For ANY Scenery listed above, COMPLETE with BLACK LITE unit—Ready for immediate installation and operation. Easy to understand. Instructions with each unit.

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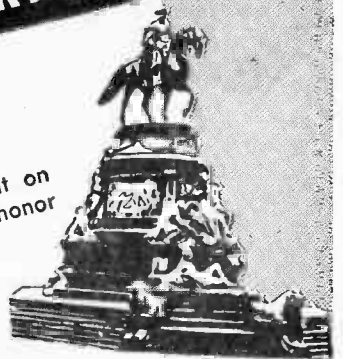
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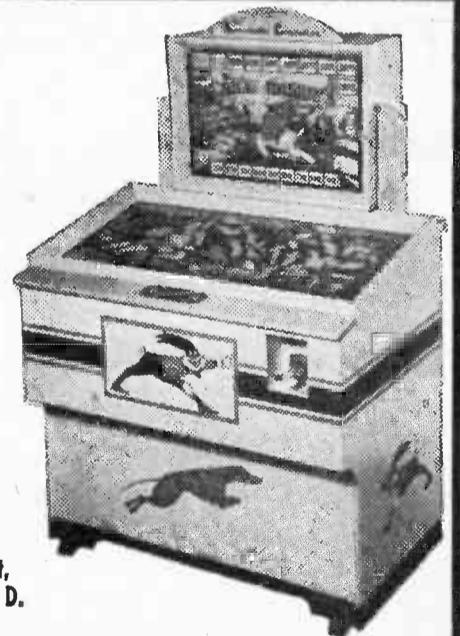
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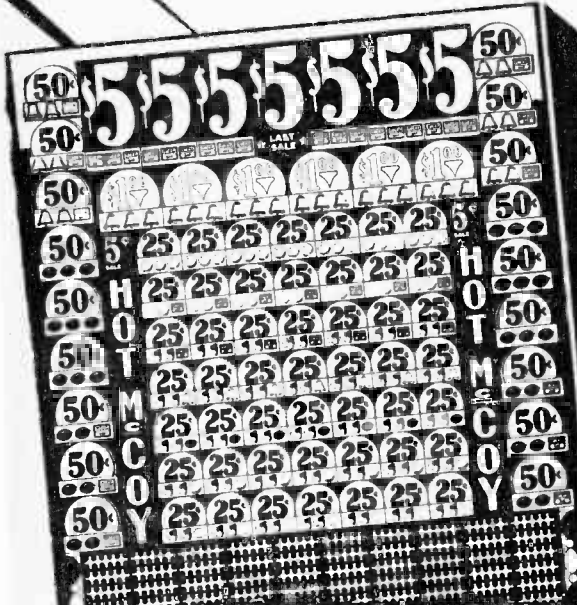
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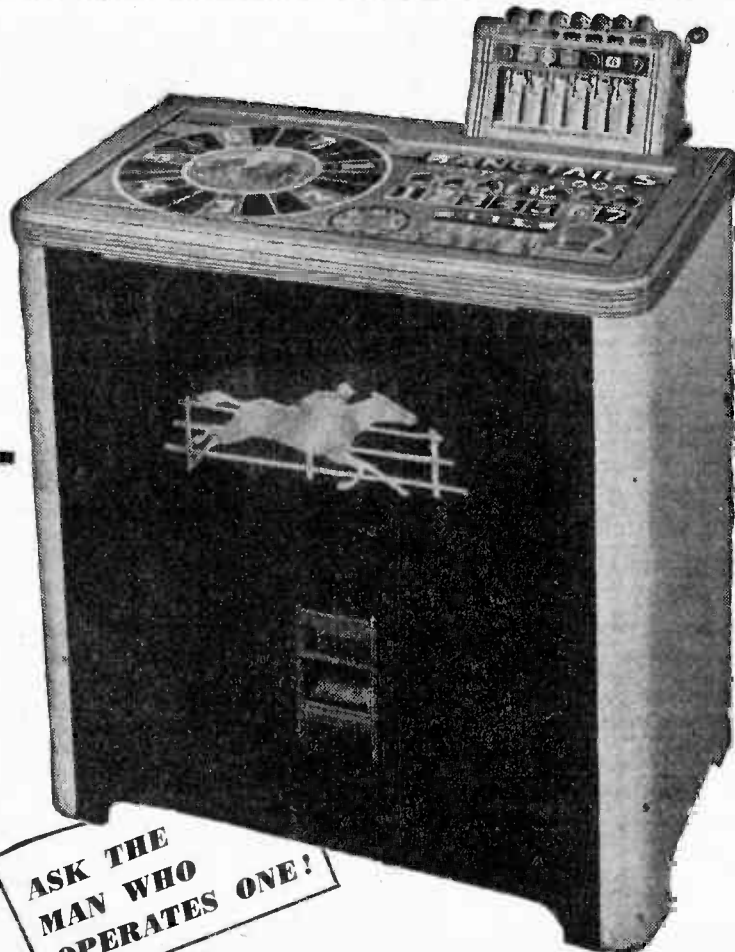


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SILVER KING NUT VENDOR ... \$13.95		
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CHALLENGER ... \$65.00		
VEST POCKETS .. \$74.50		
Exh. FAST BALL. \$330.00		
Gott. GRIP SCALE. \$39.50		
Bally DRAWBELL. \$477.50		
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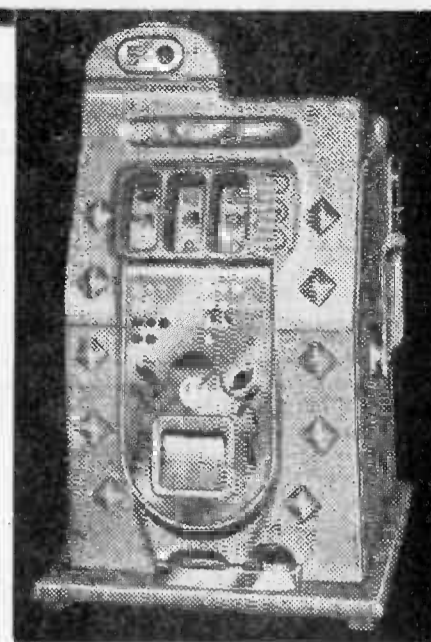
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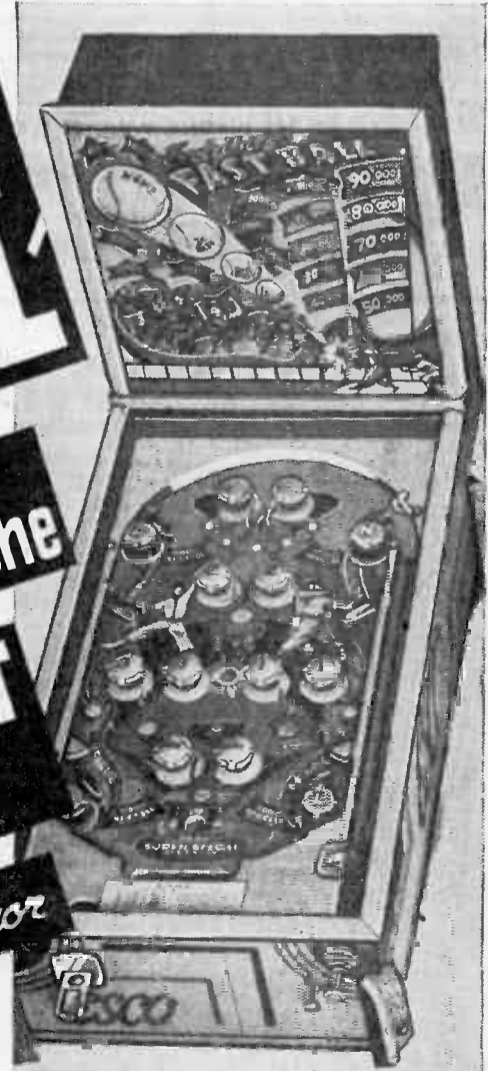


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A.O.C.G.*

out-pulls
A.O.C.G.*

out-takes
A.O.C.G.*

out-sells
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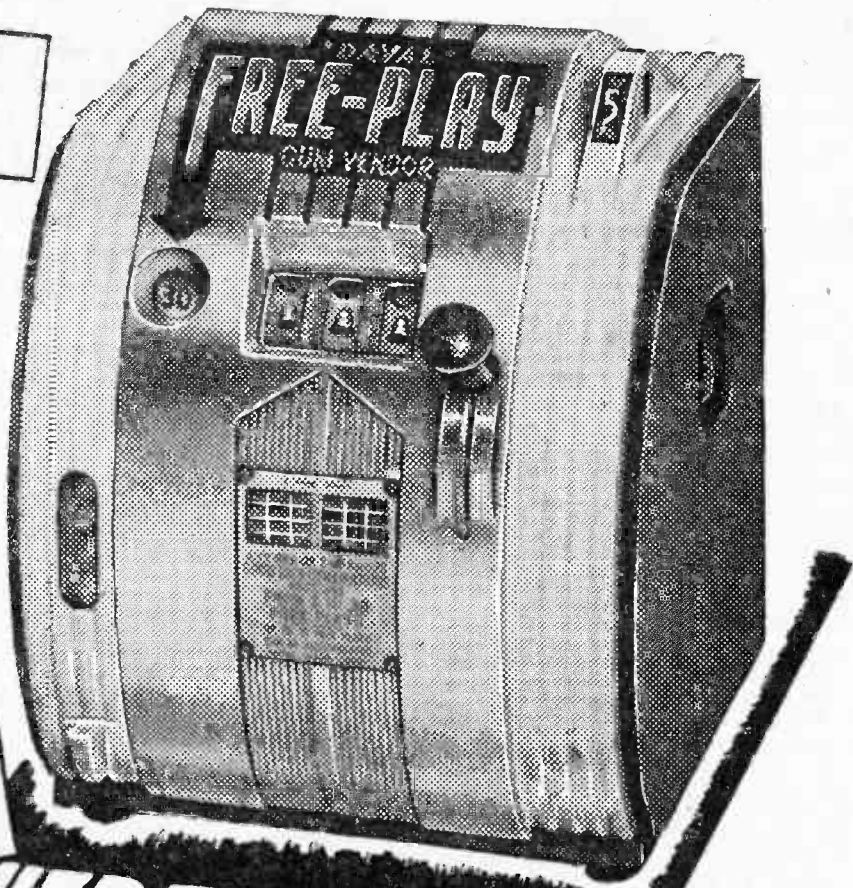
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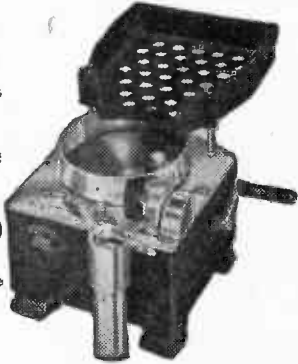
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- Takes in up to 15 coins every play. (5 coins thru each chute.)
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- Three people can play at the same time.
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- Positive odds advance across jumbo lite-up scoreboard for powerful long-distance flash.
- A 500 BONUS to jackpot winner on each of 3 chutes thru which 5 coins are played.

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Crating on Above Extra.

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Philly Record Headlines New Telequiz Mach.

PHILADELPHIA, Nov. 9.—Three-column headline set off a recent story in *The Philadelphia Record* about the Telequiz machine, new amusement device to test intellectual prowess. Machine is being nationally distributed by Telequiz Sales, Chicago.

Newspaper feature writer's reactions to the machine's workings are explained in the following paragraphs taken from *The Record's* article:

"The machine is about the size of a juke box with an inclined front panel on which is mounted the movie screen behind glass. Below the screen is a selector panel on which are inscribed eight question categories, such as law, miscellaneous, baseball, football, war, comic strips, cities and geography. The question categories can be changed weekly, monthly or as often as the operator wishes. The company has 150 categories in stock. The questions are printed on film, from which they are flashed on the screen.

"Each machine is capable of asking 4,000 questions in each of the eight categories. Once a question is asked it is not repeated until all other questions in that category are used. So it wouldn't do any good to wait around for a question, easy or difficult, to be repeated.

Odds Already Posted

When the player approaches the machine a dial is already lighted telling what the odds will be on the next question regardless of the category he selects. Thus the player has no control over the odds and has no

choice on easy or tough questions. "The player moves a lever to indicate which category question he wants and inserts his nickel. The question flashes on the screen. Printed with the question are possible answers, marked from one to six. One of them is correct.

Have To Think Fast

"Then a dial marked from 1 to 10 lights up, indicating 10 seconds, the time allowed for an answer button to be pressed. If one of the six answer

buttons on the panel is not pushed by the player in 10 seconds he loses his nickel.

"If the answer is correct, out come the nickels won. If the answer is wrong, a slot marked 'incorrect' lights up, and the player's nickel drops into the coin box."

Record's story concluded by remarking that "Presumably if the *Information Please* wizard, John Kieran, approaches the machine it will immediately light up "Tilt."

The Famous, Patented Chicago "Ace" Lock insures "UTMOST Security!"

U.S. PAT. No. 2141 748

Only the Ace ROUND Key Opens It.

Note patented 7-pin Tumbler construction. Only the properly notched "Ace" ROUND Key will properly engage ALL 7 tumblers to open this "ACE" of all locks. Can be keyed alike. Remember—There's a Chicago Lock for Every Need—and ALL insure—"UTMOST Security." Write for catalog complete line.

CHICAGO LOCK CO.
 2024 N. Racine Ave., Dept. 68, CHICAGO

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Profit (Def.) . . .	\$10.00	Quantities less than 50 at \$1.05 Ea.	
1200 SIZE . . .	\$1.10 Ea. In Lots of 50 or More.	Takes In . . . \$60.00	Pays Out (Def.) . . . 40.00
Profit (Def.) . . .	\$20.00	Quantities less than 50 at \$1.35 Ea.	
1260 SIZE . . .	\$1.15 Ea. In Lots of 50 or More.	Takes In . . . \$63.00	Pays Out (Def.) . . . 40.00
Profit (Def.) . . .	\$23.00	Quantities less than 50 at \$1.41 Ea.	

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50 SEAL BINGO JACKPOT CARDS 50¢ Each

LIFETIME METAL STANDS \$1.00 Each

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Red, White & Blue Combinations (101-102), Tip Books, Pad Deals and all Splndie and Jar Ticket Games at Lowest Prices.

All Tickets machine folded and banded by our new, modern machinery. Finest quality paper. Clear, colorful inks.

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You get the service of 4 machines for the price of 1

When you buy Columbia Twin Jackpot Bells, you virtually get four machines for the price of one. Columbia (and only Columbia) is changeable right on location in a few moments time to 1-5-10-25c play.

Coins played last are paid out first after having passed through the visible escalator, thus you get double slug protection.

Columbia is precision built by experienced tool engineers.



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"Junior" may be the baby of the family, but he's already following in his "old man's" footsteps. Yes, "Junior" is hard at work increasing daily profits for coinmen everywhere.

The new Premier Junior Console Model has every profit-pulling, player-appealing feature of the larger, ever-popular Barrel Roll plus a new, attractively colored, attention-getting backboard.

"Junior" is only 7 feet long, 24 inches wide, 5 feet 6 inches high—a "natural" for locations where space is limited and valuable. Already tested in selected locations, "Junior" has proved to be a BIG money-maker, popular beyond expectation!

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CHICAGO COIN SPELLBOUND	325.00
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F.P. & P.O.	150.00
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Mills Q.T., Clit. Gold, 25¢	110.00
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Pace Twin Reels, Dime & Quarter	\$195.00	Jumbo Parade, Latest Model, 5¢	\$110.00	Mills 3 Bells, 5-10-5	\$595.00
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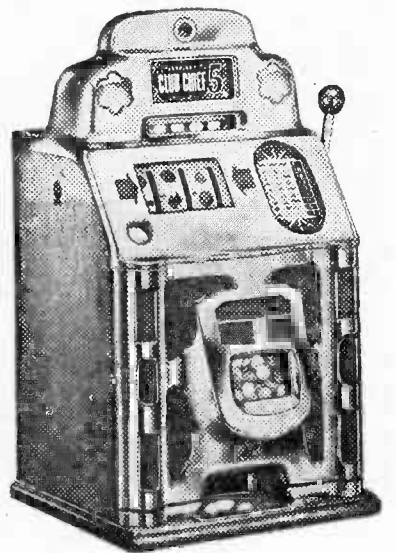
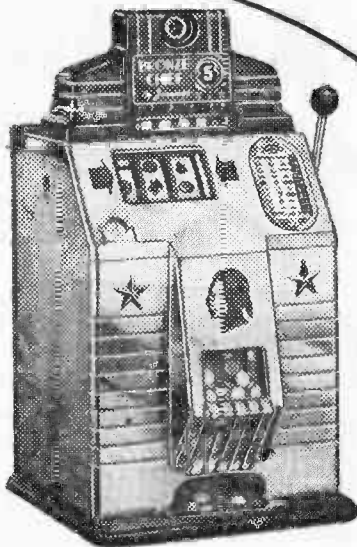
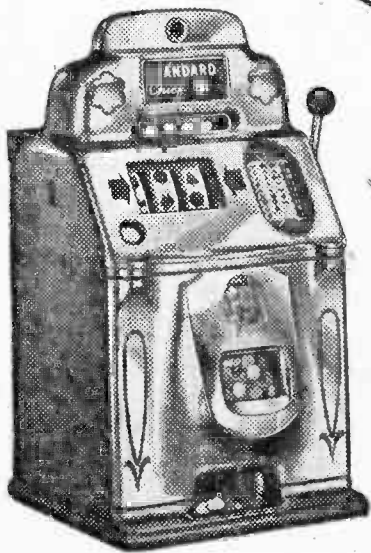
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CORADIO, setting new standards of perfection for coin-operated radios, slashes maintenance costs to the minimum, frees operators from profit-cutting service calls.

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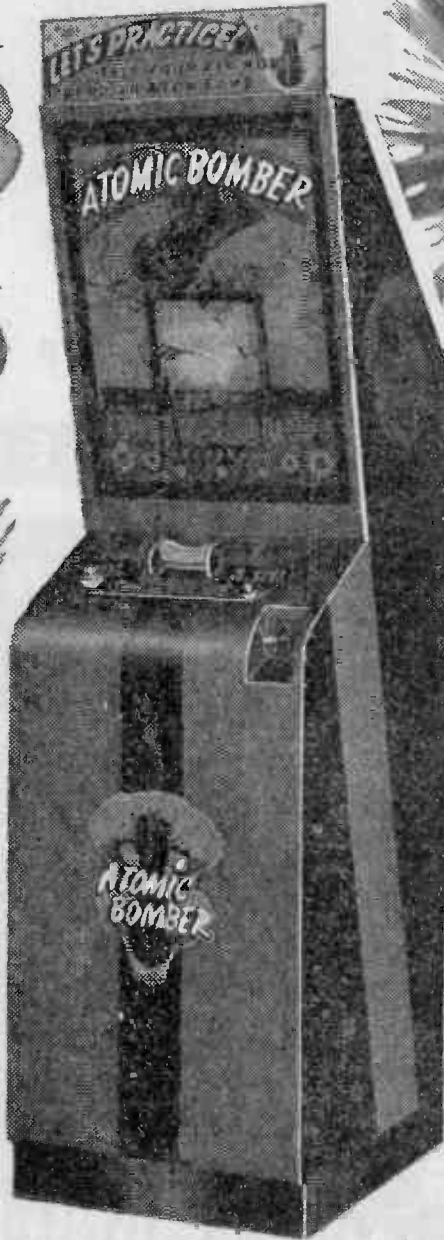
- Fully licensed set. Standard R.M.A. guarantee.
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by GENCO



STEP-UP is a Five Ball FREE PLAY game and can be easily converted to a Novelty game. Simplicity in design. Scoring features and greater bounce-action plus step-up innovation makes STEP-UP a great game!



SCORE SYSTEM
(8 Ways to Win)
High Score.
When top hole SPECIAL is lit. When bottom hole SPECIAL is lit. By getting numbers 1, 2, 3, 4 or 5 to top. Each hit thereafter registers replays.



STEP-UP FEATURE PLAY PRINCIPLE
Numbers can be stepped up in five different ways thereby resulting in replays.
1. When ball passes through right hand side roll-over switch, all numbers 1 to 5 inclusive are stepped up.
2. When ball passes through left hand side roll-over switch, all numbers 1 to 5 inclusive are stepped up.
3. When ball drops into (a) top opening (b) center roll-over switch or (c) bottom opening, number corresponding to lit number in either hole is stepped up THREE times.



STEP-UP is the creation of GENCO, for 18 years a leader in the coin amusement field.

STEP-UP is Genco's first post-war Five Ball Free Play game . . . an easy-to-pick stand-out as a strong money-maker.

STEP-UP has "Playing Power" . . . power to attract and hold interest. Power to draw greater Profits.

STEP-UP has that extra something that makes it another GENCO "great" in its long list of successful pin games.

GENCO GREAT GAMES!
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GENERAL ELECTRIC SELENIUM RECTIFIER
Used predominately in the rectification of current by the Armed Forces.
Will work efficiently at HIGH or LOW voltage.
MORE EFFICIENT — LONGER LASTING



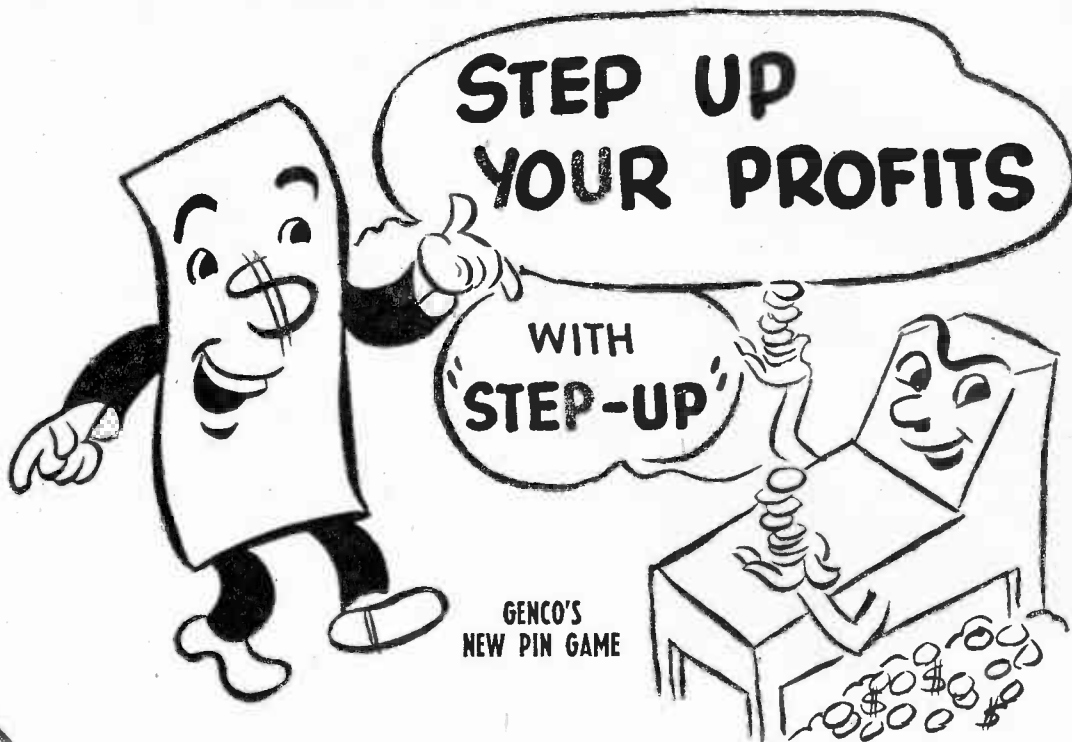
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NEW PIN GAME

Help yourself to more profits right now. STEP-UP is ready for immediate delivery . . . ready to step up your profits in lukewarm spots and top previous collections in your top locations. STEP-UP's extra Playing Power will pull in more coins and more earnings wherever you spot it. Genco has combined new scoring features (8 ways to win) and greater bounce-action with a step-up innovation that makes STEP-UP today's stand-out pin game for the operator. Immediate delivery. Step up your profits NOW by sending in your order today for STEP-UP.

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"STEP-UP" YOUR ROUTE WITH SHAFFER *Guaranteed* BUYS IN USED EQUIPMENT



WURLITZER #81, Counter Model . . .	\$189.50	SEEBURG " '41 RC SPECIAL"	\$279.50
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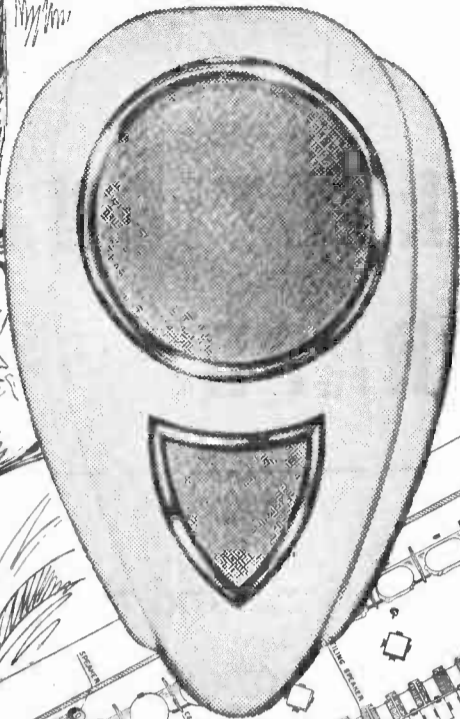
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Columbus 15, Ohio

PHONE: MAIN 5563

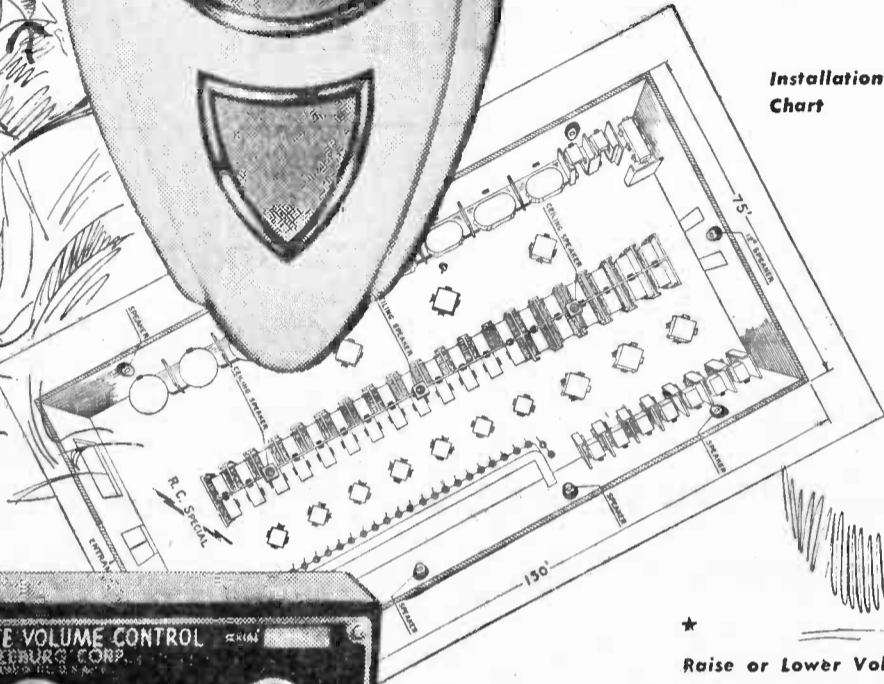
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Installation Chart

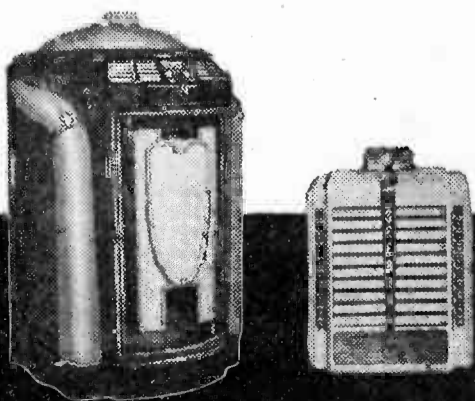


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via Dual Remote Control panel,
to fit conversation level.

Everything is Under Control!

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It's so simple and simply wonderful . . . the way Seeburg has developed Scientific Sound Distribution. Volume can be fitted to conversation level, at all times, from the dual remote control panel . . . raised for the increased hum and rush of peak hours . . . and later, lowered for average crowds. Seeburg knows how . . . because Seeburg originated Scientific Sound Distribution. Music is always at just the proper volume . . . always under control!

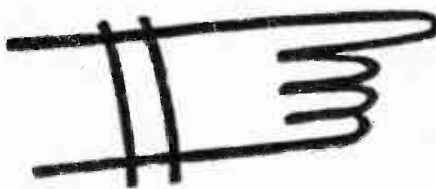


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Exclusive Southwest Distributors

THE 40 SELECTION PHONOGRAPH

Operators, servicemen, locations and the public all have a pet name for the Model A AMI phonograph. They call it "The 40 Selection Phonograph!" Delivering 40 selections by playing both sides of 20 records, the AMI is the first phonograph to give the people full-fledged 1947 phonograph enjoyment. Everyone wants the truly new product—and here it is!

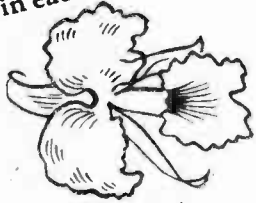



AMI

THE 40 SELECTION PHONOGRAPH

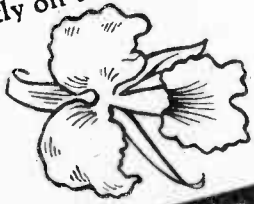
Mr. R. J. Roehl, Owner of the popular chain of Roehl Drug Stores, says . . .

"Music soothes my customers and is an asset to my fountain business. The new Aireon with its glowing fluorescent beauty and its exceptionally beautiful tone does a particularly fine job of pleasing the customers. I want one of these beautiful instruments in each and every one of my stores."



Mr. Leonard Adolay, Owner of Adolay's Confectionery, says . . .

"Besides taking in 60% more money than any other phonograph that I have ever had in my location, the Aireon has attracted new business to my place. The neighborhood jitterbugs say that the electronic Aireon is 'strictly on the beam!'"



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Aireon

from

INDIANAPOLIS

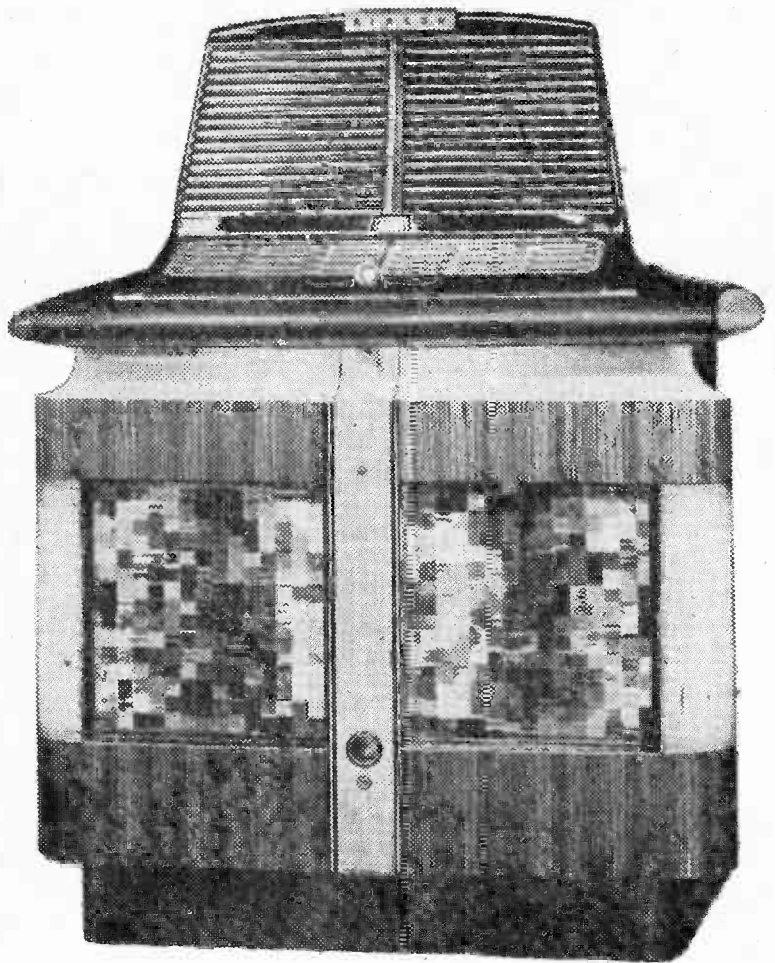


Operators Find That Aireon

Makes 18% to 36% More Profit!

More and more operators are learning that the fascinating, new Aireon lures more players with its softly glowing beauty and its electronic tonal magic. That's why Aireon is a sales sensation from Maine to California.

See and hear this exceptional new phonograph. Phone or write your distributor for additional facts, because when you get the facts, you'll get an Aireon.



Aireon

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"FREE PLAY"

Awards free plays like a pin game! Greatest play-pulling idea ever created for a counter game!

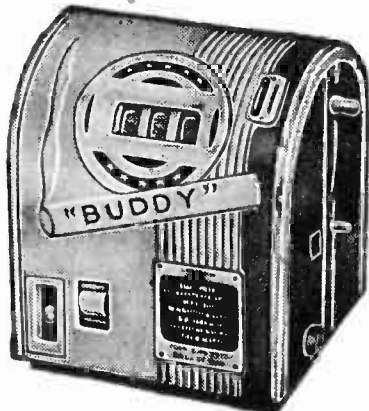
\$75.00



BUDDY

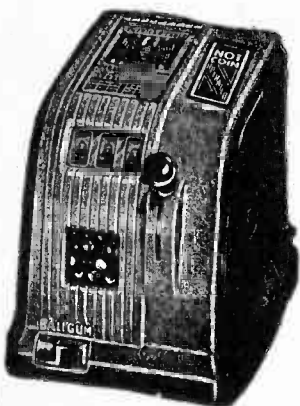
Penny Play — Cigarette Reels. A powerful, steady money maker.

\$33.00



**NEW
DAVAL
COUNTER GAMES**

*Write for
Special Quantity
Prices!*



AMERICAN EAGLE

World's smallest token payout Bell-Fruit Reels.

COIN OPERATED

Plain . . . \$50.00 | Ball Gum \$55.00

NOT COIN OPERATED

Plain . . . \$54.00 | Ball Gum \$55.00

MARVEL

Token award counter game. Cigarette Reels. For non-coin or 1¢ or 5¢ operation.

COIN OPERATED

Plain . . \$50.00 | Ball Gum \$55.00

NOT COIN OPERATED

Plain . . \$54.00 | Ball Gum \$59.00



GUSHER

The counter game with the Bonus and the Jackpot! Token awards . . . Bell-Fruit Reels.

\$54.00

**ALSO DELIVERING AT ALL OFFICES:
KEENEY BONUS SUPER BELLS
GOTTLIEB PRODUCTS • EXHIBIT FAST BALL
ABT CHALLENGER**

SOUTHERN AUTOMATIC MUSIC CO. Inc.

"THE HOUSE THAT CONFIDENCE BUILT"



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Control the Decibels*

and you

CONTROL YOUR LOCATIONS!

LET "SOUTHERN" SHOW YOU HOW

SEEBURG

**MUSIC SYSTEMS
MAKE IT EASY FOR YOU**

with

SCIENTIFIC SOUND DISTRIBUTION

★ To Seeburg Engineers, the Decibel is a scientific measurement that describes the intensity of sound. But to phonograph locations and players, Decibels may only mean indistinguishable low tone or ear-shattering, blaring volume. Both are undesirable—both result from uncontrolled or uncontrollable Decibels!

Through Seeburg Scientific Sound Distribution, Decibels are translated into pleasant, enjoyable music, constantly pitched at conversation-tone level. You have Decibel Control when you operate Seeburg Music Systems because Seeburg provides the means for positive volume control at every point within any size location!

**VISIT YOUR NEAREST "SOUTHERN" -
SEEBURG OFFICE FOR DEMONSTRATION**



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Bally's midget racer

NEW FAST 5-BALL NOVELTY HIT!

**NOVELTY
CONVERTIBLE
REPLAY**

Here's the fastest-playing, fastest-profit-producing 5-ball game you've seen in years. A fascinating skill-game . . . yet ideal for competitive play . . . MIDGET RACER will increase profits in your 5-ball spots. Play Bally's MIDGET RACER, feel the fun of the exciting 3-WAY SCORE SYSTEM . . . watch the midget-racer cars flash around the track on the big, brilliant back-box . . . note the extra fast, tantalizing, tricky action of the play-field. You'll want MIDGET RACER on all your locations as fast as you can get delivery.

NEW INNER-LOCK CASH-BOX

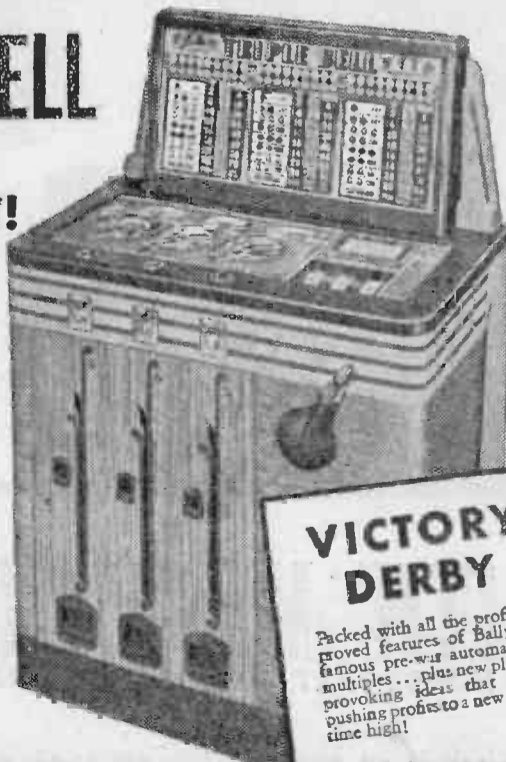
Cash-box may be locked with separate lock in addition to cabinet-door lock . . . or the inner-lock may be omitted; if not desired. The new inner-lock cash-box is one of many improved features built into MIDGET RACER.

TRIPLE BELL

**TRIPLE PLAY!
TRIPLE PROFIT!**

**CONVERTIBLE
AUTOMATIC OR REPLAY**

Triple Coin Chutes permit three players—or three coins—every spin. 1000 Super Special Awards, plus plenty of other big awards and single-cherry awards, insure continuous repeat play. Deluxe cabinet in rich wood-grain finish. Trouble-proof mechanism. Any coin-combination—Nickel, Dime, Quarter.



VICTORY DERBY

Packed with all the profit-proved features of Bally's famous pre-war automatic multiples . . . plus new play-provoking ideas that are pushing profits to a new all-time high!

DRAW BELL

**BELL CONSOLE WITH NEW
HOLD-AND-DRAW FEATURE**

Quickly convertible . . . replay or automatic . . . DRAW BELL is producing record-smashing profits for operators, thanks to the clever new second-spin idea. Order DRAW BELL now for early delivery. Specify Nickel or Quarter Play.



VICTORY SPECIAL

Profit insurance in multiple replay territory. Convertible to one or five ball play.



Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

A SIMPLE PROBLEM IN ADDITION

SYMPHONOLA

plus

WALLOMATICS

plus

REMOTE SPEAKERS

plus

**DUAL REMOTE
VOLUME CONTROL**

equals

**MUSIC
MERCHANDISING**



Just installing a phonograph in the corner of a location is not merchandising music. The scientific placement of Seeburg Impedance Matched Speakers to bring the music to every square foot of the location—the installation of Wallomatics to make selection easy—Seeburg Dual Remote Volume Control to provide positive individual control of both the Symphonola and wall speakers from a remote point—all mean an engineered music system that brings the greatest music satisfaction to the public. And as you add to their pleasure, you multiply the number of selections they make. Unless you are installing Seeburg Music Systems in the locations you operate, you are not taking advantage of the latest developments in music merchandising.



Seeburg
1902 • DEPENDABLE MUSIC SYSTEMS • 1946
J. P. SEEBURG CORPORATION
1500 N. Dayton St., Chicago 22

*"Be Sure —
Buy Seeburg"*

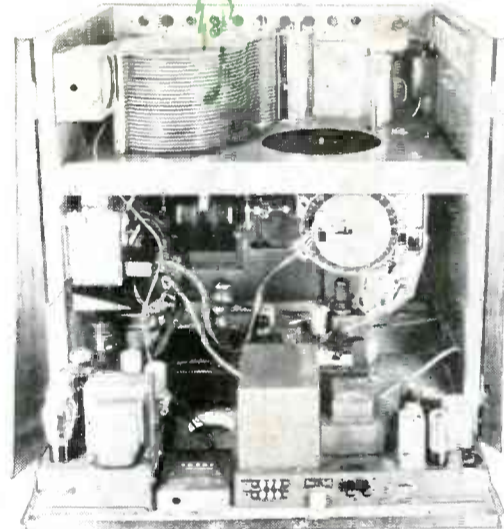
**SEE YOUR SEEBURG DISTRIBUTOR
FOR A DEMONSTRATION**

*Wurlitzer
Extends Its Leadership
with the*

**WURLITZER
CONCEALED
UNIT
Model 1017**



◆ This compact, efficient, inconspicuous unit can be placed in a basement, store room or other out-of-the-way spot. It operates from Wurlitzer Wall Boxes . . . delivers its music through Wurlitzer Auxiliary Speakers. Built to Wurlitzer standards. Contains the time-tested Wurlitzer Record Changer.



Equipped with Model 219 Impulse Stepper for operation of 30-wire Wall Boxes in 2-wire or 3-wire systems. In wireless Wall Boxes, Impulse Stepper Model 216 must be used.

WURLITZER WALL BOXES for installation with CONCEALED UNITS



Model 5020 for wireless, 2-wire, 3-wire installations. 5-10-25¢ coin entry.

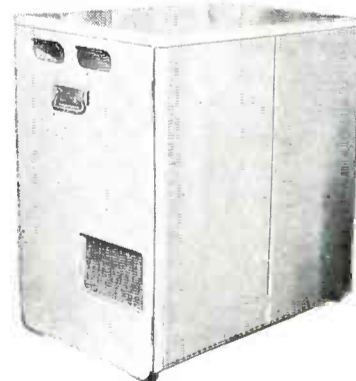


Model 5025 for 3-wire installation only. Straight 5¢ coin entry.

Model 5051 for multi-wire installation only. Straight 5¢ coin entry.



Model 5045 for wireless installation only. Straight 5¢ coin entry.



Opens the door for Wurlitzer Factory-Approved Music Merchants to locations where it is essential to save space. The Rudolph Wurlitzer Company, North Tonawanda, New York.

WURLITZER Auxiliary SPEAKERS for installation with CONCEALED UNITS



Wurlitzer Silver Star Speaker Model 4000 24" diameter, 8" permanent magnet, dynamic speaker.

Wurlitzer Wall Speaker Model 4004 16½" diameter, 8" permanent magnet, dynamic speaker.



Wurlitzer Outdoor Speaker Model 241 Ideal for curb service or drive-in locations. 20" diameter.

Wurlitzer Wall Speaker Model 4003 20½" high—17½" wide. 8" permanent magnet, dynamic speaker.



Wurlitzer Multi-Color Speaker Model 4002 24½" diameter, 8" permanent magnet, dynamic speaker.

★ WURLITZER EXTENDS ITS LEADERSHIP ★