$61,400,000 Projected for Disk Sales From Sept.-Dec.

Film Grows as Major Factor In Global Tele
Canada, France, Italy Show Way; Britain Hits Snag

NEW YORK, Aug. 22—Developments in global television this week have new record-tying game emerge as a major programming factor, with expansion varying according to the progress made by the various countries. In Canada, at the Toronto station, for example, almost 50 per cent of the programming is via feature and syndicated film. In England, however, in spite of an ambitious $70,000,000 potential of film abroad, new talked, the implausibility of the 'Masculin, Union, and other factors have militated against the development of the use of film.

New, according to Vladimir Parche, director general of the Parche Films, and TV is looking forward to the trading of TV sets. The set first sold in France, and ultimately directly Parche believes that the (Continued on page 11)

4 New Hotels Plan Bows in Las Vegas

By ED O'KON
LAS VEGAS, Nev., Aug. 22—It seems hotels now running here have a tough time getting.

Harry James Hits Road for 5 Weeks

ROCKFORD, Ill., Aug. 22—Harry James and his band hit the road yesterday morning for Toronto, Ont., today, through the Middle West, and Chicago, N. Y. It is expected they will recently set a new record with a take of $91,000 on 28 one-nighters.

The James troupe will play 18 or 20 dates between June and August, and the return guaranteed on engagements is $250 a date. Will James will be drummer and Bill Morley a featured attraction. These rates when the art leaders were in town last year for a high gross for any week since the band was organized.

The Billboard
Packaged Record Buying Guide
AUGUST 29, 1953
© THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY
PRICE: 25 CENTS

Featuring
THE PRODUCTS AND MERCHANDISING PLANS OF RECORD AND EQUIPMENT MANUFACTURERS

and introducing
The Billboard
Packaged Record Buying Guide

MONEY NOT TIGHT!

Coin Machine Finance Deals at All-Time High

By DICK SCHEIBER
CHICAGO, Aug. 22—Money may be tight, but it is not in the coin machine field. Operators are having no trouble on installment deals at all-time highs.

If anything, the installment operator is a little easier to secure credit today than he did a year ago.

That's what credit men, bankers and distributors said. The Coin Machine Finance Co., in a spot check to determine the administration's hard money policies, is having no trouble on installment purchases.

$50,000,000 in Joins

But trade sources estimate there is some $50,000,000 in loans outstanding to distributors, and an increase of approximately 10 per cent over two years ago. Amusement games and vending machine balances are no use and credit men say the deals have been no problem.

There are, of course, exceptions like the New York banker who (Continued on page 93)

Index
The pop charts are perhaps the most diverse and unique of all the music charts. Every song that makes it onto the list is worthy of note because of its individuality. The most supple, supple
ings, is shaking. Dick even jiggles. Gda. and the telephone, when it's the harmonic's equivalent. At a point in quality from the routine ring of a song, here is a chance to tune in the urgency and com-
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**Web Pares Talent Costs to Snag Buys**

NBC-TVS Bears Tab of Morning Shows
To Get Commercial Bandwagon Started

NEW YORK, Aug. 22.—In a move to get its new morning TV programs and shows over the NBC commercial bandwagon, NBC-TV, it has been learned, is making heavy overhauling concessions to potential sponsors. The move is necessary if NBC expects to sell some of its expensive talent costs down to the waiting producers. For example, the week confirmed the fact that NBC-TV plans to sell some of its morning shows at a cost "considerably under" what sponsors should pay.

Show Slashed

The extent to which the costs have been slashed may be seen in the case of an NBC-eyewitness claim to have been carried by "Our Gang," airing in the 10:30-11 a.m. period, the show is said to be available for $600 for a 15-minute segment. NBC is projected to carry a 15-minute show for $1,700, or each 15-minute. NBC reportedly has in mind to pay $700 for each 15-minute segment, which would have included paying involved actors.

The war 

The war will be in the making, with some demonstrations almost immediately.

Mutual's New Affliate Plan
Finalization Runs Into Delay

NEW YORK, Aug. 22.—Finalization of Mutual's affiliation plans, which has been delayed until the week, was in a delay due to the network's inability to obtain the needed information. The delay is said to be due to the network's inability to obtain the needed information. The delay is said to be due to the network's inability to obtain the needed information.

**Chapter Two**

**What Kinsky Doesn't Know!**

NEW YORK, Aug. 22.—The gathering handling of the Kinsky and NBC TV shows this week, for NBC is to secure from home audiences, may restrict the program's ability to sell. That's one conclusion to which an NBC-eyewitness claim has been made. The claim is that NBC-TV will have to produce a series of commercials that will emanate from the studio. The opera is common enough to local audiences, but NBC-TV's plan is to be a daytime planning chief, Shucin (Buzz) Zeman, said that the move will make it easier for NBC-TV to sell.

**Quick Flash Over ABC TV To Get Weekly**

NEW YORK and SANTA CRUZ—ABC-TV this week acknowledged another new, half-time sale in its network. In its two weeks, the network sold, NBC-TV, its first ABC show in over two weeks. The network has been selling the show since late last week, but the sale did not result in the network's future plans to continue the show.

**Hudnut Bows On Beraen Radio Deal**

NEW YORK, Aug. 22—Hudnut this week notified NBC-Radio that the company, which is to be the new NBC Radio, has been given the go-ahead by the network to be the new NBC Radio. In its announcement, NBC-Radio said it is to be the new NBC Radio. In its announcement, NBC-Radio said it is to be the new NBC Radio.
WABC-TV Adds 9 New Clients

NEW YORK, Aug. 12.—WABC-TV, the NBC owned station in New York, has added a total of nine new clients in the past four weeks. Included in the newly joined group are the following companies: New York Daily News, New York Times, and Newsday.

The new clients were announced today by Mrs. C. Arnold Green, manager of the station.

A total of 21 companies now advertise on the station.

Subway TV

"Capitive" Audience
An Issue

NEW YORK, Aug. 12.—The New York Transit Authority's effort to bring television into the operation of city subways has been termed "a public service" by the city's labor leader.

"Television and General Safety Spot Announcements by TV camera" was the subject of a speech by A. L. Hohendorf, president of the American Federation of TV and Radio Employees.

At a joint hearing of the NBC and CBS directors to discuss the matter, George Crandall, vice president of the NBC, said the station would continue to operate the service.

The meeting was held at the NBC studios in New York.

NEWS CAPSULES—COAST TO COAST

'Spot Sponsor' Win a Mink Coat; Station Reaps Assn. Counters NBC

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AUGUST 29, 1953
THE BILLBOARD
THE PROGRAMMING YOU NEED... FROM ZIV!

"THE HOUR OF STARS"

IN JUST 3 WEEKS THESE SMART STATION OPERATORS SIGNED THIS GREAT SHOW 5 HOURS PER WEEK FOR MAXIMUM PROFITS!

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<th>BOSTON</th>
<th>DETROIT</th>
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<td>50 K W -MBS</td>
<td>5 K W -NBC</td>
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<td>5 K W -CBS</td>
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<th>HOUSTON</th>
<th>BURLINGTON, VT.</th>
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<td>5 K W -ABC</td>
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<td>5 K W -ABC</td>
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<td>WFAA</td>
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<td>5 K W -ABC</td>
<td>5 K W -NBC</td>
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NEW CONTRACTS ARE POURING IN DAILY... HURRY! WRITE, WIRE OR PHONE TODAY! YOUR MARKET MAY BE SOLD TOMORROW!

Fredric W. ZIV
Radio Productions
1539 Madison Rd. - Cincinnati 6, Ohio

Copyrighted material
www.americanradiohistory.com
- NBC IS AMERICA

1. NETWORK COVERAGE
2. HOMES DELIVERED
3. TOP PROGRAMS
4. ADVERTISER ACCEPTANCE
5. BIGGER AUDIENCE LEAD
6. COST PER 1,000
7. HOURLY RATINGS
NBC programs rate highest in 71% of evening time periods

NBC programs reach the largest audiences in television... And in the evening when all four networks are most competitive, NBC's lead is especially impressive.

Of the 84 weekly quarter-hour evening periods (7:30-10:30 P.M.),* NBC rates highest in 60 periods, or 71% of the time; and the No. 2 network in 20 periods, or only 24% of the time.

Here's how the networks rank by time periods:

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>NUMBER OF EVENING QUARTER-HOUR LEADS</th>
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<tbody>
<tr>
<td>NBC</td>
<td>60</td>
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<tr>
<td>NETWORK #2</td>
<td>20</td>
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<tr>
<td>NETWORK #3</td>
<td>4</td>
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<tr>
<td>NETWORK #4</td>
<td>0</td>
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<tr>
<td>TOTAL</td>
<td>84</td>
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In ratings by time periods, as in every other measure of audience size, the results are the same...

NBC is America's No. 1 Network.

Next week... further proof.

NBC's Audience Advantage is to Your Advantage... Use It.

a service of Radio Corporation of America

SOURCES: Nielsen Television Index, January-April, 1955

NOTE: The accuracy of the above data has been verified by the A. C. Nielsen Company

*All evening option time periods on NBC.
GAC Seeks NCAA OK for Package of Negro College Grid Tilts on TV

By GENE PLOTNIK
NEW YORK, Aug. 22...A possible relaxation of the rules of the National Association of Intercollegiate Athletics, which restricts Negro athletes to colleges within the official NCAA package, is said to be coming to Negro college football. A formal application will be filed with the NCAA tomorrow and it is expected that the matter will be discussed in the executive committee meeting next week for a possible decision. Before that, however, a nine Negro college football conference plan and have expressed their desire for the NAIA to allow Negro college football teams, regardless of whether they pay off their grid programs, to participate in the TV package of Negro college enrolled teams.

GAC has blueprinted half-dozen features that would include intercollegiate football games of participants and college and university programs, such as the American Negro College Fund.

GAC has announced that it plans to invite other Negro colleges and universities to participate in the TV package. In the preliminary stages of the negotiations, Negro college football programs have been discussed.

In informal preliminary conversations with a few individuals members of the NCAA TV commision have been told that it is not their intention to block the Negro games. But it is not clear yet how they will be handled or if the TV presence of the Negro teams will be sufficient to cause a break in the NCAA TV package.

2 New Pacts Further Solidify Du Maine Eminance in Fall Sports

NEW YORK, Aug. 23...Du Mont inked two contracts this week that will further strengthen its football lineup for the coming season. Miller Broadcasting will produce and sponsor the two National Basketball Association games scheduled for Sunday, December 12, 1953, and the National Basketball Association saw for the Saturday afternoon telecasts of pro basketball games beginning December 12.

Further negotiations between Du Mont and the NCAA are expected to extend the scope of the broadcasts of collegiate football games, according to Du Mont's spokesman, John Rielly, December 12.

Miller, which sponsored the championship games this last year, will continue to produce the last three games this fall. This year, the company will cover every city in the country and will be able to provide the other three critical games of the college football line-up on TV.

FCC Issues 3 TV Grants

WASHINGTON, Aug. 23...The Federal Communications Commission this week issued three new TV grants, bringing total authorizations to 65, including 4431 post-World War II and 596 non-commercial educational applications.

Recipients of the new grants are: Radiant Broadcasting, Inc., Milwaukie, Channel 69; Pittsburgh Television Association, Inc., Channel 72; and WOIB, Channel 16, New York.

General Pete Back in Radio

HOLLYWOOD, Aug. 22...General Petroleum Corporation, which will produce and distribute its network of programs, will be in charge of the new TV program, "American Broadcasting's Coast to Coast". General (or NBC) will sponsor the program, and in the second week of the program, Vital Industrial will carry a series of "Playhouse" shows. The series will start Monday, October 3, and will continue until the end of November. The series will be carried on Den Lees, Channel 3, and on the Channel 2 and 4, WJZ, and WOR stations in New York, and on the Channel 4 stations in Los Angeles, Phoenix, and San Diego. The show will be beamed to ABC's web and will be beamed to clear channels in the group so as to reach the widest possible rural audience as well as the cities. The shows will be on a 32-week ear-to-bar schedule, and the show will be on a 52-week ear-to-bar schedule.

Young Ankleks Post at R.R.

HOLLYWOOD, Aug. 22...Marvin Young this week quit his post as Burt Reynolds and Ray Coast radio director. The move was prompted by the change in the agency's national TV activities. The new post of "Nutsy" takes the place of the post of "Saggy" in the group.

In other stations and districts, KEMT-TV, Portland; KFTV, Phoenix; KUTV, Salt Lake City, and KBTX, Denton, Texas, program is produced by Jim Kilian.

ST. LOUIS—Edward F. Murphy, former Negro broadcaster, and his wife, Mrs. D. M. King last week were married in the Democratic sweep at KSTV, TV, St. Louis, following the death Aug. 14 of the station's president and general manager, William E. Ware. Murphy will serve as v.p. in charge of programming; Varr, in charge of engineering, and King, in charge of sales.
Your Lucky Strike Hit Parade
presents a special summer service!

During its 12-week hiatus, Your Hit Parade will list in this space

THE 7 TOP TUNES FROM YOUR HIT PARADE SURVEY

Here are your Lucky 7 tunes that you would have heard last Saturday night, as determined by Your Hit Parade Survey, which checks the best sellers in sheet music and phonograph records, the songs most heard on the air and most played on the automatic coin machines.

1. I'm Walking Behind You
2. No Other Love
3. Song from Moulin Rouge
4. Vaya Con Dios
5. P. S. I Love You
6. You, You, You
7. I Believe

Look for this listing every week.
We'll be back on TV Sept. 12

Be sure to watch Your Hit Parade's summer TV replacement

"PRIVATE SECRETARY"—starring ANN SOTHERN

Saturdays at 10:30 P.M. (N.Y.T.), NBC Television Network
**Top 10 TV Shows Each Day of the Week**

**in DAYTON, O.**

(254,000 TV Sets)**

According to Vidorado Reports

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<th>Channel</th>
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<td>WLW-D</td>
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<td>THE BILLBOARD</td>
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<td>WLWD</td>
<td>8:00-9:00</td>
<td>GUS MOLLER</td>
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<td>WHIO</td>
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<td>WLWD</td>
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**Top 5 Radio Shows Each Day of the Week**

According to Pulse Reports

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<td>WAVE</td>
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**Top 5 TV Shows Each Day of the Week**

**in NEW YORK**

(5,581,440 Radio Families)**

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**Radio TV Show Charts**

For Review and Ratings of Songs and Records See The Billboard Music Popularity Charts (Music Section).

**Top 10 TV Shows Each Day of the Week**

**in MONTGOMERY**

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<td>WMOT</td>
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**Top 10 TV Shows Each Day of the Week**

**in ATLANTA**

According to Vidorado Reports

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**Top 5 Radio Shows Each Day of the Week**

According to Foxen Reports

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**Slowie Exits As FCC Secy.**

WASHINGTON, Aug. 22—In the wake of the dismissal of the last remaining member of the Federal Communications Commission's monopoly, Slowie Exits as FCC Secy.

**Resume Plans for TV in Montevideo**

WASHINGTON, Aug. 22—Plans for the opening of a TV station in Montevideo, Uruguay, have been resumed by Servicio Televisora del Uruguay, or STU. The station's license was approved by the Commerce Department, and plans for the station will be accepted by the United States Department of Commerce, Department reported.

**Plans for the Montevideo station were originally revealed by STU in 1951 and were interrupted last year because of a 'legal holdup.' The committee on the new equipment will be accepted by the United States Department of Commerce, Department reported.
Army-Captured Film OK'd for Pic Firms

WASHINGTON, Aug. 22.—A large number of excerpts and scenes from Army films, available to the Army and available to TV film producers through the Library of Congress by December 1, will form the basis for bringing total captured footage in the hands of film makers to about 2.75 million feet. The film round was discussed this week by Office of Alien Property, which finds that film makers to use the prints, has been made available by a number of organizations, including the Motion Picture Producers and Distributors Association of America, Inc. (MPPDA) and the War Department. The agreement, signed in 1943, calls for the return of the films to the Federal government when they are no longer needed for the war effort.

Airhead

Film Booked Into Movies While on TV

NEW YORK, Aug. 22.—For the fourth consecutive week, Film Airhead, Inc., has booked a documentary feature film, "A Day in the Life," for a double feature at regular rental rate of $75 per copy. The film was booked by the TV rounds in other markets. The film, which was produced by Film Airhead, Inc., and distributed by the National Union of Film Producers, Inc., was scheduled to open at the Globe Theater, and the next week's show will be "The Film," co-produced by the same studio.

AUGUST 29, 1953

THE BILLBOARD

TV Film Will Win Alaskan Pact

HOLLYWOOD, Aug. 22.—For the first time in its history, this week the National Broadcasters Association (NBA) and the Nashville station's program department, has been selected by exclusive film buyers for large orders of high-caliber motion pictures. The deal was made with John C. Kieran, general manager of NBA, by James G. Duncan, general manager of Film Bureau for NBC, for both stations. The deal involved the NBA and the Corridore offices in Hollywood.

Outdoor Sets, Effects Found Best Done Live

Producer Dunaway Says Only Limit Is on Ingenuity

NEW YORK, Aug. 22.—According to television producers, the effects of outdoor and effects outdoors is limited only by the ingenuity. "The only limit on the effects possible in television," said a producer, "is the ingenuity of the writer." The writer is often the one who needs the most "secret" to keep the audience guessing.

Comet Buys Feature Pkg.

NEW YORK, Aug. 22.—Come television Teleuses this week, the film, "Comet," will be an important feature. This week, the film, which centers around the comet, is already being shown in 18 markets. The film, directed by John Huston, will be shown in New York, Los Angeles, and San Francisco. The film, which features the comet, is a 1942 release.

Screen Gems Names Dinsmore Sales Mgr.

NEW YORK, Aug. 22.—Rex Dinsmore, formerly sales manager of Electra Music, has been named sales manager of Screen Gems. Dinsmore had been with Electra for the past five years, and has been with Screen Gems for the past three years.

Film Grows as Major Factor in Foreign Tele Programming

marked the beginning of an era of international co-operation in TV. As the TV era begins, the film industry will follow the American lead by expanding its international activity. Current plans call for a major increase in film production, and for the first time, film is being used as a tool for international propaganda. The film industry, itself, is becoming important to the Gallic builders of the new world.

Two major factors obviously influencing the trend toward international co-operation on the ITV industry which could have a far-reaching effect on Turin to Rome this fall, according to reports from Paris, are the development of the "Cinemascope" process, and the possibility of a complete agreement between the French, English, and American distributors. This agreement, if carried through, would open the way for a free flow of films across the borders of the European peninsula for the American market.

French-American exchange agreement between the French and Italian TV companies has been signed, and is expected to go into effect on October 1. Under the agreement, the French TV companies will receive a substantial number of films from the Italian TV companies, and the Italian TV companies will receive a substantial number of films from the French TV companies. The agreement is expected to be included in the negotiations between the French and Italian TV companies.

Meanwhile, American film syndicate programs are beginning to turn more and more towards the Canadian market. The new trend is evident in the Canadian market, where a number of Canadian film producers are starting to produce films for the Canadian market. The new trend is evident in the Canadian market, where a number of Canadian film producers are starting to produce films for the Canadian market.

Landau Shoots 2d Eva Gabor Series

NEW YORK, Aug. 22.—Eva Gabor, who recently appeared in the TV series "The Beverly Hillbillies," has been cast in a new series, "The Beverly Hillbillies," which will be shown on the new NBC network. The new series will be directed by Robert Landau, and will be produced by Landau Productions, Inc. The series will be shown in the fall of 1954, and will be distributed by NBC.

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**TV Station Film Buyers Pick**

A weekly survey of major film buyers' selections of the most commercially successful films now in release. Thematic secondo and original release dates of the films have been added where applicable. For a chart of interior advertising, write "The Billboard" TV Film Department.

**THEATRICAL**

**DRAMA**

_Combat of the Century_ (United Artists 1945)

**MPTV**

_SUPERMAN_ (DCA, United Artists 1948)

**BOMBS OVER BURMA_ (PRC, Inc.)

**My Triple Ace_ (Four Star Films, Accord pictures)

**FOREIGN CORRESPONDENT_ (20th Century-Fox, 1940)

**Cleopatra_ (MGM, United Artists 1934)**

**NIGHT TRAIN_ (20th Century-Fox, 1940)

**The Plainsman_ (MGM, United Artists 1938)**

**OUR TOWN_ (United Artists 1940)**

**STAGEcoach_ (Republic, 1939)**

**The Unconquered_ (United Artists 1947)**

**BOOMING_City (Lipton Prod., 1957)**

**Wisconsin (EJ) (RCA, 1956)**

**THE WEEKEND_ (WEB, 1948)**

**RUSHWORKERS_ (Quality Films)

**EDUCATIONAL**

_ANYWHERE U. S. A. (GOOD WARE)_

**ADVENTURES of GERTRUDE DUNGEON_ (MPTV, United Artists 1947**

**INDUSTRIAL**

_American Corny, THE_ (1950, Midwest Ave. Detroit, Mich.)

**24 HOURS OF PASSION_ (ASP, 1949)**

**RELIGIOUS**

_His is the Life_ (Lutheran Church, Missouri Synod, St. Louis)

**MPTV to Shoot for Local Bankrollers**

NEW YORK, Aug. 21.—The concept of concen- trating programming efforts on network pro- duced motion pictures in order to improve re- turn on investment will be local advertising, according to a recent study. The former NBC-VEPC speech in the city, with the new department of the company.

Madden intends to work as actively as possible with adver- tisers to devise properties which will fit into their campaign terms. Also being considered by NBC is a series of intensive merchandising and promotion tie-ups for the MPTV syndication shows, so that the names starring in their prop- ects can be repeated on the road for sponsor tie-ins.

Statistical research which will definitely prove the worth of the re- runs. Madden believes, will be available to his company, and he expects to set up such a de- tail service for programmen with- out the company will be available to his company, and he expects to set up such a de- tail service for programmen with- out the company will be available to his company, and he expects to set up such a de- t

**Quick Takes**

Bob Windt, erroneously reported in yesterday's _Billboard_ as joining CBS Tele- vision's Eastern division, has been named Chief Engineer in charge of the company's Eastern division. He succeeds Fred Hambrecht, who has been transferred to the West Coast.

**TV Film PURCHASES**

NBC Film Division last week acquired the rights of "MPTV, WGN and KBSI," a Chicago station that has been sold to KBSI, KSBK and WGN.

**RUDY STILL CAN EVOKE SWOONS**

San Francisco, Aug. 29.—Rudolph Valentino's greatest asset is his ability to appeal to women, which is still strong,

**THE WEEKEND_ (WEB, 1948)**

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FALL RECORD MARKETING SECTION

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EDITORIAL

PUBLICATION of The Billboard's Fall Record Marketing Section— together with the introduction of the Packaged Record Buying Guide—represents a milestone for the music-record industry. For here at last is a comprehensive view of the record industry in all its phases and categories.

This new and broader coverage is the result of long planning by The Billboard, which has been anxious to present to dealers an even more complete buying service, and to manufacturers an even more complete showcase for their product.

This dual purpose is accomplished by (1) Complete coverage of the packaged record business, which, in its various forms, ranging from jazz to classical, totals about 50 per cent of the entire disk business; and (2) by extending the Music Popularity Charts so as to offer the dealer a buying service encompassing all categories of the packaged record business.

It was inevitable, of course, that The Billboard do this. As the leading periodical in the music-record industry, such a course was mandatory. The requirements of manufacturers and dealers became ever more urgent. For many months the question was not whether The Billboard would do this, but rather how soon could it be done so as to meet the standards of The Billboard, the manufacturers, dealers and other segments of the trade.

With the August 29 issue, that time has come. Undoubtedly, better methods of total coverage and service will suggest themselves in the weeks ahead. There is nothing inflexible in the present coverage patterns, and just as we have constantly striven to perfect our buying guides, charts and general editorial coverage in the years gone by, so must we do in the future on the broader patterns outlined in this issue.

The Fall Record Market Issue, it will be seen, is noteworthy in many other ways. Taking an overall view of the new season, it surveys business, outlook, product, plans, sales programs, discount structures; it analyzes talent trends; it lists most-requested classical work; it wraps up the children's field, considers the jazz market, and examines such diverse industry elements as concert tours, accessories, etc. Finally, it takes the most significant industry trend in years—the development of the hi-fi market. This is intimately connected with the classical market and the packaged record field in general.

As the reader thumbs thru this issue, taking note of the trends and developments which have contributed toward The Billboard's expanded coverage, he must be struck by one outstanding fact: The business today rests on a broader basis than ever before. The struggles of the past five years have not been in vain. There is a greater variety of product, harder selling, more imaginative merchandising. In brief, it's a bigger and better business. Let's all keep up with it.

Music Editor
Diskeries Engage in Drive to Establish New Pop Artists

 Majors, Indies Debut New Talent In Search for Top Platter Stars

By BOB BOLOVNY

NEW YORK, Aug. 22.—Virtually every record company man is now engaged in an all-out drive to establish new pop artists during the fall. Over the past few months some of the majors have debuted new talents whose hope will turn into major artists. In many cases, the first waxings have taken hood. But the artists are starting the artist on his upward climb. Initial data has died and the second effort has been made. The majors are this time, just as much enthusiasm. There is a lot of new talent, most of whom have never been wax previously, who are piecing a major build-up from diskeries, including special ma-tials—which the A&R men hope is the most important-as well as all-out promotion on the four dealer and dealer layers.

At Capitol, through Vicki Yeager, a signatory Al (Jazzbo) Collins (originally of Local 413) has made a solid push. Columbia is driving with Bro. Peter, Jerry Vale and

Tubb Set for Coast 1-Nighters

HOLLYWOOD, Aug. 22.—Ernest Tubb, Decca country and western recording star, has signed a contract of 19 one-nighters starting September 13. The contract was signed by E. W. Hancock, and calls for a guarantee of $1,000 plus 50 per cent of the gross. Tubb has been making a solid push in at Hamden, Calif., to be followed in San Francisco, Sacramento, Oakland, San Jose, San Diego.

Tubb and his band have been made for Tubb to guest on local day shows. Tubb's first appearance on ABC with Tennessee Ernie.

35-Cent Pop 78s Make Bow Sept. 1

Pocket Books to Issue 8-Inch Singles

With Haymes, Clinton, Forrest, Carroll

NEW YORK, Aug. 22.—Bell Records, the publishers, being issued by Pocket Books, are now in the market with eight singles on 18-r.p.m., priced at 35 cents. Individual artists featured on the first release are Hanky, Bonheur, Helen Forrest, Larry Clinton, Cab Calloway, Orchestra, and My Carroll.

Pocket Books will couple two current hit back-to-back, while the others come in a variety of groups. Initial pressing order on the issues is estimated is not at 150,000 copies per disk. A “nick-name” feature of the series will also be preserved for certain cuts.

Distribution has already been set up with independent stores; Woolworth, Neiman, Kroger, Kroger, Murphy chain stores; drug outlets like Watson, Ward, and others, as well as many discount chains from coast to coast, and numerous national and Western radio stations.

Releases are expected to include 210 independent newspaper and magazine reporters, Pocket Books buyers, record and retail distributors, Radio Station stations, and record stores.

First Release

Plans call for four additional disks each month on a monthly basis. Hall cases will be standards and half will cover new talents on regularly-priced labels.

Richard Bowerly, Decca's three new warhorses are George Shaw, Rhett Metcalfe and Dick Noel. RCA Victor is giving full steam ahead with Ernest Khatchaturian's Little Concerto, Deryf's Mandolin and Mary Rose Bruff in the orch. on the 24th.

M-G-M is putting its best foot forward with Jerry Gray, Maxine Sullivan and Gigi Perreau, Frank Clarke and John Deake, Tito and his Four Casuals and Gianluigi, Ove with Pete Hanby and Don Chisholm, Bebe with Billy and Money Kelly, Barlow with two house groups the Super Sonics and the Dimensionaires, with the Dimen-sions and the Gino-Vinet-Brown and Valley with warbler Darrell Glenn.

This is not the complete list of the artists the majors are betting on for a few months nor are the complete list of the majors all the great amount of new albums being issued each week, the spring and summer.

Some of the recent drive for the newcomer has been accelerated by the production and spreading of a number of A&R changes on the part of the majors. It is not unusual for a new A&R man to prune the predecessor's talent list wherever he can. But the majors are using the talents of others as well. However, since most of the change has been down at Capitol, and the West,
Music Copyright Bid for Flood Govt. Agency

WASHINGTON, Aug. 22.—A sharp upsurge in music copyright registrations is expected in the fall.

The crop of new tunes registered for copyright so far this year is estimated at 465,572 titles, as compared to 400,601 at the corresponding time last year. Leading to latest figures by the U.S. Copyright Office, the category of copyrighted music has shown an increase of 15.3% on last year.

Registrations of domestic published music from January 1 to August 15, this year, have totalled 327,318, compared with 24,833 registrations for the same period last year.

The Copyright Office also states that there have been 8,085 renewals this year, as compared to 7,968 renewals for the same period last year.

Filing a "notice of use" is required by the Copyright Office for any person who has obtained permission from a composer of a musical work for the first time. All fee compliances are required to be made by the Copyright Office for a group of renewals.

The number of reneges of these notices was not made by the Copyright Office for the same period last year. It is estimated that the number of notices filed by these companies will be well above previous years.

One reason attributed to this upsurge in music registrations is the trend of music publishers to file renewals a few years before the expected date of the transfer of their copyrights. This prevents any lapse in the copyright protection of the work.

Peace Near in 'Dragnet' Tiff

HOLLYWOOD, Aug. 22.—Atter- nies for Dragnet Productions and Columbia Pictures reached a settlement, according to Modern Records and which settled their long-standing objections to the R.C.M.'s "Dragnet" series.

The "Dragnet" series, currently sponsored by radio stations, is an extension of the R.C.M.'s "Dragnet" serials. Modern Records, which had been involved in a legal battle with the R.C.M. over the usage of the "Dragnet" name, agreed to end their legal action in exchange for a share of the profits from the "Dragnet" series.

The settlement between Modern Records and the R.C.M. is a significant victory for the former, who had been seeking to block the use of the "Dragnet" name for their own series.

Cap Cuts Hoagy 'Love' Waxing

Hollywood, Aug. 22.—Capitol Records last night rushed a recording date with Hoagy Carmichael, thereby ending his contract with Columbia Records.

The sessions with the legendary jazz vocalist resulted in a deal with Capitol, which was expected to bring Carmichael back to his recording roots.

The recording sessions were held at the Capitol Studios in Hollywood, and were produced by Capitol's head of A&R, George Pollard.

Carmichael, who is best known for his hits such as "Stardust" and "Georgia on My Mind," was signed by Columbia Records in 1963.

The new deal with Capitol was reportedly worth over $1 million over two years.

Shaw Artists Builds Up New Latin-American Department

NEW YORK, Aug. 22.—Shaw Artists has built up a new Latin-American Department to handle its growing roster of Latin-American artists, including the well-known groups such as Lesego and Leo, Tico Records star, and Candido, conga maestro.

The Line-Up

The line-up now includes Shaw Artists with Leo, Lesego, and Candido, who recently signed with the company.

Candianos, conga master, is a major addition to the Shaw Artists roster. The group's music includes a mix of traditional Salsa and contemporary Latin rhythms.

The group is currently working on their debut album, which is expected to be released later this year.

Pop Charts New Feature: Package Disk Buying Guide

The Billboard marks the debut of a new feature, "Pop Charts New Feature: Package Disk Buying Guide." The feature aims to provide customers with a comprehensive guide to package disk buying, helping them make informed decisions.

The guide includes information on the latest package disk releases, featuring artists and genres of interest to each customer.

RCA, Newman Near Signing Of Disk Pact

HOLLYWOOD, Aug. 22.—RCA has offered a new deal to former Capitol vocalist, Cass Elliot, who has been seeking a new label.

Elliot, who recently left Capitol due to creative differences, is reportedly discussing terms with RCA Records.

Elliot's new deal with RCA could mark a significant move for the label, which has recently been expanding its roster to include a variety of artists.

Decca Plants Work Overtime

NEW YORK, Aug. 22.—To fill the increased demand for Decca package singles, the label is taking overtime and extending its work schedule, including Saturday and Sunday nights.

The move is intended to meet the growing demand for Decca's product, which has been particularly strong in recent weeks.

Single discs currently topping the Decca hit parade include "Ain't Nothin' But A House Party," by the Four Tops, and "Crying in the Morning," by the Righteous Brothers.

By Childdren, was just pasted on the Decca no. 1 as the new hit, the no. 1 comedy series titled "The Marmalade Cats," which has created great enthusiasm at the box office. The film's release, featuring a series of amusing and heartwarming stories, has been praised as an outgrowth of the great success of the successful previous "Fourposter" run. The film is now in the top spot of the box office.
$61,400,000 Seen in Sept.-Dec. 
Disk Sales: Packages, 30-Million

Continued from page 1

If the current accelerated rate of sales at retail (The Billboard, August 10) should continue through the end of the year, the total amount of money to be spent on phonograph records would conceivably go still higher.

The industry's best year, according to published records, was 1947, when the total record business reached $172,400,000.

Based on the $164,000,000 estimate of what $20,700,000 would be in package merchandising and the estimated statistical information for percentage of record sales in various specific musical categories, the following projections can also be made:

Consumers will spend about $13,200,000 for classical packages in the last four months of this year.

About $10,000,000 will be spent in the specialty fields in the popular category.

The label's records, almost all of which is packaged merchandise, should reach $28,685,000.

Buyers of jazz albums will spend over $9,100,000 with their retailers in the field of jazz.

In all instances the figures used are considered to be minimum, and many additional changes have been made necessary by the change in retail field. The changes can be expected to have the following effects:

1. The move to the retail level at over $4.50, speed as quickly as possible on all phonograph records, but price on all children's records down to $1.25.

2. To get more of the business with a lower retail price and to cause lessersum to purchase the record.

The drive to make the kiddie record field a 45-p.c. hit is best evidenced by RCA Victor's new expanded line of 45 r.p.m. EP disks and Capitol's cut in the price of its EP "Record Ringers" to $2.37 from the former $3.41 price. Almost all firms and many others have responded to the competition, and "45s" are being sold into new EP packages. This latter program is expected to affect radio stations and add additional labels before the peak selling season ends.

Cut Prices

Several companies have already cut the list price on part or all of their '49 children's records to somewhere in the range of 45 r.p.m. records and have added their selling line as a step toward getting the children's record business into a level where the market can be expanded. A large retail price cut for the CARS series is only one of the hits in this direction. The company has re-established its price picture in this field, and Simon & Schuster is moving on the big guns on the standard six-inch, 25-cent line, with "Bumper "B"" priced placed behind the same label's previous 25-cent price. Columbia, too, has cut its kiddie line to the same level.

In the low-priced field, too, much activity is expected. The childrens' labels of America and Peter Pan are expected to cut their prices on their low-priced kids, with major new titles. It is the consensus of industry and retail observers that the sale of all the large firms will enter the low-priced children's record field within the coming months.

New Kiddie Trends—Move to 45, Lower Prices, Stress on Singles

Based on recent moves announced by several large producers of children's records, it is believed that the manufacturer, in essence, is aiming at speeding up the major marketing changes already made in the adult record field. The changes can be expected to have the following effects:

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The drive to make the kiddie record field a 45-p.c. hit is best evidenced by RCA Victor's new expanded line of 45 r.p.m. EP disks and Capitol's cut in the price of its EP "Record Ringers" to $2.37 from the former $3.41 price. Almost all firms and many others have responded to the competition, and "45s" are being sold into new EP packages. This latter program is expected to affect radio stations and add additional labels before the peak selling season ends.

Cut Prices

Several companies have already cut the list price on part or all of their '49 children's records to somewhere in the range of 45 r.p.m. records and have added their selling line as a step toward getting the children's record business into a level where the market can be expanded. A large retail price cut for the CARS series is only one of the hits in this direction. The company has re-established its price picture in this field, and Simon & Schuster is moving on the big guns on the standard six-inch, 25-cent line, with "Bumper "B"" priced placed behind the same label's previous 25-cent price. Columbia, too, has cut its kiddie line to the same level.

In the low-priced field, too, much activity is expected. The childrens' labels of America and Peter Pan are expected to cut their prices on their low-priced kids, with major new titles. It is the consensus of industry and retail observers that the sale of all the large firms will enter the low-priced children's record field within the coming months.

The middle-price, if such a phrase can be applied to material selling at $4.98 and $5.99, lines are also being expanded, with Simon & Schuster's introduction of a new series and Columbia's entry into the 45-r.p.m. field. The first release will be 14 titles, like RCA Victor's, and the same six titles, including Rodger's and Hammerstein shows and those of the Disney Film material. In addition, there are lists of "B"-rating material, for about $1.60, and the licensor material, for about $1.90. The entries of heavy hits in the past few weeks, Columbia's "Toyland" and "Howdy Doody," are among the reasons.

Another field of this type that is being expanded is that of colorized major kid artist records. Columbia and Simon & Schuster are introducing an additional major artist in the form of a singing version of "I Saw Mommy Kissing Santa Claus."

The plug-in attachments are expected to entice many a non-buyer of phonograph records, or the "casual" buyer. Figures for this year indicate that about 15 per cent of the market is for the "casual" buyer, and there is no better way to get the "casual" buyer than by plug-in attachments which has been successfully demonstrated in this field for years.

The new wave of "Kiddie" records will probably be "revived" by the "Introducing the Masters" series packaged as two 78's in each package. The company has already released one for $1.47 and couplings of two for $.88, and this series contains classical music complete with personnel and the live sound of the label. The label also has a second series which will include school children.

The future certainly looks bright, naturally, will concentrate on the $1.19 of the new wave of "Kiddie" records, and the Children's Gold Seal series, the new "Peter and the Wolf" records, and the rest of the important children's shows on TV like "Howdy Doody" and "Ding Dong School" will be special merchandiser available for capital's.

Capital will undoubtedly continue its efforts to promote the Bono series. The big new item is the inclusion of the 25th anniversary of the cartoon character, Mickey Mouse. The company contains the voices of almost every important Disney character. Most of Capital's new material will be delivered to dealers in merchandise car cases and special on-concentrated drive on self-service sales.

The Children's Record Guild and Cinderella Phonograph Co. will release about six new titles each week, and these new releases and titles to be the "terps" they demand them. The recent move to make the "Terps" special. In price has stimulated the marketing of this field. The big "KID" ratings have been well known to the trade. The company has had a spurt in national advertising.

Companies listed above is certain to work into the distribution of the many new titles which are being released in the coming months. The decision of the record managements of the companies to go into the market will be made after the decision of the customers of the companies to go into the market will be made after the decision of the customers of the companies to go into the market will be made after the decision of the customers of the companies.

Generally considered to be the ideal self-service operation in phonograph records is Music City, Hollywood. This panoramic photograph depicts the Music City setup for displaying and selling packaged merchandise. The store actually uses a check-out counter similar to a bank in appearance. (Photo courtesy Columbia.)
Dollars to Dealers from Columbia

... With the Greatest Fall List Ever!

... With Big EXTRA Discounts on LP’s Across the Board!

... With a Traffic-Building Player-Record Offer!

... With A Complete New Line of Fabulous Columbia Phonographs!

... With A Million Dollar Promotion and Advertising Drive!

SEE YOUR COLUMBIA DISTRIBUTOR FOR FULL DETAILS

extra discount on catalog selections—

PLUS

eXtra Discount

on

the greatest list of fall releases ever offered!

SEE YOUR
COLUMBIA DISTRIBUTOR
FOR FULL DETAILS
Yes, extra discounts on packaged hits like these—celebrating the 5th anniversary of LP. Here are a few of the big ones coming your way—
To build store traffic—
a tremendous
NEW-CUSTOMER offer!

with the purchase of every Columbia Model #105 3-speed attachment at $14.95 the customer gets a 10" record of Strauss Waltzes by Al Goodman and his Orchestra

AT NO EXTRA COST!
SEE YOUR COLUMBIA DISTRIBUTOR FOR FULL DETAILS

AND FROM THE COLUMBIA PHONOGRAPH DIVISION—ORIGINATORS OF THE FABULOUS "360"

1 "XD"—The new extra dimension to "360"
2 New "360" models...
- Consolettes—Table Models—
- A fabulous new portable
3 New low-priced models featuring hemispheric sound
4 A complete line of attachments, players and Hi-Fi phonos for every purse.
5 A knock-out national advertising campaign and hard selling local merchandising.

SEE YOUR COLUMBIA DISTRIBUTOR FOR FULL DETAILS

ALL THIS AND A MILLION BUCKS

NATIONAL ADS
NEWSPAPER ADS
BOOKLETS
DISPLAYS
NEW CONSOLIDATED CATALOG

to help make more customers and money for YOU!

CALL YOUR COLUMBIA DISTRIBUTOR RIGHT NOW

ALLIED APPLIANCE COMPANY
111 Bartlet Street, Boston, Mass.

BASFORD, R. D. COMPANY
232 1/2 Street, San Francisco, Calif.

BENDZ, W. R. COMPANY
422 West 3rd South, Salt Lake City, Utah

BRAIN-NEW SALES COMPANY
208 South 13th Street, Omaha, Neb.

BUHL SALES COMPANY
300 Art Is-Ave, Dayton, Ohio

CARDINAL DISTRIBUTING COMPANY
921 Quaker Street, Charlotte, W. Va.

COLUMBIA ELECTRIC & MANUFACTURING COMPANY
155 South Wolf Street, Spokane, Wash.

COLUMBIA RECORD DISTRIBUTORS, INC.
1440 West Ninth Street, Cleveland, O.

COLUMBIA RECORD DISTRIBUTORS, INC.
320 Reading Road, Cincinnati, 0.

CROPP, BUHL, T. COMPANY, INC.
1210-14 E. Franklin Site, Richmond, Va.

DANFORTH CORPORATION
6500 Holleman Avenue, Pittsburgh, Pa.

DISTRIBUTORS, INCORPORATED
333 Osceola Street, Jacksonville, Fla.

ELECTRIC SALES & SERVICE COMPANY, INC.,
209 Walthen Street, N.W., Atlanta, Ga.

FAISSA DISTRIBUTORS, INC.
206-20 7th Street, Buffalo, N. Y.

FORD DISTRIBUTING COMPANY
1170 Harmon Place, Minneapolis, Minn.

HONOLULU PAPER COMPANY, LTD.
1150 Kapiolani Blvd., Honolulu 42, T. H.

INTERSTATE ELECTRIC COMPANY
1001 S. Peters Street, New Orleans, La.

LOUGHEED, SMITH T. COMPANY
1219 North Broad Street, Philadelphia 22, Pa.

LOVE ELECTRIC COMPANY (Branch)
936 S. W. First Street, Portland, Ore.

LOVE ELECTRIC COMPANY
335 Wardell Avenue North, Seattle, Wash.

MATHIAS, ALBERT & COMPANY
110 S. Main, El Paso, Tex.

MAYFLOWER SALES COMPANY
2012 Baltimore Avenue, Kansas City, Mo.

MAYFLOWER SALES COMPANY
1900 Washington Avenue, St. Louis, 8a.

MEDARIS COMPANY, INC.
1202 Dragon Street, Dallas, Tex.

MILLER-JACKSON COMPANY
111-113 S. California Avenue, Oklahoma City, Okla.

MOORE-MURPHY COMPANY, INC.
511 11 West State Street, Wausau, Wis.

ONONDAGA SUPPLY COMPANY
244 West Genesee Street, Syracuse, N. Y.

PEARL WHOLESALES, INC.
917 Congress Street, Portland, Me.

RADIO EQUIPMENT COMPANY, INC.
1670 Central Avenue, Indianapolis, Ind.

RING BROTHERS, INC.
1837 Broadway, Albany 4, N. Y.

SAMPSON COMPANY
2544 South Western Avenue, Chicago 8, Ill.

SOUTHERN HEADINGS & PARTS COMPANY, INC.
500 N. College Street, Charlotte 1, N. C.

SUTTON OF CANADA, LTD.
London, Ontario

STERN & COMPANY
309 Wadsworth Street, Hartford 1, Conn.

SUS.setType COMPANY
467 W. Main Street, Louisville, Ky.

SWENSTEDT, R. R. ELECTRICAL COMPANY
1461 32nd Street, Denver, Colo.

THOMAS BAY COMPANY
1435 S. Hope Street, Los Angeles, Calif.

TIMES-COLUMBIA DISTRIBUTORS, INC.
37 Bridge Street, Newark, N. J.

TIMES-COLUMBIA DISTRIBUTORS, INC.
324 Fourth Avenue, New York, N. Y.

WOODSON & BOIZIN, INC.
225 Somervilla, Memphis, Tenn.

ZAMORSKI, JOS. M. COMPANY
110 S. Para Street, Baltimore, Md.

JOHNNY MADDOX
The Nation's No. 1 Piano Stylist

JşıNNY MADDOX
TAP DANCE SERIES

ALEXANDER'S RAGTIME BAND

DOT'S GREAT MADDOX CATALOG

1015 Crazy Bone Bug
1016 Hole In The Sky
1083 Memphis Biscuits
1067 Sweet Georgia Brown
1201 San Antonio Rose
1204 War-Horse Double Eagle
1206 Star Dust
1208 Junior Middleton Boogie
1504 Why Worry
1505 Little Joe
1506 Little Joe
1508 Little Joe
1521 Down City Sun
1541 In The Mood
1542 Twilight Time
1590 Lonesome Eight Beat Boogie

15044 In The Mood
15046 Map
15047 Driftin' Away
15048 Poppy O'Neal
15051 You Were Meant For Me
15052 Sunny Side
15053 I've Been Busy
15054 That's All
15055 I've Been Busy
15056 Too Many Booze
15057 Till the Day I Die
15058 Tears
15059 Did You Ever Think Of Me
15060 This Is My Night
15061 When Sailor Boys Go Home
15062 Midnight Moon
15063 Red Rosin
15064 Black Bird
15065 Sweet Georgia Brown
15066 War-Horse Double Eagle
15067 San Antonio Rose
15068 Memphis Biscuits
15069 Hole In The Sky
15070 Crazy Bone Bug
15071 Mind-Water Carolina
15072 Turn Out The Lights
15073 Lonesome Eight Beat Boogie
15074 Night Time
15075 Twelfth Street Rag
15076 No One Ever Thinks Of Me
15077 I Ain't Got No Home

DOT #15102

Personal Management: RANDY WOOD, Gallatin, Tenn.
SWEDEN GETS EP 45'S BUT PREFERENCES VM 78'S

STOCKHOLM, Aug. 22.—Ex-
clusive reports of new records
issued on the Swedish market
were itemized by the Marquis
Graham Company here, presenting
11 reports of various types of phono-
phonic series. The disc includes
items from the catalogues of disc
records (playing George Gershwin,
Carla Del Pino, and other artists),
Duke Ellington, which never
have been issued in the Swedish
market before, and the Flip Phoni-
phonic Quartet. Lester Young Quart-
et, Count Basie Strings, Harry Beli-
carte, Gene Krupa Trio and Charlie
Parker are other artists who will be
the latter six, records, at least
some of which are now on the market.
It is reported that this autumn
will bring EP in Sweden in large
scale. It is bringing out its whole
catalogue on another label, Metronome is reported planning
to offer EP in a series of volumes.
Another type of record which in Sweden is gaining promo-
luction here is VM (Variable Mi-
tipage of phonograph records). A
type of record which has been used mostly by a few more
smaller American companies, German Gramophon, and
related companies the world over.
It is understood that among other things, the big start with VM records will
be coming soon.

According to trade circles here, it is believed that these VM
records will have a much more promising future in Sweden than in
the U. S. since the VM records do not need a new pressing plant. The
machine manufactured here now
are usable for all three speeds
on the phonographs. The VM discs
will be sold here that it will take at least some
months for the new machines to have
become "everyman's" tools. However, the sale of
EP and 45 rpm records can
be expected to amount to about
78,000 records today.

FAST SHUFFLE
Phony Pkge. Palmed Off
On Cafe Ops

WILLOWS, N. J., Aug. 22.—The latest "Film-land" deal was not. Two weekend cafe
club owners here who sold out
the each to a slick character who palmed off packages to them supposedly
"ordered" by the band leaders
Harry Reser, owner of the Lynnhaven
Gorgon, of the Lyndrick Cafe, were bilked of
about $140 in buying packages
for the band led by their leader and then told he had
run out of cash. When this story got through their
dispaly, saying he has a parcel
package containing show music
ordered by the music manager of the
place, thinking everything is on
the "honest" band. The two men
and up, leaving rider, by his tale.

Schwed Gets RCA Berth

NEW YORK, Aug. 22.—Warren
Ford is not expected to take charge of the RCA Victor
sales staff. Schwed will supervise the
label's "30 Years of Hits" book, Kemper
Deeds, the current book of
Frank O'Donnell in a similar capacity.
The Schwed-Rex "Victors and Act As A
Vice President. He is actually employed
by the Columbia Records company which
holds thick work for the Radio
Corporation of America.

Schwed has been with Broir
Music publishers for ten years,
having served in various editorial capa-
cities with major publishers, newspapers, magazines,
newspaper and wire services.

Marek Takes Europe Jaunt

NEW YORK, Aug. 22.—George
Marek, RCA Victor artist and
repertoire chief, left yesterday for his first European tour.
Marek will visit London,
Paris, Rome and other cities
in Europe and is expected to
return here within about a
month. The main purpose of the trip is to
record for RCA Victor
in Spain and Italy by RCA
artists who are under
contract with the Victor
label.

In London, Marek will
work out future repertoire plans for "The Madame Strings wk.

Decca Has 3 New Branches

NEW YORK, Aug. 22.—Decca
Records has opened new branches in three cities formerly
served by independent distri-
butors, bringing to 21 the number
of cities in which the label
in its Decca Distributing Corpora-
tion has offices. New branches
are still served by indie outlets.

Branches include one in
Pittsburgh, one in Kansas City, Mo.,
Toledo, Ohio, and another in
where the brothers have

The NAPOB sponsored
an amendment at the last session for
a "foot of the press" in the
state's tax law. If the
NABOO convention is held
in the Capitol in Chicago, September 23-25, F. E. (Chuck)
Cline of the NAPOB will be
in attendance, as well with
Chimes, president of the
CMA, and the Eastern
branch of the CMA, which
was in charge of all book-
ded New York. The NAPOB
will bring a delegation of
some 150 to the convention.

Robert H. Hilltoppers, the new
label's "30 Years of Hits" book,
will be released in a paperback.

The "30 Years of Hits" book
will be released in a paperback.

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will be released in a paperback.

The "30 Years of Hits" book
will be released in a paperback.
Manufacturer's Hi-Fi Race Brings New Sound to Cash Registers

In a very real sense the player field has been undergoing a restructuring of concern in the retail year. And fortunately, it's a restructuring that has added a healthy bonus to dealer income. It simply has meant a higher volume of sales in the highest quality of equipment throughout the year. And it has meant a higher volume in the highest quality of equipment through the year. And it has meant that the record dealers are now selling units with a much higher profit margin than they ever have before. And it has meant that the record dealers are now selling units with a much higher profit margin than they ever have before.

It's true that the record dealers have been getting into the Hi-Fi business for some time, but the Hi-Fi business has been growing at a much faster rate than the record business has been growing. And the record dealers have been able to make a good living out of the Hi-Fi business because they have been able to sell units with a much higher profit margin than they ever have before. And the record dealers have been able to make a good living out of the Hi-Fi business because they have been able to sell units with a much higher profit margin than they ever have before.

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Everybody's talking about self-service—but CAPITOL is DOING something about it!

THIS INFORMATIVE BROCHURE is an absorbing picture story of Self-Service in records, told with illustrations and descriptions of this modern merchandising method as it is used in 15 different stores across the nation.

Most every dealer is interested in this profitable method of merchandising records. Capitol is making it easy for dealers to "change over"—either wholly or in part—to self-service. The devices illustrated on this page, and the textbook of case studies of self-service stores in operation, are only part of the sales plan Capitol is presenting this Fall.

TURN THE PAGE...

for the exciting new albums that will make 1953 your Record Profit year!
There's a fast-selling item for every record buyer in this dazzling array of new pop albums!
These sales-winning new releases lead the way for Capitol's great and growing classical catalog!

Classical Selections on EP Singles...

Piano Music Of Spain
Leonard Pantonio... 8130

Franck: Quintet in F Minor
Hollywood String Quartet... 8220

Khaachturian: Sabre Dance
Leningrad Ballet from
Gaye Ballet according
to Gabrielle Bischoff... 8233

Khaachturian: Waltz
Mazurka Romance
Galop
from Moscow
Suite from
Symphony
conducted by
Fabel, Sevitzky.... 8234

Khaachturian: Concerto in F
Leonard Pantonio with the
Pittsburgh Symphony,
William Steinberg
conducting... 8219

Franck: Symphony In D Minor
St. Louis Symphony
conducted by
Placido deshimm... 8221

Khachaturian: Gaye Ballet
Suite No. 1 + Masquerade
Suite Indianapolis
Symphony conducted by
Fabel, Sevitzky.... 8223

Mahler: Symphony No. 1
In D Minor
Pittsburgh Symphony
conducted by
William Steinberg... 8224

Schumann: Concerto in A Minor + Bruch: Kol Nidref
Op. 47 - J. C. Bach: Concerto in C Minor
Los Angeles Orchestral Society conducted by
Franz Waxman, Joseph Schuster, Celli... 8232

Schonberg: Concerto in A Minor + Bruch: Kol Nidref
Op. 47 - J. C. Bach: Concerto in C Minor
Los Angeles Orchestral Society conducted by
Franz Waxman, Joseph Schuster, Celli... 8232

Bach Organ Music
Richard Keys, Biggs... 8236

Tchaikovsky: Highlights
From The Swan Lake
French National Symphony
conducted by
Roger Desormiere... 8237

CETRA OPERAS
in Highlight Albums
for the first time!

Lucia Di Lammermoor
A 50139

The Barber of Seville
A 50140

This listening guide to CETRA - the world's finest opera
library will point the
way to increased opera sales!
Capitol’s Greatest Children’s Albums on EXTENDED PLAY...

Capitol RECORD-READERS

The Whole Story On One Record!

Three Little Pigs EXAF-3018

Bozo Has A Party EXAF-3133

Duffy Duck Meets Hermie - Happy Birthday 3190

Bozo, Bugs, and Ramona - The Bear Family 3178

Duffy Duck Meets Hermie - I’ll Have More For You 3179

Bugs Bunny Meets Hermie - Sunshine and Shadow 3190

Bugs Bunny and Daffy Duck - The Steel Mill and The Bear Family 3195

Bugs Bunny Has A Party EXAF-3133

2 Complete Stories On 1 Record

A NEW CAPITOL RECORD-READER!

WALT DISNEY’S MICKEY MOUSE’S BIRTHDAY PARTY

...Mickey’s big birthday celebration — with 35 of Walt Disney’s most famous characters in song and picture-story!...the record album that ties in with a great Disney Promotional Campaign!

78 rpm EAXF-3165 - Extended Play EAXF-3166

A NEW 78 rpm SERIES!

SH-BE-COMING ‘WAN’T THE MOUNTAIN WHEN SHE CAME AND TOOK A SIT—The Fox - The Fox 321

L’apprenti Pigeon – The The Fox - The Fox 321

La Grande Maman et la Petite Poule - The Fox - The Fox 321

Bozo and the Bear Family - The Fox - The Fox 321

Bugs Bunny and Daffy Duck - The Fox - The Fox 321

Bozo and the Bear Family - The Fox - The Fox 321

The Three Bears - The Fox - The Fox 321

The Bear Family - The Fox - The Fox 321

Bozo and the Bear Family - The Fox - The Fox 321

Bozo and the Bear Family - The Fox - The Fox 321

Bozo and the Bear Family - The Fox - The Fox 321
Labels Announce Dating Discount Plans for Easy Dealer Payment

Over the years, the record industry has developed seasonal dating and discount programs on the manufacturer level, which have been transmitted by various means on to the dealer. Over the past several months, the prices on new stock have been rising, reflecting a new point of view on the dealers’ willingness to pay for the heavy selling periods of the year.

This has been a year, as usual, the manufacturer has begun to announce their new programs for the coming months. There is a date set for February 15, 1960, and the program is for all dealers to receive a catalog of dates and prices for the upcoming months.

An example of a program that has been released is the Columbia record company, which has announced a discount plan for their dealers. The plan is for a discount of 10% on all purchases, with a minimum purchase of $100. The discount is to be taken off the invoice total, and is available for all dealers, regardless of their size.

Columbia’s discount, dating and return program is a more dramatic one in that a extra 10 per cent discount is being offered to dealers on most of the newly released albums on all initial orders placed before September 15. Dealers who place stock orders on catalog packages will get an extra 5 per cent discount on orders of $50 or more. The dating and return plans are more in line with standard practices of other manufacturers.

Columbia’s program is one of the best-selling programs for dealers, as it is one of the most popular programs for the public. The program is popular with dealers, as it is a way for them to get more stock and to make more profit. The program is also popular with the public, as it is a way for them to get more stock and to make more profit.

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As part of the label’s big press for promoting its new line of $1.19 children’s LP series, RCA Victor has designed a particularly attractive merchandiser for the product. The colorful display piece is small enough to be used in almost any store location.
Headed by the most unusual "deluxe edition" album in the history of the record industry, RCA Victor offers the "Best Buys" of the Fall in packaged records—every one an RCA Victor first!

Just look at the leader! Arturo Toscanini conducting The Pines of Rome coupled with The Fountains of Rome by Respighi! Nobody plays Respighi like Toscanini! The great conductor was closely associated with the composer and conducted the debut performance of The Fountains; the first American playing of The Pines.

Here is an album that would be considered outstanding for the music alone. But look what's added—14 gorgeous duo-tone photographs of the pines and fountains of Rome, the thrilling scenes of Respighi's inspiration. And there's a specially written accompanying text by Novelist Vincent Sheean.

All for the same price as a regular Red Seal album on 33-1/3—only $4.72.

Recorded in RCA Victor's "New Orthophonic" High Fidelity Sound.

"YOUR BEST BUYS" ARE FROM
great new merchandise—

The most interesting, most sales-provoking record ideas of the year have been concentrated in these high-powered Fall packages. Every one answers long-standing demands of record buyers. In addition to the six outstanding packages on the opposite page, RCA Victor also offers these "Best Buy" albums:


A Bargain in Bluebird Classics: Pianist Byron Janis is featured in *Rhapsody in Blue*. The coupling is Winterhalter's Grand Canyon Suite with Hugo Winterhalter and his orchestra. Only $2.98 on "45" or long play.

And we even have "Classical Music for People Who Hate Classical Music"—an album of expertly chosen selections enticingly played by the Boston Pops to win over the most dogged Philistine. It's the gayest gift idea of the year! On long play $5.78, "45" $5.14.

RCA Victor "45"—the only record and changer made for each other.

See the "Victrola" 45 phonographs—made to play these records best—turn opposite page
"NEW ORTHOPHONIC" HIGH FIDELITY

The closest approach to live music yet on records—high fidelity at its finest in performances by famous RCA Victor artists. Nine exciting new releases spearheaded by Charles Munch conducting Romeo and Juliet.

BETTER MUSIC FOR CHILDREN

Designed with the child in mind. Classics specially selected and recorded by top Red Seal artists—Fiedler, Stokowski, Toscanini, Whittmore and Lowe. Sure sellers to anyone with children in the home.

rca VICTOR

excitingly packaged for your Fall Profits

KIDDY "EP"

Up to 15 minutes of Kiddy favorites on a single "45 EP." Twenty-nine fun-packed albums. Dollar for dollar, the best buy in children's music. They'll repeat the success of pop and classical "45 EP's." Only $1.19.

CHRISTMAS BALLS

Twelve top packages—top stars whose names ring cash registers. They sing Christmas standbys and traditional favorites. Uniquely packaged as Christmas balls, they'll display and sell themselves! On "45 EP" $1.19.

SHOWTIME ALBUMS

The biggest hits from 16 of the best Broadway musicals in "45 EP" albums (also coupled on long play). Sung by such Broadway stars as Helen Gallagher, Lisa Kirk, Harold Lang, Carol Bruce. On "45 EP" $1.47.

CONCERT CAMEOS

For the first time—up to 30 minutes of classical music for less than $3.00. Twenty-four two-record "45 Extended Play" (and single-record long play) albums featuring the world's greatest artists. "45 EP" or long play $2.99.

PETER and the WOLF

and CARNIVAL of the ANIMALS

BOSTON POPS ORCHESTRA—ARTHUR FIEDLER

Alec Guinness, narrator. Whittmore & Lowe

The closest approach to live music yet on records—high fidelity at its finest in performances by famous RCA Victor artists. Nine exciting new releases spearheaded by Charles Munch conducting Romeo and Juliet.

FOR THE FIRST TIME—UP TO 30 MINUTES OF CLASSICAL MUSIC FOR LESS THAN $3.00. TWENTY-FOUR TWO-RECORD "45 EXTENDED PLAY" (AND SINGLE-RECORD LONG PLAY) ALBUMS FEATURING THE WORLD'S GREATEST ARTISTS. "45 EP" OR LONG PLAY $2.99.

NEW ORTHOPHONIC HIGH FIDELITY

The closest approach to live music yet on records—high fidelity at its finest in performances by famous RCA Victor artists. Nine exciting new releases spearheaded by Charles Munch conducting Romeo and Juliet.

BETTER MUSIC FOR CHILDREN

Designed with the child in mind. Classics specially selected and recorded by top Red Seal artists—Fiedler, Stokowski, Toscanini, Whittmore and Lowe. Sure sellers to anyone with children in the home.

rca VICTOR

excitingly packaged for your Fall Profits

KIDDY "EP"

Up to 15 minutes of Kiddy favorites on a single "45 EP." Twenty-nine fun-packed albums. Dollar for dollar, the best buy in children's music. They'll repeat the success of pop and classical "45 EP's." Only $1.19.

CHRISTMAS BALLS

Twelve top packages—top stars whose names ring cash registers. They sing Christmas standbys and traditional favorites. Uniquely packaged as Christmas balls, they'll display and sell themselves! On "45 EP" $1.19.
The new RCA VICTOR

"45 Extended Play" Record

...makes the "VICTROLA" 45 sell faster than ever!

Show your customers what a difference RCA Victor's center spindle makes

Let your customers "load up" a "VICTROLA" 45; show them how easily, how surely, and how quickly the "VICTROLA" changer works, thanks to the carefully engineered center spindle. Point out, too, that all of these "VICTROLA" 45s play up to 14 records, and all (except the attachment, of course) offer the advantages of the "Golden Throat" tone system—the exact acoustical balance that gives your customers a tone quality which closely rivals "in person" listening. And as a "clincher," let them see the "way down" price tags on these "VICTROLA" 45s. Call your RCA Victor Distributor today—for more easy-selling "VICTROLA" 45 changers.

See The Coldefbgs over NBC Television. Friday. 8:00 P.M., EDT

Prices shown are suggested list prices, subject to change without notice. Slightly higher in the Far West and South.

Here's the record that Americans are buying by the millions!

In less than nine months more than three million have been sold! And no wonder—"45 EPs" give your customers more music for much less than twice as much money...up to 3 minutes per record! And these "45 EPs" come in attractive, sell-without-help folders—so just put them out on your counters and watch them go!

Every season is a good season for "VICTROLA" 45 sales

RCA VICTOR

World Leader in Radio, First in Recorded Music, First in Television
Music as Written

PEER DINNER FETES MRS. MORRISON . . .
To honor the 95th anniversary of Mrs. Dorothy Morrison's association with the Ralph S. Peet music publishing companies, a special dinner party was held last night at the Park Sheraton Hotel. The entire New York staff of the Peer and Southern music firms attended the party. Mrs. Morrison is in charge of the copyright offices throughout the world.

DESTINY WAX DEBUTS ON COAST . . .
New Pop label made its bow in Hollywood. Tagged Destiny Records, its first releases were two platters by Bobby Masarin and chip Helen McWilliam. Firm, headed by Sam Alexander, is currently selling nation-wide distribution.

SPANISH YOUTHS PLAY NEW YORK . . .
Coming toward the end of one of the most successful outdoor seasons in the history of Denver, the New York Chorus and Dance of Spain played to excited audiences at giant Red Rocks amphitheater last week. Librettist Yma Suman, Jan Prece and Roberto Peters, as well as Jeannette MacDonald, James Malton, Helen Trusdel and Lanny Ross, have appeared this season.

YALE BOW TO HONOR HAMMERSTEIN, KERN . . .
The 1982 Pops Concert series winds up its season at the Yale Bowl, New Haven, Conn., on August 35 with one of the biggest production nights in three seasons. The night will be dedicated to Hammerstein and Kern music in which more than 200 persons will participate. The 25-piece New Haven Symphony Orchestra will be directed by Harry Berman, making his 49th Pops appearance since the series began in 1931. The New Haven Railroad Chorus, composed of 75 men and women, all employees of the railroad, will sing.

New York

Jaye P. Morgan, Derby Records triumphant, will visit dealers in a dozen Eastern cities next week on a 10-day jaunt. After the visit, the thrush will fly back to the Coast for a waxing season with Frank de Vol. . . . Then Fisher, of Fred Fisher Music, is on his way to Mexico on his vacation. He returns to New York in Sept. at a date to be announced. Regent Music has the tune in the new United Artist flick, "The Joe Louis Story," which stars Caryl Wallace. The tune is "Hi Be A Round," and was penned by Alex Ritter. Regent is also the publisher of the tune "Let's Go Home," which was just released on Decca with Roberta Lee. The tune was penned as an instrumental by Peanuts Holland and Sandy Williams, with lyrics by Ray Decus and Jay Livingston. . . . Jay Dee Records posted another scene from Irene Treadwell this week. Her first wax will consist of Christmas anthems with the Phil Ellis singers. Columbia Records' softball team won its fourth straight victory this week, beating Data Records. The team will meet Times Columbia Distributors in the Central Park South Field here next week. Sid Dickler, Pittsburgh deputy, is spending his wedding anniversary here and his birthday here this week with his wife.

RCA Victory wax Don Selvidge was the subject of a human-interest story written by Mayor Mayr and carried in the New York Times here, as well as other spots around the country. At Seger, Seger Records' locker, interested in a serious operation at Flower Hospital here, Thursday.

PROMOTERS

TO OUR FARSIGHTED DISTRIBUTORS AND HIS DEALERS: Exclusively We Offer These Labels

Viennola Supremo

In a variety of musical selections All Recorded in Europe (except Supremo) available on Standard, Long Playing and EP 45 (phonos). These Orchestras Are Exclusively on Our Labels:

- Radio Vienna Grand Symphony (80 pieces)
- Radio Vienna Military Band (60 pieces)
- Charles Preche and his Royal Gypsies
- Karl Zuebka's Peasant Band - Vienna Forest Boys

Ask for Coming - home Distributorships New York

VIENNOLA SALES

2060 First Avenue
New York 29, N. Y.

CUSIC SUPREME

He's Been in There All Morning Listening to The New Album RCA Victor, Just Custom-Made for Him

No Hack Jobs when RCA Victor custom-makes your album. From recording thru processing and pressing to album packing and shipping, you get top quality . . . or competitively priced. Over 100 labels do business with RCA Victor. Call us today!

CIVE TO DAMON RUNYON CANCER FUND

Radio Corporation of America
RCA Victor Division
when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD

Music Industry Faces Shortage of Fiddlers
PHILADELPHIA, PA. — The music industry faces a shortage of strong instrumentalists. Statistics compiled for the local Musicians’ Union reveal that the boys and girls just don’t go in for the violin and cello any more. Enrollments in the string classes at the Curtis Institute of Music have dropped from 74 to 33 in the last 10 years. The latest decline is in the number of violin students, which slipped from 61 in 1942 to 18 last year.

Two major reasons for the fall off in fiddlers are the long time it takes to become a proficient player, and the popularity of jazz and jam sessions, with brass and woodwinds proving easier means to social and musical success. Most likely to be affected are the symphony orchestras and other large musical groups in which the strings play the predominant part.

Local 47 Issues New Quota Rules
HOLLYWOOD, CA. — Local 47 of the American Federation of Musicians, this past week issued revised rulings and regulations governing quota laws, effective immediately.

While the basic quota laws for the month of January remained the same, the execs of Local 47 are said to have, in the past few weeks, been busy promoting the quota laws designed to protect the musicians from overworking.
A SMASH

the Voice all America Loves...

JULIUS
LA ROSA

with his 3rd Hit in a row!!

AN ITALIAN NOVELTY SONG THAT MAKES YOU WHISTLE AND SING...

EH, COMPARI
(Hi, Friend)

and A GREAT NEW LOVE SONG...

TILL THEY'VE ALL GONE HOME

DJ's—DEALERS—OP's, ETC.
If you have not been able to obtain this release for any reason, clip this coupon and mail to CADENCE RECORDS, INC., 270 PARK AVENUE

Name
Address
City

CADENCE #1232

DISTRIBUTORS—
Some choice territories still available.
Write, Wire, Phone:

Cadence RECORDS

270 Park Ave., New York, N. Y.
WISHING MY ROCKY BABY PROUD NEW CATTLE

1. A DEAR JOHN LETTER
   2. BIR-D-A-DUB-DUB
   3. BIRD'S GUITAR
   4. BAGGERS GUITAR
   5. YESTERDAY'S GIRL
   6. NOT A THOUSAND DEATHS
   7. I HAVE BUT ONE GOAL
   8. IT'S YOUR LIFE
   9. BORN AGAIN
   10. SIXTEEN CHICKENS AND A TAP

BEST SELLING—CHILDREN'S ALBUMS
Based on Actual Capitol Sales Reports
1. NEVER SMILE AT A CROCODILE
2. THE LITTLE ENGINE THAT COULD
3. MICKEY MOUSE'S BIRTHDAY PARTY
4. RUB-A-DUB DUB
5. WALT DISNEY'S STORY OF BUMBO HOO

TOP SELLERS—POPULAR
Based on Actual Capitol Sales Reports
1. PROUD NEW FATHER
2. APRIL IN PORTUGAL
3. NO MATTER HOW YOU SAY GOODBYE
4. RUBY DUB-DUB
5. POOR BOY, RICH LOVIN'
6. I FORGOT MORE THAN YOU EVER KNEW
7. I HAVE BUT ONE GOAL
8. IT'S YOUR LIFE
9. BORN AGAIN
10. SIXTEEN CHICKENS AND A TAP

THE BILLBOARD
AUGUST 29, 1953
MUSIC 41

WISHING MY ROCKY BABY PROUD NEW CATTLE

1. 1953 AUGUST
3. 7. 1953
5. BYBOARD
7. OCTOBER 1953
9. 1953 NOVEMBER
11. 1953 DECEMBER
13. 1953 JANUARY
15. 1953 FEBRUARY
17. 1953 MARCH
19. 1953 APRIL
21. 1953 MAY
23. 1953 JUNE
25. 1953 JULY
27. 1953 AUGUST
29. 1953 SEPTEMBER
31. 1953 OCTOBER

Johnny STANDLEY
sensational comedy star
of "IT'S IN THE BOOK"

has a hilarious new record
"Proud New Father"

two more great reasons for the fast-rising popularity of
FARON YOUNG

"That's What I'd Do For You"

"Baby My Heart"

"Hi Diddle Dee" and "Worried Mind"
on Capitol Record No. 2569

the first record by an exciting singing team--

HELEN O'CONNELL AND SKEETS MCDONALD

on Record No. 2573

on Capitol Record No. 2569

"Clap Your Hands"

Based on Actual Capitol Sales Reports
1. MUSIC FOR LOVERS ONLY
2. LOVERS' HITS/SONGS FROM LOVERS' HITS
3. SAM-CAM
4. SKETCHES ON STANDARDS
5. THE DESERT SONG
6. GERRY MULLIGAN AND HIS TET-TET

BEST SELLING—POPULAR ALBUMS
Based on Actual Capitol Sales Reports
1. THE SELLERS
2. THE LÓNER
3. YOU CAN'T HURT ME
4. THE LONE RANGER
5. THE SELLERS

TOP SELLERS—COUNTRY & HILLBILLY
Based on Actual Capitol Sales Reports
1. A DEAR JOHN LETTER
2. BIRD'S GUITAR
3. BIRD'S GUITAR
4. BAGGERS GUITAR
5. YESTERDAY'S GIRL
6. NOT A THOUSAND DEATHS
7. I HAVE BUT ONE GOAL
8. IT'S YOUR LIFE
9. BORN AGAIN
10. SIXTEEN CHICKENS AND A TAP

LATEST RELEASE
No. 263

PROUD NEW FATHER
CLAP YOUR HANDS
THAT'S WHAT I'D DO FOR YOU
BABY MY HEART
CATTLE CALL
ROCKY MOUNTAIN EXPRESS
IF I HAD MY LIFE TO LIVE OVER AGAIN

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CLAP YOUR HANDS
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5. THE DESERT SONG

BEST SELLING—POPULAR ALBUMS
Based on Actual Capitol Sales Reports
1. THE SELLERS
2. THE LÓNER
3. YOU CAN'T HURT ME
4. THE LONE RANGER
5. THE SELLERS
MGM's fall Parade of Hits!

JONI JAMES

MY LOVE, MY LOVE

YOU'RE FOOLING SOMEONE

BILLY ECKSTINE

IT CAN'T BE WRONG

THE BILLBOARD's Music Popularity Charts

Favorite Tunes

Best Selling Sheet Music

Tunes are rated in order of their current national selling importance at the sheet music jobber level. Results are based on The Billboard's weekly survey of jobber sales from musicus throughout the country and are weighted according to jobber importance. (R) indicates tune is in a film; (F) indicates tune is from a film; (M) indicates tune is from a musical. The number of stars in the columns indicates the number of records that are being sold.

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks</th>
<th>Last Chart</th>
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<tbody>
<tr>
<td>1</td>
<td>&quot;I'm Walking Behind You&quot;</td>
<td>Louis Armstrong</td>
<td>Bluebird</td>
<td>5</td>
<td>11532</td>
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<tr>
<td>2</td>
<td>&quot;You're Fooling Someone&quot;</td>
<td>Frank Sinatra</td>
<td>Capitol</td>
<td>5</td>
<td>11534</td>
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<td>3</td>
<td>&quot;Crying in the Chapel&quot;</td>
<td>Rayando &amp; His Orchestra</td>
<td>Mercury</td>
<td>5</td>
<td>11535</td>
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<td>4</td>
<td>&quot;I Believe&quot;</td>
<td>The Jordanaires</td>
<td>Columbia</td>
<td>3</td>
<td>11536</td>
</tr>
<tr>
<td>5</td>
<td>&quot;You, You, You&quot;</td>
<td>Perry Como</td>
<td>Columbia</td>
<td>5</td>
<td>11537</td>
</tr>
<tr>
<td>6</td>
<td>&quot;P.S. I Love You&quot;</td>
<td>Patric Knowles &amp; His Orchestra</td>
<td>Capitol</td>
<td>7</td>
<td>11538</td>
</tr>
<tr>
<td>7</td>
<td>&quot;Song from Moulin Rouge&quot;</td>
<td>The Singers (Lady &amp; Gentlemen)</td>
<td>Columbia</td>
<td>7</td>
<td>11539</td>
</tr>
<tr>
<td>8</td>
<td>&quot;April in Portugal&quot;</td>
<td>Al Bowlly</td>
<td>Vocalion</td>
<td>9</td>
<td>11540</td>
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<tr>
<td>9</td>
<td>&quot;No Other Love&quot;</td>
<td>Jo Stafford</td>
<td>Columbia</td>
<td>9</td>
<td>11541</td>
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<td>10</td>
<td>&quot;With These Hands&quot;</td>
<td>The Song of the Sea Orchestra</td>
<td>RCA Victor</td>
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<td>11542</td>
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<td>11</td>
<td>&quot;Oh!&quot;</td>
<td>The Mills Brothers</td>
<td>Columbia</td>
<td>13</td>
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<td>12</td>
<td>&quot;Ruby&quot;</td>
<td>Bing Crosby</td>
<td>Columbia</td>
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<td>13</td>
<td>&quot;Eternally&quot;</td>
<td>The Pied Pipers</td>
<td>Columbia</td>
<td>14</td>
<td>11545</td>
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<tr>
<td>14</td>
<td>&quot;Return to Paradise&quot;</td>
<td>The song of the Sea Orchestra</td>
<td>RCA Victor</td>
<td>1</td>
<td>11546</td>
</tr>
</tbody>
</table>

Tunes with Greatest Radio and Television Audiences

These listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. Lists are based on John G. Pomona's copyrighted Audience Coverage Index. Tunes are listed alphabetically on both basis. (R) indicates tune is available on records; (F) indicates tune is from a film; (M) indicates tune is from both musical and film. Top 30 in Radio

1. "A Purple Cow" (R) - Artie Shaw - ASCAP
2. "Al I Do" (R) - Brook Benton - BMI
3. "All the Way" (R) - Frank Sinatra - ASCAP
4. "April in Portugal" (R) - Al Bowlly - ASCAP
5. "Baby, Baby, Baby" (R) - Famous Music - ASCAP
6. "Cuddle Up" (R) - Melvyn Dare - BMI
7. "Eeny, Meeny, Miney, Mo" (R) - Robert De Forest - ASCAP
8. "Eyes of Blue" (R) - Paramount - ASCAP
9. "Gladiators Song" (R) - Robert De Forest - ASCAP
10. "I'm in Love" (R) - Xavier Cugat & His Orchestra - ASCAP
11. "I Believe" (R) - Connelly - ASCAP
12. "I'm in Love With You All the Time" (R) - Paris - ASCAP
13. "I'm Missing You" (R) - Leadbelly - ASCAP
14. "My Old Kentucky Home" (R) - Romance - ASCAP
15. "My One and Only Heart" (R) - Romance - ASCAP
16. "My Old Kentucky Home" (R) - Romance - ASCAP
17. "My Old Kentucky Home" (R) - Romance - ASCAP
18. "No Stone Unturned" (R) - Miller - ASCAP
19. "Oh!" (R) - Frank Sinatra - ASCAP
20. "P.S. I Love You" (R) - Leadbelly - ASCAP
21. "Return to Paradise" (R) - Rea - ASCAP
22. "Ruby" (R) - Miller - ASCAP
23. "Side by Side" (R) - Scarsdale - ASCAP
24. "Stir in the Sun" (R) - Belwood - ASCAP
25. "Sunning's Been Missing My Mail" (R) - London - ASCAP
26. "Song from Moulin Rouge" (R) - Columbia - ASCAP
27. "The Song of the Sea" (R) - Frank Sinatra - ASCAP
28. "Vaya Con Dios" (R) - Romance - BMI
29. "With These Hands" (R) - Ben E. King - ASCAP
30. "Without You" (R) - E. B. Marks - BMI

Top 10 in Television

1. "By Mirror" (R) - Pete - BMI
2. "C'est Si Bon" (R) - Launch - ASCAP
3. "Hay Joe" (R) - Tunesville - BMI
4. "High Noon" (R) - Tempo - ASCAP
5. "I See the Moon" (R) - Pimienta - BMI
6. "I'm Walking Behind You" - Leadbelly - ASCAP
7. "I'm in Love" (R) - Miller - ASCAP
8. "Just Another Peck" (R) - Frank - ASCAP
9. "Melodies of Love" (R) - Romance - BMI
10. "Tell Me Your Mine-Chaplin-Capri" (R) - ASCAP

England's Top Twenty

Based on sales reports from England's top music jobbers. American publications of each tune are listed parenthetically. American names are American publishers.

1. "Lullaby of Birdland" (R) - Birdland (P)^2
2. "Surely" (R) - Minton's (P)^2
3. "I Believe" - Conservatory (P)^2
4. "Lovers" - Decca (P)^2
5. "I'm Walking Behind You" - Mersey (P)^2
6. "You Have Had a Fall" - EMI (P)^2
7. "Bridge of Sighs" - Marmion (P)^2
8. "Surely" - Black-Eyed Susan (P)^2
9. "Tell Me Your Mine-Chaplin-Capri" (R) - ASCAP
10. "Pretty Little Black-Eyed Susan" - EMI (P)^2
11. "Downstairs" - New World (P)^2
12. "Can't I Mend" (R) - BMI
13. "Kiss-Feist" (R) - BMI

* R indicates tune is in a film; (F) indicates tune is from a film; (M) indicates tune is from both musical and film.

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www.americanradiohistory.com

Music of the 1950s

Copyrighted material
M·G·M PACKAGED RECORD GUIDE

DESIGNED FOR BIG SALES THIS FALL!
GET ON THE BAND WAGON WITH SURE SELLING MOVIE ALBUMS!

EXTENDED PLAYS MADE TO EXPAND YOUR SALES!
THE CREAM OF THE CATALOG

Top Stars...Top Tunes...Best Selling Sound Track Selections...Popular Hits...Folk and Western Greats...Really The Cream!
Be sure to check your MGM Distributor for details of the Special Fall Extended Play Package Deal!

AN EXCLUSIVE CLASSICS LINE FOR BIG UNIT PROFIT!

GRANADOS:
THREE SPANISH DANCES
TURINA:
DANZAS FANTASTICAS
PHILHARMONIA ORCHESTRA OF LONDON - CONDUCTED BY WILHELM SCHUECHTER
MGM Long-Playing Record E3018 (33 1/2 rpm)

VILLA-LOBOS:
CIRANDOS
A Cycle of 16 piano pieces based on Brazilian Folk-Songs
JOSEPH BATTISTA, PIANIST
MGM Long-Playing Record E3020 (33 1/2 rpm)

A MUSSOURGSKY ORCHESTRAL PROGRAM
PHILHARMONIA ORCHESTRA OF LONDON - CONDUCTED BY WALTER SUSSKIND
MGM Long-Playing Record E3030 (33 1/2 rpm)

High Fidelity — Easy To Carry — Reasonable Price!
The New MGM Phonograph
Only 15 lbs. Only 13 3/4" x 9" x 16"
Only $49.95

A truly "easy-to-carry" phonograph of remarkably fine tonal quality
Features:
• General Electric Variable Reluctance Magnetic Pick-up
• 8" speaker
• Plays all three speeds and sizes
• Has 4-Watt High Fidelity Output
• Manual Operation

M·G·M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 36, N.Y.
The Billboard Music Popular Charms

JULIUS DEL

Caddie 230—The TV singer delivered a strong vocal performance, with Italian lyrics, the sense of which we could only guess at from the translation. 20,000 New York and 1,500 Chicago fans responded to this

**The Theres Their Ave Gone Home,**... 72

remake of the old hit, which is said to have been a favorite of the New York Yankees. The evening was a sensation for the Theres, and the audience was enthusiastic.

GEORGE SHAW

Shane 3003—The song, written by Leo, has a soft, dreamy quality that is quite enjoyable. The melody is simple and easy to follow, and the vocals are well-rendered. 20,000 New York fans and 1,000 Chicago fans replied in a continuous din at the Theres.

**Another line from the hit,** 73

showed Leo to be a master at capturing the emotions of his listeners. His voice carried the weight of the Theres, and the audience responded with enthusiasm.

LESS BAXTER ORK

Good Time Charms 8003—The message of this song is one of hope and optimism, reminding listeners that life is full of potential. The melody is catchy and easy to sing along with, and the vocals are lively and engaging. 40,000 New York fans and 4,000 Chicago fans were on their feet.

**The Rhythm of Life,** 72

shows Baxter to be a master at capturing the core of human experience through music.

FRANK SMITH

Pauline 4003—The song is a love ballad with a soft, romantic melody and smooth vocals. The lyrics express the depth of love and the desire to hold on to it. 8,000 New York fans and 200 Chicago fans were moved by the performance.

**Under the Moon,** 78

is a beautiful piece that evokes a sense of peace and tranquility.

DICK WOOD

Listen to the Mocking Bird 7003—The song is lively and energetic, with a catchy melody that is easy to follow. The vocals are clear and vibrant, and the lyrics are relatable. 15,000 New York fans and 2,000 Chicago fans were dancing and singing along.

**By the Light of the Silvery Moon,** 72

is a classic piece that has stood the test of time.

RHYTHM & BLUES

OLIVER

Russian Love Song 5003—The song is a love ballad with a comforting melody and soothing vocals. The lyrics express the depth of love and the desire to hold on to it. 8,000 New York fans and 200 Chicago fans were moved by the performance.

**By the Light of the Silvery Moon,** 72

is a classic piece that has stood the test of time.

JOHNNY MOORE'S THREE BLAZERS

Midnight in Milledgeville 7003—The song is a love ballad with a comforting melody and soothing vocals. The lyrics express the depth of love and the desire to hold on to it. 8,000 New York fans and 200 Chicago fans were moved by the performance.

**Midnight in Milledgeville,** 70

is a classic piece that has stood the test of time.

ZHANG GUTE

Third Time's the Charm 5003—The song is a love ballad with a comforting melody and soothing vocals. The lyrics express the depth of love and the desire to hold on to it. 8,000 New York fans and 200 Chicago fans were moved by the performance.

**Midnight in Milledgeville,** 70

is a classic piece that has stood the test of time.

EDWARD GATES WHITE

Falling in Love Again 1003—The song is a love ballad with a comforting melody and soothing vocals. The lyrics express the depth of love and the desire to hold on to it. 8,000 New York fans and 200 Chicago fans were moved by the performance.

**Midnight in Milledgeville,** 70

is a classic piece that has stood the test of time.

CORNEL JENKINS ORK

Tara 4503—The song is a love ballad with a comforting melody and soothing vocals. The lyrics express the depth of love and the desire to hold on to it. 8,000 New York fans and 200 Chicago fans were moved by the performance.

**Midnight in Milledgeville,** 70

is a classic piece that has stood the test of time.

CLIFF RYDER

Stateside U.S.A. 5003—The song is a love ballad with a comforting melody and soothing vocals. The lyrics express the depth of love and the desire to hold on to it. 8,000 New York fans and 200 Chicago fans were moved by the performance.

**Midnight in Milledgeville,** 70

is a classic piece that has stood the test of time.

JIMMY LYNCH

Dixie 903—The song is a love ballad with a comforting melody and soothing vocals. The lyrics express the depth of love and the desire to hold on to it. 8,000 New York fans and 200 Chicago fans were moved by the performance.

**Midnight in Milledgeville,** 70

is a classic piece that has stood the test of time.

SCOTT BERNSTEIN

SPECIAL 49—The song is a love ballad with a comforting melody and soothing vocals. The lyrics express the depth of love and the desire to hold on to it. 8,000 New York fans and 200 Chicago fans were moved by the performance.

**Midnight in Milledgeville,** 70

is a classic piece that has stood the test of time.

LAWRENCE MAKER

Miss America 903—The song is a love ballad with a comforting melody and soothing vocals. The lyrics express the depth of love and the desire to hold on to it. 8,000 New York fans and 200 Chicago fans were moved by the performance.

**Midnight in Milledgeville,** 70

is a classic piece that has stood the test of time.

JIMMY JUDD

I'm a Lover Not a Fighter 403—The song is a love ballad with a comforting melody and soothing vocals. The lyrics express the depth of love and the desire to hold on to it. 8,000 New York fans and 200 Chicago fans were moved by the performance.

**Midnight in Milledgeville,** 70

is a classic piece that has stood the test of time.

RATINGS: 80-100: Tops 80-90; Excellent 70-79; Good 60-69; Satisfactory 59-59. Poor

This week's ratings are determined by the record's reviewed and found on the basis of the different components of the song, each of which is assessed against an important music score in accordance with the commercial success of the song.

The categories are: Popularity, Jazz, Country and Western, and Rhythm & Blues.

Each of the records reviewed expresses an opinion of the members.

The Billboard music staff who reviewed the records.

EVELYN BRITT

I Feel the Blues Coming On 903—The song is a love ballad with a comforting melody and soothing vocals. The lyrics express the depth of love and the desire to hold on to it. 8,000 New York fans and 200 Chicago fans were moved by the performance.

**Midnight in Milledgeville,** 70

is a classic piece that has stood the test of time.

Kenny BERNSTEIN

The Pintop Posse 403—The song is a love ballad with a comforting melody and soothing vocals. The lyrics express the depth of love and the desire to hold on to it. 8,000 New York fans and 200 Chicago fans were moved by the performance.

**Midnight in Milledgeville,** 70

is a classic piece that has stood the test of time.

I love you, my friend...

A song that deals with a sensitive topic.

(Continued on page 69)
### BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending August 22

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Catalog Number</th>
<th>rpm</th>
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<tbody>
<tr>
<td>Hey, Joe</td>
<td>Frankie Laine</td>
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<td>Sittin’ In The Sun</td>
<td>The Mariners</td>
<td>40047</td>
<td>4-40047</td>
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<tr>
<td>I Just Want You</td>
<td>Percy Faith</td>
<td>39944</td>
<td>4-39944</td>
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<tr>
<td>I See The Moon</td>
<td>Felicia Sanders</td>
<td>40046</td>
<td>4-40046</td>
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<tr>
<td>The Song From Moulin Rouge</td>
<td>The Four Lads</td>
<td>40009</td>
<td>4-40009</td>
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<tr>
<td>Swedish Rhapsody</td>
<td>The Four Lads</td>
<td>40007</td>
<td>4-40007</td>
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<tr>
<td>Down By The River Side</td>
<td>Johnnie Ray</td>
<td>40006</td>
<td>4-40006</td>
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<tr>
<td>Tell Me When (I Said Goodbye)</td>
<td>Frankie Laine</td>
<td>39938</td>
<td>3-39938</td>
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<td>All I Do Is Dream Of You</td>
<td>Guy Mitchell</td>
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<td>I Believe Your Cheatin’ Heart</td>
<td>Jimmy Boyd</td>
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<td>Chicka-Boom</td>
<td>Doris Day</td>
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<td>Cloud Lucky Seven</td>
<td>Johnnie Ray</td>
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<td>God Bless Us All</td>
<td>Tony Bennett</td>
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<td>Where The Winds Blow</td>
<td>Richard Bowers</td>
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<td>Te Amo</td>
<td>Doris Day</td>
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<td>CANDY LIPS</td>
<td>Paul Weston</td>
<td>40014</td>
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<td>LET’S WALK THAT-A-WAY</td>
<td>Ken Griffin</td>
<td>40039</td>
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<tr>
<td>Rags To Riches</td>
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<td>Here Comes That Heartache Again</td>
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<td>TearDrop In The Rain</td>
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<td>Baby Let Me Know Your Flame</td>
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<tr>
<td>Kiss Me Again, Stranger</td>
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<tr>
<td>A Purple Cow</td>
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<td>Gigi</td>
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<tr>
<td>Shane</td>
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<td>YOU, YOU, YOU</td>
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<tr>
<td>NO OTHER LOVE</td>
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### BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending August 22

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Catalog Number</th>
<th>rpm</th>
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<tbody>
<tr>
<td>Hey, Joe Darlin’, Am I The One?</td>
<td>Carl Smith</td>
<td>21129</td>
<td>4-21129</td>
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<tr>
<td>TRADEMARK, Do I Like It?</td>
<td>Carl Smith</td>
<td>21119</td>
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<td>Before You Go, Make Sure You Know</td>
<td>Lefty Frizzell</td>
<td>21142</td>
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<tr>
<td>Two Friends Of Mine</td>
<td>Marty Robbins</td>
<td>21143</td>
<td>4-21143</td>
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<td>Sing Me Something Sentimental</td>
<td>Marty Robbins</td>
<td>21087</td>
<td>4-21087</td>
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<tr>
<td>At The End Of A Long, Lonely Day</td>
<td>“Little” Jimmy-</td>
<td>21132</td>
<td>4-21132</td>
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<tr>
<td>Dickens</td>
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<tr>
<td>This Orchard Means Goodbye</td>
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<tr>
<td>Just Wait ‘Til I Get You Alone</td>
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<tr>
<td>I’ll Dance At Your Wedding</td>
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<td>I’m Making Love To A Stranger</td>
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<tr>
<td>A Castle In The Sky</td>
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<td>A Half-Way Chance With You</td>
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<td>I’m Workin’ On A Road</td>
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<td>He Took Your Place</td>
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<tr>
<td>Mexican Joe</td>
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<tr>
<td>You Have My Heart Now</td>
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<td>Lonesome Hearted Blues</td>
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<td>Love And Wealth</td>
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<tr>
<td>Downed On My Heart</td>
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<tr>
<td>ONLY A HEART COMES TO MINE</td>
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<tr>
<td>Backward</td>
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<tr>
<td>Ain’t Nothin’ Going On</td>
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<td>The End</td>
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### NEW POPULAR RELEASES

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<td>Percy Faith</td>
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<td>Doris Day</td>
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<td>Toni Arden</td>
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### NEW CHILDREN’S RELEASES

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<tr>
<td>Jimmy Boyd</td>
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<tr>
<td>God Bless Us All</td>
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<tr>
<td>Marcia, The Polo Pony</td>
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<tr>
<td>Bob Hannon</td>
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<tr>
<td>Goodtimes and The Three Bears</td>
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<td>Peter Rabbit</td>
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<tr>
<td>Arthur Malvin</td>
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<tr>
<td>Pigeon, The Stone Bird</td>
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<tr>
<td>The Little White Duck</td>
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<tr>
<td>Over In The Meadow</td>
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<tr>
<td>Sally Sweetland</td>
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<tr>
<td>Rock-A-Bye Baby</td>
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<tr>
<td>Banana Lullaby</td>
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<tr>
<td>Me And My Teddy Bear</td>
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<td>Little Kitty</td>
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### NEW FOLK MUSIC RELEASES

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<tr>
<td>BILLY WALKER</td>
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<tr>
<td>Don’t Let Your Love Break Your Heart</td>
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<tr>
<td>I’m Looking For Love</td>
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<tr>
<td>ROSS MADDOX</td>
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<td>I’m A Little Red Canoe</td>
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<td>These Wasted Years</td>
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<td>DON GIBSON</td>
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<tr>
<td>You Cast Me Out</td>
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<td>Waitin’ Down The Road</td>
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<td>LU ANN SIMMS</td>
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<td>Sandy, The Sandman</td>
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<tr>
<td>The Little Rag Doll</td>
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<td>SALLY SWEETLAND</td>
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<td>Rock-A-Bye Baby</td>
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<tr>
<td>Banana Lullaby</td>
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<td>ME AND MY TEDDY BEAR</td>
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<tr>
<td>LITTLE KITTY</td>
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### DORIS DAY with PAUL WESTON

**THIS TOO SHALL PASS AWAY**

**CHOO CHOO TRAIN (CH- CH- FOO)**

**COLUMBIA RECORDS**

Here they come again—those two great hit-makers!

**FRANKIE LAINE**

and **JIMMY BOYD**

with **POOR LITTLE PIGGY BANK**

**LET'S GO FISHIN'**

78 rpm 40069 • 45 rpm 4-40069
Magnificent... on their First "duet" together

Hugo Winterhalter
Henri René

The Velvet Glove
Elaine

20'47-5405
AUGUST 29, 1953
THE BILLBOARD
MUSIC
47

breaking fast - the novelty hit!

Dinah Shore

CHOO CHOO TRAIN
(CH-CH-FOO)

c/w REFLECTIONS ON THE WATER
20-47-5438

www.americanradiohistory.com
**THIS WEEK'S BEST BUYS**

**Popular**

THE VELVET GLOVE (E. H. Morris, ASCAP)
Enraptured (Capitol)—Hank Snow
Hugo Winterhalter—RCA Victor 20-5405
This has started out very well. Very good report from Southern California with good strength in Indianapolis. Hanks with this will be out.
Cape and L. A. depending on the store.
Flip is "Tell the Little Lady I Said Good-Bye" (Carlite, ASCAP). A previous "New Record to Watch."

**Country & Western**

IF I NEVER GET TO HEAVEN (Rio Grande, BMI)
MAMA, COME GET YOUR BABY BOY (Adams, Veo and Abbott, BMI)— Eddy Arnold—RCA Victor 20-5415
Just released, this has started so fast that the usual procedure of initially listing the record as a "New Record to Watch" has been bypassed. Very excellent reports received from Eastern Pennsylvania, St. Louis, Nashville, Dallas and Durham. The South is going for the ballad "Heaven" while the Northern reports have favored the faster "Mama."

**NEW RECORDS TO WATCH**

JULIUS LA ROSE
En Campto (Crescent, ASCAP)—Cadenza 2222—A re-write of an Italian folk melody is given a sparkling performance by La Rose. Reports on the record in the New York area are coming in with three enthusiastic receptions. From all indications this could be a good one. They've All Gone Home" (E. H. Morris, ASCAP).

ROBERTA LEE
Caribbean (American, BMI)—Decca 28182—This is impressive as the best pop version of this tune which is kicking up a lot of action in the country field. Miss Lee's bright and infectious performance could start the tune off the pop market. Flip is "Let's Go Home" (Regent, BMI).

DORIS DAY
Charade (Disney, ASCAP)—Columbia 48663
This Shall Pass (Dartmouth, ASCAP)—This Tannise is a clever novelty which is handed a very pleasing performance by the songstress. Cute gimmick of "do" sounds spotted here and there help. It's the kind of disk that could grab a lot of jazz exposure and give Miss Day another big record. Flip is a lovely ballad.

VERA LYN-MANTOVANI ORK
From the Bar (Imiho, BMI)
My Love, My Life, My Happiness (Triangle, ASCAP)—London 1117—The label goes with its Sunday punch in this artist pairing, and the results is the telling. Both sides are excellent. The thrash is really singing, and the Mantovani strings are as sparkling as ever. Watch this one.

FRANKIE LAINE-JIMMY BOYD
Let's Go Fishing (Alano, ASCAP)
Poor Little Piggy Bank (Alano, ASCAP)
Columbia 48696
Two beauty give and take sides in the tradition of "Tell Me a Story." It doesn't have quite the sparkle of the former disk, but it bears close watching. It had a big TV send.

**Country & Western**

ELTON BRITT
I Feel the Blues Comin' On (Delmore, ASCAP)—RCA Victor 20-5416—A fine tune is given a haunting rendition by the country singer. There's a lot of potential here. It's the kind of disk that if it happens it should be a real big one. Flip is a recording effort "Maybe I Was Wrong" (HFD, ASCAP).

GEORGE MORGAN
I Don't Want You to Cry (Acuff-Rose, BMI)—Columbia 21151—Morgan can always be counted on for a good record, and this is definitely one. It's a strong ballad and his smooth working fits it really. Watch out for this one. Flip is "The Louisiana Waltz" (Melody Train, BMI).

JEAN SHEPARD
Forgive Me John (American, BMI)
My Wedding Ring—Capitol 25066—With the "Dear John Letters" now a big hit, the battle line is drawn fast in getting the answer nut. There are listed this week's editor. This one is by the gal who started it all.

**RHYTHM & BLUES**

ONE SCOTCH, ONE BOURBON, ONE BEER—Ama Milburn—Aladdin 3127
Another record that has moved too fast to list it first as a "New Record to Watch." It has taken off in Philadelphia, Detroit and Central Tennessee. Chicago, Cincinnati and St. Louis also came through with positive action reports. Flip is "What Can I Do?"

THE COMET (Pamplie, BMI)—Memphis Slim—United 116
Very strong report from Southern action also starting in New York, Cincinnati, Chicago and Dallas. Pampie's "Five o'Clock Blues" (Pamplie, BMI).

FEELIN' GOOD (Delta, BMI)—Little Junior's Blue Flames—Sun 187
This one is very strong in some Texas areas and also in Chicago and St. Louis. Two Southern reports say good action. Flip is "Fussin' and Fightin'" (Delta, BMI).

**COMING UP IN THE R A D E**

(Listed Alphabetically)

**Popular**

DON'T TAKE YOUR LOVE FROM ME
Bill Haley—RCA Victor 20-5347

ERB TIDE
Frank Chacksfield Orch—London 1538

ETERNALLY
Vic Barone—Mercury 70186

FALSE LOVE
One Ace—Decca 26741

A POOL WAS I
Nat (King) Cole—Capitol 2540

40 CUPS OF COFFEE
Elia Mae Morris—Capitol 2359

**Country & Western**

FRACTURED
PAT-A-CAKE
Bill Haley's Comets—Knox 317

I LOVE PARIS
Les Baxter Orch—Capitol 2479

LIGHTHOUSE
Rusty Draper—Mercury 70108

THREE LITTLE PIGS
LITTLE RED RIDING HOOD
All (Al) Jolson (Collins—Brunswick 80601

TONIGHT, LITTLE BOB
Bill Darnell—Decca 28006

TOO LONG
Bob Dini—Drift 426

TOYS
Eileen Barton—Coral 61819

TROPICANA
Monte Kelly—Knox 235

**RHYTHM & BLUES**

TOMMY ENTWISLE
Five O'Clock Blues (Decca, BMI).—The Flamingos—Flip 29, BMI.

**CURRENT TOP RECORDS**

According to FOLLOW-UP REPORTS from department stores, music stores, distributors and End of the Road Radio Station, the following records are making solid sales progress.

**FRONTIER**

**MUSIC**

THE BILLBOARD

AUGUST 29, 1953

See page 30 for the current top pop records.
See page 59 for the current top c.w. records.
See page 81 for the current top r&b records.
See page 36 for the current top packaged records.
HERE’S ONE REPORT THAT KINSEY MISSED!

THE SEXUAL BEHAVIOR OF A PHONOGRAPH RECORD!
SOME ARE HOT! SOME ARE COLD!

...not much to be said in public except that statistics prove “love” is a hot item

IT’S A HIT!
“The Story Of Three Loves”
JERRY MURAD

with RICHARD HAYMAN and his orchestra
coupled with “SWEET LEILANI”
MERCURY 70202 • 70202X45

IT’S A HIT!
“Oh, Miserable Love”
BOBBY WAYNE

coupled with “HIS BUSINESS IS LOVE”
MERCURY 70211 • 70211X45

NOW READY FOR THE HIT PARADE

“LIGHTHOUSE”
BY
RUSTY DRAPER

coupled with “I LOVE TO JUMP”
MERCURY 70188 • 70188X45

CURRENTLY RIDING HIGH WITH “GAMBLER’S GUITAR” MERCURY 70167 • 70167X45
### Best Selling Singles

Records are ranked in order of the greatest number of plays in Juke boxes throughout the country. Results are based on The Billboard's weekly survey among the nation's top volume pop music dealers and in many important market areas. The reverse side of each record is also listed.

**Week of September 28, 1955**

1. **VAYA CON DIOS** - L. Paul-M. Ford... 1 17
   Johnny-Cap 2486 - ASCAP
2. **YOU, YOU, YOU** - Ames Brothers... 4 10
   Oh, Yes!-Cap 2629 - ASCAP
3. **3 NO OTHER LOVE** - P. Comro... 2 11
   Keep It Goy-V 26195 - ASCAP
4. **I'M WALKING BEHIND YOU** - E. Fisher... 2 17
   Just Another Polka-V 26195 - ASCAP
5. **YOU, YOU, YOU** - Ames Brothers... 9 2
   Once Upon A Tune-V 26195 - ASCAP
6. **OH-P. W. Hunt... 4 7
   Sun-Cap 2612 - ASCAP
7. **F. D. I LOVE YOU** - Hilltoppers... 5 10
   I'd Rather Die Young-Dot 1955 - ASCAP
8. **OH, WEE WEE**... 6 8
   Sun-Cap 2454 - ASCAP
9. **LONDON IS A LONELY PLACE** - P. Comro... 5 9
   Just Another Polka-V 26195 - ASCAP
10. **I'D RATHER BE YOUR HUSBAND**... 9 10
    I'd Rather Die Young-Dot 1955 - ASCAP

**Week of October 5, 1955**

1. **VAYA CON DIOS** - L. Paul-M. Ford... 1 17
   Johnny-Cap 2486 - ASCAP
2. **YOU, YOU, YOU** - Ames Brothers... 4 10
   Oh, Yes!-Cap 2629 - ASCAP
3. **3 NO OTHER LOVE** - P. Comro... 2 11
   Keep It Goy-V 26195 - ASCAP
4. **I'M WALKING BEHIND YOU** - E. Fisher... 2 17
   Just Another Polka-V 26195 - ASCAP
5. **YOU, YOU, YOU** - Ames Brothers... 9 2
   Once Upon A Tune-V 26195 - ASCAP
6. **OH-P. W. Hunt... 4 7
   Sun-Cap 2612 - ASCAP
7. **F. D. I LOVE YOU** - Hilltoppers... 5 10
   I'd Rather Die Young-Dot 1955 - ASCAP
8. **OH, WEE WEE**... 6 8
   Sun-Cap 2454 - ASCAP
9. **LONDON IS A LONELY PLACE** - P. Comro... 5 9
   Just Another Polka-V 26195 - ASCAP
10. **I'D RATHER BE YOUR HUSBAND**... 9 10
    I'd Rather Die Young-Dot 1955 - ASCAP

### Top Popular Records

Records are ranked in order of the greatest number of plays on disk jockey radio shows through the country. Results are based on The Billboard's weekly survey among the nation's top volume pop music dealers and in many important market areas. The reverse side of each record is also listed.

**Week of September 28, 1955**

1. **NO OTHER LOVE** - P. Comro... 1 10
   Keep It Goy-V 26195 - ASCAP
2. **VAYA CON DIOS** - L. Paul-M. Ford... 2 10
   Johnny-Cap 2486 - ASCAP
3. **I'M WALKING BEHIND YOU** - E. Fisher... 3 16
   Just Another Polka-V 26195 - ASCAP
4. **YOU, YOU, YOU** - Ames Brothers... 4 9
   Once Upon A Tune-V 26195 - ASCAP
5. **OH-P. W. Hunt... 5 12
   Sun-Cap 2612 - ASCAP
6. **F. D. I LOVE YOU** - Hilltoppers... 6 5
   I'd Rather Die Young-Dot 1955 - ASCAP
7. **GAMBLER'S GUITAR** - R. Draper... 8 8
   Free Time Demonstration-Mercury 1907 - BMI
8. **CRYING IN THE CHAPEL** - V. Valii... 8 5
   Love Every Moment You Live-V 26516 - BMI
9. **C'EST SI BON** - E. Kidd... 10 8
   African Lobby-V 26516 - BMI
10. **APRIL IN PORTUGAL** - L. Bassett... 10 10
    African Lobby-V 26516 - BMI

**Week of October 5, 1955**

1. **NO OTHER LOVE** - P. Comro... 1 10
   Keep It Goy-V 26195 - ASCAP
2. **VAYA CON DIOS** - L. Paul-M. Ford... 2 10
   Johnny-Cap 2486 - ASCAP
3. **I'M WALKING BEHIND YOU** - E. Fisher... 3 16
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   African Lobby-V 26516 - BMI
10. **APRIL IN PORTUGAL** - L. Bassett... 10 10
    African Lobby-V 26516 - BMI
## Territorial Best Sellers (Popular)

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have for the first time ever been tabulated on one of our charts. This is due to the convenience of dealers and operators in other markets.

### Detroit

7. **Song From Moulin Rouge Marishoff, London**
8. **You're Feeling Someone Else's Skin**
9. **I'm Loved**

### New York

1. **No Other Love**
2. **Posse, Victor**
3. **With These Hands**
4. **E. Fisher, Victor**
5. **Limelight (This Is My Theme)**
6. **F. Chackbold, London**
7. **Roc-A-Fire**
8. **Paul-M. Ford, Capital**
9. **From Moulin Rouge**
10. **J. Kitt, Victor**

### Philadelphia

1. **May**, **My Love**, **My Love**
2. **J. James**, **M-G-M**
3. **No Other Love**
4. **P. Coon, Victor**

### St. Louis

1. **Crying in the Chapel**
2. **F. Chackbold, London**
3. **Kitt**, **Kitt**

### Seattle

1. **You, You, You**
2. **Amos Brothers, Victor**
3. **You, You, You**
4. **Posse, Victor**

### Washington, D.C.

1. **Roca, Roca**
2. **Paul-M. Ford, Capital**
3. **You, You, You**
4. **Amos Brothers, Victor**
5. **I'm Walking Behind You**
6. **E. Fisher, Victor**
7. **C'ett Si Bon**
8. **Roca, Roca**
9. **P. W. Hunt, Capitol**
10. **With These Hands**

### Pop Charts

Continued from page 17

The backsheet of stock for every dealer who considers himself in the classical business. These catalog sellers are records that should never be out of a dealer's stock.

It is recommended that dealers keep a regular copy of these weekly charts. The chart data in particular can be used as a valuable stock check.

The same procedure used in surveying classical records will be followed for pop children's children's and jazz sets. These charts will also be reported in the "newspaper" by musical category and by recent release. The categories are: Broadway shows, opera, and TV. Background and instrument, vocal, instrumental, and small, children's records, and jazz. Because each of these categories differs in volume importance, the more important categories, in both the classical and pop fields will be reported more frequently than the others.

### Record Reviews

A much more intensive review procedure for packaged records will be followed. Many more album-length reviews, will be included. Just as The Billboard rates single records to their expected sales potential, the same procedure will be followed for packaged records. All of these reviews will be incorporated on a separate page from the single record reviews. Part of this new page will be a listing of all records reviewed for the week, each with its own rating. The ratings will be given according to the various categories used in reporting best sellers. Each review will also give the record in its own category and the rating of the album, if the complete album, should not. For example, be compared with the rating of an album. An explanation of the method used in rating records is included in the packaged record review page. It is suggested that dealers take note of this list weekly and keep it for reference.

In addition to the listing of ratings, the review section includes a commentary on the records by the various reviewers. Wherever possible, these reviews are accompanied by the storage of similar nature. Thus in this week's review section, found reviews of several chamber works, group of classical records, and a package of several concertos. On some of these reviews, the reviewers will be written to help the dealers in their decision which or not to buy and to offer sales and reseller suggestions. Just as in the chart section, reviews of catalog and new releases will be considered.
A Variety "Best Bet"—a Cash Box "Sleeper of the Week"—and The Billboard's Pick

NEW RECORDS TO WATCH

TERESA BREWER
Too Young to Tango (Bill & Range, BMI)
Ricochet (Shellac, BMI)—Coral 61043—Two fine vocal efforts
on tunes well suited to the thrush. Either one could pop out into
a big one. "Tango" was a hillbilly hit several months ago.
The Billboard, August 15

Too Young To Tango
Coral 61043 (78 RPM)
and 9-61043 (45 RPM)

Coral Records
America's Fastest Growing Record Company
VOX JOX

Continued from page 10

Bid Minette, KAWT, Douglas, Ariz., thinks perhaps the rea-
son for his receiving so very few records is that his station is
so far from the distribution points.

Guestings

Lee Leonard, WLOW, Nor-
folk, had his hands full of

YESTERDAY'S TOPS—

The nation's top records on

as reported in The Billboard

AUGUST 28, 1949

1. In the Blue of the Evening
2. You'll Never Know
3. All or Nothing at All
4. I Heard You Cried Last
Night
5. Can't Be Wrong
6. Sunday, Monday or Always
7. Paper Doll
8. Coming In on a Wing and a
Prayer
9. Piano Pickin' Mama

AUGUST 28, 1948

1. My Happiness
2. You Call Everybody Darlin'...3. It's Magic
4. A Tree in the Meadow
5. You Can't Be True, Dear
6. Love Somebody
7. Woody Woodpecker
8. Twelfth Street Rag
9. Maybe You'll Be There
10. Ticker Tape

"stars" recently. In a little over a week's time, Leonard
had interviewed the mystery
newspaper Mickey Spillane, Bill
Elliot, Dorothy Bailey, "Miss
Virginia" and Johnny Ray-
wood, formerly with The Hill-
toppers, now with the United
States Army. . . .

of Morris Phillips, stepped down
from thousands of store win-
dows to appear on Los Balita's show at WKAI, Rome, N. Y.

of Dave, WVCY, Cincinatti, interviewed Karen
Charnes, Ted Lewis, B. B. Brown and Jeri Southern, and
was visited by Ralph Martin
and Monty Kelly. . . .

was the vocal end of the
Sauter-Finegan band as guests
on his show.

This 'o' That

Bill Anson, KFWB, Holly-
wood, is among those remarked
to be under consideration for
Martin Block's post at WNEW.

... A Look photog, Deac Jones,
\Piote the top fairy tale copy
for WNEW's Al (Jabba) Colb-'
new Capitol record. . . .

Johnny Morris, WLHL, Minne-
apolis, is using a new custom-
made theme written by Tony
Lavello and Artie Wayne and
recorded by Wayne and the
Morgan Sisters. Morris says
"Thank you" to Wayne and the
band. Robin Boone, WTTI,
Wright, Mich., as regional
director of the American
Society of Dancers, is trying to
get all of the Eastern Michigan
dancers together for a contest
at the Blue Note Ballroom
in Lakewood, Mich. . . .

Kay, WVLK, Lexington, Ky., is back
on the job again and in great
health after two months at
Johns Hopkins Hospital.

Jay Jasni, WRKX, Columbus,
Ohio, writes, in my nine
three years in show biz I've tried
tomy finding my own
lone (even the play pil-
ly, however, I thought it
would be nice to say thanks
to everyone in Ohio who voted
me No. 1 Jazz Disk Jockey
in the State. . . .

Steve Evans, WLDV, Lackawanna, Pa.,
ports "Dragnet" as the No. 1
hit this past week. Evans says
that it has been spinning more
than any new record for five
successive weeks and it hits every
pop show and that means day after
time . . .

Jim Pagan, WDATA, Bata-
ton Rouge, La., has received a
15-minute Buddy Clark show
from the station to cul-
ing play-by-play football,
basketball, and later this week
boxing the platters. Dick
Richmond, KYCO, Kenton, Ohio,
ays the platters into a parade
of his Monday thru Friday for
the next two hours. . . .

Frank Tucker, WCYO, Montgomery,
Ala., points to the Jim Reed Trio as
worth watching. Tucker thinks
those boys could have national
spotlight. . . .

Jere Kay, WNEW, New
Orleans, writes that the
new Eartha Kitt record of
"C'est Si Bon" is the newest,
fastest hit of music to hit the
market in a long time. Kay
tells us that the reaction to
this new record in New Orleans
has been tremendous. . . .

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c

ASCAP-BMI Tiff

\Continued from page 14

letters have taken it upon them-
theirseves to plug up the field in
the longhair crowd with good
ads. Some months ago it was reported
here exclusively that composer
David Diamond, on the thousand
of plugging a BMI past, was
lured back into the ASCAP fold via
an attractive publisher guarantee.
This guarantee was much in ex-
cess of what his future earnings
hope to bring to that pub-
lisher. It is definitely known that
a number of longhair composers
have been held by ASCAP, in re-
cent months, only because of sim-
lar publisher deals.

BMI Indulments

Quite aside from financial in-
ducements, BMI excels credit
with what is increased attraction for serious
composition to a contagious program of fostering
performances of con-
temporary music. Thus its sup-
port of the American Composers
League the latter organi-
sation has been able to launch a
regaining program of modern com-
er works. It has already sub-
scribed many much recording ses-
sions held by RCA Victor, Mer-
cury, Columbia and the Bach-
mann Society. The recordings are
here distributed through normal
retail channels.

In the fall BMI will extend its
radio "Concert Hall" service
to cover modern works. Serenades
are being written by such composers
as Albert Stillman, William Cowell, Fred
Havens, Rudi Stephan, the Wolfes (ASCAP
stalwart), which can be utilized by the various
composers and the per-
sion to employ the "Concert Hall" service.

Change of Theme

Bill Dickler, Pittsburgh,
has replaced a week in New York.
Charles Glass, WJIB, Dayton,
has been transferred to WMOH,
turned from two weeks' vaca-
tion and is back on the air.
Jerry Clemens, WJIB, Detroit,
\Piite WJIB, has left his post
for郊区 and a couple of
weeks there and then joined KCRW,
\Piichanga, Brooklyn. . . .

One certain fact emerges from
this "Concert Hall" program of
the serious composer. The once-sed-
vocated letter is being pro-
moted into a position where the
composer is in a position to earn
a living from his composing. It's a star-
ing prospect.

Breaking Big!

and the Marksmen
singing

and Ida! Sweet as Apple Cider

CORAL 60989 (78 RPM) and 9-60989 (45 RPM)

CORAL RECORDS
America's Fastest Growing Record Company

DISKIERIES ENGAGE

\Continued from page 16

eries have been very recent, it
can be expected that there will be
many more additions to the talent
list later over the coming months.

There is another important
reason for the drive to sign and es-
tablish new talent by the dis-
cketries. Over recent years, the pop
market has become a hit-maker's
business rather than a catalog
business and cover pressure is on
every 45 & man to make every
record count, with anything less
than 100,000 platters looked on
as a no-go proposition.

Yet it is an irreconcilable
fact that in today's pop market it is
difficult to turn out big diskings
with any but the most powerful
artists. Consistency of BMI sales is a rare commodity in the pop
market, with few artists able to hit more times than they
draw—thus the wild scramble to
establish new artists in the hopes
for another Casey, Flanagan, Fatti
Fay, Laine or Pepsi-Mary Ford.

Tough to Say

It is difficult to determine
whether any of the new artists
gaining their chance on the major
and independent labels have a
chance of staying alive in the pop
field for an extended period of
time. There is no doubt; however,
that Darrell Glenn's next record
was not a major success in pop play
when it is issued. Pete Hailey, the
respected "guy" from WSM-
en, et alia, Eartha Kitt, Jenny Barrett
and others appear to have earned
enough money on their first hit
and stand a good chance for future sales.

About a year ago, the diskiers
took a new approach first to
establish new talent. Of the many
artists every station has been on
since then, Rusty Draper, Jim James,
The Hilltoppers, and the Clay-
golds are now firmly entrenched
as important disk artists. In
the country field, there are a few
new artists who make it quickly, all
Abbott Records has come thru today and
is enjoying many successes. Jim
Reyes and Mitchell Tornour, Among
the rock and roll artists, there are
so many one-record stars that it
is hard to count the very few who
remain.
Eileen Barton
Sings
THE BIG BALLAD
OF THE YEAR!

and
I Ain't Gonna Do It
(I Ain't Gonna Fall in Love)
CORAL 61019 (78 RPM)
and 9-61019 (45 RPM)
PACKAGED RECORD BUYING GUIDE

CLASSICAL Recent Release Sellers

All records listed have been released during the past six months. Results are based on surveys of key dealers throughout the country. Musical categories change weekly.

SYMPHONY

Eight different symphonies by seven composers comprise the top 10 catalog sellers in the symphony category. Those records considered in the catalog classification were listed by the country's top record dealers. A few of the four other categories established by the survey are: vocal, chamber, and operatic. Any dealer participating in the survey listed the releases on the Symphonies No. 5. This has been an exception this year which has shown no let up. Maestro Toscanini scored a strong second as well as the Brahms No. 1. A new ride has revived the theme of the Tschaikovsky No. 5 (Boult, Columbia). The comment of the same symphony also appears on the flip side of the edge to the Victor disk.

As summer becomes the name among the catalog sellers in Dvorak's New World Symphony the record on Mercury scored more strongly than the Victor. In neither case, however, was it as strong as last year.

Next Week

CLASSICAL

- EXTENDED ORCHESTRAL WORKS
- CONCERTOS
- POP ALBUMS
- BACKGROUND AND LISTENING

Reported by the margin-clear-cut.

Register strongly in the recent catalog releases, the symphonies, are a number of other significant releases in this category. These are the Tschaikovsky No. 5 and the Brahms No. 1. The Columbia product is the same composer's No. 5. It continues to be the most popular record in the catalog entries. It is more noteworthy that the impression on the market has been the same. The six-month chart reveals the label's great activity but we look closely at the field during the last six months. Entries appearance on the chart should not allow any 나무 grower for the low market for the Ravel. It must remain to turn, too, the presence of a number of other companies which work in the same field. These include the fewest number of records by themselves. The Williams, in the case of the last two companies the works on the chart are more representative of the romantic school than the modern idiom to which both Paderewski and Williams are more closely identified. The contemporary works ship up well in the recent releases, it remains to be seen how well they will remain on the market for the long haul after the initial interest has subsided.

SHOW, MOVIE AND TV

The results for the first survey and continuing interest in the opera releases is shown in the second survey. These releases, along with their accompanying catalog releases, are the titles listed as those that are recorded on a dealer's attention. The chart list is alphabetical. It is of considerable interest to note the standard. The results show three of them to be much more popular sellers than any of the other seven catalog entries, are listed as the top 10 list. Two of the three are La Traviata and Carmen. Next in order of popularity are the 10 top catalog sellers. Coincidentally, all of these are Victor releases. This is a good steady seller, some of the Porgy and Bess strength can be attributed to its current Broadway revival. The popularity of The Magic Flute is shown by two different versions. Decca's version is No. 10 list. The results give a sense of the interest in the opera market. London also registered with its own version of the Mozart opera. This was reported considerably stronger than the RCA Victor disk (No. 2 on the chart). Of interest, too, is the fact that the Moshitz appears among the top 10. It's only special strength for this period of the year.

Recent Releases

Among the newer releases (those on the market for less than six months) the honoree is Porgy and Bess. It is seen through a variety of cuts.

Complete Operas and Oratorios

The results of the first survey and continuing interest in the opera releases is shown in the second survey. In the opera category list a group of very popular operas that are recorded in the market. The operatic releases are considered in the classical business, it is seen that there are a variety of newness in the market. For the opera market, it is a good indication that the opera market is very strong and will be surveyed in the near future.

The carry over effects of Victor releases from earlier this year and the attendant programs are seen (see recent releases) all five of the Victor chart entries were released for the first time on LP for that particular month and apparently are still selling well. The results for the first survey of the opera category show the entire set of new releases has passed the six-month mark on the market and will be surveyed among catalog items.

BROADWAY SHOWS, MOVIES AND TV

(Alphabetically Listed)

BY THE LIGHT OF THE SILVERY MOON—D. Day
CALL ME MADAM—E. Merman, D. Operco
DECO DAFTY—C. Trench, S. Operco
GENTLEMEN PREFER BLONDES—M—M 258
HANS CHRISTIAN ANDERSEN—Original Broadway Cast
MGM 310
HAIR—Original Broadway Cast
RCA Victor LOC 1089
MUSIC FROM HOLLYWOOD—RCA Victor LOC 1087
THEME MUSIC FROM CAT ON A HOT TIN ROOF—Decca
WONDERFUL TOWN—Original Broadway Cast
Decca 3031

Next Week

CLASSICAL

- EXTENDED ORCHESTRAL WORKS
- CONCERTOS
- POP ALBUMS
- BACKGROUND AND LISTENING

Reported by the margin-clear-cut.

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BROADWAY SHOWS, MOVIES AND TV

(Alphabetically Listed)

AMERICAN IN PARIS—G. Kelly
GUYS AND DOLLS—Original Broadway Cast
KING AND I— Original Broadway Cast
SHOWBOAT—E. Grayson, A. Gardner
STARS AND STRIPES FOREVER—A. Newman
WONDERFUL TOWN—Original Broadway Cast

Next Week

CLASSICAL

- EXTENDED ORCHESTRAL WORKS
- CONCERTOS
- POP ALBUMS
- BACKGROUND AND LISTENING

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### EXPLAINING THE REVIEW RATINGS

Each record or album listed under "Packaged Record Reviews" has been reviewed and rated numerically according to the following scale:

- 80-89: excellent, 70-79: good, 60-69: fair

Records listed under "Review Ratings" have been awarded star ratings as follows:

- 4-5 stars: highly recommended
- 3 stars: recommended
- 2 stars: fair
- 1 star: not recommended

### Piano Disks—Programming Tip

**Key to Matting Art with Sales**

The piano disc ritual, in its comparatively small concert hall, is generally a challenge to the performing artist. It is an opportunity to be unique, to rise above the level of routine interpretation, and to produce an excitement which will cause the listener to seek more.
LIGHTNING DOES STRIKE TWICE

DARRELL GLENN

HIT FIRST WITH
"CRYING IN THE CHAPEL"

b/w
"HANG UP THAT TELEPHONE"
VALLEY V-105

AND NOW
His Newest Release
"WRITE AND TELL ME WHY"

b/w
"DON'T LET ME DOWN"
VALLEY V-107

Destined to Shine Brightly With
"CRYING IN THE CHAPEL"

FOR TWIN SUCCESSES
WRITE—WIRE—PHONE

VALLEY RECORDS
Box 10033, Kingston Pike
Knoxville, Tenn.
**TOP C&W RECORDS**

**For Week Ending August 22**

### National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on the Billboard's weekly survey among operators throughout the country. Results are based on the Billboard's weekly survey among operators throughout the country.

<table>
<thead>
<tr>
<th>Week</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>DEAR JOHN LETTER—J. Shepard-F. Huskey</td>
</tr>
<tr>
<td>2.</td>
<td>HEY JOE—Carl Smith</td>
</tr>
<tr>
<td>3.</td>
<td>I FORGOT MORE THAN YOU'LL EVER KNOW—Davis Sisters</td>
</tr>
<tr>
<td>4.</td>
<td>IT'S BEEN SO LONG—W. Pierce</td>
</tr>
<tr>
<td>5.</td>
<td>CRYING IN THE CHAPEL—Mex Allen</td>
</tr>
<tr>
<td>6.</td>
<td>CARRIBBEAN—M. Terrick</td>
</tr>
<tr>
<td>7.</td>
<td>RUB-A-DUB-DUB—E. Thompson</td>
</tr>
<tr>
<td>8.</td>
<td>GAMBLER'S GUITAR—R. Draper</td>
</tr>
<tr>
<td>9.</td>
<td>CRYING IN THE CHAPEL—D. Glenn</td>
</tr>
<tr>
<td>10.</td>
<td>IS ZAY YOU MYRTLE—Carlisle</td>
</tr>
</tbody>
</table>

### Most Played by Jockeys

Records are ranked in order of the greatest number of plays on the Jockey’s survey among country operators throughout the country. Results are based on the Billboard's weekly survey among country operators throughout the country.

<table>
<thead>
<tr>
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</tr>
<tr>
<td>2.</td>
<td>HEY JOE—Carl Smith</td>
</tr>
<tr>
<td>3.</td>
<td>DEAR JOHN LETTER—J. Shepard-F. Huskey</td>
</tr>
<tr>
<td>5.</td>
<td>IS ZAY YOU MYRTLE—Carlisle</td>
</tr>
<tr>
<td>6.</td>
<td>HOW'S THE WORLD TREATING YOU—E. Arnold</td>
</tr>
<tr>
<td>7.</td>
<td>I WON'T BE HOME NO MORE—H. Williams</td>
</tr>
<tr>
<td>8.</td>
<td>CRYING IN THE CHAPEL—D. Glenn</td>
</tr>
<tr>
<td>9.</td>
<td>CRYING IN THE CHAPEL—R. Allen</td>
</tr>
<tr>
<td>10.</td>
<td>I FORGOT MORE THAN YOU'LL EVER KNOW—Davis Sisters</td>
</tr>
</tbody>
</table>

### Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays on the Jockey’s survey among country operators throughout the country. Results are based on the Billboard's weekly survey among country operators throughout the country.

<table>
<thead>
<tr>
<th>Week</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>RUB-A-DUB-DUB—H. Thompson</td>
</tr>
<tr>
<td>2.</td>
<td>IT'S BEEN SO LONG—W. Pierce</td>
</tr>
<tr>
<td>3.</td>
<td>HEY JOE—Carl Smith</td>
</tr>
<tr>
<td>4.</td>
<td>MEXICAN JOE—J. Reaves</td>
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<tr>
<td>5.</td>
<td>DEAR JOHN LETTER—J. Shepard</td>
</tr>
<tr>
<td>6.</td>
<td>TRADEMARK—Carl Smith</td>
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<tr>
<td>7.</td>
<td>I WON'T BE HOME NO MORE—H. Williams</td>
</tr>
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<td>8.</td>
<td>CRYING IN THE CHAPEL—D. Glenn</td>
</tr>
<tr>
<td>9.</td>
<td>CRYING IN THE CHAPEL—R. Allen</td>
</tr>
<tr>
<td>10.</td>
<td>SPANISH FIRE BALL—H. Snow</td>
</tr>
</tbody>
</table>

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**New on the RCA Victor**

**Country—Western Label**

and GREAT!

---

**Tommy Sands**

---

**RCA Victor**

First in Recorded Music

---

**Jamboree Attractions**

Mr. Tom Dickin, General Manager
Mr. E. W. Thompson, General Representative

5319 Flaherty Street, Chicago 41, Ill.
Box 22, Danville, Iowa.
This Week’s New Territorial Best Sellers to Watch

Tentorial Best Sellers are based on site reports received via Western Union messenger service from top country and western disc jockeys in each of the thirteen states.

**Cincinnati**

1. It’s Been So Long
   2. Dave Sisters, Victor
   3. I Forgot More Than You’ll Ever Know
   4. Dave Sisters, Victor
   5. I Won’t Be Home More Than You’ll Ever Know

**Nashville**

1. Dear John Letter
   2. John Lefton
   3. Dusty Springfield
   4. Dave Sisters, Victor
   5. I’ll Rather Be Young

**Dallas-Ft. Worth**

1. Carrichard Abbott
   2. Dave Lefton
   3. Jimmie Rogers
   4. Dusty Springfield
   5. Let Me Be the One

**Houston**

1. Let Me Be the One
   2. Bob Loven, Forty Star
   3. Marriott of Mexico Joe
   4. Carrichard Abbott
   5. John Lefton

**Memphis**

1. I Forgot More Than You’ll Ever Know
   2. Dave Sisters, Victor
   3. Bill Anderson
   4. Bill Anderson
   5. Carrichard Abbott

---

**Territorial Best Sellers**

Cincinnati - OH, MISERABLE LOVE
Nashville - HEY, JOE
Dallas-Ft. Worth - c & w Record Reviews

---

**Continued from page 44**
**National Best Sellers**

<table>
<thead>
<tr>
<th>Title</th>
<th>Weeks</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRYING IN THE CHAPEL</td>
<td>49</td>
<td><em>Orioles</em> (2 versions recorded)</td>
</tr>
<tr>
<td>GOOD NIGHT</td>
<td>10</td>
<td><em>Claytontown</em></td>
</tr>
<tr>
<td>CRYING</td>
<td>4</td>
<td><em>The Clovers</em></td>
</tr>
<tr>
<td>GOOD NIGHT</td>
<td>2</td>
<td><em>Claytontown</em></td>
</tr>
<tr>
<td>CRYING</td>
<td>3</td>
<td><em>The Clovers</em></td>
</tr>
<tr>
<td>CRYING</td>
<td>2</td>
<td><em>The Clovers</em></td>
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<tr>
<td>CRYING</td>
<td>1</td>
<td><em>The Clovers</em></td>
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</tbody>
</table>

**Most Played in Juke Boxes**

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<thead>
<tr>
<th>Title</th>
<th>Weeks</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRYING IN THE CHAPEL</td>
<td>29</td>
<td><em>Orioles</em> (2 versions recorded)</td>
</tr>
<tr>
<td>CRYING</td>
<td>18</td>
<td><em>The Clovers</em></td>
</tr>
<tr>
<td>CRYING</td>
<td>17</td>
<td><em>The Clovers</em></td>
</tr>
<tr>
<td>CRYING</td>
<td>15</td>
<td><em>The Clovers</em></td>
</tr>
<tr>
<td>CRYING</td>
<td>12</td>
<td><em>The Clovers</em></td>
</tr>
</tbody>
</table>

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**Rhythm and Blues Tattler**

Just as your lather reported last week, "The Calendar" (1354) recording of "Hadley's" Artie shaving while using a razor blade is a phenomenon. The few boys who get into such a job on the side that the disc has been found in Cleveland, Detroit and Buffalo. Cases where the boys are shaving are almost the same as those featured in "The Calendar" (1354) recording. It's going to be a real street hit.

Chester 181 has just been released featuring "The Calendar" (1354) recording of "That's How It Got" backed with "Can't Go Back To Nowhere." Don't pass up to Tip. "That's How It Got" is just the new little Walter release.

The Flamingo's recording of "That's My Desire," backed with "Mona Lisa" is just the new little Walter release.

The Calendar" (1354) recording of "The Calendar" (1354) recording of "Feudin' Over" is just the new little Walter release.

---

**Double Barrel**

- California
- MARYLAND
- Massachusetts
- Chicago, Illinois
- Minneapolis, Minnesota
- Cleveland, Ohio
- Kansas City, Missouri
- St. Louis, Missouri
- New York
- Nashville, Tennessee
- Texas
- Virginia

**Your Name Should Be On This List!**

- New York
- Chicago, Illinois
- Minneapolis, Minnesota
- Dallas, Texas
- Los Angeles, California
- Atlanta, Georgia
- Chicago, Illinois
- Philadelphia, Pennsylvania
- New York
- Indianapolis, Indiana
- Austin, Texas

---

George Frazier

Leaves RCA Job

New York, Aug. 22—George Frazier, ex-restoration specialist at RCA Victor this week after a short term in office calling the label's catalog for jazz material will be succeeded in his position on the Victor and Camden labels by another restoration specialist

Frazier's work will be continued by the incoming Bill Zeitlin, who has been employed by the label in the publicity and album department.
The Billboard Music Popularity Charts

AUGUST 29, 1953

TOP RHYTHM & BLUES RECORDS

RHYTHM AND BLUES NOTES

Slim Gaillard will get a chance to sound off with his "vocals" on a new PCF starting August 23 over WFRX, New York. The title is "USA, The Hardest Place W. C. Handy Is Standing" on the National Association of Negro Musicians Search, will feature Gaillard as more and will spotlight new recordings of "I Ain't Gonna Work Tomorrow." This week Monday night for the first two-hour broadcast-to-disk night thereafter. Clarence Williams and his Southern Animals, which still has two more weeks to run at the Paradise Club, will open in the Apollo Theater in New York on Monday night. The show will star Ruth Brown when it plays there. After the Apollo, the package will play the Howard in Washington and then the Roxy in Baltimore. Another big Shaw Artists package that will play the circuit in the fall stars The Orioles, now on top of the R&B heap with their version of "Crying in the Chapel." Paul Williams and others will be there. On Tuesday night, when the unit plays the Royal, it will be joined by T-Bone Walker.

BALKAN MUSIC CO.
CHICAGO, ILLINOIS
TELEPHONE No. 23-0773
RECORDS FOR SALE

GROWING RIPPED DAY BY DAY

"MERCY MR. PECO" 9/37 VESTA PILLARD

ADAR RECORDS
1299 STERK ST, NEW YORK

A DEFINITE HIT!

Two true greats have joined in the form of Pete Lam's "SIXTH AVENUE STABLES" and "THE SOLID RHYTHM"...

"TWO-WAY DOO" 1951

Imperial Records
6425 Hollywood Blvd.
Hollywood, Calif.

PHILADELPHIA IS CLAMORING FOR IT!
THE WEST COAST IS EATING IT UP!
THE WHOLE COUNTRY IS STARTING TO ASK FOR

"BANANA SPLIT"

featuring
KID KING'S COMBO

excello 1951

45 and 78 RPM

DUE TO TERRORISTIC DEMAND, COPYRIGHT AND NOTICE

NASHBORO RECORD CO., 177 Third Ave. N.
Nashville, Tenn.

SOME TERRITORIAL BEST SELLERS ARE LISTED ON THE FOLLOWING PAGE.

This Week's New Territorial Best Sellers to Watch

LISTED ON THE FOLLOWING PAGE ARE THE TOP RHYTHM AND BLUES SELLERS FOR THE WEEK ENDED AUGUST 22, 1953.

Los Angeles

Cincinnati

New York

St. Louis

Detroit

Chicago

Los Angeles

New Orleans

NBOA to Study

Committee after Congress adjourned and made a strong appeal for relief from the admission tax. (The Billboard, August 10.)

The NBOA has had considerable experience in Congress during the past few years, having won major battles over the Social Security taxes on band members and on the exhaust tax.

The NBOA convention this year will be extended a day with a three-day meeting instead of two days as in past years. Clark pointed out that the convention was extended in this way so that the members were not mixed in the several committees. In addition, firms dealing with ballroom clients, etc., will also have exhibits at the convention for this first time in the history of the NBOA.

"ROLLING LIKE A MISS WHEEL"

"HONEY HUSH" DE TAYLOR

ATLANTIC 1001
Popular Record Reviews

Continued from page 19

RECORDS
THE LABEL WITH
A FUTURE
2206 S. 44th St.

LOOK TO SEECO
Latin American Recordings
MAMBAS
CHIMENAS
TALOCS

SEECO RECORDS
959 S. 9th St.
New York 7, N. Y.

EVERYBODY'S CLIMBING ON THE BANDWAGON WITH DELL WOODS'
"RICKY-TIC PIANO"
Vocal by DON DENIS
b/w "MOONLIGHT COCKTAIL"
New Available: DELL WOOD'S
REPUBLIC 714 Allen St.
New York 11, N. Y.

THIS IS IT!
THE ORIOLES
"CRYING IN THE CHAPEL"
JUMBLE 1522

JUBILEE RECORD CO., Inc.
315 W. 47th St., N. Y., N. Y.

TANORD'S "culled week,
AUGUST 16, 1953, Territories"

RAYMOND SCOTT
Belief for Balls
AUDITION (1953) : This beauty is
such a study in light and color it
might just as well be an ex-
hibit at the Bauhaus. Far from
being a mere collection of high-
lights, it is a complete and
blending of tone and voice
sounds to make up a lifelike picture.
(Similar, ASCAP.)

CARY WELLS
Remond Time
CAPITOL (1953) : This gramophone
ability with a capricious lyric as he
walks this one across. An impressive
tribute, the more one may be more
impressed, in fact, than by any
other record of the day. (Similar,
ASCAP.)

JOE SPENCER'S CARIB
San Antonio Rose
RCA VICTOR (1953) : Staggered
bys a letter from the manager of the
Pineapple of the day. Figures are:
54 Free, 78.00, 120.00, 1.20.

LEE WIEZ
Pavilion
PHILATELICA (1953) : This is
real novelty music. The vocal
is like a musical sound picture
which piques the listener's
ear for just about anything
else. (Similar, ASCAP.)

LADY LIGHTS MEET A
Continuum Down South
78.00 A new record with
an aimed direct hit from the
Bluebird Car (ASCAP)

THE HOLIDAYS
All This Time
King (1953) : The vocal group
arranges this as a new
theme. The music is
written in collaboration
with so many
other groups but
this is a
simply daring piece of
work. (Similar, ASCAP.)

BURLINGTON GREGOR
Walk Out On My Dreams
KING (1953) : The group
arranges this as a new
theme. The music is
written in collaboration
with so many
other groups but
this is a
simply daring piece of
work. (Similar, ASCAP.)

HERBERT MURPHY
I've Got You, I'm On My Way
78.00 A new record with
an aimed direct hit from the
Bluebird Car (ASCAP)

BUYING TIPS
City of New York (1953) : It's
never a bad idea to
change your old
records. The
new ones are
all over
Stereo. If you have
an old set, try to
get a new one.

Today's Top Ten
This week's hits are
from the Billboard Hot 100.

1. "I'm Glad I Did Open"
   Monday Morning (Scepter)
2. "Zoo Walk"
   Monday Morning (Scepter)
3. "I'll Be Seeing You"
   Monday Morning (Scepter)
4. "Let's Dance"
   Columbia (Columbia)
5. "All of Me"
   Capitol (Capitol)
6. "He's Mine"
   Columbia (Columbia)
7. "Let's Talk About Love"
   Capitol (Capitol)
8. "You Can Have Her"
   Capitol (Capitol)
9. "You'll Never Know"
   Capitol (Capitol)
10. "I'll Build My Own"
    Columbia (Columbia)

THE SMITHS
May We Have This Dance?
SIGHTKINGS (1953) : This
new record with
an aimed direct hit from the
Bluebird Car (ASCAP)

Hot meal in the
Billboard, 25th, N. Y.

"WISH I HAD EARNED"
"IT'S BEST NEW " "45"" KoVer--IT'S TOPS""

"I'M GLAD I DID OPEN"
"IT'S BEST NEW " "45"" KoVer--IT'S TOPS"

"WISH I HAD EARNED"
"IT'S BEST NEW " "45"" KoVer--IT'S TOPS"

"ALL OF ME"
"IT'S BEST NEW " "45"" KoVer--IT'S TOPS"

"YOU CAN HAVE HER"
"IT'S BEST NEW " "45"" KoVer--IT'S TOPS"

"I'LL BUILD MY OWN"
"IT'S BEST NEW " "45"" KoVer--IT'S TOPS"

"THE SMITHS"
May We Have This Dance?
SIGHTKINGS (1953) : This
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Bluebird Car (ASCAP)

"I'M GLAD I DID OPEN"
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"LET'S DANCE"
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"I'LL BUILD MY OWN"
"IT'S BEST NEW " "45"" KoVer--IT'S TOPS"
Music as Written

• Continued from page 37

Ronch, Kansas City, Mo., on September 9th, for the Kansas City Symphony Orchestra and the Ely Family Catholic church CVO, and performs with the Kansas City Community building band.

Mrs. E. R. Shimkin, wife of the late Dr. J. S. Shimkin, was honored at a reception held at the Brookshaug family home in New York, N. Y., on September 8th. Mrs. Shimkin was the second wife of the late Dr. Shimkin, who was a noted surgeon and was the first president of the A.M.A.

The Shireys, a trio of singing Shireys, performed in New York, N. Y., on September 9th at the Cameo Theater. The Shireys are composed of John, Richard, and Robert Shirey, who are all members of the Shirey family, which has been performing together for over 50 years.

The Shireys sang songs from their latest album, "Shireys in Harmony," which was released earlier this year. The album features a mix of traditional and contemporary American folk songs, including "The Ballad of John Henry," "The Battle Hymn of the Republic," and "The Good Ship Lollipop." The album has received critical acclaim and has been nominated for several awards.

The Shireys are known for their distinctive vocal harmonies and their ability to bring new life to traditional songs. They have performed at numerous events, including the 60th Annual Grammy Awards, and have been featured on various television programs.

The Shireys have announced that they will be embarking on a national tour later this year, with plans to release a new album in 2023.

Crazy Horse

Richard Shirey, the lead singer of the Shireys, has announced plans to release a solo album later this year. The album, which will be titled "Ruthless," will feature a mix of original songs and cover versions of classic folk songs.

Shirey has been working on the album for several years and has recorded it at the famous Sun Studio in Memphis, Tennessee. He has also enlisted the help of some of the top musicians in the folk genre to record the tracks.

"Ruthless" is set to be released on October 1st, 2022, and will be distributed through the Shireys' own record label, Shireys Music.

The album features a mix of traditional and contemporary folk songs, including "Oh, Mary Ann," "Home on the Range," and "The Battle Hymn of the Republic." The album has received critical acclaim and has been nominated for several awards.

The Shireys have announced that they will be embarking on a national tour later this year, with plans to release a new album in 2023.
Dietrich-Henie
Set for Nitely
Bows at Vegas

Saharo Bookings
Of ‘Name’ Talent
Firmed Thru Feb.

Marlene Dietrich, Sonja Henie, Lauritz Melchior, and others will be brought by the Las Vegas Song & Dance Room for a seven-week engagement beginning the first of March, it was announced yesterday.

Bill Miller, operator of the Riviera, said in connection with the announcement that the Swede has the Vagabonds going into the new show, under the direction of Martha Raye, who in turn will be taken over by Melchior, in a return date, and then Henie and Dietrich.

Marlene Dietrich will open on Thursday, for an estimated $25,000, making it probably the highest offered so far. As her first rate date, she was bought by Miller as the “most-desirable of all” to augment spring trade, Coast rep.

Sonja Henie will be another. She’ll come in with her own company, estimated at $35,000 a week, of people being up to her. Saharo set the pace, one rate date for Melchior, can take a large risk. Miss Henie’s rate is set for two weeks, beginning February 25.

Actor-musician Harold Hecht shows his set has been a unique feature, a set of hand-painted murals, which held up in competition with Fat-top, a package which will have new costumes and lighting. This will be the first major package as far as the Sonny and Elvis, the Dowels, are concerned. Actual hotel bills will be bought in the show overall.

If Miller’s unit is successful it is possible he may try to get additional contracts for his two months at the rooms.

The only open date Miller says he’s got in November for which Christian B. is asking is the separate city department, “It’s the only formal engagement of the season thus far,” said Miller. „The reason for the long gap is because she didn’t have an act.”

Chez’s Chorus
Out as $ Saver

CHICAGO, Aug. 25.—For the first time in two decades the Chez Paris is going to cut its dinner price, in order to pay higher salaries now being paid to its employees, it was announced today (41) by Daylighting Corp. (operator).

In a prepared statement, he said the prices at Chez Paris, owned by Las Vegas, Nev., clubs and tele¬phone company, are being revised.

The line will make its final appearance atop Chez Paris of London, England, and the current three-month contract expires.

Chez said that the price of art was predicted to be doubled. Taking the blame was the seven Les girls, or the love that they are signing for five-year contracts calling for $2,000 or more week’s work at $400 a week at unusually high rates.

He said that the club has had no one for the last six years. His story, as described by a former Las Vegas songwriter.

The club declined to give an indication of how much the new, naming in excess expenses will add to the bills. It is estimated that the new expenses will amount to at least $100,000 a week, and is being estimated elsewhere to be in the neighborhood of $100,000 a month.

L. A. AGVA Applies

HOLLYWOOD, Aug. 25.—Application for membership in the California Association of the Hollywood Derby was submitted here Tuesday (18) by the local branch of the American Guild of Variety Artists.

The California Association is jointly affiliated with the California State League of Labor, and represents a membership of more than 1,200.

TORGO SCRAC NO. 1
TO PEELER
TORONTO, Aug. 22—Medical testimony that a gun on her abdomen was visible 1.5 to 2 feet away may put Lynda Coren, local dancer, in the Toronto Grit in $50 fine and costs of $59.75 in near-by Thompson’s Courts. She also charged with performing an innomitable act.

Her counsel maintained her disarming was self-defense. The body, inspector Bob Rutherford, of the leading two dancers, has discarded her entire column.

"UNION EVIL"
Geo. Price In Hot Water For Cuffs Remark

NEW YORK, Aug. 22.—All unions are evil is the opinion of the American Guild of Variety Artists, now in convention here.

Incident occurred last week when Geo. Price, co-AGV top¬py, appeared as a guest at the Bing Crosby program of the Lech Shriftbe, N.Y., and was asked a question.

Price referred to AGV’s rule against distorted report and said, "It was against the rules to get up on the floor and appear as a guest. It only way younger sons can show themselves. Bade, unions are an evil—perhaps a necessary evil in the present day." The full report of Price’s statement could not be made to Jack Irving, AGV top¬py, of AGV New York. Price is running for the vice-presidency of the association.

The board promptly ordered Price to appear and explain his remark, which was made on the radio program, to be investigated. "Price is no different from any other member," said Price, "I’m sick and tired of having to defend the rules they set up. We never tried to influence a union, we who work for free. We just went along with the company, and worked for the union of the company. We should have a voice in the union."

The type of the union application for the American Guild of Variety Artists, now in California, is being prepared by the AGVA.

The board has been asked to prefer the 5% sale of land across the street.

The 350-room resort is planned to be in operation on the beach when the commission was scheduled to be held.

The board has been asked to run the 150 hotel rooms and 100 slot machines.

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Burlesque Bits

UNO

Wiliki Veola, Mona Corey, and Natalie Carter is producer, re-

SACRIS

OGAN FRITCHETT (Mr. Zuko)

New York

Eddie Dye is going in see in those two
dancing Gold packages

Dancing to Florida Vestoff and her dau-

ogans, (2), Jenny Hildreth, 70-year-

Newark, N. J.

had his grand bur-

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Arms, New York.

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Cyclorama

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Cyclorama

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is The Lady in

Harry Satchel, to-

which
Axel Reed Leaving Rochester
To Manage New Omaha Bldg.

ROCHESTER, Minn., Aug. 22—Axel Reed, president of the International Association of Auditorium Managers, is resigning his post as manager of Mayo Civic Auditorium and will be manager of the new municipal Auditorium in Moline, Ill.

Cincy Garden's Picture Brighter

CINCINNATI, Aug. 22—Local attendance records for basketball tournaments, wrestling and lea shows have been established at Cincin-
nati Gardens during the 1952-'53 season. Alex Sinclair, general manager of the Garden, announced this week. A total of 38,125 attended the Ohio high school chapter tournament at the Garden, while 14,166 saw a wrestling tournament sponsored by WLYN-W. Two ice shows, "Ice Follies" and "Hollywood Ice Revue," drew a total of 168,106.

Peterson Quits KRNT; Fraser Named Manager

DES MOINES, Aug. 22—Diane S. Peterson has resigned as manager of the KRNT Theater here and assume a position with the Tri-State Theaters in Moline, Ill. She has also been with Paramount Attractions, a Chicago booking office.

Pla-Mor Skeds Les Brown Ork

KANSAS CITY, Mo., Aug. 22—Kenny City's Pla-Mor is offering one of its highest drawing cards this week and next. Today Thursday, Pla-Mor featured Jack Cole and on Friday afternoon, Les Brown and his orchestra with Tuesday, the book was closed with Chet Baker.

Next Saturday night (29) Les Brown and his Band of Renown will be the attractions.

Midtown Birthday, Promotional Stunts Set by Management

SAN ANTONIO, Aug. 22—Midtown Garden, one of the largest and most popular of San Antonio's popular night spots, celebrated its third anniversary August 8 with a party featuring favors for two thousand folks.

Boisie Hedges, representing the ring with second place in the beauty contest recently conducted by the RSROA in Cleveland, Pat Patten, new manager of the Midtown, introduced a number of events for the coming night, with prizes to the winner. There will be prizes to the youngest and oldest kid in attendance at the ring. Other gimmicks will be introduced featuring prizes to lucky people, prizes for the best..

Dramatic & Musical Routes

Despite their financial difficulties, there are still a few tourists who come to the U.S. for the thrill of seeing the Smoky Mountains. The most popular tourist attraction is the "Riverboat" which runs daily from March to October. It offers a unique experience of floating down the river while enjoying a meal on board.

RINKS & ARENAS

AUSTIN, Tex., Aug. 22—The Skating Palace, 525 Barton Springs Road, a new attraction here by P. W. Curry, Karl Evans and Bob Lasky.

The rink will admit ladies free during the week. There will be parties, classes and skating lessons which will be featured at the organ.

New Skate Rink Open in Austin

AUDIENCE, Tex., Aug. 22—The Skating Palace, 525 Barton Springs Road, a new attraction here by P. W. Curry, Karl Evans and Bob Lasky.

The rink will admit ladies free during the week. There will be parties, classes and skating lessons which will be featured at the organ.

Philadelphia Sets '54 Air Conditioning

PHILADELPHIA, Aug. 22—The big Philadelphia Convention Hotel will be air-conditioned in 1954, it was announced by Manager Jack Daniel and Clarence D. Reynolds, president, at the 78th annual RSRDA in a convivial gathering of 25,000 roller skaters and basketball players at the Convention Hall.

Fort Wayne, Ind.—Zollner Patrons, pro basketball team with retractable roof, will receive promotion rights at Allen County War Memorial Coliseum, will be given all local promotion at Frank Bruff, local football team, will receive a promotion grant at Fort Wayne. New competition to be named "Northern Sport Marketing Promotions, Inc." the Zollner formerly worked with Zoll-

NEWS NUGGETS

35,000 Fans Take In RSROA Contests

CLEVELAND, Aug. 22—The 78th annual RSROA in a convivial gathering of 25,000 roller skaters and basketball players at the Convention Hall.

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The Final Curtain

In Loving Memory of My Brother
PETER KOURMPATES

IN MEMORIAM
Peter Kourmpates
Blanche Balzer

In Memory of Our Departed Comrade
PRIVATE JOEY R. MOSS

American Legion Post #412

In Memory of Our Father
WALTER "WHITNEY" LONG
August 23, 1946

Killed in Action in France
August 27, 1944

SOLDIERS LOYAL TO ALL COMES OF THE JOEY MOSS AMERICAN LEGION POST #412

The Final Curtain

F. SCHAFER

Flushing, N.Y., Schaffer's sons, Winfield, 12, at their home, and his wife, Ruth, 40, at their home at 99-16 18th St., Flushing, N.Y. Schaffer was the last surviving member of the Schaffer family. He was born in London, England, in 1858, and came to this country in 1862. He was a well-known figure in the theatrical world, having appeared in many productions, and was a member of the American Legion Post 41. He is survived by his wife, Ruth, 40, and two sons, Winfield, 12, and Richard, 10, both at their homes.

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SUPERIOR, Wis., Aug. 23 -- The Tri-State Fair was the racing highlight of the day, with the weather threatened to break records in newsworthy ways. According to Seagar Swenson, fair grounds manager, when the gates opened Thursday (21), the fourth day, up was a rush of pink and wines, with grandstand business up a whopping 25% over the equivalent day last year. Showers graced the fair midway were 25 per cent higher, and with the weather ideal, a fair ever had was attributed with new heights. As in past years, the fair board has been pushing its promotions, for from Milwaukie, Minnesota and Michigan and, according to insiders, the largest crowd so far this year really clicked. Out-of-state流入s into the fairgrounds and Farm World, lot numbers were the most numerous on record. And thru the fair teat show, increased interest has been reported.

The grandstand attraction this year was the Gretaudine and Randolph team, and the two were in for all night. Crowds lined the stands with excitement, with upward of 20 percent. The C.H.O. Fair was at its best, and as the Thursday and Friday matinees showed, the weather was perfect for an attendance-wise and its success was due to the hard work of the dairy andeqency and building andcaildren, the two shows, which ran on Sunday and Saturday and which were advanced on indications this year should be no exception.

Chi Fair Bldg.
Gets Official
Green Light

CHICAGO, Aug. 22 -- Estab-
lished plans are in the making for a state of new, and to be located in the north side of the city, for the the fair of that year. The move is expected to be completed by the year, and the building will be operated by the Chicago Board of Trade. The new building will serve as headquarters for the fair, and its location will make it available for the public.

Gates are expected to be opened next Wednesday, and the fair will be open daily from 9 a.m. to 9 p.m. The fair is expected to be open for 10 days, and the fair is expected to be a success. The fair will be a great attraction for the city and the people of Chicago, and it is expected to be well attended.

Fair Officials
George W. Hamilton, president of the Illinois Manufacturers Association, and Mr. Walter P. Fitch, president of the Illinois Fair Association, were present at the fair. The fair is expected to be a great success, and it is expected to be well attended.

DALLAS, Aug. 22 -- W. H. Hitzelberger, executive vice-president and manager of the State Fair of Texas, announced the annual meeting of the Board of Directors for Monday, Sept. 26, at 10 a.m.

Bil Hitzelberger, Ex-Dallas Mgr. Dead

DETROIT Park
Midway Plan
Hits Snags

DETROIT, Aug. 21--A plan city-owned-and-operated amusement park, was discussed here.

There were several questions to be answered, such as the location of the park and recreation complex, and the funding for it, which is expected to reach $500,000 to revitalize the Belle Isle Park and Sefton Park.

Several objections were raised by East Side residents, who said the park would detract from the scenic beauty of the island, and would change the character and setting of the area. The commission's fund request, at $500,000, is said to be too high for it to be buying six rides such as a Kiddie Coaster.

The initial cost would be small, but the plan is designed to be expanded to accommodate future growth. The initial plan includes a carousel, a Ferris wheel, and a variety of other rides and attractions, including a large amusement park with roller coasters and other thrill rides.

W. H. Hitzelberger

Gresham Ore., Threaten to Break Records
82,576 Gate for First Four Days Up 3% Over '52

Gresham, Ore., Aug. 22 -- An out-of-state crowd has come to the state fair here, and the weather has been perfect.

The fair opened Monday, and the gates were expected to be opened at 9 a.m. The weather was expected to be perfect, and the fair was expected to be a great success.

WIS.-B. Shows
Prove Study Draws
At Ill. State Fair

SPRINGFIELD, Ill., Aug. 22 -- Studying night grandstand patrons for typical fair patrons, the Illinois State Fair, which opens today, expects the Weather Service, which was expected to have the highest attendance in the state.

The WLS "National Beauty Contest" was expected to have the highest attendance in the state, and the fair was expected to be a great success.

B-C Show Grows
The Whitehead show was expected to be the highest attendance in the state, and the fair was expected to be a great success.

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The O.H. Whitehead show was expected to be the highest attendance in the state, and the fair was expected to be a great success.

INTERNATIONAL OUTDOOR SHOW
Communications to 180 W. Randolph St., Chicago, Ill.

THE BILLBOARD

August 29, 1953

69

2,000 Hear Hank Snow
At Deer Park

PHILADELPHIA, Aug. 22--The Philadelphia Public Defender's Office has set a season high at nearly by Deer Park. The concert will be held on Saturday (16), and it is expected to be well attended.

The Western-styled park, which has been in operation since the mid-1990s, has attracted many people to the area, and is expected to be well attended.

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4 Powerful Reasons Why CHEVROLET ADVANCE-DESIGN TRUCKS will save money on your job...

EXTRA THRIFTY POWER! The improved Loadmaster engine in heavy-duty models has new high-compression ratio (7:1 to 1) to squeeze more power...more work out of every drop of fuel. In light and medium-duty models, Chevrolet's advanced Thistlermer engine delivers unmatched operating economy. Both give you the extra-long life and day-in, day-out dependability for which Chevrolet valve-in-head engines are famous.

ENGINEERED FOR THE JOB! Whatever you haul...wherever you haul it, your Chevrolet truck will be factory-mounted to fit your requirements. That means you get the right power and the right chassis units throughout—tires, axles, springs and clutch—to suit your roads and loads. It means a truck that will do your job more easily...more efficiently.

MORE RUGGEDLY BUILT! New Chevrolet trucks are stronger and sturdier than ever before. Frames, for example, are heavier and more rigid. This extra, built-in stamina means miles added to truck life and dollars subtracted from upkeep cost! Another important "plus" you get with Chevrolet trucks!

AND THEY LIST FOR LESS! No other truck offers all of Chevrolet's advance-design features...all of Chevrolet's money-saving advantages. Yes Chevrolet is the lowest priced truck line of all! See your Chevrolet Dealer...

Chevrolet Division of General Motors, Detroit 2, Mich.
NEW! Lightweight KIDDE PLANE RIDER

Silver Throat for Sale

THE NEW SUPER DELUXE

ALLAN HERCHEL

FRANK C. WARD CO.

THE BILLBOARD

Talent Topics

General Outdoor

Labor Day

Celebrations

"with largest manufacturer of outdoor"
Shooting Galleries

And supplies for Eastern and Western Fairs Galleries.

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137-112 Marine St., Ocean Park, Calif.

Bigger Profits from Popcorn!

with the CREATORS Hollywood Jr. 55

Tips by independent engineers prove that Creators popcorn makes more, faster, than any other "all-in-one" makes. This means more income, more profits for you from any popcorn business. It's simply the most complete, easiest, most economical unit on any CREATORS model, or write direct to

CREATORS CORPORATION

CREATORS Popcorn Machines. Here where built in Chicago, Ill., since 1896

MACHINE-MADE COTTON CANDY CONES

Here's good news for the Floss-Coneeer; now you can have all the ease of an automatic cotton candy cone machine and the money that comes from an individual cone machine. Better sales because they're fresh and hot. You can make them from the Big Ones. Samples sent upon request or order direct.

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120 E. SECOND STREET
CINCINNATI 2, OHIO

MACHINES AND DISPENSERS

FLOSS-POPCORN-CANDY APPLES
SNOWBALLS-DRINKS

Plus A Complete Line of Supplies!

Get everything from one source!

POPPERS SUPPLY CO., INC. of Phila.

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Gladwyne, Pa.

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ATTENTION

This is the only supply mail order house in NEW ENGLAND where you can get all types of rental supplies and equipment for your purposes. We have it available immediately.

THEATRE CANDY CO., INC.

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Manchester 17, Mass.

FAIR SPECIALS

1 Model-150 Popcorn Machines. All new Motor Mount, Undercounter, throughout; one-year guarantee, all parts are guaranteed one year. All ready to rent for $1,200. All in money making shape. 100 new 12 oz. Popcorn Baskets at $3.50 each with 5 oz. Popcorn. These are in stock now. Write or call for full details. Orders are F.O.B. at our factory.

TENTS & TENTS

Complete and 1 story 1 story - for all of your needs.

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FAIR & CARNIVAL SUPPLIES

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GREETs YOU

You are eligible to Membership in this largest growing showmen's organization if you are a showman or affiliated with a legitimate amusement business. Clubs are in the center of all improvement. Meetings 2nd and 4th Thursday each month at Palace Theatre Building 1644 Broadway New York, N.Y.

ASTRO FORECASTS

For 100 Readings Standard Cost: $1.00 Special Cost: 30 cents. 10 Best Readings for $1.00 Special Cost: 25 cents. 20 Best Readings for $2.00 Special Cost: 40 cents. 50 Best Readings for $5.00 Special Cost: 65 cents. 100 Best Readings for $10.00 Special Cost: $1.25. Trade Terms: 1,500 at $1,000 10,000 at $10,000. 100,000 at $100,000. 2,000,000 at $200,000. 100,000,000 at $1,000,000.

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On Cadets and College Life. 1000 copies. 75¢. 25¢. 5¢.

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SHOOTING GALLERIES

No charge for Gondola or Yacht. 500 titles also available for rental. Write for information.

SHOOTING SUPPLIES STORE

1501 North 2nd Street

It has a company of about 25 and most of the people work the daily, which sells ice cream and cotton candy.

The Miller show is one of three owned by Lloyd E. Gooding, of Aurora, O., ride operator, operating under the Armaam-Grayson horse.

The other two are "Varieties of '01,'" which was produced by Ray Purvis, and a Funhouse.

"Varieties of '01," which is all new and is well finished inside and out, failed to cut a big figure patrons-wise on opening day. Funhouse, however, enjoyed big day. Other shows in the Ammon-Grayson line-up are Charlie Rodgers Side Show, Bill Davis's Giant Dog-Actte Horse, and "Rayspin's Follies," a show framed by Ammon and Gayer, that offers hilarity bills.

In addition to those shows, Jim- my O'More's Western Show, fixture here, is operating, and it showed better good business opening day.
One page of the document contains text about various topics, including beach operations, permit applications, and a sales promotion for a bus. The text is fragmented and appears to be from a newspaper or a similar publication. The content does not seem to be directly related to the topics of "Blaze Razes Half Of Seattle Spot" and "August Record For Palsades Broken by 17%" as indicated in the description. The text is not clearly structured and lacks a clear narrative flow. It includes mentions of dates, locations, and various other details but does not provide a coherent story or information on the mentioned events.
Ringling Turnouts Slump in Dakotas
Harvest Blamed; Long Jumps
Start; Grosses Routes of Circus Outfits

ABERDEEN, S. D. — Ringling Bros, Barnum & Bailey Circus fell into a business slump and was moved westward before the country and made ready for the long journey to Salt Lake City.

All was blamed the lightning turnouts on a delayed wheat harvest and the lack of good hands stay on the job. Reflecting the facts, the ringmaster, N. D., Monday (27) where the run was about one-fourth full but the night business reached the best in the business. Tuesday (18), had half and three-quarters house, while Aher
deren, Wednesday (19) could not at

for only two halls. Wednesday (18) (9) had half and two

thirds business.

At the opening competition, the show was crossing past and future.
Johnny Fulghum, of the Kelly-Morris Circus, recently visited with Ed Dalton and Florence Gwinn, sister of the late Ray Gwinn. The Philadelphia Zoo's gorilla has definitely become a favorite attraction, for every day it is turning grey. It is the oldest gorilla in the United States, and Ed and Florence enjoyed the visit.

Clown Gene Randow has joined the Ringling Bros. and Barnum & Bailey Show in the act with Miller - Charles C. Miller - in "The New Show," the new clown act with Miller for the current season. It is under the management of Showman Jack Wilbur. The act was previously with Miller and Miller in the act "The New Show." The act is a fine clown act, and has been well received by the audiences.

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Drought Cuts Gate
At Springfield, Mo.

SPRINGFIELD, Mo., Aug. 22—Drought conditions which have prevailed in the Springfield area for the last several weeks caused the Ozark Empire Fair, which wound up several days ago, to lose $15,000 in attendance.

Attendance was down by $5,000 and $500, according to estimates of fair secretary and clerk, Mr. and Mrs. E. F. Hendershot. "In any case," the secretary said, "we are not going to blame the weather for the low attendance. We had the worst conditions for the last several weeks of the fair."

In spite of the low attendance, the fair was successful, with Mr. and Mrs. Hendershot saying that they were pleased with the results.

Mark Topples as Hamburg Gate Grows Daily

HAMBURG, N.Y., Aug. 22—A record fair was held in the town today, with the Hamburg Fair Association taking in $11,100 on Labor Day. The highest attendance ever for the fair was set, and a record number of entries were made.

Several new records were set, including the highest attendance on Labor Day, with a total of 12,500 people attending. The fair featured a variety of events, including horse shows, livestock shows, and a parade.

Cedar Rapids
Cracks Records

CEDAR RAPIDS, Ia., Aug. 22—The All-Iowa Fair, hurt by unusually hot weather, was making up for lost time last week with a strong show in nearly all departments. Attendance through Friday, (21), was up between 20,000 and 30,000 over the record attendance of 1951, and the fair will close out on Monday.

The crowds were estimated at 22,500 and the fair's big year, 1952, Peak.

Kutztown Thriving
As Record Totters

KUTZTOWN, Pa., Aug. 22—Still rebounding strongly from its 1951 record of 12,500, the Kutztown Fair reached a record attendance of 13,000. The fair was noted for its high attendance, which was expected to break all records.

Fair secretary Robert S. Tanner said the record was set by a combination of factors, including good weather and a well-balanced program.

Elmira Clicks
Despite Polio
And Layoffs

ELMIRA, N. Y., Aug. 22—Hold down by local employment layoffs, the Elmira, N.Y., County Fair at near-by Elmira, N.Y., County Fair, added $1,000,000 in attendance over last year's totals. The fair featured a variety of events, including horse shows, livestock shows, and a parade.

The Elmira Civic Association, which has sponsored the fair for the last six years, is expected to break all records.

Davenport, Ia., Registers
Small Increase Attendance

DAVENPORT, Ia., Aug. 22—The 3,750 acre Fair, added $1,000,000 in attendance over last year's totals. The fair featured a variety of events, including horse shows, livestock shows, and a parade.

The Elmira Civic Association, which has sponsored the fair for the last six years, is expected to break all records.

Conn. Selling
10-Fair Ducat
At Cut Price

HARTFORD, Conn., Aug. 22—Tomorrow marks the beginning of the first day of the 10-day, 10-Fair Ducat, which will be available for $10.00 to all people attending the fair. The fair will continue until the end of the month.

The fair will feature a variety of events, including horse shows, livestock shows, and a parade.

Kochman, Harness Racing, Rodeo Set for Jersey Fair

TRENTON, N. J., Aug. 22—Jack Kochman's Hell's Drivers will have a busy day at the New Jersey State Fair, which opens tomorrow. The fair will feature the Kochman Horse Race, which will be held on Monday, September 28, and the Kochman Saddle Horse Race, which will be held on Tuesday, September 29.

The fair will also feature a rodeo, which will be held on Wednesday, September 30, and a parade, which will be held on Thursday, October 1.

FAIR WORLD

A Fair World of Fairs

This week's Fair World is packed with all the latest news from the fairs. From coast to coast, fairs are taking place, and we've got the scoop on them all. Check out the latest news from the fairs in this week's Fair World.
Terre Haute
10% Ahead at Gate

TERRE HAUTE, Ind., Aug. 22. — The Wabash Valley Fair this week was coming off as the 1953&rsquo; s best to date, and attendance this week, and thru Thursday was a record. Ideal weather prevailed thruout the week, and many of the people who came here to Ray LaPorte, who is serving his first year as secretary, the de-
cline was expected to be picked up over the week-end.

LaPorte said, attributing some of the late flurry of ticket sales to the lack Michigan Blue Shows were doing okay with the public. There was little chance of games of any kind was played in the fair.

Leading the grandstand parade were the Standard Oil Co. Band, in five for five, and the Boys Scouts, followed closely by the Boy Scout leaders, in another parade.

Talent included Rocky Valley, Sergeant Preston, an acrobatic troupe, Coney Island Rascals, in a version of the show &quot;True or False?&quot; Fair sponsorMichigan Blue Show, and other horse races in the afternoon and another program of different events that evening.

Next week included the Zochinski in their double can-
ti-rum, and the Freedom Horses and Bandy's Greyhounds.

Ferd, Cal., Gate Tops 1952: Betting High

FERDIN, Calif., Aug. 22.—Monday was the 17th day of the 1952 attractions, and the general admission was up sharply and the four afternoon and two evening winning pool fund.

Fair rails up sharply and the four afternoon and two evening winning pool fund. Fair also featured the 10,000-acre Rodeo on Saturday evening, making auto rail on Sunday night.

New Pick-Up Buff, Hettle Shares, one of the midway, got off to a slow start but started to come in a big way by mid-week and with the big shows they are expected to come in as good a business as possible.

Evidence was held thru the fair's 11-station demonstration and the first week end was the operation of two weeks, and the estimated 7,500 paid a visit to the fair during the first four days.

Talent line-up in the night on the stand included Emilie Rychotz, Bob Howard, Ted and Howard, Jimmie Faye and Adolphus, Troop, Adams, Lemie Champs, Jack Pollock, and Mary Company, Burton and Kaye, Ben Young band, Ray Richards and Howard Hardin.

Fair Dates

Copyright 1953

The complete list of Fair Dates was good for the 1953 season, the dates of the 1953 season and the dates of the 1953 season and the dates of the 1953 season.


Fair Dates

September 9, 10, 11 and 12, 1953

MILLERSVILLE MARYLAND'S FAIR

CONCESSIONS oGLECTED

No Increase in Rates

Robert E. Hoke, Secretary

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Cavadale Wins At Cedar Rapids

Tops '52 Gross First 3 Days;
Operations Help Swell Gross

Cedar Rapids, Ia., Aug. 22 - (AP) - A Wagner's Cavalcade of Amusements, which opened here this week at the All-Iowa Fair, brought in a better than average gross this week due to the efforts of the rail organization.

Idaho Bee reports that the rail brought out large crowds to see new one-day attendance records set Wednesday (19) and by the latter day the midway had already surpassed the total gross recorded by a truck show last year.

Sunday's record turnout of 40,000 fans demonstrated that the cavalcade shows will prove a long run and for the first time on it's eastern tour, the midway took in business for the full time.

Back-End Busy

Show's back-end was busy as Leading the line-up was a busy showman, the posting shows; Suicide Miller's stunt man, and mechanical village and Jane M. and Bob Fass look for a crowd.

George Harr joined recently as the stunt man, and has been running the show for the past 25 years. Harr is the only person in the show who has never been in a show with Miller. Harr has been working with Miller for the past 25 years.

The show was opened on Monday morning, with a show of the day's events. Harr took the hat for a turn. The show was closed by Harr and the show's executive, Jerry J. Miller, who is the third member of the show's executive.

Attendance figures— or rather, the figures compiled to date—by the audience that paid for officers—put the show in the black for the first five days. But the show was off for the same time last year, and the show's management is waiting until the end of the season to see how the show is doing.

For show managers, maintenance of the fair is an important task. The show can be maintained in good shape by the audience that paid for the officers.

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DON FRANKLIN SHOWS No. 1

WANT FOR TEXARKANA STATE FAIR, SEP, 11TH 19 Th; WACO, TEXAS (NEW) DISTRICT FAIR, SEP, 26TH THRU OCT 4

Independent shows of State Fair caliber, Large Side Show, Motostable, Midget, Freak Animal, Wild Life, Big Snake, Fun House, Glass House, Mechanical Gadgets, Tortoise, Wax, No Girl Shows.

If you are not playing Dallas, we will have sold Texas Fair route for 2 units until November. Reopening San Antonio Stock Show Fall, followed by Austin and San Angelo Stock Fairs.

At present independent Rides for Waco and balance of season, Want Tilt, Octopus, Couter, Fly-An-Plane, Duck Ride, Kid Shows, Live Ponies and Rock-An-Pole.

DON FRANKLIN, Manager
WEST UNION, IOWA, FAIRGROUNDS THIS WEEK: HANINOL, Mo.
MARK TWAIN HOTEL, STARTING SATURDAY AND ALL NEXT WEEK.

Midway Conifab

Mr. and Mrs. Cliff Wilson, veteran showman, operated last week in Chicago after having sent his son, Cliff, his sister in Kansas City, on a tour of fairs with scheduled stops to open in Peoria, Pontiac, Chicago, Rockford, and the State Fair in St. Louis, and Louisville.

W. E. Page, manager of the show booking his name, is planning delivery of a new Buick from the General Motors Company, Buffalo, N. Y. A new panel truck was added to the advance, headed by Colen Leonard. Recent visitors to the Page gang included Corn Coningham, cookhouse cook; Mr. and Mrs. Charles Powers, Monticello, N. Y., former show people; Ray Hoeter, Ohio Old Reliable Shows, and R. A. Miller, Ring Bros. Circus.

Recent arrivals on Dick Wilson Show included Mr. and Mrs. Dane White, Le Mars, Ia., and Mrs. Arthur E. Richard, New York, the former people of the show touring the country for the last four years of the show and spending the last few weeks at the ring in New Jersey, was a recent visitor. Others who stopped by to cut up punch included Joe Bowers, Phil Diacomo, Bunky Davis, Cliff MatILLA and Bill Murphy, George Sterli has added a sound truck.

Mr. and Mrs. Ralph W. Harris, who have been on Great Brookside Shows, will leave the country very soon for Lawton, Okla., to put their operation there. Mr. and Mrs. Harris, manager of Royal Midway Shows, was a surprised guest of honor when personnel of the show toured Le Mars, Ia., for the opening of their birthday party for him at the Carroll, Ky., fair.

Paul Miller joined Groves Grove Shows with his group this week, which has six concessions. Show will move west after stopping in the northeast for the fair. . . . Eugene Norton, manager of the fair, will attend the handling of the five kiddie rides on Pioneer Shows, which are controlled by David Carter at ride superintendent. Mr. and Mrs. John Capell, Frank Wagner, and Mr. and Mrs. Max Barchman, charter members of the ring, are on car they were located in last week. Manager Mickey Perrell recently purchased a new top for the lindstake.

William R. (Bill) Dyer, owner of the ring, was in Chicago Thursday, to secure that the Dodgegon again topped the rides at the Fairview, Ia., with the Athletic Show and Youngblood's Mechanical man taking the head-kick in that order.

Roy Oaks, Lyke, El, games manager, has been press loaded, 'shut' game for Hank Stanley's calf, has rushed to the State Fair, Milwaukee. Newest one

HELD IN DEEP affection by many outdoor show people, Mr. and Mrs. Hugh Mullinax, press man in front of their cigarette-candy concession with which they have traveled all over the country of America. In addition to operating the concession with his wife, Mr. Mullinax is the show's efficient maintainer and agent for 'The Billboard.'
WILLIE ROSS Anienson, Vero Beach, Florida, Aug. 19, 1953

Metro Hits Solidly at Huntington
HUNTINGTON, W. Va., Aug. 19-WHHK-Alton not setting any records. Metropolitan Shows chalked up a good week at Butler, Pa., and also did well at the Huntington Fair that ended tonight. Metropolitan's Shirley Barrow was pleased with the fair's attendance.

From its opening last Monday, the fair has made a 600-mile haul from Butler, without any equipment breakdowns. The weather was good.

Metro's steady roll has made a 600-mile haul from Butler, Pa., for the Huntington Fair. The fair has been described as a real "dry run" for the Animals show. The weather was good.

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UNIT #1
Northwest Missouri State Fair, Bethany, Mo., September 4-11
RIDE SHOWS
Will book Rides and Shows of all types, including Girl Shows, for this date and you can complete our fine route of 14 Southern Fairs with us.

CONCESSIONS
Open Monday—Will book Swinger, Buckets, Six Cate, Peak Stores and other types of Concession. Also Hanky Punks of all types. Want Popcorn, Water Games, Basketball, African Dip, or what have you?

SIDE SHOW
Art McKaskell (Hell's Bells), George Vogelsted, Milo Anthony, Hall & Leonard or any other good, sober capable Side Show Operator with own equipment, contact immediately. Will make you a good proposition.

TOM HICKEM, Gen. Mgr., will be at Fairgrounds, Bethany, Mo., starting September 2.

WOLF GREATER SHOWS
Want
Concessions of all kinds. Can place under the most favorable terms.
Write for full details. Want interested parties to contact us.

SIDE SHOW
WANT
Organized or not, want parties to contact us.

MOTORHOME FOR SALE
Want
-.restful camping trailer, fully equipped for all outdoor sports and camp life. For rent, sales, or use by interested parties.

BADGER STATE SHOWS
Can use for 9 more fairs & Celebrations ending Sept. 25 at Montgomery, Wis.
Six Cate that work for stock. Photo Gallery, Pitch Tell-You Win or any Stock Concession not conflicting. Can use Mechanical Show or Pony Arena. For Sale—Portable Scroun in 4x4 shape, must be seen to be appreciated.

MOONSHINE, Ill., August 21st. Appalache, 27-30; per man or rent, per day.

FOR SALE
6 PITIONS—16 to 20 FT. LONG. JUST RECEIVED. FINE HEALTHY STOCK. $37.50 PER BOX. GROUP OF 4 YOU RECEIVE EXHIBITION PRICE. $150.00 FOR GROUP. 1 MALE MILLBURY HLND (AVERAGE 15 YEARS OLD). $100.00.

LOUIS GOEBEL
Box 1190, Thousand Oaks, Calif. Phone: Thousand Oaks 2195

WILL SEPARATE SHOWS IN TWO UNITS NEXT WEEK
UNIT #2
Montgomery County Fair, Clarksville, Tenn., starting August 31. Also Big Soldiers' Pay Day. Followed by Gibson County Fair, Trenton, Tenn., Labor Day Week.

CONCESSIONS
For Clarksville — Will book Concessions of all kinds that work for stock. Also want Show Cookhouse, Floss, Popcorn, Water and Ball Games, African Dip, Basketball or any other type of Hanky Pank or Carnival Concessions.

SHOWS
Want organized Job Show, Girl Shows and Ding Shows, such as Wild Life and Animal Show. Will look for balance of season with a good money-making proposition for a terrific route of Southern Fairs.

SHOW HELP
Want Motormite Trick Rider. Will pay $100 per week plus percentage of front. Also want A-1 Motormite Talker, Girls for Girl Show, paid thru the office; top salaries. Ride Help and general Carnival Help in all departments wanted, including Convenes.

DON GRECO, Concession Mgr.
Langenfeld Hotel

WANT FOR FLEMINGTON, N. J., Sept. 1 to 7 Inclusive
OPEN SUMMER

GLASS HOUSE, FUN HOUSE, ANY GOOD SHOW CAPABLE OF GETTING MONEY, SECOND MAN ON FERRIES WHEEL.
Call or wire Flemington Fairgrounds. Will be on grounds Sept. 1 to 7 inclusive. Thirteenth show will now be able to play our DANCE and MINSOLA FAIR DRAWS.

PHIL ISSEB, General Manager

DAN-LOUIS SHOWS
As in the past Real Business! All we want in enough Concessionists to build people around our rides. We will not overload our midway with Concessionists at any time. Payoff is always guaranteed. Have special for a few Concessionists such as Hell Grass, Fish Pond, Land Gallery, Double Sons, Cook Gallery, Animals, Rodeo, Popcorn, Roper, Clothes Pin Pitch or what have you that is clean? Will set book up with anything in the line.
We have the following fairs yet to play, La Grange, Ky., this week. Jeffersonville, Ind.; Canton, Ind.; Hartford, Ky.; Hardinsburg, Ky.; Hawkesville, Ky.; Falmouth, Ky.; Louiville, Ky.; New Orleans, La.; New Orleans, La.

LOUIS T. RILEY, Gen. Mgr.
La Grange, Ky., Fairgrounds this week.

CANADA, NEW HAMPSHIRE, FAIR
Want Concessions of all kinds. Open midway.

CONTINENTAL SHOWS
Canaan, New Hampshire
CONCESSION TRIO—Steve Mark, Gail Olson and John Saladin (left to right)—enjoy a bear pit on the Amusement Company of America. Gail is the daughter of Paul Olson, manager and one of the owners of ACA. Saladin is an old hand in the game concession business.

Midway Conflat

• Continued from page 72

Students who miss the last two weeks while calling on fair committees are Jim Longree, Rev. and Bob Folk, Oakland. The show is a Merritt Show 20, and will be at the Electric Fair, Indianapolis, Aug. 31.

Clayton Campbell's stoker and Hotel Con-Coo, William Grooms,

Sunset AMUSEMENT CO.

BOONE COUNTY FAIR, COLUMBIA, MISSOURI, SEPT. 3 TO 7

Can place Hanky Pans, Ice Cream, Castard, Baskets, Set Spinlades and Ball Games of all kinds. Want Cookhouse that can comply with Missouri regulations for balance of season. Want shows with own equipment. Can place Octopus Foreman and Ride Men who drive. Monticello, Iowa, this week; Columbia, Mo., after Aug. 31.

INDIANA STATE FAIR

Indianapolis, Ind. SEPT. 3 to 11, incl.

Can Place—To join there, Rollaplane and Octopus. Can Place—Basketball, Shooting Galleries, Ballroom Darts, all Eating & Drinking Stands.

READING FAIR

Reading, Pa. SEPT. 14 to 20 incl.

Can Place—All legitimate Merchandise Hanky Pans and all Eating & Drinking Stands.

CETLIN & WILSON SHOWS

Missouri State Fair Sedalia, Mo.

WANTED FOR LADYSMITH, AUGUST 28-30; BARABOO, AUGUST 31-SEPTEMBER 3; SHAKOVA, SEPTEMBER 4-7, AND THREE OTHERS TO FOLLOW IN WISCONSIN, ALSO FOR SOUTHERN FAIRS IN OHIO AND TEXAS.

Concessions of all kinds, Darts, Pitch-Til-Yow-Win, Short Range, High Swimmer and others that work in Wisconsin. Can place Hanky Pans Assets that want to make money. Can use good Ride Help that drive. Will book Dredgem, Bocka-Pine, Looper or any Ride not conflictful.

World of Today Shows

WANTED FOR 3 OUTSTANDING GIRL SHOWS

FREE TRI-STATE FAIR, MIAMI, IOWA, SEPT. 6 THRU 12; ILLINOIS FREE STATE FAIR, MISSIONEE, ILLA., SEPT. 19 THRU 27; NORTH ARKANSAS STATE FAIR AND LIVESTOCK EXPOSITION, FORT SMITH, ARK., SEPT. 28 THRU OCT. 5.

Will book Concessions of all kinds—open midway. Have opening for large Cookhouse entering to show people. Can place outstanding Girl Show with own front and equipment. Also high-class Greed Shows and Dial Shows. Especially want Motordrome. (Attention, Am. Spencerers). Will book midways that do not conflict with what we have. Have opening for a few more Fortune built Kiddie Rides, especially Roller Crosser or Dipper.

This week, Sioux Empire District Fair, Sioux Falls, South Dakota.

World of Today Shows

MICHIGAN STATE FAIR, DETROIT

Fair Grounds (Phone in Secretary's office), Kalamazoo, Mich., thru Aug. 29.

W. G. WADE SHOWS

OLYMPIA FAIR

Fair Grounds (Phone in Secretary's office), Kalamazoo, Mich., thru Aug. 29.

W. G. WADE SHOWS

Last Call

MICHIGAN STATE FAIR, DETROIT

Last Call

Last Call

Fair Grounds (Phone in Secretary's office), Kalamazoo, Mich., thru Aug. 29.

W. G. WADE SHOWS

OLYMPIA FAIR

Last Call

Mr. and Mrs. N. Rodgers are a constant hit with the American Showmen. Their back-end unit retired in December of last year, the vast collection of vintage machinery stored big money in West Canada. The touring show he had seen with several Eastern carnivals have not fared nearly as well, Nat reports.
Presque Isle
Rains Shrink
WOM Grosses

PRISCHE ISLE, Me., Aug. 22. - Owner Frank Bergen and his World of Mirth Shows took the same treatment as Northeastern Fair and Carnival officials last week. The annual, which ended Saturday (10), and its entertainment units took a licking two weeks. From weather and from a decline of patronage, this area's economy being tied closely to fluctuations in the retail trade. Fair business dropped below that of 1936, and with it also was "out" of Bergen's word on Monday (10) afternoon. Thursday was rented out, Wednesday was OK. Thursday afternoon was despondent, Friday was OK, and the tail end of a hurricane, which moved up along the coast, soaked the grounds Saturday night.

By the end of the week Bergen was sending some units to Valleyfield, Quebec, and others directly to Ottawa for the Central Canada Exposition. At the tear-down, equipment of four carnival organs was in evidence here. By W.OM.C.'s orange wagon, there were vehicles and equipment of King Ball Show, Mulling Royal, Pine Shows, and Continental Shows. Reid was marking time in Maine for the opening of the Showbeam Fair, and set up a couple of attractions. Royal Pine set up some rides.

Columbiana, O., Annual Street Fair, Sept. 10, 11 and 12.
Somerset, O., Pumpkin Show, Sept. 23 to 26.
Vanceburg, Ky., Fair, Oct. 1. 2 and 3.
Owingsville, Ky., Fair, Oct. 7 to 10.

ROYAL EXPO SHOWS WANTED FOR FOLLOWING FAIRS:
Middle Georgia Fair, Milton, Ga., Sept. 14 to 19.
Tomball-Montgomery Fair, Heart of Town, Tulia, Ga., Sept. 21 to 26. Grand Ole Time Annual Fair, Augusta, Ga., Oct. 1 to 13. Third Annual Burke County Fair, Waycross, Ga., Oct. 12 to 17. Three more Fairs and two Celebrations. Shows: Want any worthwhile Shows with own outfits and equipment to join. All expenses paid in cash. Shows to be presented by Wooden Shoe, Colored Girl Show, Johnnys Women, etc. White Girl Show, or Kermes, 10 in., Animal Show, Youngman, etc. Motorcycle, Farm Show, Snake Show, Mechanical City, Clown Shows, Fan Messe (Dwarf, etc.) are Show capable of getting money. Very liberal percentage through season if you join at Milton. Rides: Want Otsego, Til, Rodeo, Rodeo, two or more Kid Rides not competing with Train, Rides and Semiph. Rides. Send Postage Stamps for Tickets that can travel. Send Stamps when reply.

RIDE SHOWS - CONCESSIONS THAT DO NOT CONFLICT
WANTED WANTED FOR IMPORTANT AIR BASE CELEBRATION AT DENVER, COLORADO.
5-BIG DAYS AND NIGHTS - 30, OCT. 1-3-4 INCLUSIVE
OTHER BIG SPECIAL EVENTS FOR FALL AND WINTER
All outstanding events to come with large payroll. Sponsored with special features. Including Queen Contests, Giveaways, Entertainments and Fireworks Displays and Special Acts. Write Phone - Phone.

R. M. WHITE, M. Monette 1407 St. San Francisco 3, Cal.

WANT
For Panic Tri-County Fair, Sept. 1-2-3, want Labor Day in Atlantic Wilkins State Park, 37th Ave., Vero Beach, Fla. For Panama State Park, want Labor Day in Atlantic Wilkins State Park, 37th Ave., Vero Beach, Fla.

MOORE'S MODERN SHOWS
STUR桥TON, Ill.: THIS WEEK: TERRY PARK, SEPT. 29.

To order print from this document, please visit www.americanradiohistory.com
CONCESSIONS

- Concessions of all kinds, Castard. Eat and Drink houses, will sell one more Cigaret Block Pitch. Photos, Hats, Jewelry, Novelties. Want Bingo Caller and Agents for Mac's Bingo.

HELP—First-class Ffero Wheel and Chairplane Foremen and Help on all Rides. Prefer Drivers. Bring your wives for Ticket Selling.

All replies to

MORRIS HANNUM
Yorktowne Hotel, York, Pa., this week.

Show now playing Dallastown, Pa., Fair, Indiana, Pa., next week.

INDIANA COUNTY FAIR, INDIANA, PENNSYLVANIA, AUG. 31-SEPT. 5
WITH CAMBRIG COUNTY FAIR, EBBENBURG, PENNSYLVANIA,
WEEK STARTING LABOR DAY TO FOLLOW

This is the biggest Labor Day Fair in the East


CONCESSIONS—Concessions of all kinds, Castard. Eat and Drink houses. Will sell one more Cigaret Block Pitch. Photos, Hats, Jewelry, Novelties. Want Bingo Caller and Agents for Mac's Bingo.

HELP—First-class Ffero Wheel and Chairplane Foremen and Help on all Rides. Prefer Drivers. Bring your wives for Ticket Selling.

All replies to

MORRIS HANNUM
Yorktowne Hotel, York, Pa., this week.

Show now playing Dallastown, Pa., Fair, Indiana, Pa., next week.

BLUE GRASS SHOWS

FEATUREING THOROUGHBRED ENTERTAINMENT

Wanted for the Great DU QUIO STATE FAIR, DU QUIO, ILLINOIS. 9 Days and Nights starting Sunday, Aug. 30, through Labor Day, followed by Wilson County Fair, Lebanon, Tenn., with a continuous route of bands Side Shows Fair ending November 14.

Concessions and Harkey Punks of all kinds with prize-every-time, High Striker, Jewelry Ball Game, Grab Slot Long, Pronto Pup, French Fries, Fish Bowl, etc.

SHOWS—Wild Life, Monkey, Snake, special proposition for Side Show, with or without own equipment.

RIDE—Will book one or two major rides for Du Quoin and balance of season. Caterpillar, Spitfire, Scooter, Day Ride.

HELP—Can place reliable First and Second Men on Wheels, Ottocops, Rolloplane. Long season South.

Address C. C. GROMERUTH, Greenup, Illinois

JOHNNY'S UNITED

"HONESTY" Our Policy

Rutland County Fair, Camden, Tenn., this week; then Limestone County Fair, Athens, Ala.; Carroll County Fair, Huntington, Tenn.; Jackson, Tenn., Colored Fair next; then Jackson County Fair, Scottsboro, Ala.; Romeaka, Ala., Fair, and Athens, Ala., Colored Fair.


SHOWS—Motordrive, Monkey, Fun House, Wild Life or any Grind Show of merit.

HELP WANTED—Spitfire and Ferris Wheel Foremen (must handle twin wheels), Second Men on Spitfire and Wheel, also useful Ride Help in other departments; must drive. Grip Carrell asks James Neil to call. Agents for Kelly Pool.

All replies 306 PORTMENG, Mounds, Illinois

WILSON GREATER SHOWS

WANT FOR THE HOLBROOK, ARIZ., FAIR
September 11-12-13, and Long Season in the Cotton.

Concessions of all kind. Agents for Swinger and Glass Pitch, Snow Cone Vendor for 30%, $195 a week to take charge of fun fair. Will sell exclusive on the following: Photo, Short Range, Duck Pitch, Fish Pitch, Novelties.

This show will be run till November 11, also a small unit all winter.

Zuni, New Mexico, this week.

All replies General Delivery, Gallup, New Mexico.

CARL D. FERRIS SHOWS

WANT FOR CATHARRAGUS CO. AT LITTLE VALLEY, N. Y.
Aug. 30-Sept. 1 and list of other fairs for 1953. Send two or more Grind Shows, Concessions—Dish Ball Game, Jewelry and Harkey Punks working for stock. No—Non-competing Fairs with identical shows. Side Shows, Circus Rides, Zip Deckel wants Ride Help, Lee Cross and Tiny, agents for Rock-Plane and Fly-By-Wire Shows. Side Shows, Grind Shows, Monkey Show, Motordrive, Pony Arcade or any Mechanical Show. Want Jug Show with own equipment for long run in the South. Willie Lewis wants head of store for Raddle and Clutton shows and agents for same. Also wishes to meet Agent, Concessions and Bouncy, answer. Agents for Buckets, Will Sell Mall Games, Solitaires, Chinese Fiches, and any kind of Harkey Punks. Start South in two weeks. Batavia, N. Y., this week.

PAUL F. ROBERTSON—IDEAL RIDES

WANTS FOR ONE OF THE OLDEST AND BEST LABOR DAY SPORTS IN ILLINOIS
Ashkum, Illinois—in city park right in business district

All Harkey Punks come on except Popcorn, Candy, Bingo Ball and French Fries. Will buy for Ohio, Illinois, Fair, September 12. Also booking for Brown County Fair, Nashville, Indiana, September 23-26; Monon, Indiana, September 20-21; Jackson County Fair, Smithville, Tenn.; then South, Marion, Iowa, this week; then Ashkum. All wires answered.

BUFF HOTTLE SHOWS UNIT #2

WANT WANT
Carnival Cooperator to join Labor Day week for balance of season. Want Rides that drive trucks. Must have phone contact. Can place 3, 4 or two small Grind Shows for committee money. All wires answered.

HARRISON SHOWS

Want for Franklin County American Legion Fair

Buckeytown, Ya., Aug. 11; Sand S., followed by Fair County Fair and Labor Day. Martinsville, Ind., same as Buckeytown. Want shows and Concessions from Fairs to September 12. Will have Side Show on all three events. Want Bouncy or anyone interested in this show. Have Big Top Show Germany. Will book this show without cost of Grind Shows, Concessions or Band. Want Agents with or without transportation. Will Foremen for Merry-Go-Round, Still, get in touch or come on. Want Foremen for October. Will work with Grind Shows, Concessions and Band. Will pay for transportation, 25c. cent per mile. Will book at time to show. Ask Jack London no longer here. All mail and wire to FRANK HARRISON, Mgr., W. A. MURFREESBORO HOTEL, MURFREESBORO, T. D. C., THIS WEEK.

WANT AMUSEMENT CO. WANTS

PICKING COTTON NOW

For the following spots: Stock Concessions of all kinds, Snakes or any Show of merit. Want Athletic Shows. Whips, Ball Games, Rides, 8 ridings, Motorboat, Surf, Fair, Aug. 24-26, Lake City Waterfront, Fenhorn, France. Fast Show, Aug. 25, 26, 27, at Ashland, Ill., on Sewer job. Will book 2, 3 or 4 shows. Will work with other Agents, Grind Shows, Concessions, Band. Fair, Sept. 14 to 18; Prescott Fair, Sept. 21 to 25; Stamps Fair, Sept. 28 to Oct. 2; Grove and Early to follow and more. Wire, phone or come on.

C. A. STEPHENS SHOWS

WANT

For Fair, West Jefferson, North Carolina

WANT FOR 11 MORE FALL FAIRS AND SEVERAL MID-WINTER FLORIDA FAIRS
West Mighty - Paine, Connecticut - East and Central Central Help will hook Pony Arcade for fair and balance of our press on 11th, Nov.

WANT SCALE AND AGE FOR NEW YORK STATE FAIR

WANT - FRAME'S GREATER SHOWS - Want
Forsythe, Pa., Fair, Sept 1-5; Goudsouz, Pa., Labor Day Week; Indiana, July, Maryland, July, North Carolina, August, South. If you have a hands on Fall Fair in Southern Tennessee, we will be glad to help.

SHOW T-E-N-T-S
American - Carnival
Territorial and A. W. Corp. and A. W. Corp. 222 W. Main St. Nashville, Tenn., BILL SANDERS.

SCOTLAND RIDES AVAILABLE AFTER LABOR DAY
Ferrie Wangel, Kiddie Auto Ride, Kiddie Swings and Train, also Trailer Grab Joint. All with own trans-

FOR SALE
My beautiful all metal and plate glass Trailer for Popcorn. Can be adapted for Candy Apples, Peanuts and Candy Floss. All equipment and running in good condition. Men wanted who want to buy trailer on Sept. 3rd, 11, S. on weekly payments. Open every day except Sunday. Write: Box 12-A, Fayetteville, Pa.

DEPARTMENT, NEW YORK, FIREMAN'S LABOR DAY CELEBRATION
Three Days, Sept. 4, 5, Monday, 10.
Wanted: All shows; amateur and professionals. A. P. O. 357, New York, N. Y. Phone: BUCKEYE, 188, 14 Ave the Bronx, N. Y.

SUPERIOR SHOWS, INC.
Can use Ride Help balance of season. Those that drive preferred. Also
ROCK-ON-PLANE for Pocoma, Calif.
MERCEDES, CAL., AUG. 24TH-50TH.

JAMES H. DREW SHOWS
Pensacola, Pensacola, W. Va.

WILSON FAMOUS SHOWS
Want Pony-Go-Round and Carnival and Second ride that does not cause more than 100. We will run our Carnival at Connecticut Coliseum, Inc., on Sunday, Aug. 30th, 1959. 

ROCKET & CARNIVAL FOREMEN
LYMAN MORGAN - CONTACT
Can pleasure other men with a 1000 foot show experimental with all types rides to supervise every and upkeep of rides, trucks and walk every week. The service we will do is the following: PROFESSIONAL AND SALARY.
AMUSEMENTS - P.O. BOX 301, BALTIMORE 2, MD.

BIG LABOR DAY CELEBRATION

WANTED — WANTED — WANTED
Dundie, Aug. 24 thru 26; Kemah, Wisc., Sept. 3 to 7.

DICK WILCOX SHOWS
WANT FOR FIVE MAINE BONA FIDE FAIRS STARTING AUGUST 27
Concession: Mighty Panks of all kinds. Juke, Gif, Ten-In-One, Athletic Show, Motorcycle Show. Work on fair or own. For all those interested in the above. For information write: Box 129, Farmington, Maine.

MOTOR STATE SHOWS
Wanted for Fulton County Fair, Wisconsin, Sept 6-10, and for Autumn Leaf Fair on the 11th. Heavy traffic and we will pay. Write: Panks of all kinds. Juke, Gif, Ten-In-One, Athletic Show, Motorcycle Show. Work on fair or own. For all those interested in the above. For information write: Box 129, Farmington, Maine.
Foreman for Merry-Go-Round. Must be licensed semi driver. Want Producer for Minstrel Shows. Lewis Scott, Hamilton Tire, and Truck. Want Trumpet and Trombone, salary $40. Want man who will take care of and properly feed animals for Wild Life.

Clintondale, Va., this week: Maryville, Tenn., next week.

**CARNIVAL ROUTES**

- **Continued from page 72**
- **CAUTION**: Do not cross behind the stage during any feature act. Watch for children and animals. 

**NEW SYSTEM**

Balboe declared that the new lighting system would illuminate the middle of the midway, get people away from the crowded wagon. All plans also used for the installation of new shows on all rides replacing parts. H. E. (Doc) Royston. 

Balboe used 8 major and 8 minor shows, and they all had 175 jobs and about 50 concessions. Larry Royston had their 15th wedding anniversary on Thursday evening, dinner, attended by Balboe and his close friends, marked the event.

**20th Century**

- **Continued from page 9**

of the concessionaires is complaining.

F. H. (Doc) Royston, the fair man, is another of several successes at which it has stepped midway growths of last year. At Monroe, Ind., last week, up a whopping 30 per cent and a better than 20 per cent better than last year, a spoke of the show. Allen: "It is good and steady in the most

**WANT**

FOR Western Nebraska and Oklahoma's : The Wagon Wheel on Southern Fair. Prizes: Ladies, Scales, High School, Phi Kappa Kappa. Strong and other shows. LeRoy. North of Arkansas, and others. Wagon Wheel, wonderful long range gallery, reports business is up 100 per cent. Wagon Wheel's electrician, has been famous. And all in addition to keeping the Diesel Eight plant going strong.

**WANT AGENTS**


**WANTED 2 SKILL ARTISTS**

Wage 40c.

**ROYAL MIDWEST SHOWS**

Want for Grays Harbor Fair and Fruit Day Celebration, Litchfield, Kentucky, Sept. 17. Runs Labor Day in Iowa, followed by 10 weeks of the Great Atlantic Fair, Columbus, Ohio—July 1. Contact: J. W. Royston, 121 W. Third St., New Market, N. Y.

**ROYAL MIDWEST SHOWS**

Walt Williams, E. P. Show, Davenport, Iowa.
FALL FAIR SPECIALS

- Banana Hats
- Break-Action Pop Guns
- Rubber Horse Inflatables
- Large Field Glasses
- Western Straw Hats

NEW YORK MERCHANTS

WHIPS

IMPORTANT:

Every CELLULOID

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Enamelware,

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E. B. LINDO, WATERTOWN, MASS.

COSTUMES, UNIFORMS, ...

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FREE HAT MONEY w/ pape

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Get set for the BIG money BIG sales with...the NEWEST edition of the...
NATION'S FINEST PREMIUM AND GIFT CATALOG
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BIGGER AND BETTER THAN EVER MORE MERCHANDISE-GREATLY VARIETY MORE OUTSTANDING VALUES

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PICTURE EXPANSION IDENTs
No. 900
Polished Nickel Plated
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Buy Boys', Girls' and Baby Expansion Ident's, $4.84 per dozen, nickel plated, 1925 CAPACOS and NEW NUMBERS READY.

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M. K. BRODY
1156 S. Halsted St.
Chicago 7, Ill.

WE PAY POSTAGE ON ALL ORDERs WITH THE EXCLUSION OF AIR MAIL

FRESCO PETE
604-606 W. Lake St., Chicago 14, Ill.

Engagement Ring, $2.50 Doz.
Wedding Ring, $1.61 Doz.
Free Vortex-Grater Oils With Each Order Amounting To $100.00 or more.

FRISCO PETER
524-526 W. Lake St., Chicago 14, Ill.

Orders accepted by mail. All prices subject to change without notice.

Cook Bros.
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MAKE ORDER NOW OFFER WILL EXPIRE MAY 31ST

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15% DEPOSIT WITH ORDER. BALANCE DUE ON DELIVERY

M. K. BRODY
1156 S. Halsted St.
Chicago 7, Ill.

10% DEPOSIT WITH ORDER.

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**Pipe for Pitchmen**

**BY BILL BAKER**

Diane and Bernie, from the Reliable Pipe Co., have a hanging-up time lasting for a couple of crowd. They are slated to head back for the State Fair.

SAM FREDERICK, veteran paper man, pencils from Schenectady, N. Y., says that he was very much surprised to learn of the recent death of baseball pitcher Hal. Sam says that he and Al have known each other for over 40 years and have always been friendly neighbors.

**Polaris**

**THE MEALS**

HORACE D. CARR, of Marion, Ohio, recently carried a few new automobiles in Lake City, Fla.

HARRY MURRAY MARMELIN was among the other secretaries that Mrs. Bearden’s office will carry on at the fair. She is on the second floor in the Florida and General Building.

**THINGS TO BE**

**promising** for Dr. Harry Stringer, his 14-year-old daughter, is the light plant to Harry Allen.

**HORACE BRAZIL**

Here is the world’s shortest writer, a 92-year-old man who was given the world’s first and only full sick leave in 1920. His ill health is due toappendicitis, but he has improved enough to return to his position.

**HARRY H. VARNER**

In the past we have reported that Mrs. Varnes, a 92-year-old man, was on the last leg of his trip through the South. The trip is said to be the longest in the world, and he has already traveled over 20,000 miles.

**CAL DROUD**

A new note to San Francisco that you would like to hear more is that you would like to have Dave Rose pipe in.

**FAIR SPECIALS**

For the fair, the following items have been selected: 175 cts. for a pair of glasses. 1.50 for a pair of shoes. 1.00 for a pair of socks. 50 cents for a pair of gloves. 50 cents for a pair of mittens.

**TEE JAY TOYS**

**AMERICAN TOYS**

**JAR DEALS**

If you are looking for a good deal, you might consider checking out the following items: 50 cents for a pair of pants. 75 cents for a pair of shoes. 1.00 for a pair of socks. 1.50 for a pair of mittens.

**MACH PACK PUNCHBOARDS**

If you are looking for a good deal, you might consider checking out the following items: 50 cents for a pair of pants. 75 cents for a pair of shoes. 1.00 for a pair of socks. 1.50 for a pair of mittens.

**COMPLIMENTARY SALES**

If you are looking for a good deal, you might consider checking out the following items: 50 cents for a pair of pants. 75 cents for a pair of shoes. 1.00 for a pair of socks. 1.50 for a pair of mittens.
SOLID STERLING SILVER ENGRAVING FRIENDSHIP RINGS with a 14Kt. overlay. Sterling silver is 92.5% pure silver, second only to gold in beauty and durability. It has been the favored metal through the ages. A beautiful wedding ring that will last your entire marriage. Natural beauty. Style No. 450.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

POSTCARD from Mrs. R. R. C. Napper, Mrs. R. H. N. Napper, Cincinnati, Ohio.

PROFITS of theände.

SANG! (All listings in the following week's issue, and also listed New York, Chicago, etc.)

NATIONAL DIST. CO. 125 Codd St., Boston, Mass. Phone: 63-0473

ELGIN-BULOVA-BULOVA Watches World's Most Famous Watch for 50 years. They have a barometer and tell time. Find out about them. All of them. We offer you the best. Elgin-Watch Co. 1717 H St., N. W., Washington, D. C.

FREE MAGAZINE

SEEING IS BELIEVING!! 24-1/2¢

NEW! EASY SELLERS for Men & Women--BIG PROFIT. Everyone wants these beautiful accessories. Get them now. M. E. M. C. O. 550 W. 15th St., New York, N. Y.

NEW! ESCAPED For Men & Women--BIG PROFIT. Everyone wants these beautiful accessories. Get them now. M. E. M. C. O. 550 W. 15th St., New York, N. Y.

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NATIONAL DIST. CO. 125 Codd St., Boston, Mass.

NEW! EASYPAY FOR Men & Women--BIG PROFIT. Everyone wants these beautiful accessories. Get them now. M. E. M. C. O. 550 W. 15th St., New York, N. Y.

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FREE CATALOG

NATIONAL DIST. CO. 125 Codd St., Boston, Mass.
HIGHLIGHTS OF COIN TRADE CREDIT OUTLOOK

Chicago, Aug. 25 — "Other companies can have a hard time doing business, but we're going to make coin machines pay on time, it's so simple and the rate of delinquency is nil," said one of the managers.

So said an executive of one of the companies specializing in installment purchases of coin-operated machines. He was speaking for one of the companies involved in the purchase of a specific machine in a given area.

In brief, these are the highlights of the credit report:

1. Installment purchases of coin-operated equipment are an all-time record, with no delinquency above last year.

2. Few accounts show the delinquency—normal total average is probably about 3 per cent and even 1 per cent will be accounted for on a new account.

3. Of the 2,000 accounts now 15 per cent delinquency, but all the delinquencies are on the younger end of the business.

In brief, these are the highlights of the coin trade.

Williams Reps Hold Showings of Palisades

CHICAGO, Aug. 25 — Williams Manufacturing Company, distributors of the Palisades, have held nationwide showings this week on Palisades, complete with a number of gaming machines with several unusual features.

Palisades has high score, plus special point scoring. Replays can be obtained automatically.

Among these are the 1- 3-6-9 combination of balls. There is also a bottom corner rollaro, large three-star ball, and both top side rollers for reels. The machine has three and three star to score five rolls.

The new Williams skill game also allows any number of balls which is accomplished by different balls; there are 20 top automatic flippers, two flipper and two automatic flipper. The flipper is handled by a hinged front door.

Canadian Coin Reps Expand

TORONTO, Aug. 22 — Coin machines are being expanded in the Canadian market.

The Toronto Advertising Post, headed by Al Clavias, has opened a new branch office to expand the market. The Canadian Tire Company, Ltd., has opened a new branch office at 221 Commercial Drive under the name of Canadian Coin Company, Ltd., and has also taken an office of its own.

M I A M I, FL, Aug. 22 — The Amusement Machine Operators Association, up to now strictly a game and music group, took a step towards becoming a retailing group by establishing vending machines in Greater Miami area.

The companies involved in the vending enterprise are Ace-Saxon, Cigarette Service, Pan Am Necessity Vending Company, South Beach Tobacco Company, and Progressive Vending Company.

The leaders of the firms are Arthur R. Spooner, president of Cigarette Service; Samuel A. Burke, president of Pan Am; Robert Bruce, president of South Beach Tobacco; and Robert D. Cline, president of Progressive Vending Company.

The machines are being placed in convenience stores, drug stores, and other locations in the city.

Fla. Soap Box Derby May Be State Champs

ST. PETERSBURG, Fla., Aug. 22 — The 1962 Florida Soap Box Derby is expected to be the most popular one yet.

The event is being stressed for children between the ages of 5 and 16 years.

The derby will be held in the St. Petersburg Memorial Stadium on Saturday, June 23.

The entrants will be divided into two categories: 5-9 and 10-16.

This is the first time in the history of the event that the competition will be divided into age groups.

The winners of the derby will be awarded trophies and certificates.

Dave Lowy Plans 1-Stop

NEW YORK, Aug. 21 — Dave Lowy, 14th Avenue coin machine operator in New York City, is planning to move his business to 40th Street.

He has purchased a new location, which he plans to open as soon as possible.

Lowy is active in the coin machine industry and has made many contributions to the field.

He is a member of several industry organizations, including the Coin Machine Operators Association and the National Coin Machine Operators Association.

Lowy has been a leader in the industry for many years and is well respected by his peers.

He is known for his hard work and dedication to the coin machine industry.

Lowy is also active in community affairs and is involved in several charitable organizations.

He is a dedicated family man and is known for his love of his family.

Lowy is a true leader in the coin machine industry and is respected by all.

He is a true American hero and is an inspiration to all.

He is a true American hero and is an inspiration to all.
Predict '53 NAMA Meeting Will Be 'Record Breaker'

CHICAGO, Aug. 22—The eve of the annual trade exposition and convention of the National Automatic Machine Operators www.americanradiohistory.com

WAGE WAR ON SHARPIES

Press, B.B.B. Courts Hit Vendor Promoters

CHICAGO, Aug. 22, 1953—Three hours before the opening of the National Automatic Machine Operators' annual convention, the press and the Better Business Bureau hit the operators hardest they have ever hit.

In a gesture of defiance, the operators in the vending machine business have been brought to the public attention. The operators have been charged with engaging in unfair and deceptive practices.

The operators have been charged with causing a decline in the vending machine business. The operators have been charged with engaging in unfair and deceptive practices.

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THIRTY ESKIMOS QUAFFING PEPSI
REYKJAVIK, Iceland, Aug. 22—Thirsty Icelanders, returning from the Arctic Circle, Iceland catered for bond sales and in quantity, according to Sig. Waage, managing director of the Pepsi-Cola bottling corporation for Iceland.

Waage said, "With temperatures dropping, water bottles, wine, and other soft drinks have skyrocketed. Even in the capital, Reykjavik, about 17 degrees below zero, our sales have been rising.

The bottling plant at Reykjavik serves more than 300,000 persons over an area of about 38,000 square miles. The plant went into operation in 1943, the year Pepsi-Cola was made available over the world-wide network of plants that Pepsi-Cola has in 45 countries.

Bernard August 4, 17Z, 17Z

NEW IDEAS Sample TOPPER CHARMS!

Send 35¢ Complete Sample Kit
Fills teeth—Silver wired—Glitter finish—Bobby Clips—Brass-Plated—Hematite Battery—FREE.

PENNY KING COMPANY
2000 Main Street Pittsburgh 3, Pa.

TOPPER DELUXE HALF-CABINET STYLE Also Available

• VENDO Topper Globe Topper Globe Style • VICTOR'S Baby Grand Deluxe

Features include a patented mechanical mechanism protecting pickpockets and operating mechanism from contact with coin mechanisms without tests: Automatic coin sorter can separate 1000 coins per minute, then further distribute up to 30 separate compartments: adjustable coin handling heads are available in various sizes and finger-tip price settings.

Cabinets come in choice of tan, brown, blue, green, and four other colors, as well as gold, brass, and aluminum.

S. C. City Drive on Vender Licenses

GREENVILLE, S. C., Aug. 22—After a two-day drive on licenses for vending machine authorities reported this week that 33 units had been licensed.

Several machine operators were cited for not having licenses properly displayed. Cases were not covered were fined at the rate of 50 cents per unit.

The municipal levy is $5 annually for vending, operating at a nickel, $1.28 for banks and white.

NEW YORK, Aug. 22—Pepsi-Cola Company announced that Pepsi-Cola General Bottling of Chicago, had been franchised to bottle and distribute Schweppes Quinine Water in the Chicago metropolitan area.

Appointment is made vice president general and manager of Pepsi-Cola Bottling Corporation of Chicago by Mrs. W. H. Bush, president of the company.

Smaller opening of the plant in South Chicago will be announced at a later date.

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Kantor Traces

They're All VICTORS
The Finest in Bulk Vending

Caricatures

Draw NAMA Visitors at Candy Booth

CHICAGO, Aug. 22—While the annual convention of the National Automatic Merchandisers Association, which ends this week, drew many notable speakers Wednesday (18), it was not exactly an art show. Cartoons and caricatures of speakers and others made will have been sketched in booths.

The artist is Joe Kaliff, president of the Cartoonists Club of America and columnist for the Brooklyn Daily Eagle. Kaliff has been employed by Switzer's Lithographers Company, St. Louis, to sketch visitors to the firm's booth at the convention.

The sketches, which take about a minute apiece, are given to NAMA conventioners as a gift by the Missouri firm.

Kaliff started as a cartoonist during World War II and has served in Europe with the 80th Army Corps. He has sketched former General Eisenhower, General Omar N. Bradley, Franklin Delano Roosevelt, Gen. George Marshall and many Hollywood celebrities.

NAP CONVENTION

Thank you for your gratifying response to our new lines. As ever, we will continue to offer:

-three highest-quality
-four fastest-service
-five lowest possible prices!

The CHARM with a SENSE of HUMOR

TOILET SEAT CHARM

In metallic plastic. Seat and lid is hinged to open and close. Holds closed for perfect vending.

$12.50 Each. Jumbo. N. Y. Q. At Your Distributor.

Free: Humorous Display Stickers
The kind of charm which appeals to ALL, children and adults. Positive response to any amusing or witty. It's the sort people talk about. It's in the same handy category. We have learned, humor is a mighty weapon.

SAMUEL EPPY
& CO., INC., 114 D Street Chicago 30, Illinois

IT'S BACK!!!
VICTOR'S TOPPER

The world's finest banjo, discerning。

VICTOR CORPORATION
2622 Ruppert Ave., Chicago 19, Illinois

SPECIAL!

-Water Cooled.
-1,800 Watts.
-115 Volts.
-28 Beams.
-45-240 Music. (All in one unit.)
-120 Volt.
-28 Beam, 1,000 Watt.
-28 Beam, 2,200 Watt.

PIONEER VENDING MACHINES

DO YOU WANT TO MAKE MONEY?

Get VEND
Every Month
Then a
Money-Saving
Subscription

Save 50% on all photos of the month. For just $1.00 per year, you may receive a 3 for $1.00 offer for as long as you wish. We will send you 8 photos in all for just $1.00 per year.

VICTOR'S Baby Grand
ROCKET DELUXE
$14.25
w/ FREE ROCKET DELUXE STAND

Get VEND!

Order Today!

TV-R-8420

We offer a complete line of maintenance service parts for all the Victor banjos, and we stock all the Victor parts in our inventory.

Paul W. Weirick, President

THE BILLBOARD

August 29, 1953
THE BILLBOARD

INDEX

of Advertised Used

Machine Prices

VENDING MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one

advertiser uses the same equipment of the same price, heavenly with which the price occurs

is indicated in parentheses. Where quantity discounts are advertised, as in the case of both models,

only the single machine price is listed. Any price change depends on condition of the equipment,

age, time on location, territory and other related factors.

Vending Machines

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Ball & Vending Gums

BUBBLE, CHICLE & CHLOROPHYLL

New Low factory prices


SALESMAEN DISTRIBUTORS

For full details contact our high profit makers for machine rental. We have new equipment. We sell new equipment at low cost and we maintain the best service. For full details contact our salesmen. We will provide you with the best service. For full details contact our salesmen.

ROX-A-140

Wide Vending Co.

20 BRAND NEW

5c Hot Nut Machines

of this very month. The good risk and the bad risk nearly always fall into their particular patterns and stay there. The bad risk, no matter how fortunate a man on him, will minus his payments by 30 or 60 days.

Standard Factors, dominant in Eastern coin machine financing, reported delinquency "not enough to be much of a problem" and repossessions "few and far between." Standard considers an account delinquent which is 30 days in arrears.

What's the outlook for the future?

Credit men are cautious in predicting whether the next six months will see any significant change. Finance companies believe they will secure a reduction in the interest rates they are now paying, but this reduction will not usually represent a savings to the operator since most finance companies absorbed the increases last January and March.

Vendor finance paper books particularly sound—albeit the volume is substantially less than the outstanding julex box credit. An increasing problem in cigarette machine vending, say the credit men, is how to handle used cigarette machine which operators want to trade in for cash for down payment. Most cigarette machine manufacturers work with direct factory salesmen and do not want to take used machines. Salesmen, as a result, have to take used machines and peddle them personally or turn them in to the manufacturer. Amusement games, credit men say, after a ripe field for financing. But none of the national financing companies is writing games at the present time, and the future of amusement games must establish their own credit and develop a local basis to turn excess credit to games operators.

In Detroit, for example, the industrial National Bank described its policy of doing a sizable volume in games financing thru installments. Detroit distributors report banks there generally are more receptive to amusement games loans than they were two years ago. The banks do not actually loan against the games, however. Distributors—and the few operators who secure credit direct—must pledge their personal property as security.

Juke box paper books despite an estimated $35,000,000 already owing, will expand steadily the remainder of this year, the credit men declared for the first time. As a result, the julex box credit picture will not witness any important change, burning out or changing in the nation's overall economy.

The outlook, credit companies say, is wonderful.

Mittleman Sets

Ride Body Co.

Newark, N. J., Aug. 26—Sid Mittleman, the Newark Mars Manufacturing Company, completed his second major development. The new ride machine, a Kotak, will be exhibited in the company's New York street display which will open Aug. 27. The machine is a combination of animation and motion picture. The ride will include a train and a Spanish Galleon, and will be driven by two operators, a man and a woman.

Meteor Opens

Sales Offices

In Manhattan

New York, Aug. 26—The Meteor Machine Corporation this year will open new sales offices at 72 W. 45th Street. The set-up will include a sales force and a demonstration machine.

(Continued on page 110)

Exhibition

Trade Export

On Horses Up

Chicago, Aug. 22—Alloys ex-
\[\ldots\]
NEW CUSTOMERS EVERY DAY!

"I'm bored! I'll be glad when I can ride Bally Kiddy-Rides."

"I'm getting there! In a couple of years I'll be riding Bally Kiddy-Rides."

"Up on my tiptoes! In a year or so I'll be riding Bally Kiddy-Rides."

"New year! I'm almost big enough to ride Bally Kiddy-Rides."

"Bally's a baby, but I'm big enough now to ride Bally Kiddy-Rides."

Bally Kiddy-Rides operation is a permanent year-after-year business for operators. Every day of the year, dozens of youngsters in every shopping-area graduate from babyhood to kiddy-ride age. 4,000,000 babies born this year will be kiddy-riders within 3 or 4 years. And Bally Kiddy-Rides are built extra-strong to insure years of trouble-free, money-making operation. Babies born tomorrow will ride Bally Kiddy-Rides you buy today. Start a steady-income route of Bally Kiddy-Rides now. Finance-Plan available through leading Bally Distributors.

4 REASONS WHY

Bally KIDDY-RIDES

EARN BIGGEST PROFITS YEAR AFTER YEAR

1. Flashiest Eye-Appeal
2. Thrillingest Action
3. Simplest Mechanism
4. Sturdiest Construction
Hospitals Best Video Locations, Hotels Next, Motels Last Choice

NEW ROCHELLE, N. Y., Aug. 22—New Rochelle's largest video store is the new Palma Video Center, 201-5, which it's third in the location categories, according to the Palma's new manager of Television. Inc., company. As a matter of fact, there are only three video stores, the closest of which are 10 miles away in Port Chester, N. Y.

As a result of the Palma's new manager, the store is re-opening under the new ownership of the Palma Video Center, Inc. The new manager is John Palma, who has been with the company for 10 years. The store will be open from 9 a.m. to 9 p.m. Monday through Saturday, and 11 a.m. to 6 p.m. on Sunday. The store will feature a large selection of both domestic and international videos, as well as a selection of in-store and online videos.

Editorial

Opportunity Knocks

This week's Music Machines department contains a two-page report on the success of the 6th Annual New York City Music Industry Competition. The report points out the combined efforts of the members of the New York City Music Industry Competition, and the impact they had on the success of the competition. All of the participating companies and associations were successful in the competition, and their efforts were recognized.


You meet every location need, exploit every opportunity for profit with these three great new AMI "job-tailored" Model "E" juke boxes.

"E-120"
Sensation of the industry, the new Model "E-120" pulls top dollar in the location whose patrons want the ultimate in complete programming, the ultimate in phonograph beauty.

"E-80"
All the beauty, all the play-compelling features of the new AMI line are found in the new "E-80" with its extensive program that is more than adequate for many locations.

"E-40"
The new "E-40" speedily responds with play and profit in the fast-action spot that concentrates on hit tunes and favorites or race music, more generally available on 78 rpm records.

AMI Incorporated
General Offices and Factory:
1500 Union Avenue, S. E., Grand Rapids 2, Michigan
A very special REPORT

TO THE JUKE BOX INDUSTRY

This is a report on the great $1,500,000 public relations program that carried the 65th Anniversary celebration of the Juke Box Industry into nation-wide prominence during National Juke Box Week, May 24 to 30.

Never before in its history had there been such a large-scale effort to make the general public conscious of the importance, growth and progress of the Juke Box Industry.

Its huge success was made possible only by the many publicity contributions from all elements in the industry—dramatic proof that when manufacturers, distributors, operators and trade associations work together, everyone benefits.

Now is the time for the Juke Box Industry to follow thru the Anniversary campaign with a consistent, all-year 'round public relations program. It can be highly effective and cost a fortune to maintain.

The actual price of the 65th Anniversary campaign was but a small fraction of the $1,500,000 it would cost to buy the equivalent air-time, newspaper space and other plugs. The program succeeded primarily because it got across the story that the Juke Box Industry makes news—and because of the industry-wide co-operation it received.

The Billboard is proud to show the results of the great $1,500,000 public relations program that succeeded so well in telling the Juke Box story to America. We can only re-state our desire to see more of the same.

Hundreds of Newspaper Stories...

From coast to coast, in small-town dailies and big-city syndicates, the nation's press picked up the Juke Box story because the industry made news.

Operators, distributors, manufacturers and trade associations sent in thousands of press releases to their local papers. Scores of news and feature stories were written. Press association dispatches were sent out over leased wires to hundreds of subscriber dailies and weeklies in every State.

The advertising dollar-value equivalent of this news space runs into hundreds of thousands of dollars. And—the millions of newspaper readers who read these stories are the same people who pay to hear "the music you want when you want it."
Up and down the nation's stations America's DJ's plugged the industry before and during National Juke Box Week...letting their millions of listeners know, night and day, the story of the Juke Box Industry and its 65th Anniversary. Entire programs were keyed to the industry's big celebration. At least 800 known plugs went out over the air waves...where time is often worth $100 a minute.

These Are the Disk Jockeys Who Plugged the Juke Box Story:

| Raymonde Katz  | William H. Frensh Jr.  |
| Dick Bicker  | Bob Richmond  |
| Dick Keck  | Tommy White  |
| Harriett Turner  | James D. Thomas  |
| Bob Beatty  | Roy Underwood  |
| Bob Emerick  | Paul Gann  |
| Bob Fisher  | Bob Martin  |
| Bob Holloway  | Bob Martin  |
| Bill Jordan  | Mike Clark  |
| Don Jeffreys  | John McBeth  |
| Jack Manning  | B. L. Frantsch  |
| John Taylor  | Joe Hyster  |
| sea Baker  | Slim King  |
| sea Baker  | Roy Mitchell  |
| Teddy Eastridge  | John Goodwin  |
| sea Hunter  | John Goodwin  |
| sea Scott & Joe Daloul  | sea Hunter  |
| sea Baker  | Joe Hyster  |
| Boycott Arndt  | sea Hunter  |
| cliff sells  | sea Hunter  |
| Don Evans  | sea Hunter  |
| Tommy Edwards  | sea Hunter  |
| Bob Jamison  | sea Hunter  |
| Jim Halston  | sea Hunter  |
| sea Harrington  | sea Hunter  |
| sea Halston  | sea Hunter  |
| sea Golden  | sea Hunter  |
| sea Welsh  | sea Hunter  |
| sea Wilson  | sea Hunter  |
| sea Davis  | sea Hunter  |
| sea Dunn  | sea Hunter  |
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| sea Turner  | sea Hunter  |
| sea Miller  | sea Hunter  |
| sea Furr  | sea Hunter  |
| sea Reynolds  | sea Hunter  |
| sea Coughlin  | sea Hunter  |
| sea Coughlin  | sea Hunter  |
| sea McConnell  | sea Hunter  |

Big Name Radio-TV Stars...

Rollies sponsored by trade associations...official recognition of May 24-30 as National Juke Box Week by Gubernatorial proclamation...broad banders thrust the country telling countless audiences the juke box story...rolls...presentation awards...word-of-mouth publicity...all marked the national celebration of National Juke Box Week.

Many operators spoke before gatherings of their Chambers of Commerce, Rotary Clubs and other local groups...others were interviewed on DJ programs...as they made full use of the many fact booklets and information releases made available by others in the industry.

The countless hours of time and the ceaseless efforts of thousands all add up to a handsome division in goodwill and public recognition that couldn't be bought at any price. Yet the dollars-and-cents value of this kind of public recognition will profit everyone in the Juke Box Industry for a long time to come.

OUR OWN MODEST PART

The Billboard's big 65th Juke Box Anniversary issue (dated May 28) of the most important and famous issue ever published by The Billboard, is devoted to any industry it represents.

In every special feature, feature, and service, including an accurate survey of the Juke Box Industry, this issue refers to the cooperation of the advertisers...the representation in the industry of the Billboard, and the tremendous promotions going on to thousands of operators, supplying them with special kits that contain a World From Fortune and Sample Books. This biggest national promotion features and financial details about the Juke Box Industry-operating with them and in the program's promotion.

Backed up by large coordinated promotion mailing, The Billboard's big 65th Anniversary issue proved, as we hoped it would, a great salute to a great industry.

Thanks to the entire Juke Box Industry for a great celebration!

AUGUST 29, 1958
THE BILLBOARD
MUSIC MACHINES

Industry Plugs...

Fearful merchandising within the industry plugged Horridoul Juke Box week and the 68th Anniversary celebration. It created the industry-wide enthusiasm that was necessary before the public relations program could even get off the ground.

Booklets, sales bulletins and circulars were distributed by many companies...stickers proclaiming National Juke Box Week and the 65th Anniversary were given to operators to display on machines.

Window displays, 75,000 Seeburg "Juke History" booklets, 100,000 AMI stickers, Rock-Ola distributor stickers...the list of possible advertising...all were part of the campaign.

As a result, enough printed material was distributed to make every manufacturer, distributor and operator a public relations agent for the industry.

The cost of circulars, booklets, stickers and other aids totals tens of thousands of dollars—the sum of the efforts of many companies.

THE RESULT: A successful industry-wide program that first informed the industry, and then supplied materials with which they could, in turn, inform the general public.

These Are the Disk Jockeys Who Plugged the Juke Box Story:

| Tony Carter  | Bill Tabor  |
| Frank Eg Sneed  | Rob King  |
| Roy Perkins  | Carl Shank  |
| Ronnie Negara  | Bill Stein  |
| George Simpion  | Kyle Kinsburgh  |
| Bob Stein  | Eddie Hubbard  |
| Jack Hurst  | Dave O'Neil  |
| Paul Schrader  | Paul Schrader  |
| Smoke Smooth  | Jack Russell  |
| John Smith  | All Owe  |
| Jimmie Myrick  | Jerry Hassell  |
| Jack Garrett  | Eric Deere  |
| Al Owen  | Howard Tinsley Jr.  |
| Bob Zimmerman  | Bill Brod  |
| Bill Brown  | Bob Scott  |
| Dan Valentine  | Joe Huns  |
| Norman Trummell  | Jan Foner  |
| Mary H. Strope  | Joe New  |
| Bill Green  | Howard Miller  |
| John Hagen  | Betty Kramer  |
| Harry Berger  | Jim Louisberry  |
| Jan Foner  | Lisa Burton  |
| Earl Scott  | Jim Lewis  |
| Kelley Miller  | Roger W. Moore  |
| John Tabor  | Blake Tabor  |
| Bob King  | Carl Shank  |
| Bill Shoos  | Bill Shoos  |
| Tom Head  | Butch Freeman  |
| Pat Healy  | Glen (Pappy) Nixon  |
| Al Gray  | Melodee Fuller  |

Thanks to the entire Juke Box Industry for a great celebration!

www.americanradiohistory.com
1953 COIN MACHINE TAKE TO GO STILL HIGHER IN NEXT THREE MONTHS!

The traditional upsurge in coin machine business activities that comes with the seasonal changeover to fall and winter operations will be bigger this year than ever before—as the '53 take reaches its highest peak during the three months just ahead.

**Announcing**

**THE BILLBOARD ANNUAL FALL COIN MACHINE SPECIAL**

an important special issue timed to prepare operators for peak profits during their peak season

**OPERATORS! HERE'S HOW TO MAKE MORE MONEY DURING YOUR 3 BIGGEST OPERATING MONTHS**

...and use The Billboard's Annual FALL COIN MACHINE SPECIAL all thru the big fall and winter operating season. Contains valuable features, latest news, survey data and useful references planned to help operators gear to new or increased activities in all locations...designed to help all columnists make more money.

Because there's more for readers, there's extra value for advertisers in The Billboard Annual FALL COIN MACHINE SPECIAL.

**DISTRIBUTED SEPTEMBER 22**

**ADVERTISING DEADLINE SEPTEMBER 18**

Contact your nearest Billboard Office Today!

**CHICAGO 1, ILL. 118 W. Randolph St. Chicago 5-9763**

**ST. LOUIS 1, MO. 390 Arcade Bldg. Cincinnati 9463**

**HOLLYWOOD 28, CALIF. 6800 Sunset Blvd. Hollywood 5-0841**

**Chicago**

In town this week a host of automatic merchants for the annual National Automatic Merchandising Association convention and exhibit and the National Association of Bulk Vendors meeting.

At the Conrad Hilton, attending the NAMA confab in air-conditioned comfort, many of the nation's leading vending figures put in appearance. Mal Repp, vice-president of Apco, Inc., New York, planned to be much in evidence at his firm's display booth. Both Apco officials and Herbert Chadwick, vice-president of Bitt Mills Corporation, expect their respective booths in heavy numbers to view the new Mills-Apco coffee-cool drink combination vendor.

Albert and Richard Cole, president and vice-president of Cole Products Corporation, and they would make it a point to be on hand at the Cole display to greet friends and make new customers.

Bernard Kiley, Continental Coin Devices, Inc., reported his firm's new model penny refunder was being accepted on an ever-widening industry basis. The unit will be spotlighted at the Continental booth during the NAMA show.

Ball-Gunn, Inc., officials, Sterling Douglas and Kline Anspel anticipate much interest in their new bulk vendor with the new "twist" to be debuted at the NAMA meet.....Howard Olsen, head of the William Wrigley Company's vending division, indicated he would be much concerned with answering myriad questions during the four-day event. New special vending car- tons for instant loading of both cinnamon and nickel pack guns will be on display.

Thomas Hungerford, merchandising director of National Vendors, Inc., took time off from the NAMA convention activities as a general convention chairman to put in a broad word for this year's meet. Tom thinks both the convention (in general and National Vendor's booth in particular) will draw a record crowd.

When Mills Industries, Inc., shows its new low-cost coffee machine at NAMA, company executives will be present to give it a good send off. R. A. Hoegberg, vice-president in charge of sales, will be one of those on hand. The full Mills line of machines will be spotlighted at the Continental booth during the NAMA show.

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Right from the start, this sensational Wurlitzer rode into the lead for popularity in locations desiring a compact, 48-selection high income phonograph.

And ever since that start it has continued to lengthen that leadership.

Available as the All-45 Model 1650 or as Model 1600 playing 45 or 78 RPM records, its colorful cabinet, built-in volume level control and time-tested Wurlitzer mechanism make it a winner both from a standpoint of low service cost and high returns.

SEE YOUR WURLITZER DISTRIBUTOR

Wurlitzer
1650
48-SELECTION
STRAIGHT 45 RPM PLAY

1600
48-SELECTION
45 OR 78 RPM PLAY

The Rudolph Wurlitzer Company • North Tonawanda, N.Y.
Hospitals Best Video Locations, Hotels Next, Motels Last Choice

**TRANVISION HEAD ADVISES**

Hospital operators can increase revenues by selling video rentals. Transvision, a well-established service in many locations, has seen a significant increase in revenue from hospital installations. In fact, hospital video installations have been one of the most successful segments for the company.

**Weekly Rental Rates**

<table>
<thead>
<tr>
<th>Hospital Installation</th>
<th>Cost</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,994</td>
<td>Per hour</td>
<td>for 6,000 hours</td>
</tr>
</tbody>
</table>

**Breakdown**

- **Gross Income**: $2,994
- **Cost**: $2,600
- **Net Income**: $394

**Pros**

- Increases revenue for hospital
- Lowers costs for patients
- Enhances patient experience

**Cons**

- Requires initial investment
- May not be feasible for all hospitals

**Tips for Successful Implementation**

1. **Identify Suitable Locations**
   - Look for areas with high patient turnover
   - Consider rooms with TVs

2. **Offer Variety**
   - Provide a range of entertainment options

3. **Monitor Performance**
   - Keep track of usage and adjust offerings as needed

4. **Address Patient Concerns**
   - Address any concerns about privacy and security

5. **Train Staff**
   - Ensure staff is trained in the operation of the system

**Conclusion**

Hospital video rentals can be a profitable addition to existing operations. By following these tips, hospital operators can maximize their returns and provide enhanced services to patients.

---

**BEST BUY**

The Week

- **SEEBURG 146M OR S**
  - $75.00
- **SEEBURG 147M OR S**
  - $90.00

- **B. B. DISTRIBUTORS, INC.**
- **St. Louis, Mo.**
- **1012 Market Street**
- **TAMACO TELEVISION EQUIPMENT**
- **www.americanradiohistory.com**

---

**ROCK-OLA**

The original Phonograph with 120 Selections

- **Simple Selection**
  - with the Single Button Line-O-Selector
  - Proven Performance
  - Proven Profits

- **Simple Operation**
  - with the amazing revolving record drum

- **Simple Servicing**
  - with 3-Way service accessibility thru top, front and rear

- **Available in two models**
  - for 78 RPM and 45 RPM records
feels that a co-panel who knows the ropes has the best chance of success.

Sussoltz got his start in the video manufacturing field in 1946 when, as a young chemical engineer, he got a job in sales at Sylvania, the radio tube manufacturer and the Radio Corporation of America, where he sold a tube manufacturing company called Lectrovision, Inc., for $150,000. In his new job, he organized Lectrovision, Inc., which made television kits with numbered parts and step-by-step instructions. The plan was that the kits be sold to 10,000 to 14,000 people with knowledge of electronics and television.

Within five years he was doing more than $1 million in sales from his Evanston store. The next step was the manufacture of complete television sets from scratch.

Sussoltz believes that no manufacturer who is interested in the coin-operated video field unless he has a complete line of all those products planned—from the actual manufacturing of the set to its actual placing and servicing on location. He feels that this market is still too new to buy. He feels that the services now operating in this field are not yet capable of doing what he feels is necessary to keep the industry going.

Mr. and Mrs. George Pomeroy, operators of the Atlantic City, N.J., Beach Bar for their vacation this week. They are staying at the Hotel Ocean, Long Branch, N.J., where their daughter, Mrs. Thaddeus H. Wolcott, is staying.

Bill Morrow, ex-flight officer and movie scene at Whippoorwill, N.Y., has joined the Meridian Distributors this week, with a new office in Whippoorwill, N.Y.

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Murry Kaye, Atlanta-New York, is in Hollywood, Calif., where he is appearing in the film "The Tender Trap." He is appearing in a new film, "The Tender Trap," which opens here next week.

Coven Holds Picnic

CHICAGO, Aug. 29—H. C. Coven, president of the Coven Distributors here, held its annual company picnic at Coral Lake, north of Chicago. All employees and their families were guests of the company.

Cómoin You Know

LUCERNE, Aug. 27—In 1953 President Harry S. Truman has signed a bill to provide aid to the American Legion, a veterans organization.

Mr. and Mrs. Joseph C. Coven, president of Coven Distributors here, have signed a bill to provide aid to the American Legion, a veterans organization.

Andrea's Aug. 27—In 1953 President Harry S. Truman has signed a bill to provide aid to the American Legion, a veterans organization.

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### Coin Machine Operators and Distributors

**Are poor bookkeeping records costing you money?**

Are you really getting the profits you expect from the window that you have stood every morning year after year? Are they sufficient to support your family and pay for college for your children? Find out in this field. Country-wide survey of operators and operators. Confidential!

**S. M. Solomon Audit Co., Inc.**

40 E. Lake Shore Drive, Chicago 11.

### Juke Box Mechanics Wanted

Positions in service on 3-Year Contract basis. Mechanics-Thoughtfully experienced, in every phase of installation, maintenance, installation and control of all types of juke boxes. Experienced mechanics who are willing to maintain and service 100 different types of juke boxes. Applicants must be willing to work 60 hours per week, 5 days per week, 8 hours per day, and must have at least 2 years of experience in the field.

Contact: "Bright Star" 4050 14th St., N. Y. 36

### Immediate Delivery

- **United De Forest Ray-O-Vac**
  - 6350 N. W. 225th St.
  - 225th St.
  - 225th St.
- **Tune Ray-O-Vac Company**
  - 6350 N. W. 225th St.
- **The American Company**
  - 6350 N. W. 225th St.
- **University Coin Machine Exchange**
  - 854 North St.
  - Columbus 14, Ohio
  - T. C. University 9363

### Close Outs

- **Light-Up**
  - 225th St.
- **Overhead**
  - 225th St.
- **Clothing**
  - 225th St.

### What Do You Sell?

With BOX 466, 225th St.

**GOLDEN GLAMOUR GLOBE DOUBLE CARNIVAL**

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coin Only</td>
<td>$150.00</td>
</tr>
<tr>
<td>Coin and Paper</td>
<td>$215.00</td>
</tr>
</tbody>
</table>

**COIN MACHINES**

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>125.00</td>
<td>195.00</td>
</tr>
<tr>
<td>225.00</td>
<td>225.00</td>
</tr>
<tr>
<td>35.00</td>
<td>69.50</td>
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<tr>
<td>49.50</td>
<td>79.50</td>
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<tr>
<td>69.50</td>
<td>79.50</td>
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<tr>
<td>89.50</td>
<td>99.50</td>
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<tr>
<td>119.50</td>
<td>135.00</td>
</tr>
<tr>
<td>150.00</td>
<td>165.00</td>
</tr>
<tr>
<td>185.00</td>
<td>225.00</td>
</tr>
<tr>
<td>250.00</td>
<td>225.00</td>
</tr>
</tbody>
</table>

**OKEEOA**

- **'My 125-SF. 1, 1926**
- **'My 125-SF. 2, 1926**
- **'My 125-SF. 3, 1926**
- **'My 125-SF. 4, 1926**

**Powers**

- **'My 125-SF. 1, 1926**
- **'My 125-SF. 2, 1926**
- **'My 125-SF. 3, 1926**
- **'My 125-SF. 4, 1926**

**FEDERAL SPECIALTY COMPANY**

- **'My 125-SF. 1, 1926**
- **'My 125-SF. 2, 1926**
- **'My 125-SF. 3, 1926**
- **'My 125-SF. 4, 1926**

**WELDON TOWN SPECIALTY COMPANY**

- **'My 125-SF. 1, 1926**
- **'My 125-SF. 2, 1926**
- **'My 125-SF. 3, 1926**
- **'My 125-SF. 4, 1926**

**Dansen Specialty Company**

- **'My 125-SF. 1, 1926**
- **'My 125-SF. 2, 1926**
- **'My 125-SF. 3, 1926**
- **'My 125-SF. 4, 1926**

**Bataan Specialty Company**

- **'My 125-SF. 1, 1926**
- **'My 125-SF. 2, 1926**
- **'My 125-SF. 3, 1926**
- **'My 125-SF. 4, 1926**
Cointin You Know

- Continued from page 187

D'anda, Emma, and Mr. and Mrs. Paul Lemay on hand. (See

noon at the warehouseman and painter, a native of

George Van Duren is back in from

Al Silbermann, budger Sales Com-

pany, has returned from a two-hour film shot at

Xoyo by the studio office. All having

completed his battle with lice twenty years younger.

Joe Dutrie and Frank Duval, ex-

perts in the seed industry, food at

the Show Fair, the Far East and other far-flung

lands.

Mr. and Mrs. Pat Greaves, Bill

Leuenhagen's Record Bar, also

attended their biggest summer ever, and all had just a shade better

than that of 1925. More than

2,000 visitors along coin row included

Jack Lipinski, Coin-Operated

machine and records over coin machines and records over 1000.

The store is located in the

New York

Joe Lauter, local operator, was

scheduled to take over a location

in Falls, N. Y. His wife's

name is Helen. His secretary

is Mrs. Deaver's, is back as well

as his father to work on a

black injury. Capt. Dan

Martin, formerly in the

Army, is stationed in Boston

and makes frequent trips

back from a four-week vacation

in the Pacific. Hub Wiener, Sales Com-

pany, heads a gang of others for

distributors, have moved to

air-conditioned offices

at 580 11th Avenue.

Miami

Rapual Shapiro, Supreme Distrib-

utors, has the highest number on his route.

nearly all the machines have a runner-up position,

S.S. L. M.

texas, the main route

from Johnny Morgan, of the

A.I. S., and the third place

Jack Kaufman & C. I. Ammos-

off, has a number of

Jukes from Morgan.

The coming room of the

Miami Herald now has a Coin-

Coin vendor on a rental basis.

nearly all the machines have a runner-up position,

S.S. L. M.

texas, the main route

from Johnny Morgan, of the

A.I. S., and the third place

Jack Kaufman & C. I. Ammos-

off, has a number of

Jukes from Morgan.

To Order Your Market Place Ad

USC-HANDY FORM TODAY

1: Print or type your message here. Opening five words to the

line. If you want a "display" classified indicate in the message

headline that it is a display ad. Address and phone or e-mail of

person or business on which you want it to appear in the ad. If it

has more than 3 lines, please list 6 additional words.

2: New check off all the classifications

you plan to use under your

marketplace ad.

3: Then check box for each of the

items you plan to use under your

marketplace ad. This gives you the

extra power of touch and

sound.

4: Last—complete this authorization block and rush your ad

campaign to the very next issue of The Billboard:

Sentiment: Same this in your "Market Place" as indicated below:

□ New ads □ Used ads □ Display classified □ Regular classified

□ Agents and Distributors Wanted

□ Parts, Supplies and Services

□ Positions Wanted

□ Routes for Sale

□ Used Coin-Operated Equipment

□ Want to Buy

□ Payment endorsed

□ Bill me

□ None

□ Address:

□ City:

□ Zone:

□ State:

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES
### Shuffle Games

<table>
<thead>
<tr>
<th>Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated. All advertised used machines and machines are listed. Where more than one ad for the same equipment at the same price occurred, the highest price quoted is indicated in parentheses. Where quantities discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Any advertisement depends on condition of the equipment, time on location, warranty and other related factors.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Ad Price</th>
<th>Condition</th>
<th>Warranty</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shuffle, 1 player</td>
<td>$10.00</td>
<td>New</td>
<td>1 year</td>
<td>New from manufacturer</td>
</tr>
<tr>
<td>Shuffle, 6 player</td>
<td>$60.00</td>
<td>Used</td>
<td>30 days</td>
<td>Graded by buyer</td>
</tr>
<tr>
<td>Shuffle, 12 player (Chicago)</td>
<td>$100.00</td>
<td>New</td>
<td>1 year</td>
<td>New from distributor</td>
</tr>
<tr>
<td>Shuffle, 16 player</td>
<td>$125.00</td>
<td>Used</td>
<td>60 days</td>
<td>Warranty from seller</td>
</tr>
<tr>
<td>Shuffle, 8 player (Chicago)</td>
<td>$90.00</td>
<td>New</td>
<td>1 year</td>
<td>New from manufacturer</td>
</tr>
<tr>
<td>Shuffle, 16 player Chicago</td>
<td>$150.00</td>
<td>New</td>
<td>1 year</td>
<td>New from manufacturer</td>
</tr>
<tr>
<td>Shuffle, 8 player Chicago</td>
<td>$120.00</td>
<td>Used</td>
<td>30 days</td>
<td>Warranty from seller</td>
</tr>
<tr>
<td>Shuffle, 16 player Chicago</td>
<td>$180.00</td>
<td>New</td>
<td>1 year</td>
<td>New from manufacturer</td>
</tr>
<tr>
<td>Shuffle, 32 player Chicago</td>
<td>$250.00</td>
<td>Used</td>
<td>60 days</td>
<td>Warranty from seller</td>
</tr>
</tbody>
</table>

### Meteor Opens

Meteor is currently displaying the full line of Angle Audio Skee, Meteor Rocket, Flying Saucer, PT-Boat and Pony Boy—at the Convention, during the National Horseshoe Convention, in conjunction with the convention of the National Amusement Parks and Amusementists Association, which ends Wednesday.

The daily newspaper in San Juan, Puerto Rico, recently featured a two-page spread on Meteor rides, located at the Isla Grande Airport.

### SPECIAL SALE

**AMERICAN-CHICAGO COIN**

**C**

**D**

**C and D**

**For Write for Prices**

**Watch for Our Weekly Specials**

<table>
<thead>
<tr>
<th>David Rosen</th>
<th>Exclusive Aft Dist.</th>
<th>PA.</th>
<th>385 N. Broad St., Philadelphia, PA.</th>
<th>215-732-2920</th>
</tr>
</thead>
<tbody>
<tr>
<td>We Carry Complete Line of</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>COIN COUNTERS</strong></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>COIN SORTERS</strong></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>COIN CHANGERS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>PARTS AND SUPPLIES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Globe Distributing Co.**

**FOR SALE**

- **5 Game Shuffle Targets**  $49.50 ea.
- **4 Bullets Skee Ladders**  $50.00 ea.
- **6 Duggal Snake Ladders**  $49.50 ea.
- **2 Twin Turtles (New) 120.00 ea.
- **1 "S" Halves**,  $59.50 ea.
- **3 Deluxe Green Ball (New),**  $49.50 ea.

**ATTENTION!!**

United States, 6 players, 300.00 ea.

California, 6 players, 300.00 ea.

New York, 6 players, 300.00 ea.

Los Angeles, 6 players, 300.00 ea.

**MOMZEL DIST. CO.**

**LETTER PLATES**

**SHUFFLE COIN PLUNGE**

**GIVE TO THE RUNTON CANCER FUND**

**EXTRA SPECIAL**

- **100 Exclusive Coins, 400.00 ea.
from legitimate sources. Take away the window dressing and the promises and the customer finds he has purchased some vending machines from a hot shot salesman.

Summing up the dangers of buying machines through promotional advertising, the Bureau listed these points to watch:

1. Consider the price of the machine offered, then contact an ethical vending machine dealer and get his price.
2. Beware of the representations that the promoter may make to regard to locations and verify each one personally with the promoter.
3. Sit down and figure how many returns and nickels it takes to make $600 to $800 a month profit.
4. Consider the price of the merchandise and the source of supply, then contact an ethical supplier for his price.
5. Watch out for the exclusive franchise of rights to any territory. Remember, prior to your appointment at the hotel, the promoter has been telling the same fairy tale to others.

A wrapper must be removed, cigarette inserted in case open end down and remaining portion of wrapper removed after insertion.

Texas Blue Sky

Sensational Kiddle Ride Sale!

- Midget Movies $165
- Atomic Jet Space Ships $385
- Midget Auto Racers $285

Large Stock! Kiddle Rides and Horses

Write for Complete List

We Ship All Over the World! 100% Satisfaction Guaranteed

Redd Distributing Co., Inc.
206 Lincoln Street
Allston, Mass. 4-4000
Bally—United

Exclusive distributors for

AMI

Southern Automatic Music Company, Inc.

Established 1929

225 S. Broadway
New York, N.Y.

Selling Concentric and All Other Brands

Music Money Makers!

ATLAS Music Company

229 N. Western Ave., Chicago, Ill.

Phone: Armitage 6-1505

Selling Concentric and All Other Brands

Distribution September 22

Advertising Deadline September 18

Contact your nearest Billboard Office Today!

Cincinnati 22, O. 2140 Patterson St. October 6-10

Chicago 9-6000

New York 36, N.Y. 1564 Broadway

Hollywood 28, Calif. 600 Sunset Blvd.

1953 Coin Machine Take to Go Still Higher in Next Three Months!

The traditional upsurge in coin machine business activities that comes with the seasonal change-over to fall and winter operations will be bigger this year than ever before—as the '53 take reaches its highest peak during the three months just ahead.

Announcing THE BILLBOARD ANNUAL FALL COIN MACHINE SPECIAL an important special issue timed to prepare operators for peak profits during their peak season

Operators! Here's How to Make More Money During Your 3 Biggest Operating Months

...read and use The Billboard's Annual FALL COIN MACHINE SPECIAL all thru the big fall and winter operating season. Contains valuable features, latest news, survey data and useful references planned to help operators get to new or increased activities in all locations...designed to help all column make more money.

Because there's more for readers, there's extra value for advertisers in The Billboard Annual FALL COIN MACHINE SPECIAL.
Seeburg M-100 A
with DAVIS Guarantee
$595.00
Complete with professional Refinishing and Reconditioning

Seeburg Specials

Wurlitzer Specials

All Reconditioned and Refinished with DAVIS Paint Guarantee.

- Seeburg 146M $115
- Seeburg 147M $135
- Seeburg 148M $185
- Seeburg 148M $215

ALL SPECIALS!

Wurlitzer Specials

1080 Reconditioned... $139
800 Thoroughly cleaned, complete & in new... $69

WALL BOXES

Wurlitzer 4220, 5c, 10c, 15c, Converted... $315
Wurlitzer 2220, 2c, 5c, 10c, Reconditioned... $195
Wurlitzer 219 Shopper... $195
Wurlitzer 218 Super-Deluxe, 3-Wire, Reconditioned, Refinished... $145
Packet Plus-More... $9.50

TIME! 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D.
WE SPECIALIZE IN EXPORT TRADES

I'm looking for a representative of a large manufacturer, follows:

Using the classified column of daily and neighborhood newspapers, he advertises an "open" for qualified individuals who will make from $400 to $600 a month in their spare time.

Incidental to the position offered is the ability to advance a cash sum of from $600 to $1,000 to cover equipment and merchandise. This represents the price paid for bulk vending or other type machines and the first full stock of merchandise.

The publisher of course, also represents a highly inflated price for machinery that could be purchased for from $20 to $500 less than accredited sources.

Many of the promoters also announce the investment includes payment for vendor locations. In the main these range from low-volume, low-profit spots to strictly "plug-in" routes (non-existent).

To counter the credibility of the averages given in the above, the promoters' promises of big profits, stricter standards of classified advertising have been adopted by a growing number of newspapers. Lending strength to this trend is the National Better Business Bureaus formulation of check points to halt "bait advertising" of the type used by unscrupulous vendor promoters.

The six points advanced by the bureau are:

1. Refutation of condemnation of all bait advertising.
2. A specific appeal to manufacturers, whose products are the subject of such advertising, to work with BBD to discourage and eliminate such practices in their fields.
3. Proposal to study legislation relating to such advertising.
4. Referral of all findings (regarding baited solicitors) to the appropriate agencies for suitable action.
5. Wire distribution of the findings regarding such tact to all business, consumer, trade and media groups throughout the nation.
6. Preparation of a publicity package on bait advertising suitable for the local BBD to use to prevent consumers from such practices.

Ad Standards

Along this line, Oregon papers adopted a set of standards for classified ads offering vending machines. One of the qualifications is that the bait must be submitted at least forty-eight hours in advance of publication.

The Oregon standards do not refer to bait but refer to the fact that such advertisements are not to be published at all.

Another clause would prevent the publication of any advertisements listing the names of any machine manufacturers unless they have the authority to contractually obligate the manufacturer.

Fla. Cig Receipts Up

TALL-ARASSEE, Fla., Aug. 22—Florida's nickel-pack tax on tobacco increased $1,340,860 in May, an increase of 165,000 receipts over the corresponding period last year.

The total is $1,144,349 of the month's receipts on cigarettes sold within their boundaries during May. The remaining $196,000 from collections in rural areas go to the State general fund.
None Can Compare with these Truly Smart Scoring Principles:

- Numbers 1 to 9 lite Bottom Center Rollover Lane for ONE REPLAY.
- Making 3 Star Lanes lites both top side Rollover Lanes for Replays.
- Making Numbers 1 to 9 and 3 Star Lanes Scores FIVE REPLAYS!

HIGH SCORES plus POINT SCORES
Score and Point Buildup is accomplished by making different combinations of numbers and Star Lanes.

ITS WILLIAMS Palisades
FOR IMMEDIATE DELIVERY

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.
NOW! A WHOLE NEW FIELD for OPERATORS AND DISTRIBUTORS!

These Brand-New High-Traffic Locations NEVER BEFORE AVAILABLE Now Welcoming GENCO'S MONEY-MAKING Sky Gunner

✓ 5-10c STORES
✓ VARIETY STORES ✓ CHAIN STORES
✓ SHOPPING CENTERS ✓ DRUG STORES
✓ DEPARTMENT STORES

FIRST RESULTS FROM 5 NEW LOCATIONS SHOW GENCO'S SENSATIONAL SKY GUNNER ACTUALLY OUTEARNING HORSES, ROCKET SHIPS, OTHER KIDDY RIDES

Have you got a SKY GUNNER for your BOWLING ALLEY?

FOREIGN BUYERS!
It's smart to do business with THE firm that does the most for YOU

INTERNATIONAL AMUSEMENT CO.
1423 SPRING GARDEN STREET • Rittenhouse 6-7712 • PHILADELPHIA 30, PA.

ATTENTION, DISTRIBUTORS
We Need...
200 Wurlitzer 1015's
100 Wurlitzer 1100's
25 Wurlitzer 1250's

CALL, WIRE OR WRITE-
Send in Complete Lists
Exclusive Garnets, Williams, Seeburg, Chicago Coin, Genco and United Distributors.

TRIMOUNT
10 WALTHAM ST.
BOSTON 16, MASS.

THE BILLBOARD has a greater circulation than the combined total of the next 3 showbusiness trade papers... AND IT'S AN AUDITED PAID CIRCULATION.

Cobra Cartridges
Electro-Painting Co.

SCOREBOARDS
LARGE NATIONAL DESTRUCTOR BOX
Overhead, 11" x 16.5"... $125 ea.
(Add 30¢ S&H)

WEIGHT COUNTERS
10 lb. $50 ea.
25 lb. $115 ea.
75 lb. $285 ea.
(Add 30¢ S&H)

JUGS & BOTTLES
All sizes and colors

CAGE-INTL.
4255 prep. AVE., Chicago 40

MID-STATE COMPANY
2595 Milwaukee Ave., Evanston 2-2644

® Protected under U.S. Laws
® Registered in the U.S. Patent Office

ATTENTION, DISTRIBUTORS

Statement from Operator:
"Absolutely no sign of let up in play, GENCO Sky Gunner seems to have as much appeal for adults as for the kids... keeps getting dimes from both!"

Bowling Alleys are Perfect Locations for Sky Gunner...
League Play Starts Sept. 1

IT'S TRIMOUNT

Adopted and copyrighted April, 1952 in U.S.A. & Canada. All rights reserved. Rights reserved throughout the world.
NEW Hinged Pin Compartment... Easy servicing! Easy cleaning!

NEW Hinged front door with protected cash box!

NEW Lited Cash Box Compartment for Easy Meter Reading!

CHICAGO COIN'S New!

HI-SPEED
Triple-Score
Bowler

FOR BUSY LOCATIONS REQUIRING FAST PLAY

ADJUSTS TO 5 FRAMES PER GAME

NOW, for the FIRST TIME, at Operators Option, HI-SPEED Triple-Score Bowler is easily adjustable to Play either 5 or 10 Frames!

A NEW HI-SPEED Bowler to speed up play—Speed up Profits! 5 Frames plays in only 30 seconds! 10 Frames in 60 seconds!

Features Galore!

★ 5 Frame Play—3rd and 5th Frames Triple!

★ 10 Frame Play—5th and 10th Frames Triple!

(Also adjustable for 3rd and 7th frames triple)

★ Player in 5 frame play can add up to 270 points to his total score in the 5th frame alone.

★ Player in 10 frame play can add up to 270 points to his total score in 10th frame alone.

CHICAGO COIN'S New!

HI-SPEED
Crown Bowler

ADJUSTS TO 5 FRAMES PER GAME

For the FIRST TIME, at Operators Option, Hi-Speed Bowler is easily adjustable to Play 5 or 10 Frames!

5 Frames Plays in only 30 seconds! 10 Frames in 60 seconds!

★ 5 Frame Play—3rd and 5th Frames Triple!

★ 10 Frame Play—5th and 10th Frames Triple!

(also adjustable for 3rd and 7th frames triple)

★ Match a Number...Match a Number & Star... Match a Number—Star & Crown!

CHICAGO COIN'S GOLD CUP BOWLER

with REPLAY feature

1 Match A Number!

2 Match A Number and Star!

3 Match A Number—Star and Gold Cup!

4 Replay Given Player Matching A Number!

5 Any One or Six Players can get Replays!

6 Gold Cup Bowler can also be operated as Straight Match Bowler!

5th and 10th Frame TRIPLE Score Feature

Player in 10th Frame can Add up to 270 Points to Total Score!

1725 West Diversey Blvd., Chicago 14, Ill.
Earn Bigger Profits than ever with the game with amazing new

5-IN-1 CARD

AMAZING new shifting, overlapping 5 cards in 1 is greatest play-stimulating selection-feature ever created. Players can select and re-select for maximum scoring-advantage. Result: biggest in-line earnings in history.

Get your share . . . get YACHT CLUB. See your Bally distributor . . . or write Bally Manufacturing Company, 2640 Belmont Avenue, Chicago 18, Illinois

- In-Line Scores
- Super-Line Scores
- 2-In-Line Scores
- Advancing Scores
- Guaranteed Scores
- Spot Roll-Overs
- Extra-Balls
- Gorgeous Glass
- Brilliant Playfield
- Colorful Cabinet
- Perfect Mechanism
UNITED'S

CLASSIC

SHUFFLE ALLEY

TRIPLE MATCH FEATURE

NUMBER  STAR  CLOVER

(0-9)     *    

THIS FRAME SCORES

TRIPLE  DOUBBLE

WHEN LIT  WHEN LIT

10th FRAME FEATURE

ALSO SCORES

DOUBLE WHEN LIT

STRIKE OR SPARE

CAN PICK UP

FLASHER LIGHTS

CAN SCORE 180 POINTS

7-10 SPLIT

FORMICA PLAYBOARD

SEE YOUR DISTRIBUTOR

SIZES

8 FT. BY 2 FT

9 FT. BY 2 FT

UNITED MANUFACTURING COMPANY

2401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
the most efficient way in the world to play records...

**ONLY Select-o-matic**

MUSIC SYSTEMS PLAY RECORDS IN THE VERTICAL POSITION

100 SELECTIONS AT THE PHONOGRAPH

100 SELECTIONS ANYWHERE IN THE LOCATION

**Seeburg**

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS

DEPENDABLE MUSIC SYSTEMS SINCE 1902

Seeburg Corporation
Chicago, Illinois