

KING MOMMUS



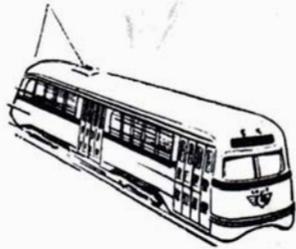
25c

46
*Official
New Year's Day Program*

PUBLISHED BY

When the Mummers Parade . . .

and EVERY DAY, in good weather and bad, we're on the job to serve you.



When the Mummers Parade . . .

there are inevitable delays to surface lines which cross the line of march. Extra cars and extra supervisors are on the job to give you the best service possible.

Please help us help you by observing these requests:

1. Move to the rear. Keep doors clear.
2. Buy tokens in advance, or have exact change ready.
3. Present transfers and exchanges face up, unfolded.
4. Use subway-elevated instead of surface lines.

Your cooperation will be appreciated by PTC and your fellow riders.

HAPPY NEW YEAR!



PHILADELPHIA TRANSPORTATION CO.



More than a New Year's Shooter

Ready Kilowatt is a rootin'-tootin', hustlin'-bustlin' fella with a thousand and one jobs to do . . . every second of every day. And holidays are still workdays . . . electrically speaking.

Fortunately, we can dress Ready up for any occasion. That's because he's used to playing many parts. For instance, you'll find him in the home . . . washing, ironing, cleaning, cooking, and running the refrigerator. On the other hand, he must drive the giant motors of industry, keep lights and street lamps lit, besides performing a hundred and one other miracles on the farm, in the home, in shops and in industrial plants . . . every day in the year. That's why we say, "Ready Kilowatt is more than a New Year's Shooter."

* * * * *

PHILADELPHIA ELECTRIC CO.

January 1, 1946

**PHILADELPHIA NEW YEAR SHOOTERS'
and MUMMERS' ASSOCIATION, Inc.**

PHILADELPHIA, PA.



ALFRED FINK
President, Mummers' Association

ALFRED FINK,
President
JAMES KINEE,
Vice-President
HARRY TYLER, Sr.,
Treasurer
HOWARD C. WILLIAMS,
Recording Secretary
WILLIAM McDONALD,
Financial Secretary
HENRY SALTENBERGER,
Sergeant-at-Arms

Board of Directors

Fancy Division
HARRY MARQUIS
ROBERT ZIEGLER
Comic Division
GEORGE SIMMERS
MIKE TERRY
String Band Division
JAMES DURNING
JOHN ARLETH

Our organization extends its thanks to all who have aided us.
Our special appreciation to the Salvation Army and
the Philadelphia Press.

TRADE **YALE** MARK

MATERIALS HANDLING MACHINERY

Electric Trucks Hand Lift Trucks
Hand Chain Hoists Electric Hoists
Kron Industrial Dial Scales

THE YALE & TOWNE MANUFACTURING CO.

PHILADELPHIA DIVISION

4530 TACONY STREET, PHILADELPHIA 24, PA.

Compliments of

A FRIEND

GOOD FRIENDS OF MUMMERS AND SHOOTERS



MAYOR BERNARD R. SAMUEL



HON. JOSEPH J. MILLIGAN
Marshal



CHARLES E. O'HALLORAN
Grand Marshal

For
CLEAN, DEPENDABLE
FUEL OIL

LOOK FOR THE RED & BLUE TRUCK



PETROL CORPORATION

2012 CHESTNUT STREET, PHILADELPHIA 3

Order Department

LOCust 1400

THREE PHILADELPHIA FAVORITES...

THE
Warwick Room
 Dancing, cocktail hour 'til closing

THE
Embassy Room
 Breakfast, luncheon and dinner

THE
Coach Room
 Bar-lounge, exclusively for men

THE **WARWICK**
 Locust at Seventeenth St.

GERALD P. O'NEILL
 Executive Vice President
 and General Manager

JOSEPH P. HOENIG
 Resident Manager

ROHM & HAAS
 Company

WASHINGTON SQUARE
 PHILADELPHIA 5, PA.

Manufacturers of Chemicals including
 Plastics, Synthetic Insecticides, Fungi-
 cides, Enzymes, Chemicals for the
 Leather, Textile and other Industries

MUMMERS' PARADE DIRECTORS



J. S. SHIELDS



GEORGE B. McCLERNAND, JR.



LOUIS STECKLAIR



CARL ZEIGLER



ROBERT RODEBAUGH

PRIDE OF THE KEYSTONE...



Today traditional events occur across the Nation but none is more famous than Philadelphia's own Mummers' Festival.

Our sincere congratulations to your fine "carry-on" spirit in war and peace. We deem it an exceptional privilege to broadcast a description of this traditionally fine event . . . the pride of the Keystone State.

Westinghouse

KYW

NBC Programs

Stephano Bros.

1014 WALNUT STREET

PHILADELPHIA

Philadelphia's Mummers and Shooters Parade

... Oldest Folk Custom in America

By GEORGE F. KEARNEY

It is high time for Philadelphians to realize that in our annual New Years' Shooters and Mummers' parade—actually the oldest folk custom in America, dating back 275 years in our local history—we have an unrealized civic asset of tremendous possibilities.

It is, by far, the most spectacular annual pageant staged in this country. In the gorgeousness of its costumes, in the size of its mammoth capes, in the number of participants and in the glory of its distinctive music there is not its equal in the United States nor, for that matter, in the world.

Mummary is nearly as old as civilization itself but in this parade of ours it finds its finest flower. Yet, not one person out of a thousand realizes, as this cavalcade of mirth passes up Broad Street, that it is not merely "just another parade" but a fascinating all-year-round pastime for most of its participants. Furthermore, it is to be doubted whether one person in a hundred thousand realizes that some of the marchers are the third and even the fourth generation of mummers.

And as for its history—well, that remains to be written. It has many colorful, quaint and amusing chapters. When formal histories of towns and nations are written it is usually the solemn moments which are recorded and preserved. Our happy days fade with the echoes of our laughter. The history of mummary in this city now reposes chiefly in unpublished diaries of our early settlers, in accounts of visitors to these parts and in the memories, handed down from generation to generation, in old-time mummers' families.

Perhaps the earliest known account of a Mummers' Parade was penned by Henry Muhlenberg, who established the Lutheran Church in America, who wrote in 1839: "Met men on the roads in Tinicum and Kingsessing who were disguised as clowns, shouting at the top of their voices and shooting guns." Dr. Muhlenberg seemed puzzled by these merrymakers and was probably unaware that he was witnessing an old Swedish "Second Christmas" custom imported by the settlers of Tinicum long before William Penn arrived from England in his good ship "Welcome."

The Swedes who settled around their block house at Tinicum, on the banks of the Christiana River,

were thrifty farmers, working from dawn to late twilight in their effort to wrest a living out of this fertile soil. However, when the Yule season came, and the heavy winters drove them indoors these farmers in "The Neck," as they called South Philadelphia even in those days, staged a series of parties to celebrate the "turn of the year." They usually culminated in one of those old miracle plays performed in the churchyards of the four Swedish churches they built here. These were enacted in the late afternoon of New Year's eve.

After the show was over, and the devil had been driven to shame, the costumed players returned to their farmhouses for their final midwinter party. At midnight they shot off their guns and then danced and sang until morning. In the early morning the



JOSEPH FERKO
Ferko String Band



Philadelphia

BLENDED WHISKY

The Heritage Whisky



FAMOUS  SINCE 1894

86.8 Proof - 65% Grain Neutral Spirits

CONTINENTAL DISTILLING CORPORATION, PHILADELPHIA, PENNSYLVANIA

SYNTHANE CORP.

Manufacturers of

Bakelite Laminated Products

OAKS, PA.

GOODWEAR KNITTING MILLS

A and COURTLAND STREETS

PHILADELPHIA, PA.

Compliments of

A FRIEND

TIDEWATER GRAIN COMPANY

Established 1927

RECEIVERS — SHIPPERS — EXPORTERS
EXPORT AND DOMESTIC FORWARDERS

Members All Leading Exchanges

BOURSE BUILDING CHAMBER OF COMMERCE
PHILADELPHIA 6, PA. BALTIMORE 2, MD.



SAMUEL JEFFERIES
Captain, Woodland String Band

revelers, still in costume, set out on the country roads to visit their neighbors and to wish them a happy and a prosperous New Year. There are existing accounts of these visitations in the day-by-day diaries of even the early English settlers. It became the custom of the English to welcome their Swedish friends at their doorsteps, tossing out to the merry-makers specially prepared cookies, candies and fruit.

As a rule, these very early Swedish mummers appointed a leader, or "Speech Director," who had a special little dance step and who recited a bit of doggerel which comes down to us like this:

"Here we stand before your door
As we stood the year before
Give us whiskey, give us gin
Open the door and let us in."

These informal mummers' parades which gathered numbers as they went along, often penetrated the heart of Penn's "Greene Countrie Towne" being careful to visit the bakery shops along High (Market) Street. It was the custom of the bakers to prepare large cakes for their New Year's visitors which they cut into generous pieces and distributed to the marchers.

But, alas, some of the more stern Quakers of that day did not approve of these carryings-on. Such frivolity was not in their code; in fact, they never approved even of Christmas which to them remained a day of work. As the mummers passed by they would close their shutters. They were always agitat-

ing for a law to ban these mummers' parades. In fact, their annoyance culminated in a law passed by the Pennsylvania legislature in 1808 declaring that "masquerades, masquerade balls and masked processions were public nuisances" and decreed that all persons who held masked balls in their homes, entertained Shooters, or participated in these or similar demonstrations would be subject to fines of \$50 to \$100 and imprisonment not to exceed three months. This law remained in the statute books of the Commonwealth until it was repealed in 1859. However, there is no court record of a conviction under this statute as general public opinion was always against it.

But it must not be supposed that mummery was strictly a Swedish folk custom. In all countries—Italy, England, France, Germany, Holland, Denmark, etc.—New Year was celebrated by similar parties and street fetes. It was especially prevalent in Elizabethan England, and therefore it was very natural for the early English settlers of this city to hold similar celebrations at the "turn of the year." We have an account of such a New Year's party held in 1841 at the home of the High Sheriff of Philadelphia, James Coultas, whose house once stood at 58th St. and Florence Avenue. True to the English custom the members of his household staged the traditional mummers' play "St. George and the Dragon." It is



CAPTAIN ALFRED FINK
of Hageman String Band and this year's President
of Mummers' Association

LLEWELLYN DRUGS, Inc.

1518 CHESTNUT STREET
5622 GERMANTOWN AVENUE 6235 LANCASTER AVENUE
PHILADELPHIA
9 E. Lancaster Avenue
ARDMORE

WEBER'S

ARTIST AND DRAWING MATERIALS
1620 CHESTNUT STREET
PHILADELPHIA

Compliments of

GLASS BOTTLE BLOWERS ASSOCIATION

O. ROURKE FUNERAL HOME

1709 SOUTH 56th STREET



January 30, 1946

"Show of Shows"

SEE

THE STRING BANDS
UNDER LIGHTS

Convention Hall



CAPTAIN JAMES DURNING
1st Prize Winner as Best Dressed Captain 1943-44-45

recorded that among those participating in the merriment that followed were several bands of mummers from "The Neck," all of whom were invited in for a sip of New Year's punch.

Even when the red coats invaded Philadelphia General Howe promoted a New Year's pageant on January 1, 1778. It took place in front of the Wharton mansion at 5th and Federal Streets, now the site of the George Washington School, and was called the "Meschianiza." The ill-fated Major Andre described it as a "gay and gorgeous spectacle." But, it is to be doubted whether any of the original mummers participated in this rather haughty party, since most of them were a part of Washington's shivering army at Valley Forge.

However, when Washington was a resident of Philadelphia during the seven years he lived in the Presidential mansion at 9th and Chestnut Street, he made much ado about New Year. Here he held open house and often came to the doorway with his lovely wife, Martha, to greet the New Year's Shooters who pranced before his door. In fact, Washington became quite a tradition with the mummers which persists to this day.

Did ever a New Year's Parade move up Broad Street without at least one George Washington in

line? And did you notice that he is usually accompanied by a clown whose costume and antics make some researchers believe that he was the forerunner of the bewhiskered Uncle Sam of today. This fellow, in the unpublished tradition of mummery was known as "Cooney Cracker" and he has been patterned after the original clown who stood before America's first president in the days when this nation was young. These mummers used to dress up one of their number as Washington himself and his lines would run something like this:

"Here am I, great Washington
On my shoulder I carry a gun."

After a low bow "Cooney Cracker" would step forward and recite:

"Here come I, old Cooney Cracker
I swear to Gawd my wife chews terbacker
A pipe is good, cigars are better
Buy me some grog, and I'll write you a letter."

These antics seemed to amuse Washington very much and these couplets were recorded and preserved by one of his aides.

During the 19th Century New Year's mummery became an established tradition in Philadelphia. Those who did not attend these special New Year's Eve parties in South Philadelphia journeyed to Independence Hall. The men blackened their faces, wore their topcoats inside out and usually carried a stocking filled with potatoes. They also brought pistols along with an ample supply of blank cartridges. As the bell in the steeple of the State House finished the stroke of twelve there would be let loose a cacophony of shots, horns, bells and songs heard over the entire town.

The fact that we call these marchers "shooters" and then again we refer to them as "mummers" puzzles some people. But not those who see this New Year's celebration through the vista of history. There never existed a faction of "shooters" as opposed to "mummers." They are one and the same thing—folks united by a zest for living, a faith in the future and a desire to share their happiness with other people.



LIBERTY BRIGADE—HENRY AND DONNIE HENDRICKSON



A greater port is Philadelphia's bid for a major share in international trade for the greater prosperity of the citizens of this community, state and nation. We are proud to co-operate.



CRAMP SHIPBUILDING CO.

The Most Famous Name in Shipbuilding

PHILADELPHIA * PENNSYLVANIA

Compliments of
A FRIEND



H. W. R.

YARNALL-WARING CO.

CHESTNUT HILL

PHILADELPHIA 18, PA.

DUNLAP
PRINTING
CO.



J. A. MURRAY—Comic Club

During the 19th Century the more formal New Year's Clubs appeared. They were really social clubs. They held frequent parties throughout the entire year. Often the proceeds of these events went to charity as, indeed, they do today. This is an aspect of Philadelphia mummery that is rarely publicized. During the past war these clubs were constantly entertaining servicemen at the various canteens, taking long journeys to the hospitals in this vicinity. It has always been thus. Our orphanages, our civilian hospitals, the early relief societies could always depend on mummer folks to do more than their share during hard times.

In the latter part of the 19th Century these New Year's Clubs established all-year-round centers. Here, early in the Spring, they planned their costumes for the coming New Year. During the sum-

mer the women folks gathered to sew on these capes while the men built the frameworks. Toward the Fall they would rent old barns, guarding them day and night lest their competitors get a peep at their specialty numbers.

The early clubs—some of whom have passed now beyond recall—had amusing names. One of the earliest was the "Silver Crown," and there were "The Early Risers," the "Dark Lantern," the "Hardly Ables," the "White Capes," the "Energetic Hoboes," the "Red Onions," the "Corinthians," the "Half and Half," the "Golden Slipper," the "Penn Treaty," the "Ivy Leaf," the "Cucumbers," the "White Turnips," etc. Sometimes these clubs were named after neighborhood celebrities, such as the George A. Furnival Association, the John T. Slater Club as, indeed, they are today.

It is the intention of the present-day Mummies, under the leadership of their energetic president, Al Fink, to gather together material for an organized history of all these clubs. Too much of this material has been lost to posterity as individual clubs have passed out of existence. They hope to gather the reminiscences of the old-timers, a vast mosaic of memories that should make interesting reading. Some of these stories were recited in the review of Mummies' history which was staged by the Junto, Philadelphia's Adult School, at the Academy of Music on October 2nd last, when several of these old-timers were brought to the microphone by George B. McClelland, Jr., the Mummies' master of ceremonies, himself a member of an old Mummies' family.

Before the turn of the 20th Century the Mummies' parades were not city-wide affairs. They marched in various sections of the city, especially in South Philadelphia and Kensington. The merchants in these sections offered prizes of furniture, clocks, clothes, etc. for the best-dressed or funniest costumes that paused before the doors of their shops. The bakers, as in pre-Revolutionary days, vied with each other in producing mammoth cakes for them, a custom that persists even to this day.

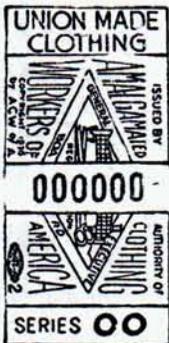


FERKO STRING BAND

Greetings

**PHILADELPHIA JOINT BOARD
AMALGAMATED CLOTHING WORKERS
OF AMERICA**

Demand the Amalgamated
Label on All Men's and Boys'
Wearing Apparel and
Work Clothes



CHARLES WEINSTEIN, Manager
ANTHONY CORTIGENE, President
JACOB FELDMAN, Secretary

WE WISH THE

PHILADELPHIA

**NEW YEAR SHOOTERS and
MUMMERS ASSOCIATION PARADE**

ON JANUARY 1, 1946

EVERY POSSIBLE SUCCESS

... A FRIEND

Compliments of

**PHILADELPHIA LAGER BEER
BREWERS' ASSOCIATION**

Chester Brewery, Inc.
Cooper Brewery
Otto Erlanger Brewing Co.
Esslinger's, Inc.
Wm. Gretz Brewing Co.
John Hohenadel Brewery, Inc.
Jacob Hornung Brewing Co.
Henry F. Ortlieb Brewery
Philadelphia Brewing Co.
Adam Scheidt Brewing Co.
C. Schmidt and Sons, Inc.

COMPLIMENTS OF

A FRIEND



**SOL GINSBURG, CAPTAIN ELMER LEYER and FRED J. KESEL
of Aqua String Band**

The Thomas Clements Club is usually credited with winning the first cash prize in Shooter history. The story as to how this all came about is typical. The two Vare brothers, William S. and Edward H., rising political leaders of that day, persuaded Clements, a bottler, to pay half the expense of a club which was to bear his name. They staged an all-night party at the Yellow House, an Inn on 10th Street, and at dawn the costumed folks marched to the Vare home, then at 4th Street and Snyder Avenue, where the brothers served them breakfast. The celebration wound up in front of the McGowen Political Club at Broad and Passyunk Avenue. This club presented the Clement's leader with a cash prize of \$25 thus initiating the custom of cash prizes for Shooters' clubs.

The first city-wide parade was held on Broad Street on January 1, 1901. City Councils had appropriated \$1,725 to be distributed as cash prizes. Mayor Ashbridge and his cabinet sat in reviewing stands as judges and the enthusiasm of the citizenry knew no bounds. The stimulus of this city sponsorship, and the resulting national publicity, caused the formation of many new clubs and the reorganization of old ones under new leadership.

It was not until the second city-wide parade that string bands appeared. The mummies had found a real friend in the late Bart H. McHugh, and also the late Abe Einstein. Mr. McHugh, who was a booking agent, suggested to John F. Towers, composer of two favorite mummies' songs "Honey Boy" and "Scrap Iron" that his string band enliven the spectacle with music. Towers, and his friends who worked with him at the N. Snellenburg's store, designed and made their costumes in time for the 1902 parade. Since that time the string bands have proved a very important feature of mummery.

Some day it will be discovered that mummies' music is just as interesting, in its way, as swing music and calipso. The music of mummery, as played by our present swing bands, has a distinctive lilt to it, a "folksy" quality that deserves further

study and attention. When that time comes the Philadelphia New Year's Shooters' and Mummies' Association will be the sponsors of a new sort of American music which will give this city anew a reputation as a center of music and song.

This first string band was called "The Trilby" and was led by Louis Samuels, a veteran shooter, who was an optician. It made such a hit that they were awarded a consolation prize of \$25, although the City Fathers had provided no prize for the classification.

There always have existed great rivalries among these clubs. Quite frequently, a group from one would withdraw and organize one of their own. The "Heller" Club, for instance was formed in 1899 by a group that bolted from the "Silver Crowns." It was named after an innkeeper at 23rd and Ellsworth Street. Later it was reformed under the leadership of George A. Furnival, a baker, at 23rd and Wharton Street and assumed his name. In 1908 a group left the Furnival leadership and set up the William Jenner Club, named after an old-time comic.

Until the history of all these clubs has been compiled and codified (which we hope will include many of these interesting sidelights) perhaps it is just as well not be too definite about which one came first and which one inaugurated this or that custom. Mummery always has been creative. That is one of its joys. You never know what new ideas will spring into being.

But there are some rather fixed traditions that are liable to persist through the glorious years to come. For instance, there is a stern rule that insists that a



**WALTER KROP
Captain, Polish American String Band**

Compliments of

**NEIBAUER
BUS
COMPANY**

TWO BUILDINGS ON INDEPENDENCE SQUARE

Independence Hall, birthplace of American independence—The Penn Mutual Life Insurance Company, providing financial independence for Americans.



**THE PENN MUTUAL LIFE
INSURANCE COMPANY**

JOHN A. STEVENSON, President
Independence Square
Philadelphia, Pa.

**TONI ANDREONI
LADIES TAILOR**

Originator of Styles for Women and Misses

1206 CHESTNUT STREET
PHILADELPHIA

D. L. WARD COMPANY

Paper and Cordage

401 NORTH BROAD STREET
PHILADELPHIA 8, PA.

**THE FIRST NATIONAL BANK
OF PHILADELPHIA**

Main Office: 15th and WALNUT STREETS

Down Town Office: 315 CHESTNUT STREET

Centennial Office: 32nd and MARKET STREETS

Compliments

PHILA. DAIRY PRODUCTS CO., Inc.

SERVICE MEN'S COMMITTEE

U. E. R. M. W. of A.

DISTRICT COUNCIL U.E. No. 1

Bell Phone, DEWey 5728

ASHES, RUBBISH and CINDERS

**B. CURTIS & SONS
CONTRACTORS**

Cementing, Grading, Excavating and House Wrecking
2801 STONEHOUSE LANE PHILADELPHIA, PA.

**LUMBERMEN'S
MUTUAL CASUALTY CO.**

PHILADELPHIA SAVING FUND SOCIETY BUILDING



JIMMIE BRATTEN and JIMMIE CLOSKY
Oregon Fancy Club

captain's cape, no matter how heavy, cannot be set on wheels. If this were so, the mummery argue, it would be a float and not a cape. A fancy costume never encroaches on a comic one and vice-versa. A clown, if so classified, has to have his face painted as such while a jockey must wear a jockey cap. No women are permitted to parade. There can be no advertising matter displayed. A string band must not have any horns, no electrical instruments or amplification. They use only saxophones, clarinets, accordions and lyres.

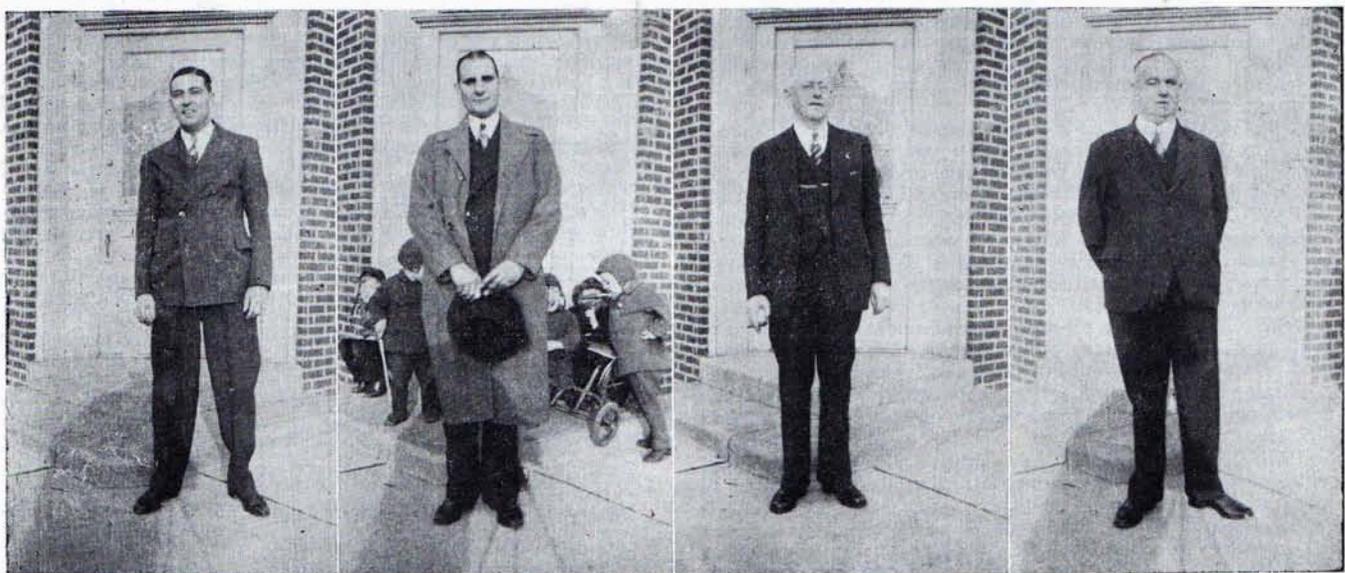
It was not until 1930 that the clubs formed a central legislative and policy-making body. It was first called the Philadelphia Mummerys' Association, Inc. This name was changed in 1940 to the Philadelphia New Years Shooters' and Mummerys' Association.

With this 1946 parade, which will probably be the most lavish and expensive in history, the Mummerys are probably opening a new chapter in their glorious

history. During the war years, when so many of the mummerys were in the armed forces, the ranks of the marchers were depleted. Many of the old-timers came back in the parade again and have revived their interest by so doing. The younger brothers of marchers were encouraged to come into the parade and special classes in string instrument music were formed for them. As a result a lot of "new blood" has been introduced. Moreover, the returning servicemen, as after the last war, seem to be taking a keen interest in parade affairs, as evidenced by the presence of them in the line of march this year.

In the past ten years or so the Philadelphia Mummerys have come more to the fore as a civic organization. In 1936 they were asked to stage a special parade in June for the entertainment of the delegates to the Democratic National Convention held here. In 1939 they journeyed to the World's Fair in New York and on each of these special occasions they made a wonderful impression. Their trips to Atlantic City, their frequent performances at service hospitals and canteens have brought forth the comment from out-of-towners that this city has been slow in promoting the Mummerys as a distinct asset.

There is a movement on foot to enlist general public support. Just what form this will take is anybody's guess. The Mummerys would welcome this cooperation, but any attempt to change the basic traditions of mummery, such as the usual suggestion to change the date of march, will meet with implacable opposition. They are, and will remain, celebrants of the New Year. The great need, if ever our Mummerys' parade is to take its rightful place in the life of our city, is for understanding and respect for the quaint, picturesque customs that have made it the oldest and most distinctive folk custom in America.



Left to Right—Joseph Duffy, president; Steve Closky, vice-president; Edward Quinn, captain and treasurer; William Devine, corresponding secretary—Oregon Fancy Club

PARADE PROGRAM

CHARLES E. O'HALLORAN, Grand Marshal
Directors—GEORGE B. McCLERNAND, Jr. and JACK SHIELDS
Marshal—JOSEPH J. MILLIGAN

March Starts at 9 A. M.

ROUTE: BROAD AND PORTER STREETS—NORTH ON BROAD STREET TO GIRARD AVENUE

ORDER OF MARCH—MUMMERS' PARADE, JANUARY 1, 1946
POLICE ESCORT
POLICE AND FIREMEN'S BAND—CAPT. JOSEPH KEIFER, Director

FANCY DIVISION

S. D. WHEELER N. Y. A.

AMERICAN FLAG and UNION JACK—Carried by 30 Naval Patrol Scouts in uniform.

KING JOCKEY—A creation of royal and gold satin, carried by Rudy Meeche.

TRIO JOCKEYS—Dark green and white, carried by Ray Herman, Bill Doyle, and George Simon.

SHAMROCK SUIT—Carried by Harry Simon.

GALLAGHER N. Y. A.

Club leads off with members formerly in the armed forces carrying the colors.

Followed by Fancy Brigade led by a float representing a "Fallen Buddy" guarded by members of the armed forces, which will be followed by seven small boys representing "Our Future Protectors" dressed in white suits, with blue stars on pants, belts and sleeves. Blue headdress with 13 white plumes, three blue stars in back of headdress, a royal blue cape, with gold center and three small blue stars. Brigade Captain Howard C. Williams, President of Club dressed in gold costume commemorating the "Gold Star," with headpiece consisting of 36 gold ostrich plumes, and a back piece 12 feet in diameter with white field surrounding, a large gold star made of gold mesh spangle which is surrounded by 375 gold ostrich plumes and entire suit covered with gold mesh spangle. He will be followed by 48 men dressed in royal blue costumes trimmed with gold, blue stars on pants, sleeves with three large blue stars on cape representing our defenders in the past conflict. Each man has a headdress with 36 royal blue plumes with 48 gold quills. This brigade is known as "LEST WE FORGET."

TRIO JOCKEYS—Carried by Chas. Walker, Geo. Keenan and Wm. Rementer, color blue and white, consisting of 45 horseshoes, suits are six panels each and ten feet wide, 12 feet high, three suits will make a spread of 35 feet.

BEST DRESSED JUVENILE—Harry J. Rowan, Jr., 311 Mercy Street, age 4 years, who has been parading for three years will represent "America's 1946 Flower Girl," who will wear a yellow gown hoop skirt style, carrying a large bouquet of American Beauty Roses.

TRIO CLOWNS—Carried by John Ziegler, John Coffin and William Miller consisting of six panels each color blue and gold, each suit is ten feet high and ten feet wide.

IRISH KING—Carried by James Dougherty, which is of six panels, with Shamrocks throughout suit, suit 8 feet high and eight feet wide.

PARATROOPER COSTUME—Carried by Joseph Kelly, white and gold aviators suit with parachute overhead of 16 feet and 12 feet wide.

AUTUMN KING—Carried by William Raisch, theme of suit is a scene of Autumn, of blue, white and silver, backpiece representing sky with many silver stars and his headdress represents bare trees also holding trees in his hands covered with silver stars.

S. D. Wheeler, Captain

FEMALE IMPERSONATORS—Frank Herbst, Ed Voight, Charles Smith, Bobby Lee, and Primo Sorenson.

TRIO CLOWNS—Red and yellow satin, carried by Joe Aiello, Walter Yaworsky, Bob Crompton.

KING CLOWN—Black and green, carried by John Betz.

LIBERTY BRIGADE—Joe Manson, Captain, with 40 men.

VARIEGATED CLOWNS—Black orchid, green and red, carried by S. D. Wheeler, 2nd, John Merz and Thomas Stevenson.

Henry Saltenberger, Captain

CAPTAIN'S CAPE—Carried by Henry Saltenberger, who has been known as King Mummer and is out to repeat past performances with one of his large capes. Cape is 300 feet long, 22 feet wide, assisted by seven men and sixty page boys. Color of cape is blue and gold, the City of Philadelphia colors. All page boys and assistants are dressed in blue and gold.

JUVENILE COSTUME—Carried by John Mooney, 3rd. His costume will be 10 feet high adorned by three baskets of flowers of which each will represent a generation of his family participation in the parade, his suit will be of jewel cloth and spangles.

HANDSOMEST COSTUME—Carried by Robert Ziegler, representing the "Fantasy" Suit is of three large fans in back piece, spread of 16 feet by 12 feet, including 1100 ostrich plumes of various pastel shades, he will also carry two large fans in his hands. There is also two fans, both inside and outside of his cape, also a gold stain hat with large fan of ostrich plumes on top. The entire suit has 1600 ostrich plumes. His suit is of gold satin trimmed with gold spangles.

STARS AND STRIPES FOREVER—Suit carried by Fred Ziegler, Sr., white satin suit, with American shields on breast, and pants, gold spangle mesh hat with 36 ostrich plumes. Backpiece of red and blue stars, over which there are 200 white ostrich plumes.

HANDSOMEST COSTUME—Carried by Richard Klossman. Suit red, white and blue, 12 panels, 12 feet high and 12 feet wide.

TRIM SUIT—Carried by Jess Huber. Color of suit, pink and gold, which will consist of 10 panels and will be 14 feet high and 14 feet wide.

BEST DRESSED JUVENILE—Suit carried by Edward Abel, Jr., Suit is six panels of red and white, overhead of 8 feet and 6 feet wide.

KING CLOWN—Carried by Edward Abel, Sr., representing "American Beauty." Red, white and blue panels, 14 feet high and 14 feet wide, assisted by Joseph, Harry and Charles Abel. Chas. Abel was mustered out of the Navy two days before parade.

Also in line will be Thomas Small of 7126 Guyer Ave., who was Captain of Silver Crown Club in the years of 1898-1899 and 1900.

KING JOCKEY—Carried by William Coffin. Color of suit orange and white with blue pleatings. Overhead has 35 horse shoes. Width of suit 10 feet by 10 feet high.

OREGON N. Y. A.

1. BRIGADE—Led by Steve Closky and his two sons, Joe and Jimmy, both parading since they were three years old. They are now seven and ten years old respectively. The brigade will consist of thirty men in white and red plume trim.

2. HANDSOMEST COSTUME—Joseph Duffy, Jr., President of Oregon Club in a handsome costume fourteen feet high with spangle trim, blue sequins and solid sequin panel.

3. NEW TRIO—This trio of returned veterans is in pastel blue and yellow.

HUGH WHEELER N. Y. A.

Data not received in time for publication.

P. T. C. BAND—Lieut. Eckenroth

Harry Marquis, Captain

4. CAPE.

5. CAPTAIN HARRY MARQUIS.

Officers of the Oregon Club—Joseph Duffy, Jr., President; Steve Closky, Vice-President; Edward P. Quinn, Treasurer; Albert Wunderle, Financial Secretary; J. Gianscancisco, Secretary; Harry Marquis, Captain; Edward Scherer, Sergeant at Arms. Trustees of Oregon Club—Frank Ward, Chairman; William Smith, Edward Du Fresne, Frank Du Fresne, Joseph McCusker.

HUGH WHEELER N. Y. A.

Hugh Wheeler, Sr., Captain

COMIC DIVISION

J. A. MURRAY N. Y. A.

BRIGADE—25 clowns dressed in red, white and blue.
800 WENCHES AND DUDES.

BRIGADE—25 men. Title: "Irish King and His Bubble Dancers."

FEATURE—Gus Witte presents: "The Three Generations."

FEATURE—Raymond Carr as Abraham Lincoln.

CAPTAIN CAPE—Dan Herman as Snuffy Smith.

CAPE—40 feet long, 35 page boys.

BRIGADE—"Momus Helps the World Forget Its Troubles."

Harry W. Tyler, Captain

FEATURE—Upside down Clowns.

FEATURE—George Keenan presents: "Fence Post Gossiping Neighbors."

FEATURE—Larry Feest, "The Man of Today."

FEATURE—"The Only Living Two-Faced Baby."

FLOAT—Ed Herman presents: "Walt Disney and His Characters."

FLOAT—Harry Stotsenburg, "On Our Way to Tokyo."

JOSEPH A. PURUL N. Y. A.

Organized April 15, 1936.

1937—2nd 1941—2nd 1940—2nd

1938—1st 1942—1st 1943—2nd

1939—3rd 1944—2nd 1945—1st

Our Captain, John T. Purul presents: "Bull Halsey and His Bell Bottom Trouser Boys."

Frank Stevens (Captain Brigade) "Tokyo Rose."

Stanley Posnick (Captain Brigade)—"This is H— (Hitler and Little Eva in Next World)."

Tom Rozzi (Captain Brigade)—"Black Market Caught Napping."

John T. Purul, Captain

Charles Davis (Feature)—"Over the Hill."

Joe Junior (Feature)—"The Pottstown Terror."

Franny Piotrowicz, Jr. (Float)—"The Battle of Hyde Park—Blaze and Fala."

Brennan-Prossor-Dougherty Brigade "Snuffy Smith."

Melvin Helmlin presents a special brigade.

Al Orr and Frank Facocio present an interesting and timely float.

Officers of the Joseph A. Purul N. Y. A.—Joseph A. Purul, President; Elmer R. Kammeraad, Vice-President; John Galoway, Treasurer; Melvin Helmlin, Financial Secretary.

HOG ISLAND N. Y. A.

BANNER CAR—COLOR GUARDS.

First Brigade—Pop Wethman's (68th year parading) and his clowns.

WENCHES—DUDES—CLOWNS.

Second Brigade—Al Fili and his "Alexander's Rag Time Band."

FEATURE—Ed Lee "Always in the Dog House."

Twenty-four piece band.

FLOAT—Doc Jackson and his expedition trapping wild pigeons.

CLOWNS—DUDES—WENCHES.

Captain's Cape—George Simmers as the Irish King. A two section cape with a canopy in the center. The cape is 14 feet wide and 40 feet long; and is carried by 22 Irish pages.

Third Brigade—George Croasdale, Alec Saettie, Rocky

George Simmers, Captain

Franchetti, and their Boggie Woggie's, 10 pieces of string music led by Roy Peterson.

FEATURE—This brigade.

CLOWNS—DUDES—WENCHES.

Group—Al Kampmeier, Jake Fromm and Joe Painter.

FEATURE by Meno—Variety Band of Upper Darby.

Group—Fred Buck and Jimmy Bytheway ("Pork on the Market Again").

FEATURE—Howard Croasdale assisted by the Orr Boys, "Big Bad Wolf and the Three Little Pigs."

Fourth Brigade—Twentieth Century Fashion Girls.

CLOWNS—Dudes—Wenches.

Officers for 1945-1946—Carmen Belcito, President; Al Fili, Vice President; Alec Saettie, Financial Secretary; Joseph McCabe, Rec. Secretary; George Simmers, Treasurer.

JOHN DE NERO N. Y. A.

BANNER CAR—Two United States flags, two Marines, two soldiers, two sailors, clowns, dudes, wenches, and other characters.

Band—20 pieces.

CAPTAIN'S CAPE—"Ration's Graveyard." Captain D. Mercaldo as "King Sugar" 25 page boys, carrying burial ground of various rationed articles during the war, such as coffee, etc. O.P.A. Board looks on.

BRIGADE—Chinese on Parade, led by Sag. Twenty male and female Chinese costumes of silks and satins.

BRIGADE—Marines fighting their way back, led by John Mercaldo. Thirty men dressed as soldiers—cannons, dummies, guns, fire works. Dixie as "General Knock 'em Dead."

BRIGADE—"Pigeon Pirates," led by Michael Farina. Twenty men dressed as pirates with knives, guns, cages, nets, traps, etc.

Domenic Mercaldo, Captain

BAND—Twenty pieces.

BRIGADE—"Waiting for Daddy to Come Home" led by Bill Helverson. Eighteen boys dressed as babies with baby bottles—two babies in center of boat shaped crib.

BRIGADE—Father Divinney Hotel, led by A. Massi. Hotel float rooms, all prices. Twenty boys.

BRIGADE—China still at war, led by Sam Massi, Sr. Float—twenty boys as Chinese.

FEATURE—led by Pat Apicelli.

FLOAT—"Nineteen-Forty-Five Escapades of Yeast-in-Penn," led by Joseph Dino, John Mitchell and Mike Sullivan. Prison, prisoners, dummies and guards.

FLOAT—"Good Riddance for World Peace," led by Sam Massi, Jr., Mussolini, Hitler, Hirohito, "Angel of Peace" and other characters. Brigades, features, floats.

LIBERTY CLOWNS N. Y. A.

Joe Schultz, Acting Captain
Peter Marcello, Captain (in Service)

Billy Torelli, president and organizer of our club, a shooter for 22 years, reports that there will be twelve hundred shooters in line.

1. FIFTY RAINBOW CLOWNS.
2. NINE HUNDRED DUDES and WENCHES.
3. CAPTAIN'S CAPE—Joe Schultz, "It's All Over." Fifty page boys.
4. JUVENILES: Son of Our President, little Dommie Torelli, now nine years old, and five times prize winner in the past five years, will be shooting for six in a row as a "Boudoir Doll."
5. BRIGADE—Dan Di Gregorio—"Gravel Gertie's Wedding Day."
6. BRIGADE—Andy Casalanova, "Home Front." Baby coaches and babies.
7. FLOAT—Jim Wallace, Mummer's Champ. "When Dad Was a Baby-Beauty Pageant of 1882."
8. FLOAT—Ralph Recupida as "Atomic Millionaires."
9. FEATURE—Frankie Williams, "One Meat Ball."
10. BRIGADE—General MacArthur, "Making Monkeys Out of Men." Organ Grinder, Henry Schultz.
11. BRIGADE—Victory Party, Ralph Torelli.

12. BRIGADE—Wives of the Mummers showing disapproval of their husbands parading on New Year's Day.
13. FLOAT—Billy Torelli, "Believe it or Not."
14. FLOAT—Henry Coia, "Marie's Tomato Pie."
15. BRIGADE—Eddie Torelli, "Uncle Sam Fighting with DDT."
16. FEATURE—James and Joe Capone, "The Butcher and the Housewife."
17. FLOAT—Billy Schultz, "The Atomic Bomb."
18. FLOAT—Nick Terry, "Barnyard Jitterbugs."
19. BRIGADE—John Torelli, "The Lights Go On Again."
20. FLOAT—Mike Terry, "The Great John L."
21. BRIGADE—Alfred Torelli, "Three O'Clock in the Morning."
22. FEATURE—Joe and Al Torelli, "John L. and Gentleman Jim."
23. FLOAT—Nick Di Lonzo, "The Great Train Robbery."
24. FLOAT—"Police Department Raiding Speakeasies."
25. JUVENILE—Sonny Wallace, "Beating the Gang."
26. JUVENILE—Bonny Torelli (five years old), "Jitterbug of 1890."

STRING BAND DIVISION

WOODLAND STRING BAND

THEME—"Russian Cossacks on Parade."
THEME SONG—"Russian Music. 1. "Meadow Lands," 2 "Ride Cossacks." One American March will be used entitled, "Semper Uniti" (Always United).
COSTUMES—Copy of the Russian Cossacks' uniforms of red, white and gold. Material used is satin and gold metallic cloth.
HEADDRESS—Exaggerated in size and adorned with three red ostrich plumes. The band will execute an intricate drill while playing their various songs. At the completion of their

J. J. FRALINGER STRING BAND

THEME—"Penn Treaty."
THEME SONGS—"Indian Love Call," "Four Leaf Clover," "Cherokee" and "Pack Up Your Troubles."
FEATURE—Only Band that plays and sings.
COSTUMES—Indians.
HAT—Twenty-four plumes, red and white—sixty-six quills red—down over back, from one foot long to two short feathers.
CAPE—Three quarter length, red, white and green.
COAT—Background of white, with red and green diamonds,

JAMES DURNING STRING BAND

THEME—"Stars of America."
THEME SONG—"Stars in Your Eyes."
The costume designed by its Captain, James Durning, to keep in line with the Victory celebration. Our Captain thought that no better tribute could be paid to our heroes than to refer to them as Stars of America. Since the stars that hung in the windows of our American homes were gold and blue, we present to you our colors—gold and blue—representing the stars we shall never forget.
A color guard of four United States Marines followed by twelve recent discharged members or home on furlough, then five junior members of the band followed by the Captain, James Durning, who is dressed in gold satin trimmed with gold sequins. A large gold star headpiece with a hundred and fifty gold plumes circling it; a gold satin cloak draped from the shoulders and a gold star in the center of the cloak. The two gold stars in the Captain's suit represent the two men killed in action, who were members of the band.
Walking on each side of the Captain are Walter Majewski, Musical Director (discharged from U. S. Army), and Edward

Samuel Jefferies, Captain

drill in front of the judges one of the band will play "Taps" while the others stand at attention. They will march off playing the "Stars and Stripes Forever."
The Band will consist of 48 playing men, four flag bearers, Captain, Drill Master, Musical Director, Parade Director, two Marshals and two Mascots.
Officers of the Woodland String Band—Captain, Samuel Jefferies; Treasurer, Jack Fisher; Secretary, Jerry Organ; Musical Director, Bob Envin; Drill Master, Frank Clifford; Officers, Dave Anderson, Al Dederick, Bill Lafferty, and Joseph Bruicks.

John J. Fralinger, Captain

red feathers at bottom of coat.
PANTS—White trimmed with red and green, stripe down each side with red feathers extended.
FEATURE—Penn's Treaty with the Indians will be enacted at Judges' Stand.
Officers—Captain and Treasurer, J. J. Fralinger; President, Frank Quinn; Vice President, Thomas McEvoy; Recording Secretary, John Mallon; Financial Secretary, Harry Okey; Musical Director, Walter Kunicki.

James Durning, Captain

Peterson, drill master. Dressed in gold satin suits, trimmed with gold sequin stars, gold star headdress with fifty gold and blue plumes circling it; a cloak with blue satin lining and gold satin outside, on the back of each man, the two stars of our service flag appear, with the gold star in the headdress and the blue star in the center of each cloak. Fifty-two marching musicians dressed alike follow.
The Captain's suit measures ten feet in height and six feet wide, while all members' suits of the Band average eight feet high and four feet wide. The Marshals of the Band are Roger Regan, Tom Regan, John McIntyre, Gene Cooney. This band was formerly the 48th Ward String Band. From our members to you—"A Happy New Year."
Officers—Roger Regan, President; James Durning, Treasurer and Captain; Christian Stroemetz, Recording Secretary; Walter Majewski, Musical Director; James Ritti, Assistant Musical Director; Frank Keyeser, Vice President; Jake Young, Financial Secretary; John McIntyre, Sergeant-at-Arms; Albert Schools, Assistant Musical Director; Edward Patterson, Drill Master.

AVALON STRING BAND

Harry Lawson, Captain

Data not submitted in time for publication.

AQUA STRING BAND

Elmer W. Leyrer, Captain

Aqua String Band is the Silver Jubilee Band, having marched up Broad Street twenty-five years. It is the first String Band organized north of Market Street.

THEME—Carnival of silver bells and laces.

COSTUME—White brocade trimmed with silver and magenta plumes, large collar representing lace and trimmed in diamond dust with silver bells and crystal glass.

HEAD DRESS—Egyptian design head gear in magenta, trimmed with diamond dust and crystal mirrors. Cerise slippers.

CAPTAIN'S COSTUME—Cape, coat and trousers of white silk velvet, gold threads in white taffeta, collar of gold lace with gold plumes, gold tinted crystal mirrors and silver bells. Head gear, Egyptian style, trimmed with gold plumes and crystal mirrors. Gold slippers.

ASSISTANTS—Sol Ginsburg and Dan Pronchick—white brocade costume trimmed with silver and white plumes. All silver head gear—silver slippers.

MUSICAL DIRECTOR—Morris Tarnoff, who plays the clar-

inet Ted Lewis style, dressed in white brocade, trimmed in silver. Bells, crystal mirrors, cerise and white plumes. Cerise slippers.

FEATURE—More than two thousand bells are used on the costume.

The Band will be led by Color Guards, consisting of the U. S. flag, State flag, City flag, Aqua flag and Service flag with 62 stars, including five (5) Gold Stars, followed by the mascot, Wm. Muhlenberger, Jr.

Elmer Leyrer, who is a Lieutenant in the U. S. Navy stationed in the Philippines, is the captain of the band. His duties will be handled by Fred J. Kesel, the Director, assisted by Dan Pronchick and Sol Ginsburg.

Officers of the Aqua String Band—Barney Brady, President; Chas. Muhlenberger, Vice President; Edmund Mundy, Secretary; John Lauer, Treasurer; Isaac Kolman, Business Manager; Sol Ginsburg, Publicity Manager; Phil Silver, Assistant Musical Director; Wm. Muhlenberger, Drillmaster; Edmund (Stoney) Gaykoski.

HEGEMAN STRING BAND

Al Fink, Captain

THEME—"A Bit of Old Moscow."

MUSIC—Medley of Original Numbers, including the Hege-man Theme March.

COSTUMES—Authentic Cossack Outfits of beautifully contrasting satins of Red and Black, set off with Lush Gold Velvet.

Philadelphia's finest String Band is celebrating their 25th Anniversary this year, making it one of the oldest bands now parading.

Our Silver Jubilee presentation will attempt to transplant a bit of Old Moscow to the streets of old Philadelphia.

Our Muscovite troubadours are attired in authentic garb

of beautifully contrasting red and black satins, set off with lush gold velvet. Captain Al Fink has augmented his band with real Russian musicians and dancers, lending an unprecedented air of realism to this year's presentation.

Musical Director Herman Sefflin has skillfully blended modern mummies' music with native Russian folk music, into a spectacle of refreshing novelty.

We are almost back at full strength this year, although several key men are still in the service. God grant that they are with us next year.

UPTOWN STRING BAND

Bob Runkle, Jr., Captain

(Serving in France)

Jesse Hafer, Acting Captain

First in line will be the Banner Car, with a beautiful sign and colorful decorations, denoting our Theme. Directly behind the Banner Car will come the COLOR BEARERS of four. Following will be our President Robert W. Runkle, Sr. and Vice-President James L. Beatty, Sr. dressed in beautiful satin, full dress suits. Next Acting Captain, Jesse Hafer, clad and plumed with beautiful shades as a modified clown. Head gear of more than fifty plumes. With hopes we next have our Captain Bob Runkle, Jr. home from the U. S. Army. Last but most important our band with unique costuming designs we give you the "MUSICAL CLOWNS."

THEME—"Musical Clowns with Melody and Mirth."

Since happy days are here again, we thought of a way to explain it to the public and showmanship. We remind you peace is again all over the world. With our musical clowns we welcome home all the vets with funmaking and laughter for a bright future. Let's all join in the happy days and keep them that way.

Songs—"Happy Days," "Some Day," "When Your Smiling" and numerous other melodies.

COSTUMES—A refined clown effect with a small head gear of ten or more plumes. Bright colors are to remind us that all shadows of darkness have past away.

DRILL—Snappy, modern drill composed by Drill Master Chas. Koehler.

OFFICERS—President, Robert Runkle, Sr.; Vice-President, James L. Beatty; Captain, Robert Runkle, Jr.; Acting Captain, Jesse Hafer; Business Manager and Director, Frank J. Beatty; Recording Secretary, Richard Slinkard; Treasurer, Clifford J. Johnson; Financial Secretary, Carl Heere; Musical Director, Bob Moore; Assistant Musical Director, John Herold; Drill Master, Chas. Koehler.

"Ambassadors of Good Will and Good Fellowship" is the well-earned title which the fine people of North Philadelphia pinned upon the officers and members of the Uptown String Band.

Uptown has become one of the liveliest, most melodious and most spectacular of the clubs that continue to make Philadelphia nationally famed as the home of the Shooters and Mummies of the New Year celebrations. An ovation all along the line of march is the usual New Year greeting of Philadelphia to the Uptown Players and Fun-makers.

The band was organized in 1937 by George Beiderman, our first captain (killed in action 1945); Warren Runkle, first Musical Director (killed in action 1944 at Anzio); first President, Tom Walsh and Bob Runkle, Jr.—Captain since 1939. Captain Bob Runkle entered the Army in 1943. The band voted that Runkle is to hold the office of Captain permanently. While he was in the U. S. Army, overseas, the band continued to parade with acting captains.

The band meets in its own Club House on Monday evening at 1937 N. Germantown Avenue. The officers of the club are: President, Robert Runkle, Sr.; Vice-President, James L. Beatty; Captain, Robert Runkle, Jr.; Acting Captain, Jesse Hafer; Business Manager and Director, Frank J. Beatty; Recording Secretary, Richard Slinkard; Treasurer, Clifford J. Johnson; Financial Secretary, Carl Heere; Musical Director, Bob Moore; Assistant Musical Director, John Herold; Drill Master, Charles Kohler.

Fifty-six of our club members were scattered all over the world. Four paid the supreme sacrifice, one missing, and only ten returned so far.

Factory and General Office, Cortland, New York
Manufacturers of
MOTOR TRUCKS - BUSES - BODIES - CABS
BROCKWAY MOTOR COMPANY, Inc.
BROCKWAY TRUCKS
747 WEST ALLEGHENY AVENUE, PHILADELPHIA 33, PA.
Factory Branch

Compliments of
FELIX ERICKSON
1542 NORTH ALDEN STREET
PHILADELPHIA 31, PA.

EMERSON ODHAM CO.
QUALITY SEA FOOD
Fresh Opened Oysters - Clams - Fresh Fish - Shrimp - Crabmeat
READING TERMINAL MARKET

The BRUNSWICK-BALKE-COLLENDER CO.
1400 NORTH BROAD STREET
PHILADELPHIA, PA.
World's Largest Manufacturer of
BILLIARD AND BOWLING EQUIPMENT

Allegheny 4935

THEILACKER'S BAKERY
652 SOUTH 60th STREET
PHILADELPHIA 43, PA.
Fancy Cakes and Pastry Own Make Ice Cream

Compliments of
LA REVE HOTEL & GRILL
820 WEST COLUMBIA AVENUE
PHILADELPHIA

Compliments of
LEO KONDROT
1700 SOUTH WATER STREET
PHILADELPHIA

Compliments of
CARL WEINKOPF
6336 RISING SUN AVENUE
PHILADELPHIA

Compliments of
BUCCI'S CAFE
1648 SOUTH 24th STREET
PHILADELPHIA

Bell, DElaware 7373

MARIANNI'S
SCRAP IRON, METALS AND PAPER STOCK
4005 ORCHARD STREET, PHILADELPHIA 24, PA.

SERVING PHILADELPHIA'S WEST SUBURBS
FROM 69th STREET TERMINAL
RED ARROW LINES
The Best In Speedy Economical Transportation

Compliments of
ROBERT E. COLE
1614 SOUTH 20th STREET, PHILADELPHIA

Compliments of
**TRIPOLI BARBER & BEAUTY
SUPPLY CO.**
1225 WALNUT STREET, PHILADELPHIA, PA.

PETER SALVATORE
WHOLESALE BEER DISTRIBUTOR
Office and Warehouse
2813-15 NORTH 21st STREET, PHILADELPHIA 32

VIZZY'S TAP ROOM
1202 SOUTH 21st STREET
PHILADELPHIA

Compliments of
A FRIEND

FIRE FIGHTERS STRING BAND

The Fire Fighters, a new Band, composed of Philadelphia Firemen and Auxiliary Firemen, are new to the Mummer's ranks. It will consist of 48 members and leaders marching six abreast and eight deep.

THEME—Far East Warriors.

COSTUMES—Fisher red, turtle blue and gold.

SONGS—"Some Day You Will Want Me to Want You,"

QUAKER CITY STRING BAND

The Quaker City Band organized in 1920, reorganized in 1930, won first prize in 1935, 1940, 1944 and 1945.

THEME—Musical cadets.

Band will consist of seventy-five men.

COSTUMES—Will be a glorified military one, the trousers will be of gold and the coat of white satin, with gold strap across the chest, and gold on shoulders.

P. A. BROOMALL STRING BAND

THEME—The Atom's Age.

COSTUME—Representing Power—Magnified Atom. Costume created and designed by Edward Broomall, son of the Captain, while overseas in the U. S. Army.

Each line of musicians will be in a different color combination of satin trimmed with silver, silver shoes, cape with worked back piece, representing an atom. Head pieces trimmed with red braid and red feathers represent power.

CAPTAIN'S COSTUME—White satin jacket and trousers trimmed with red and gold—red cape lined with satin with hand worked figures representing atoms, planets, and power.

JOSEPH A. FERKO STRING BAND

The Joseph A. Ferko Band was organized in September 1922, and today marches in their twenty-fourth consecutive Mummer's Parade. It has won nine championships in the years 1927, 29, 30, 31, 32, 36, 37, 38 and 39. They have finished below third only once in their career. It is the only club to have won four straight championships in two series.

Today is Captain Ferko's thirty-first Mummer's Parade, having led other bands before forming his own club. He is one of our city's leading pharmacists, and the string band is his hobby.

The Band is nationally known, having appeared in many sections of our country; they also made an appearance in the Canadian National Exposition at Toronto, Canada.

There are seven returned veterans marching today, they still have thirty-seven members in the armed services of our Nation.

The band has fifty-eight men in line today.

This organization meets every Tuesday in the year for rehearsal.

POLISH AMERICAN STRING BAND

One of the youngest bands participating in the Mummer's Parade and a consistent contender for top honors in the String Band Division, the Polish American String Band will have a theme of "Till The End of Time." The Band will be led by two flag bearers flanked by members of the band who are in the armed services. Captain Walt Krop, dressed in gold, will follow, then President Jos. Jankowski—Drill Master Ed. Skowronski and Musical Director Stan Gutowski, followed by a band of 48 musicians.

George E. Duffy, Captain

"Rosemary," "I'll Do It All Over Again," "Waiting," "Some Sunday Morning," "Little Girl." George E. Duffy, Captain—in white; Treasurer James J. Mitchell in blue; Musical Director, James Lauria in Fisher Red, Drillmaster Leo Kaufman in Fisher red; Vice President Samuel McDowell in band; Sergeant at Arms Salvadore Manganaro in band.

Raymond Endriss, Captain

CAPE—Will consist of white satin with cerise background or lining. The cape will carry a shoulder piece carrying 26 white plumes.

The band will be led by the colors carried by Adgate, James and Powers, followed by our Captain Raymond Endriss in a surprise creation, and our Musical Director John Mayer.

Peter A. Broomall, Captain

Large circular head piece of white satin trimmed with a variety of colors.

The band will have forty-two men in line, twenty-seven members are still in the service.

Officers—Captain, Peter A. Broomall; President, William McDonald; Vice President, Ernest Thompson; Recording Secretary, Chas. Broomall; Financial Secretary, Benjamin Naimoli; Treasurer, Frank Ferry; Musical Director, Thomas Broomall; Drill Master, Edward Broomall; Sergeant at Arms, Nat Gibson.

Joseph A. Ferko, Captain

THEME—"Ferko's Rays of The Rainbow."

MUSIC—Six popular numbers, featuring "I'm Forever Chasing Rainbows," the theme song.

DRILLS—1. A Cross. 2—Revolving Rainbows. Both formations being performed while on the move.

OFFICERS—Joseph A. Ferko, Captain; Harry A. Leary, President; Wm. De Santro, Vice-President; Ralph Maleno, Business Manager; John E. Arleth, Secretary; Robert Traub and Wm. (Curley) Conners, Musical Directors; Harry Teller Drill Master. All marching.

The Band marches six abreast and nine deep.

COSTUME—Rays of The Rainbow. Headdress, six rows of rainbow colored feathers. Center piece of gold-satin. "The Sun." Blouse, large flowing sleeves with a cuff of six rows of rainbow colored maribou. Trousers, cuffed with six rows of rainbow colored maribou. Cape edged with six rows of rainbow colored maribou, and lined with Gold satin. Belt of Gold Satin with a sun burst buckle. All costumes through the band of white satin representing the clouds.

Walter Krop, Captain

The Polish American Association was organized in July 1933, it has a membership of 120. Forty-nine members are still in the armed services.

Officers—Jos. Jankowski, President; G. Rysak, Vice President; Stan Gogoj, Recording Secretary; E. Zaucha, Financial Secretary; T. McGovern, Sergeant at Arms; Walt Krop, Captain; Ed. Skowronski, Asst. Captain; Stan Gutowski, Musical Director.



ERNEST HEGEMAN STRING BAND

Compliments of
KEYSTONE NAVAL TAILORING CO.
2603 SOUTH 13th STREET

SUPREME AUTO RADIATOR CO.
338-40 NORTH 13th STREET

DAVIS BRAKE CO.
2415 NORTH BROAD STREET

I. SCHIFALACQUA
813 CHRISTIAN STREET

Compliments of
GUS BROX
3364 NORTH 2nd STREET
PHILADELPHIA

FULton 2570

VINCENT DE LUCCIA & SON
EXPERT VIOLIN AND CELLO MAKERS
AND REPAIRING
New and Old Sold
1152 S. 13th STREET, PHILADELPHIA 47, PA.

GRASSO LUMBER YARD
LUMBER—MILLWORK—BUILDING MATERIALS
808 SOUTH 6th STREET
WALnut 4435

PENnypacker 0341

BURKE MUSIC, Inc.
SAMUEL BURKE, President
AMERICA'S COMPLETE MUSIC MART
509 SOUTH BROAD STREET, PHILADELPHIA, PENNA.

HARRY KROUSE
STUDEBAKER DISTRIBUTOR

G. MASCIOLI
1405 South Broad Street

SARatoga 2300

FULton 4183

JAMES CULLINAN
FLORIST

GREENHOUSE Pen Rose Avenue and Ft. Mifflin Road
STORE S. E. Corner Point Breeze Avenue and Tasker Street

SHOW BOAT CAFE
BROAD and LOMBARD STREETS
PHILADELPHIA

OSCAR FAUST
CUT RATE PEDDLER SUPPLIES
223 NORTH 8th STREET
PHILADELPHIA

Bell Phone, FULton 8932

F. B. CORTESE
REAL ESTATE and INSURANCE
1509 SO. BROAD STREET, PHILADELPHIA, PA.

Compliments of
THE MET
BROAD and POPLAR STREETS

Phone, FULton 1463

MOLIVER'S DRESS SHOP
WOMEN'S WEARING APPAREL
2017 SOUTH BROAD STREET, PHILADELPHIA 48, PA.

LT. JOSEPH FRANKEL

W. E. FELDMAN

CROWN MUSIC MART
307 S. BROAD STREET
PHILADELPHIA 7, PA.

W. E. FELDMAN

PENnypacker 7590

CHAIR EXCHANGE
157 NORTH 6th STREET

Phone POPLar 9138

Music and Entertainment

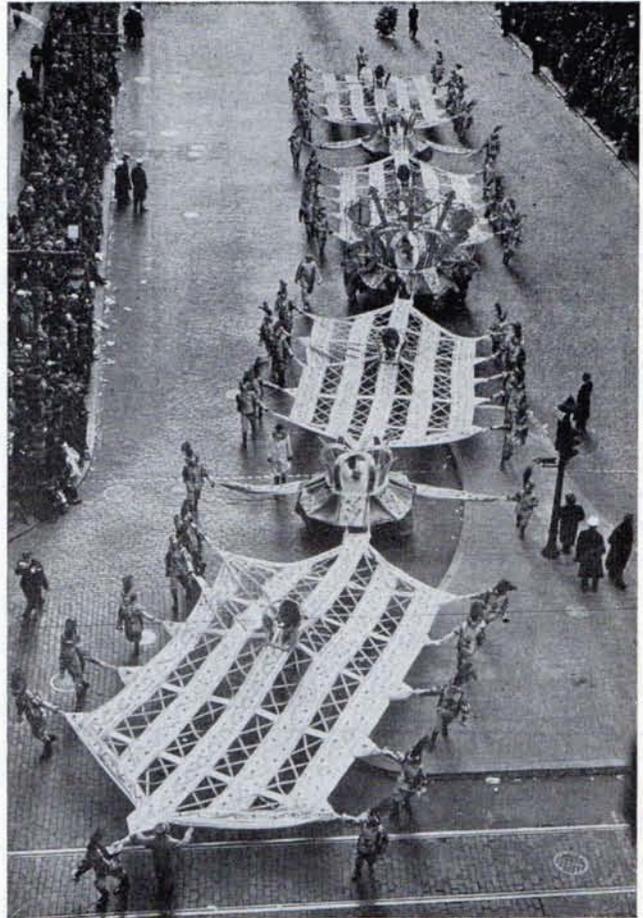
THE POPULAR PLACE
ALL THE OLD FAVORITE DRINKS
Choice of
BEER - WINES - LIQUORS

MAHON'S GRILL
1445-47 RIDGE AVENUE, PHILADELPHIA, PA.

PAUL LATELLE
1601 E. PASSYUNK AVENUE



HOWARD C. WILLIAMS, JR.
Gallagher Club youngest mummer ever to parade.
First paraded when 17 months old.



CAPTAIN HENRY SATENBERGER
of the Gallagher Club, with a First Prize Cape in a
recent Mummer's Parade



BROOMALL STRING BAND



FLOAT—BROOMALL STRING BAND



GEORGE SIMMERS
Captain, Hog Island N.Y.A.

**PHILADELPHIA LODGE No. 54
LOYAL ORDER OF MOOSE**

1314 N. BROAD STREET

OLIVER S. TWIST, Governor
JOSEPH J. KELLEY, Secretary

Telephone Market 1313

H. O. BRANDT

HAHN & BRANDT MACHINERY CO.

POWER PRESSES — MACHINE TOOLS

465 N. FIFTH STREET, PHILADELPHIA 23, PA.

WALnut 9061

CORSAGES

LENA'S FLOWER SHOP
WEDDING BOUQUETS A SPECIALTY

FUNERAL DESIGNS
POTTED PLANTS

248 SOUTH STREET, PHILADELPHIA 47, PA.

L. F. SEYFERT'S SONS, Inc.

Since 1878 Distributors

WOODWORKING MACHINERY

and MACHINE TOOLS

523 ARCH STREET, PHILADELPHIA

MADAM EVA M. HERMAN

GIFTED MEDIUM SEANCE

SUNDAY - THURSDAY EVENINGS AT 8 P.M.

Author of The Spiritual Guide

Sponsor of The International Spiritual Success Club

CONSULTATION by APPOINTMENT

Questions Answered by Mail

LOCust 7578

2347 CATHARINE STREET, PHILADELPHIA, PA.

Compliments

MELROSE DINER

1608 W. PASSYUNK AVENUE

PHILADELPHIA'S NEWEST RESTAURANT

BILL YANCEY'S

525 SOUTH BROAD STREET

(New Apex Building)

Hours: Daily 10 a.m. to 4 a.m. Sundays: 2 p.m. to 10 p.m.

FRANK DI BERARDINO COMPANY

1835 S. BROAD STREET

6328 VINE STREET

PHILADELPHIA, PA.

EVANS AUTO PARTS

709 S. BROAD STREET

PHILADELPHIA 47, PA.

MADONNA'S LINENS

1915 S. BROAD STREET

PHILADELPHIA, PA.

Phone FULton 8075

CARNELL & BRADBURN

THE GENERAL TIRE

Best Wishes From

JOSEPH M. PRATT

INSULATION — COMBINATION STORM SASH

CHEW-BITTEL

6206 GERMANTOWN AVENUE

GERmantown 2480

SINCE 1887

GREENMOUNT CEMETERY

Located Within City Limits

NORTH FRONT STREET, ABOVE BRISTOL

P. O. Box 5745

Olney, Philadelphia

Phone: MIC. 4747

BROWN'S CAFETERIAS

804 Arch Street, cor. Broad and Race Streets

BEER — WINES — LIQUORS

Compliments of

D. F. McCALLISTER & SONS

1811 Spring Garden Street



GALLAGHER FANCY CLUB



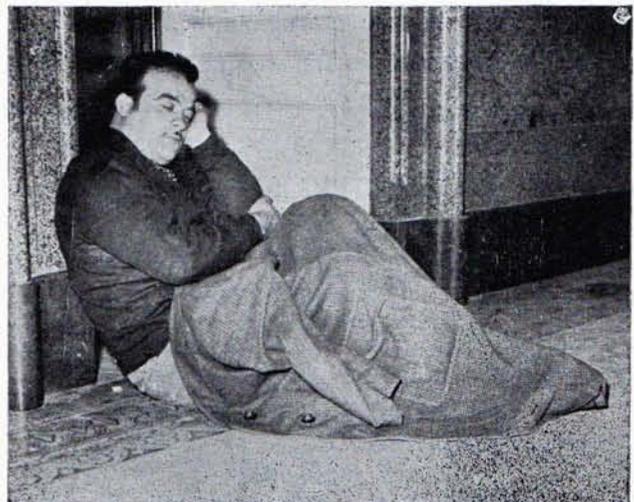
MURRAY CLUB 1943



HARRY MARQUIS
Captain of Oregon Club



DOMINIC TORRELLI
9 years old, 5 times prize winner
Son of President of Liberty Clowns



BILLY TORRELLI
President Liberty Clowns after 18 hours waiting
to get first Mummies' Parade Permit.

Compliments of
UNITED SPECIALTIES CO.
HOLMESBURG, PHILADELPHIA 36, PA.

ADELPHIA COAL & FUEL CO.
COKE—COAL—FUEL OIL
1008-10-12 WASHINGTON AVENUE
PHILADELPHIA

JOHN SCHAAG
AUTO BODY REPAIRS
1234 WEST THOMPSON STREET
PHILADELPHIA 22, PA.

EVergreen 1816 NURSING SERVICE
MARGARET PERRY
CONVALESCENT HOME
Licensed in Pennsylvania
4100-4102 LOCUST STREET
PHILADELPHIA, PA.

Compliments of
A FRIEND

Greetings to the Service Man
Hajoca Corporation
PHILADELPHIA, PA.
31 BRANCHES SERVING THE ATLANTIC SEABOARD

Bell, RADcliff 3943
BROAD ELECTRIC SUPPLY CO.
Wholesale Distributors of
SUPPLIES, FIXTURES AND APPLIANCES
3943 NORTH BROAD STREET
PHILADELPHIA, PA.

RITtenhouse 3587
O'FERRALL'S - CATERERS
Church Luncheons and Suppers—Banquets and Teas
O. W. O'FERRALL
2220 LOMBARD STREET, PHILADELPHIA
Summer Address: Camp Unami, Sumneytown, Pa.
Haywood 8392
Ask for Special Summer Rates for Picnics, etc.

1879 "KENFORD PRODUCTS" 1945
FORD & KENDIG COMPANY
Pipe, Valves & Fittings — Power Piping & Engineering Specialties
Mill, Mine & Railroad Supplies — Marine & Industrial Supplies
Main Office and Warehouse:
1428-30-32 CALLOWHILL STREET, PHILADELPHIA
Branch Office, Warehouse, Shops and Fabricating Department
WASHINGTON and CHERRY STREETS, CONSHOHOCKEN, PA.

BEER - WINES SANDWICHES
LIQUORS PLATTERS
EWALD'S CAFE
4710 OXFORD AVENUE, FRANKFORD, PHILADELPHIA
EWALD ZIELENBACH, Proprietor JEFFerson 9666

BARSOL HOSIERY FINISHERS
AMBER and WILLARD STREETS
PHILADELPHIA, PA.

Compliments of
WILLIAM H. PALMER

Compliments of
HOLLENDEN'S GARAGE
1515 NORTH 27th STREET

Bell Phone, PENnypacker 8187 Try Alp Pale Dry Ginger Ale
D. DI MEDIO - Bottler
BOTTLER OF ALL KINDS OF SOFT DRINKS
Quick Service
1162 S. 15th STREET, PHILADELPHIA

Compliments of
ALBERT M. GREENFIELD & CO.

Compliments of
WARNER D. CURRY
BUSINESS REPRESENTATIVE
PHILADELPHIA PHOTO-ENGRAVERS UNION No. 7

Compliments of
BARNEY NANCE
5408 BALTIMORE AVENUE

MARGARETTE CAFE
1501 SOUTH 26th STREET
PHILADELPHIA, PA.
RODGER DOOLEY, Proprietor

Compliments of
PASSYUNK LAUNDRY, Inc.
1925-31 POINT BREEZE AVENUE

WILLIAM M. LANGE
FLORIST
408-426 LEMONTE STREET
ROXBOROUGH, PHILADELPHIA

SBICCA, INC.
MANUFACTURERS OF FINE LADIES' SHOES
1730 N. 5TH STREET
PHILADELPHIA

Compliments of
NICK DIVOLSI

Compliments of
JOSEPH W. JOLLY & SONS
4811 UNRUH STREET

Compliments of
TREBOW CIGAR CO.
147 SO. 4th STREET

LAUBACH'S JEWELRY STORE
7040 WOODLAND AVENUE

CLYDE L. GROSS CO.
6502 HAVERFORD AVENUE
PHILADELPHIA

**TRADESMEN'S NATIONAL BANK
& TRUST CO.**
320 CHESTNUT STREET 9 SO. 52nd STREET
1420 WALNUT STREET 5614 GERMANTOWN AVENUE
BROAD AND LOUDEN STREETS

STANLEY ZADROGA
834 SOUTH 2nd STREET

Compliments of
JOHN CROITER
HAULING
625 NORTH AMERICAN STREET

Compliments of
MRS. ALICE F. FISCHER
3100 NORTH 6th STREET
PHILADELPHIA, PA.

**CITIZENS & SOUTHERN
BANK & TRUST CO.**

B. STALLER & CO.
325 NORTH FRONT STREET

Greetings to the Mummers
FROM THE
PHILADELPHIA NATIONAL LEAGUE
BASEBALL CLUB

MADDOCK & CO.
INDUSTRIAL SUPPLIES — TOOLS and EQUIPMENT
42 NORTH SIXTH STREET, PHILADELPHIA

Compliments
KULP & GORDON
MOTOR FREIGHT
PHOENIXVILLE — PHILADELPHIA
518 Neb. 1333

Compliments of a
FRIEND

UNION BUS TERMINAL
13th and Filbert Streets, Philadelphia

PHILADELPHIA
AUTOMOBILE MECHANICS' LODGE
No. 724
INTERNATIONAL ASSOCIATION OF MACHINISTS
1334 SPRING GARDEN STREET

Compliments of P. F. C.

Compliments
HOTEL ESSEX
13th and Filbert Streets

Bell Phone: LOMBard 6662
ISADORE KLINGHOFFER
FLOOR COVERINGS
515-517 SOUTH STREET, PHILADELPHIA 47, PA.

F. W. WOOLWORTH CO.

EDERER, Inc.
PHILADELPHIA, PA.
Manufacturers of
Linen Thread and Camouflage
and Commercial Fish Netting

THEO. ALTENEDER & SONS
1217 SPRING GARDEN STREET
PHILADELPHIA

Compliments
CHADWICK SERVICE
Moving and Storage Long Distance Moving
SARatoga 2050 DARBY, PA. West 5227

MACK TRANSPORTATION CO.
4300 TORRESDALE AVENUE
PHILADELPHIA

HESPE'S
28 S. SIXTEENTH STREET

MELRATH SUPPLY & GASKET CO., Inc.
TIOGA and MEMPHIS STREETS
PHILADELPHIA

W. B. RAPP
132 NORTH 3rd STREET
PHILADELPHIA

Phone: FULTon 8368
V. D'AMBROSIO
BAKER OF QUALITY BREAD
1713 SOUTH 22nd STREET, PHILADELPHIA 45, PA.

FRANK MOESER
INTERIOR DECORATOR
3876 LANCASTER AVENUE

HOMMEL'S BAKERY
JUSTUS HOMMEL
1437 E. LUZERNE STREET, PHILADELPHIA 24, PA.
DELaware 1214

GEO. B. NEWTON COAL CO.
GOOD COAL—FUEL OIL
BALTIMORE AVENUE AT 53rd STREET
Phone ALLegheny 8400

ACE WELDING SERVICE
TORRESDALE AVENUE and RUAN STREET
PHILADELPHIA
JEfferson 1300

MYERS BROTHERS
Manufacturers of
"MYBRO"
Knitted Finger Cots with Elastic Tops
481 PAOLI AVENUE
ROXBOROUGH, PHILADELPHIA 28, PA.

Compliments of
**SIXTY-NINTH ST. COMMUNITY
HOUSE CORPN.**

Compliments of
TIONA PETROLEUM COMPANY
BROAD STREET STATION
MARKET STREET AT FIFTEENTH

O'CONNOR'S CAFE
14 NORTH 13th STREET, PHILADELPHIA

SAM LIONELLI'S GARAGE
1222 SOUTH BROAD STREET
PHILADELPHIA, PA.

LONGO'S RESTAURANT
1428 SNYDER AVENUE
PHILADELPHIA

EASTERN SPECIALTY CO.
3617 NORTH 8th STREET
PHILADELPHIA

Compliments of
SONSITALY BANK and TRUST CO.
N. W. COR. BROAD and TASKER STREETS
PHILADELPHIA, PA.

Compliments of
BLUMENTHAL BROS., Inc.
COCOA AND CHOCOLATE
MARGARET and JAMES, PHILADELPHIA, PENNA.

FULton 6062

FREE DELIVERY

F. ROSATO & SONS
FANCY LIVE & DRESSED POULTRY
We Specialize in Fresh Farm Eggs
1627 RITNER STREET, PHILADELPHIA 45, PA.

C. CIPRESSO
Distributor
LEADING BRANDS OF BEER
912 SOUTH 20th STREET, PHILADELPHIA, PA.
Phone, KINGsley 9475

Compliments of
IRVIN SACHS
4539 CHESTNUT STREET
ALLegheny 4450

PEP DRY CLEANERS
STORES FOR SAVING & SERVICE
LAUNDERERS • RUG CLEANERS
Office and Plant: 1226-28 SOUTH 12th STREET

CLAYTON A. WATSON
2630 COLUMBIA AVENUE
PHILADELPHIA

PEAK'S CAFE

18 NORTH 11th STREET
PHILADELPHIA

THOMAS PEAK

HERBERT PEAK

Compliments of

PENN REELS for SPORTFISHING

3028 HUNTING PARK AVENUE
PHILADELPHIA 32, PA.

Compliments of

PHILIP L. SHEERR & SONS

PHILADELPHIA

INDEPENDENT PIER CO.

Stevedoring - Lighterage - Towing

PIER 34, SOUTH WHARVES

Compliments of

WALTHER MANUFACTURING CO.

PHILADELPHIA, PA.

THE LUMBER & MILLWORK CO.

OF PHILADELPHIA

York Road and Butler Street

PHILADELPHIA, PA.

Compliments of

DIAMOND GLASS CO.

ROYERSFORD

Compliments of J. C. H.

PHILADELPHIA BLUE PRINT CO.

725 CHESTNUT STREET

PHILADELPHIA

**LINTON'S
FRIENDLY
RESTAURANTS
OPEN ALL NIGHT**

Compliments of

NICHOLAS VITULLO

JUNIPER and VINE STREETS

FRANNEE BEAUTY SALON

1601 WEST NEDRO AVENUE

PHILADELPHIA 41

Compliments of

GIRARD DINER

822 WEST GIRARD AVENUE

ANGELO'S AUTO PARTS

330 OREGON AVENUE

Compliments of

HARRY'S RESTAURANT

1602 FAIRMOUNT AVENUE

BALTIMORE HOUSE

1438 LOMBARD STREET

PHILADELPHIA

CLAIRE'S FLOWER SHOP

5128 TORRESDALE AVENUE

PHILADELPHIA

Compliments of

WEBER'S

ARTIST AND DRAWING MATERIALS

1621 CHESTNUT STREET, PHILADELPHIA, PA.

Teamsters' Joint Council

No. 53

OF PHILADELPHIA

and

VICINITY



113 SPRING GARDEN STREET

PHILADELPHIA

Here's the News! Great New Radio Developments from **PHILCO** the Leader!



**TEN YEARS AHEAD OF
FOUR YEARS AGO!**

Yes, sensational new radio and phonograph developments from Philco, the leader! Each one a triumph of modern electronic research, *ten years ahead of four years ago!* Thrilling fidelity in radio and record tone. Amazing performance and power. Exquisite new cabinets. Outstanding values at every price!

**NEW ELECTRONIC
TRIUMPHS GIVE YOU
THRILLING BEAUTY
OF TONE FROM
RADIO AND RECORDS**

Philco 1213 Radio-Phonograph — Lovely Chippendale cabinet with newest Philco radio-phonograph developments. New Dynamic Reproducer, Record Changer, Advanced-FM. Glorious radio and record tone!



**NEW AUTOMATIC
RECORD CHANGER**
Smoothly operating,
reliable, trouble-free!
Changes records
quickly and gently.



**NEW DYNAMIC
REPRODUCER**
Gives broadcasting
studio record repro-
duction. Truly amaz-
ing tone fidelity.



**NEW DROP-PANEL
MECHANISM**
Brings record
changer smoothly in-
to position for easy
access. Exclusive!



**PHILCO
ADVANCED-FM**
Ignores noise, gives
clearest FM tone ever
achieved. New circuit
developed by Philco.



**Just Put a Record
in the Slot . . .
and it Plays!**

Philco 1201 Radio-Phonograph. Just put a record in the slot, close the door and it plays. No more fussing with needles, tone arms or lids! Makes the single record radio-phonograph *automatic!*

**New
Modern
Table Radio
Design**



Philco 420 Ivory. Exquisite Plastic cabinet. Dial arrangement gives effect of glowing dome of light. Finest performing compact radio!

**Greatest
Performing
Portable
Ever Built!**



Philco 350. By actual test, the greatest performing portable of all! AC, DC, or battery operation. Light weight, *truly portable!*

PHILCO

Famous for Quality the World Over

TUNE IN! The Radio Hall of Fame, Sundays, 6 P.M., EST; Don McNeill and the Breakfast Club, Monday through Friday, 9:45 A.M., EST; ABC (Blue) Network.