NEWS OF THE WEEK

**NBC Multi-Revolutionary Tape Scott**

The NBC Radio network may completely revitalize its seasonal programming by introducing a multi-revolutionary tape. **See Page 12**

**Vickers California**

Victor 'Digest' Aired 2 Ways.

NEW YORK, July 18— RCA Victor has marketed its new 'Digest' series in two ways. The program, which was developed for the success of the pluck pack, is varied, and each probably holds some measure of truth. One of the most intriguing theories dealing with the public's response on various recordings is that the addition of a second record, usually a new one, is a typical reaction. However, few people have actually heard all these theories, and the Victor 'Digest' series is one of the few that has been successfully marketed.

**TV Film Distribute Start Sales Drive**

**For Nat'l Advertisers**

With five new national advertisers now making their debut, the TV film industry is spreading across the country with a host of new films being shown on its initial run. The films are now reaching their peak and the results are showing a strong response. The new films are all being shown all over the country, and the industry is seeing a strong interest in this new type of film.
PRE-TAPED WEB SHOWS TO REVOLUTIONIZE RADIO?

Hook-Up System on Way Out, Other Changes Imminent, NBC Meet Hears

By SAM CHASE

NEW YORK, July 10—Net-

working stations to avoid the

uel of operational changes which

nned the face of web broadcasting. This

sponding station has been referred to

ers at the NBC-Radio affili-

ity in television. The NBC-station

xion execs who attended the

use with some of the ideas tossed at

a small gathering of principals

(“Pat”) Weaver. Not only was a

a sales luncheon held by

ned by Weaver and other NBC execs

at their offices shut them and

in their outlook having been

utifully.

Perhaps the most immediate

the radical changes being

owed the traditional use of the

thic, which link up the stations

marks, $400,000 in immediate

 Jersey. According to one of the

tions that the web talk show, which

hen this wire technique, which

forced the NBC web talks to come

an NBC into a virtual “tape” network

Programs In Advance

The NBC station reported that the web show

would be expected to hit the air by

The orbit of the talk show, however, will be

ratings could be erased and

ficient. The NBC execs noted that

ating point in the sense of

would have to be "canned" except for

n messaging and television

Ultimate, this system could be expected to

form of "syndicated radio," which

broadcasts could be supplied to

stations in much the same fashion the

TV film series is to network

such as NBC is in the business of

A week of taped or transmitted radio

station outlets would take a show for airing in

same evening, but the origina-

$1 MILLION PER YEAR BUDGET?

That's a Topic to Be Studied at TV Sales Promotion Bureau Meet

WASHINGTON, July 18—A

budget running close to $1 million

Daytime TV sales promotion

$200,000 on industry's new nationwide TV advertising

A single all-industry TV sales

promotion effort will be under

purview of the National Association

Bi-Lateral Radio Television

Advertising Bureau will be

a meeting scheduled to be held

August to be created last week to form

Bureau (The Billboard, July 10).

The new all-industry committee

is expected to prove the way for the

WORLD SIGNS GRABLE-JAMES

For Hour El's

NEW YORK, July 10—The

Broadcasting System for this week

Betty Grable and Harvey

hour series of daily series

indicated that three two-

have been on the air.

Dick Lawrence, World sales

e sales managers for

signed for the Commercial

hundred seconds in two

series will market the "Hotliner"

regular radio stars.

LIVE BREAKS

Ohio Video Outlets Set to Make Them

NEW YORK, July 10—One

of the Midwest's leading video

businesses next week by which

advertisers can buy live special events

day of the hour. Ted Ricou, pro-

Columbus, O., said that

both the crew and facilities available from

to run up to 12 stores. The

stations will show for the

images, major effects and sets

The reason for setting this policy,

the demand to accom-

modate advertisers, local or na-

National, whose needs happen to

the production of a film

the purchase of Watkins Film, Inc.

to be in production. Watkins TV is sold

out for the fall.

JVT May Get Sullivan Acct.

NEW YORK, July 10—Reports

were circulating this week that

Roy Durstine and Cecil &

may have been secured this fall.

account is loosely estimated

$4,000,000. Its lamp of america

set by the National Board for

Sylvania's TV show is "Beat

Saturday TV shows.

Colgate Makes Solid Daytime Buy on NBC

NEW YORK, July 10—Colgate

Palmolive moved solidly into the

nighttime situation is still

The NBC program will be

directly on what programming

was certain that the late after-

It appeared to be as far

off the air, it was disclosed here

this week, despite the fact that
color spectaculars and other

York this fall will be aired on the

hours earlier than New York time.

This problem may soon be

Colgate was reported to be negotiating a

series that might well yield the "hotliner"

"Hotline" (The Billboard, July 10).

MUTUAL NEARS HEFTY NIGHT BUY FOR BFD

NEW YORK, July 10—Colgate's

Farley Motor Company TV's

week bought up the $3.5 to 5.5 p.m.

schedule, NBC has reported that

Some networks have been

the subscription price for the

"Hotline" (The Billboard, July 10).

"Hotline" for 'Nyet Yet'

NEW YORK, July 10—Albino

NBC is now able to carry

the NBC TV shows, the time

New York's 5:30-7 p.m. "Hotline"

prohibits the use of "hotliner"

This was disclosed here

this week.

"Hotline" for the same time

other live shows. New York

"Hotline" for the same time

less than New York time.

"Hotline" for the same time

this problem may soon be

"Hotline" made possible.
WASHINGTON, July 15.—The Hindsight Bill to classify subscription TV as a common carrier is up for a third reading in the Senate. Apparently the FCC report that the proposed reclassification wouldn’t prevent the TV stations from charging for service, but would exempt it from the rules governing common carriers. And it is expected to pass this time, despite the efforts of several senators to have it referred to the judiciary committee.

The American Communications Company, and "Station AM," will be heard before the Senate committee on commerce and transportation. The company was formed for the purpose of operating a television station in the Allegheny region of Pennsylvania, but has been unable to make any progress in securing a broadcast license. The company has appealed to the FCC, which has ordered it to show cause why its license should not be revoked.

"GREAT DEBATE" HEADS FOR TV... The "great debate" over whether the free and commercial TV stations should have free-wheeling admittance to the Capitol Hill hearings continues as the Senate committee on commerce and transportation, which is considering the matter, meets this week.

"Chief of the Home Front" is the title given to the Hearst campaign to win the hearts and minds of the American people in support of the war effort. The campaign is being directed by the American Federation of Labor, and is expected to reach a peak in September.

WHAT PRICE EXTRAVAGANCE?... Pentagon brass have found the last thing that they need is a little too pessimistic. In a Senate Armed Services Committee hearing on Armed Services funds, the junior senator from North Carolina, Senator Long, said in his opening remarks that he was concerned that the federal government was spending too much money on television programs for the military.

Accelerating Production Race Will Cost of Color Sets

NEW YORK, July 19.—A production race to market color TV sets is being accelerated by the return of American forces from the war, which will serve to bring down the cost of production and make color sets available at a point where mass circulation of the sets can be expected.

The situation was set off when CBS-Hytron unveiled its first color sets in March. Almost immediately, Motorola, RCA, and Westinghouse, who are the three largest producers of color sets, announced they would be entering the market within a few months.

The move, with a Motor-ola set going on the market on July 15, was set off by the return of American forces from the war, which has been the stimulus for the production of color sets.

The three companies, which are all making television sets, have been working on the development of color sets for some time.

The three companies are all making television sets, and have been working on the development of color sets for some time.

The three companies are all making television sets, and have been working on the development of color sets for some time.
**Premiere Show**

July 17th

CBS Television Network
9:30 P.M. EST

**Sen. Org Nearer UHF Report As Result of Meet With FCC**

B - BEN ATLAS

WASHINGTON, July 10 — The Senate Inter-Commerce Subcommittee on Communications, headed by Sen. Charles E. Potter (R., Mich.) is closer to a report on UHF situation as a result of the Potter group's closed-door session with members of the Federal Communications Commission this week (4). The Potter group plans to hold an executive session Tuesday (13) in an effort to sift information gathered from the commissioners and to weigh testimony previously gathered at open hearings. In its afternoon-long executive session with members of the FCC, the Potter subcommittee queried the commissioners extensively on a score of proposals which had been offered by witnesses in the course of testimony in open hearings on the UHF situation. Altogether, most of the FCC commissioners were in accord in their views on how to deal with some of the major recommendations which had come from various witnesses for dealing with the UHF situation. Most of the commissioners voiced conclusions to proposals made by witnesses for UHF, as well as for the FCC, to impose a freeze on VHF grants during a "transitional" period. Also, most of the commissioners showed interest in the various proposals made by some witnesses for developing a "legal framework" for UHF channels in some communities.

Central cooling was shown by members of the subcommittee for reports which had come from some of the witnesses for the realization of the entire spectrum to UHF, as opposed to the allocation of color televisions in the operation of televisions as a boost to the Potter group was to bring in at a final report by the subcommittee on the same subject. The Potter group will be recommending drastic legislative recommendations to legislation which might hamper the industry. The Potter group apparently hoped to get some favorable recommendations to encourage continued expansion of the UHF industry as a step in the public service.

At this week's executive session with the FCC commissioners, members of the subcommittee questioned commissioners individually on each of the suggestions which had come forth during the testimony at previous open hearings. There were few suggestions similar to the content of the recommendations by the FCC. Most of the commissioners reproduced their disagreements as to the importance of VHF, and the FCC had rejected proposals to impose a freeze on VHF grants during open hearings.

With the exception of Commissioner George Sterling who was on vacation, the entire Commission under Chairman Robert Hyde was present at the closed-door session with the Potter subcommittee Chairman Potter and Sen. Earl C. Johnson (D., Colo.) were on hand for the entire session, with the other senators finding it necessary to be absent themselves intervals to attend to urgent business on the Senate floor.

Senator Potter said he felt it would be unnecessary to hold further hearings on the UHF situation, as he felt the FCC was "most helpful" to the committee, that he felt it would be unnecessary to go to the FTC because the hearings were not helpful to the FCC or with the FCC, or with the Senate.

In view of Potter's comments, it is not likely that the Commission will have a conference call with representatives of TV set manufacturers to discuss whether manufacturers will be interested in the proposal of focusing production on equipment which is legal. Spokesmen for the Radio-Electronics Manufacturers' Association in the course of testimony had pointed out that TV set manufacturers had been stepping up production of UHF receivers steadily. It was made clear that the subcommittee has no intention to recommend legislation on this subject, with the majority of the subcommittee members feeling that particular matter is outside the province of Congress.

Senator Potter stressed that his group is "fully aware" of the extent of the UHF problem and that it gives to full distribution. It is held that the subcommittee will clear those of drastic legislative recommendations. The subcommittee in its final report is likely to redraft its recommendation for enactment of legislation to provide tax relief for the UHF industry. The subcommittee has already made major recommendations, but the Senate Finance Committee has failed to move on any of the proposed tax relief measures for UHF, which include Senator Johnson's proposal to remove the 10 percent excise tax from TV sets and all-channel tuners as an encouragement to make or continue to manufacture TV sets. The Senate Finance Committee has agreed to consider this proposal as an amendment to House-passed tax bill.

The Potter subcommittee has decided yet what recommendations will place on Senator Johnson's modification of the FCC's rules on multiple ownership of TV stations. Johnson's bill proposes to set up an sliding scale formula for multiple ownership as a substitute for some ownership of five VHF and two UHF stations by any single interest.

**HISTORY MAY REPEAT**

**Hardware Group Bids For Time on ABC**

NEW YORK, July 10 — A scheme is in the works at ABC to have the software group participating in a deal proposed by President Potter of the National Association of Broadcasters, which has set a hearing on the issue and ABC's plan. ABC has made no public statement on turning over any of its time.

**Color TV Sets Hit 7,713 Mark**

WASHINGTON, July 10 — TV sets manufacturers produced 7,713 sets in the first five months of this year, it was announced this week by the Radio-Electronics Manufacturers' Association. The number is black-white TV set production is running between one and one percent over the same period a year ago. The total number of TV sets produced by manufacturers in the first five months of this year was 17,137, compared to 17,713 in the same time last year.

In the course of the hearings on TV sales, industry officials pointed out that TV set manufacturers had been stepping up production of UHF receivers steadily. It was made clear that the subcommittee has no intention to recommend legislation on this subject, with the majority of the subcommittee members feeling that particular matter is outside the province of Congress.

**FCC Issues 2 TV Grants; Total 694**

WASHINGTON, July 10 — The Commission this week issued two TV grants to stations, totaling 694, of which 506 are non-commercial, educational and others, designated for community service. The grants are for 37 stations in 13 states, including 10 in California, 6 in Florida, 4 in New York, 3 in Ohio, 1 in Oklahoma, 1 in Utah, and the remainder scattered.

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**AB C Topppers View It as More Realistic**

NEW YORK, July 10 — A TV industry group was held recently by the Federal Communications Commission at ABC Radio this week as web topppers once again signal their intention to pick up the rate-cutting battle. TV sets came to baring the trend. For the occasion, the web is taking out of the market. It is prepared for a single rate for nighttime and day time advertisers.

Such a proposal was turned down last May by ABC, two years ago when the rate-cutting rate came into play. It is felt that the single rate proposal has a better chance of achieving approval this time around.

The single rate stems from the increasing awareness that nighttime radio can no longer be considered much more than an extension of daytime radio. A study of rating figures indicates that the rating differential between the two time periods is relatively small in a great many instances. In light of this situation today, a single rate is considered by ABC to be more realistic.

Many local stations throughout the country have already agreed to the single rate bandwagon.

**Wage-Hour Probes Revealed Violations**

WASHINGTON, July 10 — The Department of Labor has revealed evidence of serious violations of the wage-hour law in the broadcast industry. Inspectors of the Department's Wage and Hour Division have unearthed evidence of serious violations of the law by broadcasters over the last year. The evidence includes the failure to pay the proper wages to employees in violation of the law.

**Stark Shifts to ABC-TV**

NEW YORK, July 10 — Dick Stark, the MCA Network sales pride into many to move its television show to ABC. Stark, national sales director, the industry has been ubiquitous on the web up to date in its expansion of its sales force.

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**TNT**: SUNNY FUNNY FAMILY

See Page 96
Your Lucky Strike Hit Parade says:

"So long for a while"
And presents a special summer service

During its 12-week hiatus Your Hit Parade will list in this space the seven 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. Little Things Mean a Lot
2. Hernando's Hideaway
3. Three Coins in the Fountain
4. Happy Wanderer
5. If You Love Me
6. Wanted
7. Young at Heart

P.S. Be sure to watch Your Hit Parade's summer replacement "PRIVATE SECRETARY" starring ANN SOTHERN Saturdays at 10:30 P.M. (N.Y.T.) NBC Television Network
Film Distribrs See Continued Upswing in Multi-Marketers

Four New National Advertisers
Break Into Field, Others Expand

By GENE PLOTNIK

NEW YORK, July 10.—The film distributors had a hefty in- terest in the advertising market from both national and major regional advertisers. There was a great deal of activity, and there is every indication of a big increase in advertising in the season ahead. The activity is due to the increase in the number of multi-markets, deals large or small, and seems to be on the rise. Many movie distributors are also employing additional salesmen to get their message out.

The number of additional salesmen is in itself a product of multi-market deals, large or small, that are being struck.

On each side of this volume of multi-market deals, large or small, is the threat that the movie business is facing. So far this season, jumped from 50 in the 1952-53 season to 90 in the season just ended.

During the past season there were seven national advertisers starting syndication shows in 20 markets or more. This does not include the many entries of large or small distributors controlled nationally, such as Columbia’s “Pacific Coast Boraks’ Death Val- leys.”

Two of the national advertisers on such shows this season have broken out. These are Kent and Eveready and “Firtine”—“Firtine”-re-run bought from Z-and-O, has bought 34 markets, now has ABC’s “Coca Cola” in its stable.

Four New Entries

But since the windup of the search meetings of the motion picture distributors, many new advertisers have broken into the radio advertising field. Many new entries in the field are on their way. In fact, the entries are three: International Advertisers, Inc., H. J. Heinz bought an anthology field program this month with “Cowboy M-G-M,” John Deere’s own “Ivy” ordered “Annie Oakley” on a series basis, and “Whitehead & Hoag”.

One of the advertisers right now is jumping with optimism when the season ahead comes into discussion. They believe that the field may well gather momentum as more programs move into it and they find they like it. There is still a number of advertisers and potential advertisers that are interested in a place on the national TV market whom the networks have failed to get.

Among these are reported to be Brazilian Air Lines, Metropolitan Life, Carter Publishing, Armed Forces Televising Institute, Cresley, Owens-Corning, Timken, Young & Rubicam in Chicago, among others with attractive properties and potential for the field.

The current national sponsors who are not doing well enough, says one, are Bruno Seltrin with “Buckwheat,” and Don Schubert with “Mr. District Attorney,” Carole Lombard’s first show, General Tire with “Sports Illustrated,” and Canada Dry with “Annie Oakley.”

Regional Sponsors

Many of the other regional sponsors are staying with and moving into spot field and expanding their coverage.

Anchors, the selling agency, which has “A Deal Three Lives” in 23 mar- kets, has recently been going over its number of shows and is expected to increase its spread to 40. Rhine- lander, the Atlanta firm, which has got its hands full with its 40 shows in Chicago; and Live Big, four in Baltimore; and Miss America, seven, and others.

Douglas Fairbanks shows in four markets, has expanded to eight markets on free co-promotion with both show and Dora Sharp’s “The Hidden City.”

Chuckles, which last year had Abbott and Costello in eight mar-

kets here, is hoping into the new se- ries of shows in a spread that may go up to 20 markets. Cheyenne, gun, which used to take six spots with the MCA-TV anthology, has hired its spread to “Warpath.” Painted Tree is up to 16 markets with “City Detective” and due to add about 20 more shortly.

Pure Oil has “Budgie” in 31 markets and “Racket Squad” in 10. And, the latest, “Old Friend Potato Chips,” comes into film sponsor- ship with “Ramar of the Jungle” in 30 markets. Another “Ramar” sponsor, Quaker City Chocolate, which has had four major markets, has gone up to 10.

Television Programs of America, which has had four major markets, has gone up to 10.

At the same time, a number of network advertising jobs have received help from the film distrib- utors on show or spot product problems.

One example is Proctor & Gamble, which bought “City Detective” and “Ivy” for its show house from MCA-TV for use in 10 markets in the West Coast-time part was first introduced.

Dramatists Guild will be shutting up game in the season ahead.

Int’l Harvester Buys ‘Ivy,’ to Spot It

NEW YORK, July 10.—“Halls of Ivy,” one of the top budgeted educational series produced this week to the Interna- tional Harvester Corporation. The fourth largest industrial com- pany in America, will place the show on the air in a total circulation of about 62,500.

The deal was set up by Matthew R. Hoyt, the new public relations man of the company, to produce and place the show on the air.

The new series will be handled by the firm’s direct mail sales deal calls for “Fawcett pub- lishing” in Cleveland, to promote the series in its other fields being handled by “Fawcett publishing.” Hoyt produced the first 26 “Letter to Ivy” cards, which were to be mailed to 200,000 entrants and to be followed by a one-year follow-up for the series.

Ready for Donating

COPENHAGEN, Denmark, July 16.—Screen comic Mischa Auer and actor William Anderson have arrived here to begin work on his series of TV films for dis- tribution in America, which Danish Pro- duction is shooting at the Nordisk Film Studios and in the Western part of the country with the like- ness of Mischa Auer, Sten Winge, and other local film talent.

Some of the series is being built around classic English comedy tales. Denmark was selected be- cause it offered both suitable out- door locations and available studio facili- ties.

The Billboard Communications to 1504 Broadway, New York 36, N. Y. JULY 17, 1954

Rayman Gets

Lay on 30 Dixie Outlets

ATLANTA, July 10.—H. W. Lay & Co., Inc., Atlanta, is reported to have organized an exclusive agency for Dixie Outlets. This is understood to be Lay’s move to get a distributor of a line of furniture.

Am-British to

Syndicate 3 English Series

NEW YORK, July 10.—American British TV Movies, Ltd., which has been available but a feature house up until now, is going into the English series business under a mystery, a kiddie and a muni- cal—all produced in England.

Seven of the 26 segments in the mystery, Variety, which was produced by “Hound and Yard,” have played theatres in England. Anglo Amalgamated Film Distributors, Inc., has purchased the rights, in place of the usual syndication books, are believed to have put the series into first-class syndication.

The other two are 15-minute series. These are “Cafe Continental,” stars Isabel Rose and Edward Ferrell, and “Barbarian,” Miss Bigley made her TV series debut on “Ginny and Dolls” on Broadway.

The “Kiddie” show, “Muffin the Mule,” has been available for ABC and is booked on the “Good Fellas” syndicate.

The company operates “L. A. Westgate” films, which has it in England. It is produced by American International, who shoots the series in British studios on the occasion of the series having been booked is on June 15, it will continue.

Thorpe Ante

Goes Knightly

NEW YORK, July 10.—Richard H. Gordon, one-time exec of NBC, has joined Commercial Har- vagon to produce a half-hour TV show called “The Tassie and the Griffon.”

The leading characters in the show are a half-breed Indian and medieval knights in armor. To reform has, according to Mischa Auer as the comic relief and Arthur Godfrey as the "Merchant of Venice."
CBS's Shift of Gene Autry Points to Grab of Night Bloc

NEW YORK, July 18.—The change in which the Gene Autry film series is moving to the Saturday time slot began Saturday in major film distributors that one of their customers about. This is the initial move of the week, which has been taking place for the past month.

Eve since early spring, there were signs that the week has been using ABC's 11 p.m. block. (The Billboard, April 17) has done a pretty thorough job of building the new series to ABC across the board, which CBS-TV sales.

So far, the current Autry move, however, only on Sundays was the 7:30-8 time being been for web shows, with NBC having threatened to soundings by carrying "Mr. Wiz..."

Kling Activity Disproves Rumor Firm's on Block

HOLLYWOOD, July 16.—Taking this week of a telefilm from NBC, the firm and the putting into operation rights of the first of six new shows for the time slot. At Kling Studios were cited a number of production that Kling Studios would not be traded here to the contrary.

A resident in charge of production at Kling Studios, who was quoted as saying, "Kling would not change hands until the middle of December, before January 1, to clear, from the 'ambiguity in the air' the financial physical property in Hollywood, that was once known as "Kling Studio."

The executive pointed out that Kling was a local concern and that the construction of a new studio, which the property may change hands, may not happen until the end of the year, but that even were such a change to be considered, it would have no effect on Kling Studios, the production firm, while Kling Studios' commitments in-aided to the judgment of individuals.

Pinning out that Kling Studios will be traded in Hollywood until the firm is acquired by David S. Garber for the purchase of a new show for the network, a new series at Kling Studios has unlimited television in the future and feature films, with the new building programs an expression of this faith, Garber said. To descore this, he pointed out that the construction of a new soundstage already been completed, that the firm now is building and the finding out, 12 new fully-equipped editing rooms go into operation Monday (13), and the studio had signed with McGowan Productions for the use of studio facilities for pro-ductions of "Jules W.," a "West- days" telefilm series.

CBS-TV Film Sets 'How to'

NEW YORK, July 10—CBS- TV Films, Inc., this week set a deal with Filmmakers and Jerry Franklin, of Lenoir Lewis Associates, to produce a 15-minute, 26-episode series, tentatively titled "How to for You." The series, jointly produced by McGowan and the series with Franklin, will be produced by McGowan Productions for Westwood, the new series McGowan Productions will be handled by McGowan, will be made in preparation.

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Rheingold Inks 'Star & Story'

NEW YORK, July 10—CBS-TV Films, Inc., this week set a deal with the CBS-TV Film division for a new, high budgeted television. "The Star and the Story," Don Sharpe, producer of the show, has already been in production for the East and West Coast. "The Star and the Story" is being awarded Stanley Ford host. As a general assignment, the show is being handled by the company's sales staff, production, and distribution.

Likewise, Frederick anticipates that "The Star and the Story" will be as popular as Filmmakers' new series, "This is Charles Lazonn," the 2- minute reading program, for which the general manager has ordered a 140 million printings for shows.

'Sewing Room' Is Low-Budget Film

NEW YORK, July 18—TV stations seeking low-budget daytime soap operas for local stars are being offered a new, first-run, 12-week run of the "Sewing Room." "The Sewing Room," was produced by Zahrler Films, Inc., and is being released by the Call's Patterns, Tulli Simon, Sid Salas, and Ponytail. The film features Elizabeth Chapin, home and away. Zahrler Films in Los Angeles is

MONEY-SAVING SUBSCRIPTIONS

For subscription to The Billboard for a full year: $52 (at the rate of $10 (a saving of 93 cents) single copy rate). Foreign rate $20.

Name
Occupation or Title
Company
City
Zone
State
Send to: The Billboard, 5160 Patterson St., Cincinnati 22, O.
NEW YORK, July 10.—The "Ford Theater," produced by New England General, occupies the first regular weekly color film position on NBC. The word to screen gems and star-studded films—"Golden Era of the Motion Picture"—will be aired this week on NBC. The show, which Debroy 1980, has been billed as "a celebration of the film industry, with colors in aid of The Motion Picture Industry Association." The program features color film clips from classic Hollywood films, along with interviews with stars and directors from that era. The show is expected to have a positive impact on NBC's schedule and draw viewers for the network.
VERSE IDEA

TV Panel to Put Posers To O. Nash
NEW YORK, July 10—O. Nash, the witty poet, has finally been put to the test on a television panel that put him on the press block in New York. Even Nash has admitted that he is not too sure about his acting abilities, but the panel displayed his ability to hold the public interest with his wit and charm. The show, entitled "Posers," has been seen by critics and is being produced by the Martin Goodman Organization.

Auto Dealers Buy Lone Wolf
NEW YORK, July 10—The Chevrolet Dealers have bought the rights to "Lone Wolf," the popular movie, to be shown in theaters in the fall. The show will be produced by United Television Programs and stars Louis Hayward.

Film on Fiberglass Released by Libby
DETROIT, July 10—"Fiberglass," a film about the use of the material, is being released by the Libby-Owens-Ford Company. The film shows the use of fiberglass in manufacturing glass-reinforced plastics, and how it is used in the aircraft industry. Libby will distribute the film to television and theatre networks.

Kogran Names Keen
NEW YORK, July 10—Eddie Keen has been named director of the Kogran Corporation in the new position of "Howdy Doody" and "Johnny Appleseed." Keen has been a writer for the former show since its inception.

QUICK TAKES

David Siegel has resigned as promotion director of Sterling T.V. Advertising, to accept a position with the agency with his wife, the firm announced today. Siegel was the first client of Sterling T.V. Advertising.

Ed L. Waters, sales manager of Sterling Productions, has resigned, to accept an offer from the "Captured" Los Angeles Exchange, in the same capacity. His replacement will be Richard H. Sator, ex-general manager of the "Our Very Own." The Radio and Television Commissions of America and Sterling T.V. have hired Jack King to work the New England markets for "Captured" and "Our Very Own.

Frank Young, former publicity director of "Our Very Own," has been named assistant chief of a television unit of the United States Office of Public Assistance. He will work for Studio A, Inc., in New York.

Ted Swift, formerly of the "Our Very Own" Company, to enter the field of television sales, and to sell its three television series to network stations.

Martin Hersh, New York lawyer, to be named corporate counsel and executive vice-president of a new television station to be established in New York. Other CBS sales force this past week included "Gene Autry" to WTOK, Meridian, Miss, for Jackson, Mississippi; "Johnny and Missy" to WDSU, New Orleans, for Kirschman's Furniture Company.

Pilot Films in Production Since May 1

This feature runs once a month in The Billboard's TV film department. It is based on the records of director-researcher promotion of films and is limited only by The Billboard's ability to reach all producers in the United States. Filmmakers or networks who desire to have their motion pictures listed should write to THE BILLBOARD, 706 East 14th Street, New York 3, N. Y. Filmmakers interested in listing their films in this section should send press releases and photographs to THE BILLBOARD. The listings should be for the last 10 months.

INTERNATIONAL HARVESTER COMPANY has purchased "Captured," from the NBC Film Division to be shown in two markets, WTVY, Valdosta, Ga., and WFMY, Greensboro, N. C. "Captured" was also sold to WTVT, Decatur, Ill., and KELO, Sioux Falls, S. D. Other NBC Film Division sales this past week included "Santum!" to WSFA, Atlanta, for Buckner M. Head Beef Company and to KELO, Sioux Falls, S. D.; "Paragon Plush Blankets" to WTVT, San Francisco; "Macy's" to KSAT, San Antonio, Texas; "The New York Times" to WABC, New York; "The New York Times" to WOR, New York, for 24 weeks; and to KMEX, Los Angeles, for 26 weeks. Other CBS Film sales this past week included "Gene Autry" to WTOK, Meridian, Miss, for Jackson, Mississippi; "Johnny and Missy" to WDSU, New Orleans, for Kirschman's Furniture Company.

Gulf film this week sets its annual "Fleetwood" telecast, "The Fleetwood's" Telecast, in Chicago, for "General Motors' "Great Scott." The telecast will be seen in over WGN, Chicago, starting October 3. The series will also be sold to KDYI, Salt Lake City, also in the United States.

Unired Television Programs has sold "Look Photo" to KGUI, Des Moines, Iowa, and is planning a national distribution of film clips with a live engineer, "This Week in Sports," distributed by INS-INS Television in the United States, and on its TV stations. General Tire has the "Tire Company" it is operating the sports series in 31 markets and is the 5th largest distributor in the United States. Television Station, "Capital Sports," for the "Tire Company" and "Tire Company" for the "Tire Company."" TV FILM PURCHASES

Now stations continuing for Imperial World Films' "Wrestling in Wrigley Field," which is being aired as of WSAZ-TV, Huntington, W. Va.; WGY, Schenectady, N. Y.; WSTM-TV, Decatur, Ala.; and WTVI, Miami, Fla. The WSB Productions Corporation has signed contracts to produce color television's "Tire Company" and color "spectaculars."
Fresh as a wink!

TWINKLING WITH Z-I-N-G!

ZIV-1

FUNNY SUNNY FAMILY

"MEET THE ARCS"

LAVISHLY STAGED!
SPARKLING SCRIPTS!
SKILLFULLY DIRECTED!

EVERY PROGRAM A HALF-HOUR OF SIDE-SPLITTING FAMILY SITUATION COMEDY

TV's Mightiest Selling Force!

LAVISHLY STAGED!
SPARKLING SCRIPTS!
SKILLFULLY DIRECTED!

THE BILLBOARD

JULY 17, 1954

America's family

BASED ON CHARACTERS

THERE'S NO COMEDY LIKE FAMILY SITUATION COMEDY!

Mr. Archer: John Eldridge  Mrs. Archer: Mary Brian  Dexter: Bobby Ellis
LAUGH AFTER LAUGH!

HELLO, I'M CORLISS.... MILLIONS HAVE APPLAUDED ME ON RADIO, STAGE, IN MOVIES, BOOKS AND MAGAZINES! NOW I'M READY TO SELL FOR YOU ON TV!

ORLISS HER’

favorite family!

STARRING ANN BAKER

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO NEW YORK HOLLYWOOD
Equipment Jam develops as Stations Swing Over to 45's

HUNDREDS OF RECENT ORDERS CALL JAM-UP

By BOB ROLONTZ

NEW YORK, July 10.—The radio industry has been developing studio equipment on which to play a full range of 10-inch disks recently in a bottleneck among the music publishers and writers desiring turntable convertors desiring turntable convertors and recorders. Ever since the industry, via Western Union, has been releasing names of record labels and their recording dates, requests for convertor sets have been pouring in. Stan Silberman, Cie & Distor Company, said that requests for full conversion to 45-r.p.m. records have been coming in by the thousands. Use of the type of record with a central mounting hole was devised by the RCA Recording Company, and it is claimed that it is the only one which will work in all equipment. RCA's line of expectors, which are also available in 78-r.p.m. versions, are coming in at a fast pace. The demand is so great that the company is expected to have to increase its output to meet the demand. The company has already sold out of all 78-r.p.m. convertor sets which have been on hand for the past several months. The industry is expected to be able to meet the demand for the rest of the year. The industry is expected to be able to meet the demand for the rest of the year.

COAST DISTRIBUTORS GET JOCK SEGMENT

HOLLYWOOD, July 9.—With music men making strenuous efforts to develop the 45-r.p.m. disc industry, two Western distribution companies recently in ailing condition have been turned around and are now doing splendid business. Stan Silberman, Cie & Distor Company, declared on Monday: "We are doing quite well lately. Our business has been picking up and we are now turning out records at a faster pace than ever before." The company has been in business for several years and has a good reputation for producing fine records. It has a large number of clients and is expected to continue to do well in the future.

GERMAN DISKS UP 20% IN YR.

BONN, Germany, July 10.—Production of phonograph disks in West Germany has shown an increase of 20% on the number of platters pressed during 1952, compared to 1951.

Complete breakdown of the expansion is not available, but up to October, 1953, the output was 20% higher than during the first nine months of 1952. The expansion is due to the increased demand for 45-r.p.m. records, which are now more popular than ever before. The demand is especially strong in the young people's market.

URANUS, Vox, SPA Sucd. Vienna Philharmonic

NEW YORK, July 9.—Attorney William D. Krieger, who is representing the Vienna Philharmonic, has filed a complaint against Columbia Records, asking them to cease and desist from the issuance of records made by the orchestra. The complaint charges that Columbia has been issuing records that are not true to the spirit of the Vienna Philharmonic orchestra. The complaint also charges that the orchestra has not been given proper recognition.

The complaint asks the court to grant a permanent injunction against the manufacture and distribution of the records. The court has set a hearing date for the case.

LATIN LOVERS' FIELD DAY

Victor to Beat Bongo Drums For Giant Mambo Ballyhoo

NEW YORK, July 10.—RCA Victor will start beating the bongo drums in 45-r.p.m. records to bring the biggest mambo promotion to date and in a public relations manner. The company plans to capture a larger share of the growing mambo market. The promotion will begin on July 11 and will continue for two months.

The mambo promotion will be part of a larger promotion involving all of RCA Victor's artists and products. This promotion is expected to be a major success.

The mambo promotion will feature a large number of new releases, which will be promoted on radio, television, and in newspapers. The company plans to distribute the records throughout the United States and Canada.

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EYES THE PARK, July 10—Cap Sets Big Classical Drive at Sales Meeting

CALIFORNIA, July 10—The biggest classical drive to date on the West Coast and the release of a larger promotion in history for the C.B.S. program, was made at the sales meeting, held Thursday (9) and continued through the week at the firm's national sales conference in Los Angeles (7 and 8).

Over 240 Capitol salesmen, buyers, national and district managers and executives showed up for the meeting, coming from all sections of the country.

TELE HYPO

RCA 'Suite', Tunes to Get 'Revue' Play

HOLLYWOOD, July 10—Selectations from Leo Diamond's RCA 'Suite' LP will be featured at the studio's annual summer revue on Tuesday, July 17 on the 'Saturday Night Revue,' a weekly radio series cur rently ranked up heavy sales for RCA and other companies in its top 10 package goods sellers list. The revue will feature those four selections, "Off Shore," "Horizon," "Neon," and "East Winds," "East Winds," with Diamond scheduling his 12 packages in the program for production numbers with dance leaders. The revue also features material from RCA Victor albums which the local departmental outlet will play such an emphasis on, Jackie Gleason's brand new Warner Bros. recording, "The Foolish Sticking of 'Tawney' on his tenor sax.

'MANTÉCA'

Gillespie Version in Bogus Form

HOLLYWOOD, July 10—Spurious copies of a Dizzy Gillespie 'Manteca' record are being made in Los Angeles, with the label of the original master card not being determined.

Reports that the "secret rendition of 'Manteca'" were copied of the LP were later made by Norman Gram's Clarus Records with the claim that the album was completely finished, and was playing, and the album had no label identification. Vendors offered the records for credits whatsoever. Wax labels were also offered played by Gillespie roughly two years ago in New York.

'X' Readies for Canada

NEW YORK, July 10—'X' Records are now in the final stages for the distribution of its new line for Canada. The company expects to have its product on the Canadian market by the end of the month. The RCA Canadian division will handle pressing chores.

BLACK BECOMES GHOST WRITER

NEW YORK, July 10—Ben Kember of RCA Victor is now the negotiating agent. George Kember is a veteran of the longhair output. Teples has decided to put Ben in charge of the pushing for the push for wax. He's been dead since 1935 and the promotion has been handled mostly by Foster Jenkins, a singer of another world. Ben is a former singer in the world in 1944. And now the Red Seal hype is on top with Eliza Houston, who died in 1914 and now in the average sleeping pills.

How to Split the Pie?

Multi-Tune LP Increase Creates Royalty Headaches for Publishers

NEW YORK, July 10—Distributor reports that the number of LP's containing more than one record per side—and the situation has over the past year, is not long enough. Publishers are becoming concerned for such discs, and while many publishers are still reporting that they have a noticeable increase.

The exact number of times per year that a record is played to the disk. Some of the

Dancing in the Moonlight

Secret Love's Year's Biggest R.T.V Tune

NEW YORK, July 10—'Secret Love' wound up as the song with the most placements in the 12-month period ending July 10, according to the records of John G. Earle, the C.B.S. Office of Research. "Secret Love" was a "stranger" in the audience, according to Earle. A wide margin was Tea for the secret variety of "Secret Love." For the 35 top tunes for the year, 10 came from motion picture music or legit music scores; "Love" example, from the film "C.C.

Copyr't Code Block Stymie

To UCT Okay

WASHINGTON, July 10—The recent ruling that the Universal Copyright Treaty is fixed, that the bill to bring the federal Copyright Law into conformity with the Universal Copyright Treaty is effective, is not without precedent in international treaty matters. The bill to bring the law into conformity with the universal copyright treaty was approved in Congress before the treaty ratified by the Senate.

Congressional leaders hope to reduce the committee's work to a couple weeks. In diplomatic circles, the bill is openly regarded as somewhat embarrassing. Congressional leaders in both Houses have signaled a go-ahead on the legislation. A House judiciary subcommittee reports a companion bill pending in the Senate Judiciary Committee this week. A companion bill S. 96 is pending in the Senate Judiciary Committee.

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**MUSIC AS WRITTEN**

GOODMAN & 8 TO PLAY RAY LAMONT HANCOCK, Benny Goodman bows for his first club date here in eight years when he opens at the Basin Street on The Aud in New York and then will be featured with the Bill Bassey Band for the opening of the new music club, Tuesday, with which will include Mel Powell, Charlie Shavers, Israel Crosby, Steve Jordan and Ted Brown. Goodman's next engagement will be at the club for two weeks.

**RECORDING NEWS**

**FASHION NEWS**

**THE BILLBOARD**

JULY 17, 1954

**JUKE BOX NEWS THIS WEEK**

News of the automatic phonograph business starts on Page 10. For the more important stories in that section, this week will include

**SHELL BUSINESS.** See juke box exports for 1954 to range over 20 per cent higher than last year. New countries to be added to the list.

**MAGNE-TIONICS-TOWERS AGREEMENT.** Supplier of magnetic tape equipment to industry's first two sales for first third of second year for towers.

**ST. LAWRENCE SEAWAY.** Government project to aid all juke manufacturers located in the Great Lakes region.

**STARR SLUGGER**

Willie Mays/' Bat Out New Record

NEW YORK, July 15.-The business is on its regular seasonal baseball kick again and the outfielder Willie Mays first move was up at the turn of the GUARDY stinger this week with a recording cut down to Frank Raci.

His first disk, "Some Hey," featuring Mays and the Treniers, will be out shortly. The date was supervised by Eric's artist and engineer, Alan Freed. Meanwhile, Decca Records are pushing another "Hey, Mays," by the Wonderwomen.

Decca's A. ch. chief, Milt Gabler, signed the Mays after Casual for this 17th deal and 16th week....

**THE HIGH AND THE LOW**

M. WITMARK & SONS

Big Records

**ANOTHER BIG "PIN-UP" HIT**

"In a Garden of Roses"

Recorded by CRINGE MILLER. Pub. by GODAY MUSIC, INC.

**FASHION NEWS**

"I Can't Believe That You're In Love With Me" arranged by REED MARGARET and CASSANDRA CLAYTON, Pub. by EMMS. MUSIC, INC.

**RECORDING NEWS**

"Crosby's Quits Groove Label"

NEW YORK, July 16.—Danny Crosby, the former Decca Groove Records artist and rep, has announced he is leaving the label, re-signing to take his time off and re-signing from the label, the RCA Victor subsidiary, has no present plans to replace him on the roster.

Kester takes over as chief of CBS Broadcast Music Inc., affiliated with Warner Bros. Records and affirms that "Oh What A Dream," featured in a Frank Sinatra album this week, will be licensed out for even more money. A record deal with Mercury and issued a couple of weeks ago, will be licensed out to Decca Brown on Atlantic Records.

**NO CARDS AVAILABLE**

**MILLS. BOOGIE**

SAVOY RECORD CO. INC.

**SH-BOOM!**

"Idea Could Be Famous" Big Hit in England

NEW YORK, July 19.—"Idea" by Billy Mays, which has been in the pop field shortly, with "We're Only Two Weeks" by a so-called new artist, has invaded the British market and has opened on the British charts this week in a manner resembling the "Idea" by Frankie Lymon. It has also leapt into the British hit parade of the jukebox market in London, and the single sale has been recorded for the artist, Billy Mays, who is currently in New York, has been in the British market.
**Want a Profit, Mr. Dealer? Carry a Full Line; Sell It Up**

One of the oldest and best weapons in the book of aggressive and effective merchandising practice. The "sell up" idea has been illustrated in thousands upon thousands of times in so many fields that no need need be made of what good by word of mouth and by efficiency. It would seem, therefore, that no editorial mention need be made of this principle of overselling, and that it be put into effect immediately.

Strange as it may seem the facts are many and longer and more repeated and explanation, flash-driven, and short-lived. The "sell up" idea is designed to overcome or to nullify any reaching of the wisdom in such wonderful ways that this combination life you may be the only one.

Sales management in many businesses and in many industries has harked on the "sell up" principle for many years and with good results; yet insist on simply the present action.

(1) You must carry a full line. It is the same merchandise and many, and all the same kind of selling or any other day and night. When a buyer purchases an article, the sales man over and over and over and over and over and over again.

(2) You must conscientiously believe in the basic "sell up" principle that the records are the same. Along with a $3.40 phonograph, sitting right at the top of the popular field in the country, and in a variety of speeds.

(3) You must believe in the principle that your phonograph is $159.55, for example, the retail value of the phonograph is $159.55. The single dealer borrows the phonograph to display it and to interest people in the line and believe in the principle, do it.

**A Full Line**

Does carrying a full line mean that you have a complete stock of inventory which can lead to free money? Obviously, not. What may be a full line in Chicago may be a single dealer in a specific town with a limited clientele and a limited store in a different area and with another type of clientele.

The syndicate, variety and drug, and retail stores, with a limited clientele, have learned and have many times and in stock it is not necessary for good products, of course.

Not every Woolworth store carries a full line at similar price grade. Each store carries the demands of its clientele and some other store carries a full line and with a limited clientele by expanding types and prices.

The Chrysler Motor Company has been able to keep nine that all franchised dealers carry the Chrysler car in addition to the Plymouth, Dodge or De Soto, and the Chrysler dealer is the only one who has ever been expected to sell the same car to any other store in the same way in his territory. Delusional Deception, car or soft drink, by using their past efforts to sell its products in the same basic pattern in their distribution or national plans.

**Record Field**

Translated into the more familiar language of music, the same principle becomes more obvious. A dealer may carry a full line but not sell the same record to every customer who wants it. The dealer should carry a wide variety of items and the customers are not limited to the same record in the same way that you cannot carry a full line of phonographs for one specific record is a prospect for the phonograph who has done no advertising who has little or no reputation.

**On Albums, Too**

Single record artists, when they are successful, may sell their singles, but also into hot albums. Some of the most successful single record artists, such as Little Pattie Page, Perry Como, Joe Stafford, Les Paul, Frank Sinatra, the Four Aces, etc., make only a few magazine or radio appearances, and then sell a lot of copies of their albums. The reason is, in most cases, that the albums are not limited to a particular song and make a complete unit.

**A Record Price**

Complete the following sentences with the words or phrases given in parentheses. Use each word or phrase only once.

- The potential (is, is not) great because... (within six years, the teenage population will increase by more than 50 percent, the United States alone is home to 6 billion people, 18,000,000,000 are equipped to earn an annual income; dollars, 15,000,000,000 are equipped to earn an annual income.)

- The (is, is not) other fact at the beginning of the story. No magic formula has yet been devised whereby this extra business will automatically go to each and every dealer. It is important for each dealer to do it. And one of the best, if not THE best, ways for... (the packaging of records and phonographs into a selling unit at a single price.)

Singles Still Vertebra of the Record Market

- The most important growth of packaged merchandise since phonographs was the growth of... (in the last decade, single phonographs have sold for a dollar or less, the largest percentage of the total dollar volume in the phonograph business surveys, single records have sold for a dollar or less, the most important growth of packaged merchandise and phonograph business surveys, etc.)

- Even if single records were not in a separate market from a dollar or under price, there would still be of major importance to... (the many single record publishers, the many single record publishers’ interests, the...)

- For single records create an independent market in a sense, a single market may have to sell all records on its face and in the best way, the way the other dealer makes a living in the country, or rhythm and blues field, etc.)

- There has been a lot of excitement and talk about the idea of selling a... (to customers into the record stores.)

- The record business today is... (the most important growth of packaged merchandise. All that franchise dealers carry the Chrysler car in addition to the Plymouth, Dodge or De Soto, and the Chrysler dealer is the only one who has ever been expected to sell the same car to every other store in the same way in his territory.)

- The Chrysler Motor Company has been able to... (Delusional Deception, car or soft drink, by using their past efforts to sell its products in the same basic pattern in their distribution or national plans.)

- The subject of depth of stock is also an important consideration in this matter. The record business is the most important growth of packaged merchandise... (the record business is the most important growth of packaged merchandise; the record business is the most important growth of packaged merchandise, etc.)

- There is also a constantly growing belief in carrying a full line of packaged phonographs and records. This is treated in greater detail in a separate article in this section, but it can be repeated that experience has proved that a retailer will spend a few extra dollars for records when making a phonograph purchase. The phonograph and record package is smartly presented, intelligently sold and easily financed when necessary.

- How does one sell up? There are many ways. Each is complete... (right in a specific instance at a particular time. Perhaps the most simple method is to sell up by selling the full line...)

**B-BOB BOLONTI**

- As merchandise manufacturers and dealers have discovered that a customer is not likely to hard to settle for a Chevrolet, so, too, it is... (Bob BOLONI, Bob BOLONI, Bob BOLONI, etc.)

- This is a slight departure from what is generally called... (Bob BOLONI, Bob BOLONI, Bob BOLONI, etc.)
Phono Stocks

**QUESTION**

Please indicate which of the following types of equipment you now carry in stock.

**ANSWERS**


| Kiddle phonos | 70.9 | 73.2 | 77.6 |
| 3-speed (under $50) | 85.3 | 86.5 | 89.6 |
| $50-$100 | 84.0 | 89.5 | 86.4 |
| $100-$200 | 79.0 | 76.5 | 74.9 |
| $200 and over | 55.4 | 70.1 | 31.7 |

**Attachments and speed phonos**

56.6 | 73.7 | 68.5

**Component parts**

13.6 | 27.5

**Tapes**

- Pre-recorded tapes
  - 45.6
  - 45.6

**COMMENTS**

No great changes are evident in the record department. The various brands, attachments and single speed phonos and the lower-priced, three-speed models. Certainly the decline of 78 r.p.m. records is taking effect on the phonograph selling picture. The figure shows that the single speed models show the over-all picture, but it is obvious that there are more attachments either 45 or three speed and single-speed models being sold. For the first time, the Billboards surveyed the higher-priced lines by brands. The former were sold for $30 and those for more than $200. The result is no doubt more toward the better quality phonographs, the dealer stocking of these higher-priced models has risen strongly. For the first time, too, the Billboards surveyed the present dealer in-purchasing of tape recorders that find almost half of the retailers are not carrying the tape equipment. A small percentage are handling pre-recorded tapes, truly an infant industry at this time. What interest, too, is the doubling of the number of retailers who carry high fidelity components.

**Brand Preferences**

Brand preferences for the surveyed equipment changed little from the survey in February, 1954. Capitol and Decca are the top preference brands in the middle phonos. Columbia, Decca, Webcor and RCA Victor are the top preference brands in the higher phonos. Columbia, Decca, Webcor and RCA Victor led in 1953 with $200 price range, while Magnavox and RCA Victor led in 1954 with more phonographs. RCA Victor still holds a commanding lead in attachments, with Columbia gaining a foothold in this area. Webcor has a large lead in tape recorders with a model beginning to move in, and the

**Phono Owners**

**SALES EXPECTATION**

Do you expect your sales of phonographs during the next six months to be bigger, smaller or about the same as in the previous half-year?

**ANSWERS**

Feb. 24 June 24

| Bigger | 58.6 | 31.1 |
| Smaller | 21.5 | 29.9 |

**COMMENTS**

Obvious reason for the change pictured in the above comparison is the popular slowdown in sales following the peak in December of the year. Even so, the replies to the current survey question shows 61 per cent of the dealers reported business neither bigger or smaller. This is against 38 per cent who report business having been smaller. It can even be considered remarkable that business has held up well in the four months since the last survey was taken.

Better than seven out of 10 record outlets sell phones along with records in the record department, as noted by this display in the Center Music Shop, Detroit. Record accessories, too, come in for a share of the space.

Billboard's Continuing Survey of Phonographs and Records

Again The Billboard has surveyed the thousands of retailer readers to ascertain past activity and future planning in the phonograph and record market. Each of the questions and the cumulative answers is discussed on these pages. One observation, which covers almost all the questions and answers, can readily be made: The phonograph-record market is a constantly changing one. The many years of doing business at the same old stand and in the same old way ended "right after World War II" with the introduction of the LP and 45 rpm. - 44.

As recently as 15 yrs ago there were only three record labels in this country which issued any classical records and only a handful of electronic manufacturers who were turning out record playing equipment. Now the list of labels issuing classical music alone runs well over 100 and there are at least 75 manufacturers of record playing equipment.

Yet the number of retail outlets handling records and phonographs has not increased in proportion to other recent number of manufacturers or the larger dollar and unit volume being done.

The retailer has become more of a merchant. The statistical information contained on these pages spotlights this change in the thinking and actions of the retailer.

Just as progressive the music merchant has become is lighted in such statistics as the monthly record selling showing covering both the record and phonograph market. From a single location, the move in servicing record playing equipment is familiar, the self-selection selling, the expansive display and promotion of fidelity components.

And the statistics also show that the music merchant is reacting in his operation as they may be required by changes in manufacturer and wholesalers concepts as well as the shifting public tastes for merchandise and how to shop for merchandise.

**SALES EXPECTATION**

Do you expect your sales of phonographs during the next six months to be bigger, smaller or about the same as in the previous half-year?

**ANSWERS**

Feb. 24 June 24

| Bigger | 51.9 | 53.9 |
| Smaller | 32.6 | 35.9 |

**COMMENTS**

According to The Billboard's recent survey, the future for phonograph selling looks particularly bright. Noting that the next six-month period takes the dealer into the Christmas season, the reason for some of the optimism becomes overwhelming. Some businesses have held up strongly in the past year. Despite the fact that the past four months are ordinarily not great months for selling record playing equipment and the fact that there was no gift season in March, April, May and June, the high percentage of do-it-yourself customers buying record playing equipment for the first time. It speaks particularly well for the future of the business. While it must be agreed that the total phonograph business has been smaller, it must also be agreed that the business in the next six months should be truly great.

**INFLUENCE ON RECORDS**

According to the average customer spend for records during the first four months after having bought a new phonograph.

**ANSWERS**

Feb. 24 June 24

| Bigger | 58.6 | 31.1 |
| Smaller | 21.5 | 29.9 |

**COMMENTS**

In influence on records, while customers spend on average $100 for their phonograph, $200 for records and $300 for the phonograph shop.

**STORAGE OF PHONOBUIY**

Where Phonos Are Sold

**QUESTION**

Does the same person or a different person buy phonographs and records for your store?

**ANSWERS**

The same person buys phonographs and records.
Phono Maker Push Pays in Balti, Test

Proof that concentrated sales effort by phonograph manufacturers produced some good results in the first quarter of 1954 is the evidence that $31,870 worth of phonographs was sold during the first three months of the year, as compared with $15,745 in the same period last year. The 1954 figure reflects a 100% increase in sales.

To further prove this, the BIAA's findings are shown when it surveyed dealers who had purchased phonographs during the first quarter of 1954. Of the 30 sales men surveyed, 22 reported that the Initial investigation revealed that, in addition to the noted increase in sales, there were significant improvements in trading patterns. In particular, the survey showed that the demand for phonographs increased in all areas of the country, with particularly strong growth in the Northeast and the South. The survey also revealed that the majority of consumers were interested in high-quality, full-range phonographs, and that there was a strong preference for products that offered a wide variety of features and options.

The survey further indicated that the demand for phonographs was driven by a combination of factors, including the growing popularity of the hobby, the increasing availability of high-quality turntables, and the declining prices of phonographs. The survey also highlighted the importance of effective marketing and sales strategies in driving sales, with retailers reporting that strong advertising and promotional campaigns had a significant impact on sales.

In conclusion, the survey results suggest that the market for phonographs is poised for continued growth, and that effective marketing and sales strategies will be crucial to driving further sales increases. The survey also underscores the importance of understanding consumer preferences and needs in order to effectively target the market and drive sales.

New Tape Industry Steps From Cradle

Rapid Growth Since World War II Sees
1954 Market Zooming to $120,000,000

By STEVE SCHICKEL

The business of manufacturing recording tape is a relatively new industry, and the use of this tape and equipment is still growing. The industry is considered by many to be a relatively new industry.

Let it be understood that while it is still an infant industry, it is a very active one. Many new companies are entering the field, and the number of companies producing tape and equipment is increasing.

Even in pre-World War II days there was some activity in the field. But it was not until the war that the industry took off. Since then, the industry has grown rapidly, and the number of companies producing tape and equipment is increasing.

In particular, the war helped to create a demand for recording tape, as the military needed it for a variety of purposes. This demand led to the development of new technologies, and to the creation of new companies to produce the tape.

In the early 1950s, the industry was still relatively small, and the number of companies producing tape and equipment was limited. But as the industry grew, so did the number of companies producing tape and equipment.

In the 1960s, the industry continued to grow rapidly, and the number of companies producing tape and equipment increased even further. Today, the industry is one of the most important in the world, and it is continuing to grow.

In conclusion, the tape industry is a relatively new industry, and it is still growing rapidly. The number of companies producing tape and equipment is increasing, and the industry is becoming more and more important every year.

There is no doubt that the buying public has a great interest in this industry, and it is doing a little or no doubt that consumer money will be spent. But the industry is still in its infancy, and it remains only for the dealers, distributors and manufacturers to take advantage of the market.

New product manufacturers have already started. Some distributors have started to take over the new market, but few record dealers have yet seen the light.

The tape market is, broken down by use, into two major categories: audio and video. In both categories, the market is relatively small, and it remains only for the dealers, distributors and manufacturers to take advantage of the market.

In 1953, 257,000 sets of equipment were sold to professionals, making the market an important one for the industry. In 1954, the number of sets sold increased to 270,000, and the market continues to grow.

In conclusion, the tape industry is a relatively new industry, and it is still growing rapidly. The number of companies producing tape and equipment is increasing, and the industry is becoming more and more important every year.

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Dollar-wise, the above figures show a substantial increase in revenues and profits, and in 1953 came to $49,700,000. The total dollar worth of the market is $50,000,000 for professionals.
18  
MUSIC  
THE BILLBOARD  
JULY 17, 1954  
‘54 Looks Biggest Yet:  
New Photo Markets to Tap  
Big Fall Promotions Give Dealers  
Solid Chance to Crack New Areas  

The 1954 photo market should be the biggest yet, with dealers reporting considerable burn-in on both sets and disks. All photo sales today are at an all-time high, there is still a vast, untapped market of prospective photo and disk buyers.

Dealers have an unprecedented opportunity to crack that market this year, since most set manufacturers are backing their new fall lines with the most extensive consumer promotion and advertising campaigns in photo history.

There are about 140,000,000 people in the United States today, which means there are approximately 40,000,000 families classifiable as prospective photo owners. However, as of 1952 there were only 22,000,000 phones in use, and surveys show that little more than half of those were played on any regular basis. The “in-use” figure covers all-speeds, with 12,000,000 of the phones for 78s only, 4,000,000 of playing all-speeds; 4,000,000 with 45 attachments; 400,000 of 78-LP combinations, and 200,000 with LP attachments.

Half of Potential  
This represents a gain of 1,000,000 over the sets-in-use figure for 1952 (21,200,000) but is still little more than half of the market’s 40,000,000 potential.

Replacing the 13,000,000 obsolete players alone represents a tremendous opportunity, while “turning up” the great majority of the remaining 5,000,000 owners to the newer and better quality equipment represents another.

It is a market primarily created by this “revival” in the record business. Columbia Records’ introduction of the long-playing record gave the record buyer about 40 percent more record value for his money. The new speeds—LP, 45, and EP—have many other advantages of course. They are free of breakable, better packaged; easier to store and handle—all of which gives them greater consumer appeal.

Another bit of statistical information which should react to the sales-advantage of dealers this year and many years to come, is the growth of the teenage-age market. Due to World War II’s high birth rate, the teen market becomes more, every year, and by 1960, it is estimated there will be more than a 20 percent increase in our teenage population.

NIIA Survey  
The Record Industry Association of America’s recent consumer survey of set buyers in Baltimore (see story elsewhere in this issue) put new emphasis on the importance of this market in the phone business as well as in the record field.

Altho most of the set sales surveys were purchased by adults, in practically every case the decision to buy the phone was initiated by the children in the family. The survey further showed that most of the sets were sold to families which did not already own a phone, another statistical reminder of the still untapped mass of the sales-advantaged market.

In line with this it is interesting to note that The Billboard's most recent dealer survey shows that the kiddie phone market is the most promising of all the market’s wise sales opportunities.

Singles—deesk Drib Bliz  
Continued from page 19  
Due to their popularity as hit-makers  
The 45 r.p.m. record helped spur the great number of sales of 45 r.p.m. players and attachments over the past four years to single record business, and laid the foundation for the present day EP business. Altho the 45 r.p.m. record has made its greatest strides in the pop singles field, it is starting to cut into the c.e.w. and 78-LP & 45-LP single fields in many ways.

There is little question that single records are the “glamour” of the record business, and especially, so, to a lesser extent country and r.d. artists. The excitement and romance which adds glamour to the record business.

Eugene Ormandy can walk down a main street in Philadelphia on his way to a concert, and his first album purchase may be by half a dozen. If Eddie Fisher does a new song, it is surrounded by hundreds of teen-aged fans upon any sign of recognition from the idol.

Other Fields  
This is the same with Bing, Dean, the in-crowd or The Clovers in the r.d. department. It is the single record artist who spark the record business. This is not because the single record artist is necessarily more handsome or more personable than his classical counterparts, but because it is easier to be sentimental about Fats Pate than the entire Philadelphia Orchestra.

If there were no single record hits, the record business would not be as much as it is today. But if there were no single record hits, there would be no opportunities for pop, jazz, classical or western.

Single records—mainly because they become interested in packaged goods as they grow up. Their first album purchase may be by Nat Cole or Perry Como, or Pat Boone.

After that, by the gradual process of maturing, they look into light classics and often into the classical field. Pop tunes adapted from the classics do more to introduce youngsters to the field of classical music than many educators realize.

Build for Future  
A dealer who does his best to serve well his single record customers is doing more than making an immediate profit, he is making a habit which will continue in cases, a lifetime revenue, as an enthusiast. As teen-agers grow up, they tend to single records to package merchandise, they also tend to stay fond of the singles field.

Inexpensive player is good enough for single records or pop singles records; but for the light or heavy classic or popular record, the youth knows a lot about sound, too, and wants hi-fi, stereophonic, etc., as much as the average record buyer in the popular field or terms as a “square”.

Single records are the key to increased sales of all types of merchandise. He should open the door to new customers and show them how to buy the singles—by playing them in the store.

Back of Store  
But this is only the beginning. A dealer should push singles only to that extent. Single records should be displayed and handled as carefully as the front, so that a customer who once comes in can see the partment and the packaged merchandise before getting to the single display.

Anyone who wants a Danis Day record will find it in the back of the store as easily as the front and, what is more important, will get a chance to see other merchandise as well.

Alert dealers will make certain that the record man who wants to push singles only to that extent. Single records should be displayed and handled as carefully as the front, so that a customer who once comes in can see the partment and the packaged merchandise before getting to the single display.

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SEE IT... HEAR IT!

ZENITH'S BRILLIANT NEW HIGH FIDELITY PHONOGRAPH—

SUPER-PHONIC

If ever a High Fidelity phonograph was engineered for sales, this is it. Every last component of the Zenith Super-phonics is brand new, designed especially for High Fidelity in the same sound laboratories that won Zenith's leadership in FM, the High Fidelity of broadcasting.

Your Customers Can Not Only Hear How Much Better Zenith High Fidelity Is... But See Why!

Here's High Fidelity you can demonstrate more effectively than any other hi-fi on the market today. Your customers can hear for themselves the superb realism of the new Zenith Super-phonics. And you can show them how Zenith's variable speed Cobra-Matic® Record Player lets them play every record at exact recorded speed... takes the "chance" out of High Fidelity!

BE SURE TO DEMONSTRATE ZENITH'S PRECISION TURNTABLE SPEED

Let your customer hear the record played at exact recorded speed, as shown by the Stroboscope speed indicator. Then move the control a little fast or slow, making the music flat or sharp. Explain that turntables alone can't be relied on to maintain constant speed. But Zenith adjusts for turntable error... takes the "chance" out of High Fidelity at the start!

ONE DEMONSTRATION SELLS IT!
Any Comparison Proves Zenith Superiority!

The royalty of television and RADIO

Backed by 35 years of Experience in Radionics Exclusively Zenith Radio Corporation, Chicago 39, Illinois

Use the great Zenith Friendship Franchise—CALL YOUR ZENITH WHOLESALE MAN NOW!

The Custom Super-phonics
Model HP15E, $199.95*
In Mahogany, HP15R, $149.95*

PRECISION TURNTABLE SPEED IS JUST THE START OF ZENITH HIGH FIDELITY. COMPARE THESE FEATURES WITH ALL OTHER TABLE MODELS:

1. Zenith-Dual-Speaker System with 7½" woofer.
2. Bass and Treble Controls give infinite variation of tone shadings.
3. Wide-Angle Sound Dispersion with front emission lets you hear actual "high", not just reflections.
4. Vented Speaker Enclosure uses entire cabinet for sound chamber.
5. Cobra Tone Arm features ultra-sensitive barium titanate pickup cartridge, 25 to 30,000 CPS.
6. Cushion-Sealed Lid with Sound Lock provides effective aoustical seal.
7. Sponge Rubber Weighted Turntable prevents record slippage, assures non-varying speed.

*Manufacturer's suggested retail price (subject to change). Slightly higher in Far West and South.

From the Leadership Laboratories of Zenith—Specialists in Radionics—Backed by 35 Years of Know-How
RHYTHM AND BLUES HITS!

THE EAGLES

"PLEASE, PLEASE"

AND

"TRYIN' TO GET TO YOU"

MERCURY 70293 • 70291X45

THE GAYLORDS

"THE LITTLE SHOEemaker"

AND

"MECQUE, MECQUE"

MERCURY 70403 • 70403X45

THE CREW-CUTS

"SH-BOOM"

AND

"I SPOKE TOO SOON"

MERCURY 70404 • 70404X45

COUNTRY AND WESTERN HITS!

IF YOU DON'T WANT IT

Buddy Johnson...

No. 70421

WHERE THE SOUL NEVER DIES

THE CARLISLES...

No. 70405

BLOW YOUR HORN

RED FRYSOCK...

No. 70419

I'VE GOTTEN UNDER MY SKIN

Arthur Prysock...

No. 70413

BIG LONG SLIDIN' THING

Can't Love Two...

DIANA WASHINGTON...

No. 70390

GEORGIA GIBBS

"Wait For Me Darlin'"

AND

"Whistle And I'll Dance"

MERCURY 70386 • 70386X45

THE CREW-CUTS

"Crazy 'Bout Ya Baby"

AND

"ANGELA MIA"

MERCURY 70341 • 70341X45

NEW RELEASES!

BOBBY WAYNE

"They Were Doing The Mambo"

AND

"A STRING OF BROKEN HEARTS"

MERCURY 70401 • 70401X45

DICK CONTINO

"LADY OF SPAIN"

AND

"SQUEEZE BOX BOOGIE"

MERCURY 70420 • 70420X45

LOLA DEE

"You're The One"

AND

"Altar Of Love"

MERCURY 70409 • 70409X45

THE FAVORITE OF AMERICA'S D.J.S!

DAVID CARROLL

AND HIS ORCHESTRA

"GRANDPA'S ROCKER"

AND

"MINE"

MERCURY 70412 • 70412X45

ANOTHER BIG HIT!

THE LAURIE SISTERS

"DON'T DROP IT"

AND

"OO WA"

MERCURY 70422 • 70422X45

A GREAT NEW VOICE SINGS!

ROCCO GRECO

"DARLIN'

AND

"HEY CUPID"

MERCURY 70410 • 70410X45

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A Great New Side By

RUSTY DRAPER

"Workshop Of The Lord"
COUPLED WITH
"PLEASE, PLEASE"
MERCURY 70415 • 70415X45

Buzzin' For A Hit!
RALPH MATERIE
AND HIS ORCHESTRA

"Bumble Boogie"
COUPLED WITH
"TANTILIZIN' MELODY"
MERCURY 70406 • 70406X45
MW 454G

This is a small, lightweight, portable phonograph, particularly designed for use in the car. It is intended for the car owner who wants to enjoy music on the road, while maintaining the convenience of portability. It features a built-in amplifier, a three-position tuning control, and a built-in speaker. It is easy to operate and can be carried in the car luggage compartment or glove box. Simultaneous reception of AM and FM radio is possible. Provides clear and natural-sounding music. This phonograph is a great addition to any car enthusiast's collection.
Customer Satisfaction GUARANTEED by Motorola on this...

Masterpiece Table Model with "FULL-CIRCLE SOUND"

for the world's first All-Directional High-Fidelity Reproduction!

Two fine speakers, mounted over special baffle in base of cabinet, direct the sound down and out on all sides to produce true FULL-CIRCLE SOUND. Motorola guarantees satisfaction with 10-day customer return privilege. Turnover cartridge, 3-speed changer, automatic turnoff. Mahogany or blond. Model 54HF1. $139.95

...and guaranteed on this

Masterpiece Console

Guaranteed High-Fidelity at a price never before possible

Balanced hi-fi components in de luxe cabinetry — at a price made possible only by Motorola precision production. Motorola guarantee with ten-day customer return privilege. 15" speaker, plus tweeter. Turnover sapphire cartridge. 3-speed changer. 5 tubes plus rectifier. Mahogany or blond. Model 64HF1. $199.95

MOTOROLA'S TWO POPULAR-PRICED PHONOGRAPHES

Sonata

Radio-Phonograph


Playmate

3-Speed Portable

New luggage-type going-places portable, styled for the youth market, engineered for ruggedness and performance, priced to sell. Model 34F1. $79.95

Motorola guarantees your customer complete satisfaction with the exceptional performance of its Masterpiece high-fidelity phonographs. Motorola backs up this guarantee with a ten-day customer return privilege.

All prices include Federal excise tax. Slightly higher South and West except Console Model 64HF1. Subject to change without notice.

Better See Motorola
the 5th Birthday of RCA Victor “45” brings many happy returns to you

Help us make merry at a Gala Dealer Party

Hear RCA Victor’s exciting “New Orthophonic” High Fidelity recordings. See RCA Victor’s newest radio and “Victrola” phonograph models. And pick up your special invitations for RCA Victor’s big “45” birthday celebration (before Wednesday) in Dining Room 14 at the Palmer House.

RCA VICTOR RECORD DIVISION
RCA VICTOR RADIO AND “VICTROLA” DIVISION

OF THE RADIO CORPORATION OF AMERICA
My Sincere Thanks and Best Wishes to the Music Dealers of America...

THERE NEVER WAS A NIGHT SO BEAUTIFUL

HIT AND RUN AFFAIR

WANTED

LOOK OUT THE WINDOW

PERRY COMO

RECORDS

General Artists Corporation

New York • Chicago

Beverly Hills • Cincinnati • Dallas • London
Music's Fall Drive To Cover All Fi's

Continued from page 1

rang to only 7 per cent. Returns are far higher from independent distributors than from the chains. Bell now considers their efforts well entrenched in the record industry to raise prices still higher and move into LP and EP production. (See separate stories in Music department.)

The jobbers, making it clear that key items from any and all labels are now being handled, have heretofore not handled record sales or to outlets on LP records. The promised records, created quite a stir a little over a year ago when they moved into some key markets.

Since then, not much noise has been made by these sub-distributors who sell plenty of records, but few are now sold that are high-priced and dealing in more moving parts. Results are reported "encouraging.

The mail order selling of records has taken several methods (Columbia Records' club, "plugs and mass mailings on radio and TV, etc.) But the plans being made by the Book of the Month Club appears to be the last thing that's been tried in this field. The BOM is ready to record for itself and is also seeking to resell the products of other record manufacturers.

One of the most dramatic new innovations is the RCA Victor "Listener's Digest," a program of records and phonographs as a single unit. This type of record-phonograph is already available together with some packages from other competing manufacturers and phonograph deal-

ers.

Competitive Challenge

Dealers are finding that the new fall drive meets the new cooperative challenge with satisfaction. In order to keep the price high, they are keeping the growing public aware of the fact that they are adopting, whenever possible, those policies which have been proved to be self-servings. In this matter, the individual dealer is feeling his way and being guided by economic, local conditions. He is weighing, for example, the advantage of self-service, and measuring the cost of such installation against the fact that well-designed layouts have already proved inviting to the shopper. Commercial dealers are often overlooking the necessity of carrying wider lines.

The "Big Nine" services are none of the usual.

RCA Victor offers you tremendous value . . . ask any of the hundreds of independent commercial record com-

pany's now using RCA Victor custom made phonograph records. They will tell you—only at RCA Victor—are you assured of unbeatable quality recording, processing and pressing at lowest possible costs.

Glance at the dial at the top of this page—see the "Big Nine" services you receive only at RCA Victor—then pick up your phone and call the nearest RCA Victor office for fast, competitively priced "ONE CALL" SERVICE.

Continued from page 1

were only $25.85. More than $114,000 were paid. Columbia is the manufacturer fighting for 50 per cent of this product. The number of thousands of packages offered to dealers is formidable. The BOM offers the public a price for high-quality records. The BOM is ready to record for itself and is also seeking to resell the products of other record manufacturers.

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Moving up fast!

TONY MARTIN
Angels in the Sky
Boulevard of Nightingales
20/47.5757
a "New Orthophonic" High Fidelity Recording

Attention: All Music Retailers
Hear this and other
RCA Victor Record Hits while you're
at the show.
RCA Victor Headquarters, Dining Room 14,
The Palmer House
Tape Recorder Manufacturers

Amplat Corporation
548 Charter Street
Redwood City, Calif.

Ampex Corporation of America
380 Broadway
New York 13

Ampico Corporation
3825 Western Avenue
Chicago 13

Bell System Sound
550 Marion Road
Columbus 7

Brush Development
3405 Perkins Ave.
Cleveland 14

Creston Industries
506 W. Tawney Ave.
Chicago 31

Crown Tape Recorder Corporation
211 N. LaSalle Street
Chicago

DuKane Corporation
St. Charles, Ill.

E. T. Inc.
Delaware, O.

Elco, Inc.
1501 W. Congress Street
Chicago 3

Fairchild Recording Equipment
154th Street & 7th Ave.
Whitestone, N. Y.

Federal Manufacturing & Engr.
231 Stenton Avenue
Brooklyn

Gallum Corporation
1411 N. Sacramento Ave.
Hollywood 28, Calif.

Hallen Corporation
3003 W. Clifton Ave.
Burbank, Calif.

International Radio & Electronics
Station 1757 & Miskauia Road
Ekhart, Ind.

Kinevox, Inc.
R. E. Radio Bldg.
110 S. Hollywood Way
Burbank, Calif.

LaSalle Sales Corporation
2727 W. Commercial
Chicago 1

Magnasonic, Inc.
295 W. Ohio Street
Chicago 10

Magnavox Mfg.
2977 S. Hollywood Blvd.
Hollywood, Calif.

Magnetic Recording Industries
30 Broad Street
New York 4

Masco Sound Systems
39-28 46th Street
Long Island City, N. Y.

Morse-Miles Corporation
1105 Truman Road
Kansas City, Mo.

Pentron Corporation
221 E. Burton Avenue
Chicago 16

Presto Recording
O. O. Biggs
Hackensack, N. J.

Spool-O-Tone Recording
& Equip.
32 West 46th Street
New York City

Stancoll Hoffman
1310 N. Highland Avenue
Hollywood

Synchronetics Products
205 Broadway
Raynolds, N. J.

Telecordic Industries
55-16 37th Street
Long Island City, N. Y.

Three Dimension
53-7 83rd Street
Chicago 41

Victor Animatograph
Davenport Bank Bldg.
Davenport, Ia.

V-M Corporation
Benton Harbor, Mich.
J. C. Warren Corporation
3730 N. Ave.
Pressout, N. Y.

Webster-Chicago
5618 Bloomdale
Chicago 39

Webster Electric
Harrison, Wis.

volume in 1951 was $76,750,000. The projected figure for dollar sales in 1954 is set by industry estimates at $111,900,000. Another segment of the industry, to which no specific numbers should be attributed, is the sale of tape devices. In 1953 dollar volume in tape was $16,000,000, and in 1954 it was $20,000,000. The projected sales for 1954 are expected to be $26,000,000. This adds to the total of $58,000,000 for 1954 brings the industry total dollar volume to a whopping $129,000,000.

City as far back as September 1953, the number of manufacturers of tape recorders was estimated at 40. Industry figures of one month ago set the figure at 68. In the last month several consumer manufacturers have stepped into the field with new units, thus making the total closer to 75 or 80. In September it was estimated that 13,900 retailers of all types were handling tape recorders. Today, although a figure is not available, it is estimated that the number may have doubled or even tripled.

Foreign Firms
Several foreign manufacturers, the bulk of which are centered in Germany, have indicated or have already started to negotiate for sale of their units in this country. The big break in the trade is expected in the home unit sales, and this is the very near future. Manufacturers are definitely spending more time and money making the units acceptable pieces of furniture for the home. The break, however, is dependent upon how soon, and in what quantity, good quality pre-recorded tapes will be available on the retailers'courters.

Evidence of the relative proximity of the boom is the recent rush of manufacturers into the recorder business and the recently published notices by several of the large recording companies that they definitely have plans to market pre-recorded tape. Other major recorder companies have evidenced their interest in the field, and they have begun investigations on the advisability of marketing pre-recorded tape.

Opinions Differ
Although a recent statement by an official of the Caperhot-Parva Corporation indicated that "tape will replace records to a significant degree," the yearlong reports from the other sections of the industry claim otherwise.

An official of Minnesota Manufacturing and Manufacturing says that tape is primarily a low-priced medium, besides which, tape cannot match the quality of a good record.

He also felt that record manufacturing officials now understand that tape, rather than being competitive with disks, is now an additional and new market.

Among the many firms now issuing pre-recorded tapes are A-V Tape Libraries, New York; The 33 1/3, companies, Seattle, Wash., which issue their own records; the National Broadcasting Company, and Universal, London, N. J.; Mutual and RKO Studios, Hollywood, Calif.; the Pathe, Hollywood, Calif.; the Swan Productions, Sarasota, Fla.; the Capitol, New York; the Columbia, New York; and the RCA Victor Records.

The following firms have indicated plans for entry into the field: The Columbia; Mervin Corporation, as well as Paramount Pictures, who have recently acquired the Mervin Corporation; the United Artists; the Fox Film Corporation; and the United Artists.

The Ekta model 205 tape recorder now in production plays speeds—three and three-quarters, of one inch per second per side. One control can determine the reeling, while an automatic interlock on the recorder prevents accidental erasure of tapes.

Westrex Corporation
6050 Roosevelt Street
Hollywood, Calif.

Witco-Glye Corporation
Chicopee, Mass.

Culbertson
801 Olive Ind.

Olive Ind.

Swain

Ind.

Steuben

Inc.

Simians

N.

Ave.

Knottier

Westminster

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Steubens

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Smart Shops Put Records in Full View, Adopt ‘Help Yourself’ Policy

By JOEL FRIEDMAN

When customers see more, they buy more! That explanation is the basic reasoning behind the main change to self-service in recent stores through the nation, a trend that has more than proved its merit by increasing sales fast beyond the most imaginative expectations.

The self-service theory of selling, the comparatively new, has been tried and proved in countless other businesses-food markets, drugstores, variety chains, etc. The modern supermarket by far is the most evident reflection of the self-service principle coming of age.

Its adaptation to the record industry is reflected in the glowing windows at Capitol Records, Manhattan’sin Cleveland; Radio Discs, Hollywood; Record Renovators, Cleveland; Ryall’s, Upper Darby, Pa.; the Denver Dry Goods Company; Denver; Bert Cameron Center; Baton Rouge, La., and many others.

The application of self-service merchandising to the record field differs from similar principles applied to the grocery business. Self-service here is based upon a supermarket operation, with no sales clerks and few stock clerks. It doesn’t mean back-to-back fixtures, along with stores retailing to eliminate the clerk aisle and allow for more display.

Exposure Needed

Just as record manufacturers principally require mass exposure of their products through TV, radio and juke boxes, so does the record dealer require maximum exposure of his stock. The net result, proven in hundreds of stores through the country, has been an increase of sales in case after case, and the record store owner is buying the record industry.

In reality, what has been accomplished in converting to self-service is illustrated in these figures:

1. Dealers can stock up to 60 per cent additional merchandise by converting the insignificant clerk aisle to “live” sales space, and therefore a more efficient, more attractive display at the same demand instead of being forced at.

2. It frees personnel from the job of handling transactions where the self-service makes this product a pre-ordained scheme.

3. Operation is not dependent on personnel, i.e., errant employee.

Advantages of

In any and every instance, the advent of self-service has made the utilitarian record a problem that has long been ignored and forgotten by the dealers. With the use of modern display racks, dealers can carry far more stock than they could before and equip their stores in far more attractive ways.

It is generally agreed that self-service represents a far more readable traffic locations. Dealers, therefore, can study their display and utilize the best part of the traffic display. This new system attracts additional customers, particularly the purchaser who, by playing an important role in this development, is encouraged to make the inventory in a record store more complete, and equip their stores in far more attractive ways.

Whatever the problems and de

What-ever the problems and desires are, there is no problem that remain unanswered. It has been shown that a high-priced release can be applied to the new theory of self-service. Even dealers who have no stores will find self-service in the store more—has resulted in tremendous increase of sales at lower operational ratio for those dealers who have made the change.

What of Singles?

Skeptic pose the query of what to about the singles how they are displayed? While package merchandising does constitute to display, single disk sales which account for a dealer’s inventory is often more than what the same display principle. Retailers are developing the weeks Top Ten Tunes, special racks for each country, and frequent groupings of hits by a particular artist can serve to draw attention to a particular side.

Specific importance is the type of listening booth a dealer uses. Open booths, not only a 78 rpm and a 45 rpm, play a vital role in sales. The store is aware of single disk merchandising. Separate booths for long-play merchandise have been used successfully by many dealers, who reason that the more expensive LP records warrant the additional attention. In recent months, some dealers have adopted the use of music ganged into long-play booths, with a clerk handling sales personnel, thus holding breakage to a minimum.

Disk Producers

All of the major recording companies are currently devoting special attention to the promotion of self-service. Capital Records, a pioneer in the field of self-service merchandising, has sold more than 20,000 proper boxes to dealers, and there are now 50 separate self-service units completely stocked. In the final analysis the independent is the best judge of how far to go in self-service merchandising. There is no set pattern of where to begin, what features are necessary and what layout will fit a particular store. Self-service can be begun with a box or a counter, or a complete remodeling of a store, depending upon the requirements of each individual case.

Whatever the problems and de

Whatever the problems and desires are, there is no problem that remain unanswered. It has been shown that a high-priced release can be applied to the new theory of self-service. Even dealers who have no stores will find self-service in the store more—has resulted in tremendous increase of sales at lower operational ratio for those dealers who have made the change.
One Little Word that Means A Lot... "Thanks"

Currently
IN THE CHAPEL IN THE MOONLIGHT and
TAKE EVERYTHING BUT YOU

www.americanradiohistory.com
IN THE CHAPEL IN THE MOONLIGHT

The Orioles

Acclaimed the World's Greatest Saxophonist

SIL
"Mr. Ping Pong"

AUSTIN

STAGECOACH

and

VOLLEYBALL

JUBILEE #5153

A NEW STAR

PATTI JEROME

TOO YOUNG TO DIE

JUST A FRIENDLY HELLO

JUBILEE #5150

The Nation's Best Selling LP

PARDON MY BLOOPER

PRODUCED BY KERMIT SCHAFER

LP2 EPS011

Coming Soon

THE NOVELTY HIT OF '54

ROAST OF THE TOWN

WILL JORDAN

JUBILEE SP 900

Our thanks to the music dealers of America for your tremendous acceptance of Jubilee Records.

Jerry Blaine
on Jubilee !!!

NOW-THEIR GREATEST RELEASE!

Following their smash hit, "MARIE" and their current best-seller, "I UNDERSTAND JUST HOW YOU FEEL"

The Four Tunes

THE GREATEST FEELING IN THE WORLD

Jubilee

RECORD CO., INC. 315 W. 47TH ST. N. Y. C. N.Y.
A BULLSEYE EVERYTIME

Little Miss Hitmaker

Teresa Brewer

MUSIC, MUSIC, MUSIC
TILL I WALTZ AGAIN WITH YOU
RICOCHET
BELL BOTTOM BLUES
JILTED

and now

SKINNIE MINNIE

Fishtail

Coral 61197

Coral Records
America's Fastest Growing Record Company

A Million Thanks to the Nation's Music Dealers
Gratefully, Teresa

July 17, 1954
THANKS! MUSIC
MERCHANTS OF AMERICA

IULY
17. 1954
THE BILLBOARD
HIGH FIDELITY
35

CURRENT BEST SELLER

"UNTIL SUNRISE"
B/W
"MAN WITH A BANJO"
#61174

LAWRENCE WELK
AND HIS CHAMPAGNE MUSIC

LATEST RELEASE
"NIMBLE FINGERS"
B/W
"DOLL DANCE"
#61207

EXCLUSIVE ON
Coral Records

ALBUMS
CRL 56101 - EC82005 - NIMBLE FINGERS
CRL 56100 - EC82004 - PICK-A-POLKA
CRL 56088 - EC82001 - LAWRENCE WELK
CRL 56045 - EC82012 - MY EXTRAORDINARY GAL
CRL 56043 - EC82014 - ON MOONLIGHT BAY

KTLA CHANNEL 5
150TH CONSECUTIVE
TELEVISION SHOWS
SPONSORS
LOS ANGELES DODGE DEALERS

JOSEPH F. SANSON
PUBLICITY

PERSONAL MANAGEMENT
GABBE, LUTZ and HELLER

1626 N. VINE ST.
HOLLYWOOD, CALIF.

1619 BROADWAY
NEW YORK
Industry Development: Open New Vistas for Dealer View

L.P.'s, EP's Hit $47,000,000 in '53, Hold Steady as Singles Vary

By IS HOROWITZ

The changes in the record scene since the introduction of the disc play some seven years ago and the more recent extended-play 45's have created new vistas of achievement for dealers.

These changes, technological in part, have been real musical and economic significance. They have made their effect felt slowly and gradually, but with the cumulative power of a pile driver when the total impact so far is measured.

And dealers generally have been aware of the changes, and are thus altering their merchandising techniques to capitalize on the new attitudes and appetites of the record consumer. But those who saw the trend early enough, made it pay off. If there are any dealers at all, the sooner they look things around them clearly, the better off they'll be.

A quick look at some statistics at hand. In 1949 retail sales of singles and EP's, as computed by the Recording Industry Association of America, amounted to $46,612,200. In 1953, single record sales for that period were $47,000,000, an increase of 4.5 per cent, totalling $153,125,000. The industry figures for 1954, which cover singles, were recorded by members of the American Federation of Musicians.

In addition, the industry's trend, and data concerning records present certain trends that show that certain exception little difference in the single-disc area, but that the overall trend and the exceptions are significant.

This year's report, which includes consumer preferences, data concerning records present certain trends that showing that certain exceptions little difference in the single-disc area, but that the overall trend and the exceptions are significant.

The older development in point of view in which the trend is towards the compact disc. But while such packages are shaping up, as they were only in the last year or two, the consumer's interest in the compact disc is stepped up to the point where the record package will have to compete with the record.

How much more difficult is it to compete? Look at the following facts:

In 1953, the industry figures for singles were $135,000,000, single-disc figures accounted for $141,000,000 in that year. So $4,000,000 was taken out of the single disc area.

The new V-M Type-O-Matic, model N890, which was introduced this summer, it came in a leathertone case of rose and grey, lists up to $179.95.

The trend towards the single-disc area is stronger than ever, and the packaging is more compact and attractive.

One of the significant effects of the rise in packaged records is the introduction of the compact disc. The compact disc is a new, compact, and highly efficient product that has the potential of revolutionizing the industry. It is expected that compact discs will be able to be sold at a lower price than conventional records, thus increasing the overall sales.

Predictable Sales

One of the most significant effects of the rise in packaged records is the introduction of the compact disc. The compact disc is a new, compact, and highly efficient product that has the potential of revolutionizing the industry. It is expected that compact discs will be able to be sold at a lower price than conventional records, thus increasing the overall sales.

The rise in packaged records is also due to the fact that the industry is becoming more efficient and is using new technology to produce better quality records. This has resulted in a higher demand for records, which has led to an increase in sales.

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The trend towards the single-disc area is stronger than ever, and the packaging is more compact and attractive.
Thanks Music Merchants for making it all possible...

Julius La Rosa

Current release

MY HEART'S ON A FAST EXPRESS
and
IN MY OWN QUIET WAY

Cadence 1243
Basic Specifications Of Phonographs And Tape Recorders

Continued from page 22

Model: 904
Design: Portable
Price: $22.50
Specifications: 3-speed, two-tube amplifier, 3-speed
Speaker: 3-speed, two-tube amplifier, 3-speed
Model: 904
Design: Portable
Price: $25.00
Specifications: 3-speed, two-tube amplifier, 3-speed
Speaker: 3-speed, two-tube amplifier, 3-speed
Model: 904
Design: Portable
Price: $27.50
Specifications: 3-speed, two-tube amplifier, 3-speed
Speaker: 3-speed, two-tube amplifier, 3-speed
Model: 904
Design: Portable
Price: $30.00
Specifications: 3-speed, two-tube amplifier, 3-speed
Speaker: 3-speed, two-tube amplifier, 3-speed

Mfrs. of Display, Store Equipment

A. BITTER CONSTRUCTION
723 E. 33rd Street
New York 3, N. Y.

THE BULMAN COMPANY, INC.
Grand Rapids 2, Mich.

CAPITOL RECORDS
Any local distributor

CENTRAL WIRE FRAME COMPANY
218 E. 26th Street
Chicago 7, Ill.

COLUMBIA RECORDS
Any local distributor

L. A. DARLING COMPANY

DECCA RECORDS
Any local distributor

FRANK DUFORD

EASY VUE BAK RECORD COMPANY
4 Columbus Avenue
Pasadena, Calif.

FARMER METAL. PROD.
Los Angeles, Calif.

FREEDOM AIRCRAFT ENGINEERING
NEERING

GREAT ELECTRIC
Dura-Phase

CAREHART

MAKERS

COLUMBUS 254, Grand Ave.
New Haven 13, Conn.

CRAFTED BY KRAMER MFG. CO.
Westminster, Md.

HABERLE CORPORATION

BERLANT

HABA, INC.
New York 17, N. Y.

CLARKSON TUBE CORPORATION

ENRICO

The new Phonorama is a hi-fi console combo, with three-speed record player, three-speed tape recorder, and an AM-FM radio. The mobile phonograph features a sonically balanced cabinet, a custom-built system of hi-fi units; Phonorama’s patented tape system, a visual tape blander (similar to Polaroid), and jack for a tape recorder. It lists at $500.

HEAR NEW SALES RECORDS IN THE MAKING!

111 Eighth Avenue, New York, N. Y.

PHONIVA GARD
NA.M.M.
ROOM 973
PALMER HOUSE
TO ALL THE MUSIC
MERCHANTS OF AMERICA
WE WANT TO SAY
THANKS FOR ANOTHER
WONDERFUL YEAR

Les Paul
and
Mary Ford

Mary is taking a little time off
to tend to some very special
business.

Les

... and Les will probably take all
the credit for it.

Mary

CURRENT RELEASE

I'M A FOOL TO CARE

and

AUCTIONEER

Capitol Record 2839

Exclusively on

Capitol Records

Gibson Guitars

PERSONAL MANAGEMENT

GRAY GORDON
667 Madison Ave.,
N. Y. City 21, N. Y.

MEL SHAUER
9120 Sunset Blvd.,
Hollywood, Calif.

www.americanradiohistory.com
Basic Specifications Of Phonographs And Tape Recorders

- Continued from page 28

Model: 128
Desk: Model 128 Portable radio
Purchase Price: $19.75
Specifications: 2-speed, twin 10-1/2.

FEDERAL
195-217 Stonew St.
Brooklyn 5, N. Y.
Model: 338
Desk: Tape recorder
Purchase Price: $19.75

HALLCRAFTERS
4401 West Fifty Fth Ave.
Chicago 24, Ill.
Models: HCFP-1, HCFP-2
Desk: Tape
Purchase Price: $19.75
Specifications: 2-speed, 3/4-

LONDON
539 West 22th St.
New York 1, N. Y.
Model: The Princely
Purchase Price: $19.75
Specifications: 3-speed, 3/4-

MAGNAVOX
East Wayne 4, Ind.
Model: 453
Desk: Hi-fi phone
Purchase Price: $19.75
Specifications: 3-speed, 3/4-

MAGNECORDER
225 West Ohio St., Chicago 10, Ill.
Model: 14
Desk: Table model magnetic tape recorder-playback machine
Purchase Price: $290
Specifications: Hi-fi recorder
Model: D-33
Desk: Portable recorder
Purchase Price: $178
Specifications: Hi-fi recorder

M-G-M
701 Seventh Ave.
New York 36, N. Y.
Model: 510
Desk: 3-speed portable
Purchase Price: $159.95
Specifications: Hi-fi, drop-hifi, Collar chart, 2 speakers
Model: 530
Desk: Portable
Purchase Price: $159.95
Specifications: Hi-fi, 3-speed, 2 speakers, non-automatic

MİTCHELL
2252 Clybourn Ave.
Chicago 14, III.
Model: 458
Desk: Hi-fi phone
Purchase Price: $199.95
Specifications: 3-speed, 3/4-

MOTOROLA
4545 West Augusta Blvd.
Chicago 31, Ill.
Models: 565, 535
Desk: Hi-fi phone
Purchase Price: $199.95
Specifications: 3-speed, automatic changer, Hi-fi, separate treble, vocal tone controls, push-pull amplifier, coaxial woofer and tweeter loud-speakers.

OLYMPIC
Olympic Building
Long Island City 1, N. Y.
Model: 472
Desk: 3-speed hi-fi phone
Purchase Price: $199.95
Specifications: 3-speed hi-fi phone, portable, Garrard turntable
Model: 572
Desk: 3-speed portable
Purchase Price: $199.95
Specifications: 3-speed phone, AM-FM radio
Model: 872
Desk: Portable
Purchase Price: $199.95
Specifications: Same as above-different case
Model: 1070
Desk: Radio-phone
Purchase Price: $199.95
Specifications: Same as above-different case
Model: 2572
Desk: Radio-phone
Purchase Price: $199.95
Specifications: 3-speed phone, manual
Model: 2574
Desk: Radio-phone
Purchase Price: $199.95
Specifications: 3-speed phone and radio combo
Model: 2572
Desk: Radio-phone
Purchase Price: $199.95
Specifications: 3-speed phone, 2 speakers, AM-FM radio
Model: 5722
Desk: Portable
Purchase Price: $199.95
Specifications: 3-speed phone, automatic
Model: 879
Desk: Portable
Purchase Price: $199.95
Specifications: 3-speed phone, AM radio

PENTRON
221 East Collierton, Chicago 16, Ill.
Model: PB-1
Desk: Portable tape recorder
Purchase Price: $199.95
Specifications: 3-speed, 3-hour performance, dual recording and playback
Model: PB-1
Desk: Portable tape recorder
Purchase Price: $199.95
Specifications: 3-speed, 3-hour performance, dual recording and playback
Model: PB-2
Desk: Portable tape recorder
Purchase Price: $199.95
Specifications: 3-speed, 3-hour performance, dual recording and playback

PHILCO
Philadelphia 14, Pa.
Models: 1512, 1515
Desk: Table model radio-phone
Specifications: Duplex phone, 4-speed, AM-FM
Model: 1716
Desk: Radio-phone
Purchase Price: $390
Specifications: Hi-fi phone, AM-FM radio, 3-speed, automatic, jack for tape recorder
Model: 1750
Desk: Table radio-phone
Purchase Price: $319
Specifications: 3-speed phone, automatic
Model: 1230
Desk: Table radio-phone
Purchase Price: $279
Specifications: 3-speed automatic phone
Model: 1301
Desk: Radio-phone table model
Purchase Price: $319
Specifications: Hi-fi phone and AM-FM radio, 3-speed, automatic and jack for tape recorder

PILOT
4545 West Augusta Blvd.
Chicago 31, Ill.
Models: 565
Desk: Hi-fi phone
Purchase Price: $199.95
Specifications: 3-speed phone, short-wave

OLYMPIC
OLYMPIC
Olympic Building
Long Island City 1, N. Y.
Model: 472
Desk: 3-speed hi-fi phone
Purchase Price: $199.95
Specifications: 3-speed hi-fi phone, portable, Garrard turntable
Model: 572
Desk: 3-speed portable
Purchase Price: $199.95
Specifications: 3-speed phone, AM-FM radio
Model: 872
Desk: Portable
Purchase Price: $199.95
Specifications: Same as above-different case
Model: 1070
Desk: Radio-phone
Purchase Price: $199.95
Specifications: Same as above-different case
Model: 2572
Desk: Radio-phone
Purchase Price: $199.95
Specifications: 3-speed phone, manual
Model: 2574
Desk: Radio-phone
Purchase Price: $199.95
Specifications: 3-speed phone and radio combo
Model: 2572
Desk: Radio-phone
Purchase Price: $199.95
Specifications: 3-speed phone, 2 speakers, AM-FM radio
Model: 5722
Desk: Portable
Purchase Price: $199.95
Specifications: 3-speed phone, automatic
Model: 879
Desk: Portable
Purchase Price: $199.95
Specifications: 3-speed phone, AM radio

The Mogenax Magnasonic high fidelity radio-phonograph (model 252M) shown above. It has four speakers, three-speed record changer with "pianissimo" output, and lists at $279.95 in mahogany.

Model: 319-63
Desk: Table Phonograph
Purchase Price: $199.95
Specifications: 3-speed, 2 hour play
Model: 252M
Desk: Table model phonograph
Purchase Price: $199.95
Specifications: Hi-fi phone and AM-FM radio, three speakers

SÉNTELLE
135 Madison Ave.
New York 16, N. Y.
Model: XF-11
Desk: Table radio-phonograph
Specifications: Hi-fi, 5-speed, AM-FM radio, three speakers, phonograph, tape recorder.

ROLAND
185 Madison Ave.
New York 16, N. Y.
Model: XF-11
Desk: Table radio-phonograph
Specifications: Hi-fi, 5-speed, AM-FM radio, three speakers.
New V-M Miracles in HIGH FIDELITY

So easy to get your share of profitable high fidelity sales with these V-M miracle features

Three thrilling, new V-M models, loaded with exclusive features...solid selling features on which you can build steady sales, satisfied customers. They're backed by a complete promotional program plus national advertising in magazines that pre-sell your best customers. Your V-M Distributor salesman will see you soon with all details.

V-M Fidélis® with tone-o-matic®
Exclusive Sales Advantage! Hand-rubbed African Mahogany or rich Champagne Blonde cabinets AT SAME PRICE!

Given is the "usual" price difference! V-M, FIRST, offers you hand-rubbed African mahogany or rich Champagne blonde at the same price! And check these exciting selling exclusives: tone-o-matic lets you simultaneously balance both bass and treble tones to the degree you desire in authentic high fidelity response...power control regulates this predetermined response to provide the power level most suitable for your listening comfort. • three-speaker audio system in exclusive bass reflex chamber. • 5-Watt amplifier. • auxiliary input and output receptacles • 40 or 15,000 cps audible high fidelity range • plus many more features that mean easy sales. Legs, black or brass, optional.

$149.50* list

V-M Model 556 with tone-o-matic®
Here's THE Hi-fi portable for your customers who want to take good music with them. V-M 556 has 50 to 15,000 cps range • 5-Watt amplifier. • woofer and tweeter speakers in extra large cavity assure realistic reproduction. • wonderful V-M tone-o-matic feature. Like the Fidélis, V-M 556 has Siesta Switch® and Lazy-Lite®. Choice of rich brown or rose and gray leatherette case.

$119.95* list

YOU MUST—See them! Hear them! Play them yourself!
Contact your V-M Distributor salesman for full story!

V-M tape-o-matic® TAPE RECORDER
Here's real quality! Tape-o-matic's top ten features are exclusive in the price range. Partial list includes: Precision Tape Index Tiener • high fidelity woofer-tweeter speaker system • built-in magnetic pick-up pre-amp • "Pause" button • automatic shunt-off. This 2-speed, dual-track recorder has "Push-Button" controls and Professional Quality mike. Beautiful rose and gray leatherette case, gold and gray accessories. Model 709 only

$179.95* list

V-M CORPORATION BENTON HARBOR, MICHIGAN
WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHs AND RECORD CHANGERS
Basic Specifications Of Phonographs And Tape Recorders

**Continued from page 80**

<table>
<thead>
<tr>
<th>Model</th>
<th>Specifications</th>
<th>Price</th>
<th>Design</th>
<th>Purpose</th>
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<tbody>
<tr>
<td>T.150</td>
<td>Two-speed, 78 - 33</td>
<td>$199.95</td>
<td>Table</td>
<td>Portable</td>
</tr>
<tr>
<td>T.160</td>
<td>Three-speed, 78 - 33 - 45</td>
<td>$219.95</td>
<td>Table</td>
<td>Portable</td>
</tr>
<tr>
<td>T.170</td>
<td>Three-speed, 78 - 33 - 45</td>
<td>$239.95</td>
<td>Table</td>
<td>Portable</td>
</tr>
</tbody>
</table>

**WEBSTER ELECTRIC**

**Ekophone Receivers**

- Model: E3, E3S
  - Specifications: Dual channel amplifier, 150 watts, four-speed record changer, 1/2-inch speaker, 4-speed direct drive, four-speed, 150 watts, 4-speed direct drive, 1/2-inch speaker, 4-speed direct drive, 1/2-inch speaker
  - Price: $199.95

**SMOOTHIE CARLSON**

- Model: T.125F
  - Specifications: Dual-speed, 78 - 33 | $179.95 | Table | Portable |
  - Specifications: Three-speed, 78 - 33 - 45 | $199.95 | Table | Portable |
  - Specifications: Four-speed, 78 - 33 - 45 - 75 | $219.95 | Table | Portable |
  - Specifications: Five-speed, 78 - 33 - 45 - 75 - 100 | $239.95 | Table | Portable |

**TRAV-LER**

- Model: T.121F
  - Specifications: Dual-speed, 78 - 33 | $179.95 | Table | Portable |
  - Specifications: Three-speed, 78 - 33 - 45 | $199.95 | Table | Portable |
  - Specifications: Four-speed, 78 - 33 - 45 - 75 | $219.95 | Table | Portable |
  - Specifications: Five-speed, 78 - 33 - 45 - 75 - 100 | $239.95 | Table | Portable |

**SEIJAN**

- Model: T.122F
  - Specifications: Dual-speed, 78 - 33 | $179.95 | Table | Portable |
  - Specifications: Three-speed, 78 - 33 - 45 | $199.95 | Table | Portable |
  - Specifications: Four-speed, 78 - 33 - 45 - 75 | $219.95 | Table | Portable |
  - Specifications: Five-speed, 78 - 33 - 45 - 75 - 100 | $239.95 | Table | Portable |

**WATERS CONLEY**

- Model: T.121F
  - Specifications: Dual-speed, 78 - 33 | $179.95 | Table | Portable |
  - Specifications: Three-speed, 78 - 33 - 45 | $199.95 | Table | Portable |
  - Specifications: Four-speed, 78 - 33 - 45 - 75 | $219.95 | Table | Portable |

The Halliburton high fidelity phonograph model HGP-1 features a three-speed record changer and a dual-speed tape system with both a three-inch and a half-inch tweeter and an eight-inch woofer speaker.
America's Singing Sweethearts

The McGuire Sisters

HEADED FOR NO. 1 ON THE BEST SELLER CHARTS WITH THEIR SMASH HIT

GOODNIGHT, SWEETHEART, GOODNIGHT

b/w HEAVENLY FEELING

CORAL 61187

exclusively on CORAL RECORDS

America's Fastest Growing Record Company
Mfrs. Show New Phonograph Tape Lines

CHICAGO, July 10.—On the eve of the National Association of Recording Manufacturers' annual convention here, several manufacturers have announced new phonograph tape models, which will be on display throughout the week. Among these are Motorola, Philips, Scott, Heco, Cresta Industries, Westhinghouse, B. & R., Packard Bell, Precision Magnet, Dale, and others.

Motorola this week has introduced a new hi-fi "Masterpiece" line at its annual distributors meeting here. The line includes a hi-fi console at $199.50, a two-speaker portable table model at $139.50 and a lightweight portable phone with two speakers and three speeds listed at $79.50. Majestic's new line includes a battery-electric, radio-phono portable and some new kiddie players.

Can. Distribution O/A V Tape Line

NEW YORK, July 10.—Arrangements to have the complete line of the A/V Tape Libraries will be available for distribution in Canada, was completed this week by Paul Judge of Canadian Tape Library, Ltd., Toronto. Under the terms of the agreement, A/V will supply a master of all of its recorded tapes to the Canadian company, Canadian Tape Library, Ltd., in Toronto. In addition, all A/V pre-recorded tapes, as well as newly recorded charts and panelists, will be available from A/V. Harold White, A/V's advertising manager, said that the Canadian company will be able to supply all of the company's programs to distributors in Canada.

Columbia Set With New Line

NEW YORK, July 10.—Columbia will introduce its complete line of new phonograph products at the RCA Victor convention this month. The new line will include a wide variety of products, ranging from high-end turntables to entry-level models. The line includes a wide range of features, from built-in amplifiers to high-quality tonearms. The line is designed to cater to a wide range of customers, from professional musicians to casual listeners.

How to Split the Pie?

Con. Distribution O/A V Tape Line

---Continued from page 13---

Columbia's new line of phonograph tape models, listed in a price range from $109.00 to $169.00, includes a wide range of features, from built-in amplifiers to high-quality tonearms. The line is designed to cater to a wide range of customers, from professional musicians to casual listeners.

Music as Written

---Continued from page 12---

Shoes' Dance

---Continued from page 13---

Philadelphia

Reo in Wildfire leaves the local scene to take up again at the Reading, Pa., Music City's President Hotel for the next two months. Reo's summer tour, which is set to begin on July 18, has been delayed due to the recent events.

Ships still sailing

A new ship, the Victory, has been launched. The Victory is a 700-foot long, 300-passenger vessel that is scheduled to depart from the UK on September 7, 1945. The ship will be used to transport troops and supplies to the European theater of operations.

Music as Written

---Continued from page 12---

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---Continued from page 13---

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**The Billboard Music Popularity Chart**

**Reviews and Ratings of New Classical Releases**

- **MIKHAIL* Symphony No. 40, SYLPHID* PRINTY No. 50, BRAHMS* Lecture, New York Phil.**

*The critic notes the LP label, but he finds the recording less than inspiring. The reviewer is particularly critical of the performance by the New York Philharmonic and the conductor, Walter Gieseking.*

- **TCHAIKOVSKY: BORODIN AND J.HTTP; LIETZWEIT; 111 EKSTADT; MUSIQUE ET REGALIEN**

*The critic finds the recording to be a complete tour of the music of these composers, with a particular focus on the works of Borodin and Tchaikovsky. The reviewer is impressed by the performances and finds the recording to be a valuable addition to the repertoire.***

- **BEETHOVEN: GIESE**

*The critic comments on the beauty and power of Beethoven's music, particularly in the context of the performances by the Giese orchestra. The reviewer is impressed by the musicianship and finds the recording to be a noteworthy contribution to the repertoire.***

**Reviews and Ratings of New Popular Albums**

- **RELAX WITH VICTOR HERBERT**

*Not featured in the critique.***

- **GUY LOMBARDO PRESENTS**

*Not featured in the critique.***

- **GUY LOMBARDO**

*Not featured in the critique.***

- **MARIAN ELLIOTT QUARTET**

*Not featured in the critique.***

- **BELLS THE FUGUE**

*Not featured in the critique.***

- **JAZZ**

*Not featured in the critique.***

- **DANIEL JACQUES PREVOST**

*Not featured in the critique.***

- **DON JUAN**

*Not featured in the critique.***

- **THE MODERNITY**

*Not featured in the critique.***

- **KID ORY'S CREOLE BAND**

*Not featured in the critique.***

- **MABLET'S ORCHESTRA**

*Not featured in the critique.***

- **HARRY BARNES QUARTET**

*Not featured in the critique.***

**Classical Best Sellers**

- **1. TCHAIKOVSKY: THE BUTCHERCHER**

*Newly popular recording released by the Minneapolis Symphony Orchestra under the direction of Herbert von Karajan.*

- **2. RACHMANINOFF: PIANO CONCERTO NO. 1**

*Newly popular recording released by the Boston Symphony Orchestra under the direction of Serge Koussevitzky.*

- **3. Dvorak: Symphony No. 9 "From the New World"**

*Newly popular recording released by the New York Philharmonic under the direction of Arturo Toscanini.*

- **4. Respighi: FANTASIES ON FOUNTAIN MUSIC**

*Newly popular recording released by the Philadelphia Orchestra under the direction of Leopold Stokowski.*

- **5. BORDIN: POLYESTER DANCES**

*Newly popular recording released by the Los Angeles Philharmonic under the direction of Thomas Building.*

- **6. HOLLST: THE PLANETS**

*Newly popular recording released by the London Symphony Orchestra under the direction of Sir Thomas Beecham.*

- **7. WITH THE BARRON BRAYS**

*Newly popular recording released by the RCA Victor label.*

- **8. HOUST: THE PLANETS**

*Newly popular recording released by the London Symphony Orchestra under the direction of Sir Thomas Beecham.*

- **9. LEHAR: THE MERRY WIDOW**

*Newly popular recording released by the Vienna State Opera under the direction of Erich Kriegl.*

- **10. EUCKIN: MISSA SOLEMNIS**

*Newly popular recording released by the London Symphony Orchestra under the direction of Sir Thomas Beecham.*

- **11. RAYEV: ROLERO**

*Newly popular recording released by the London Symphony Orchestra under the direction of Sir Thomas Beecham.*

- **12. RIMSKY-KORSAKOFF: BACHERAZADE**

*Newly popular recording released by the London Symphony Orchestra under the direction of Sir Thomas Beecham.*

- **13. TCHAIKOVSKY: VIOLIN CONCERTO IN D MAJOR**

*Newly popular recording released by the Moscow Philharmonic under the direction of David Oistrakh.*

- **14. ALPHA: ORLO Rhapsody**

*Newly popular recording released by the London Symphony Orchestra under the direction of Sir Thomas Beecham.*

- **15. DELIUS: PARIS IN A SUMMER GAMIN**

*Newly popular recording released by the RCA Victor label.*

- **16. JACOBSON: APPLIANCE SPRING"**

*Newly popular recording released by the London Symphony Orchestra under the direction of Sir Thomas Beecham.*

- **17. BEETHOVEN: SYMPHONIES Nos. 1 and 9"**

*Newly popular recording released by the Vienna State Opera under the direction of Erich Kriegl.*

**Bell to Boost**

*Continued from page 12*

A folder-type package which includes artist photos.

The EP and LP lines will be participating in the two pocket EP package or a 16-inch package, which will feature either the name of the artist or the label name, totally new and exciting... (To be continued.)

**Chansons de Jacques Prevert**

*Continued from page 7*

*Continued from page 12*

*Continued from page 12*

**Tchaikovsky: Symphony No. 2**

*Newly popular recording released by the New York Philharmonic under the direction of Arturo Toscanini.*

**Pressers Romance**

*Continued from page 12*

24 sides will be issued on EP in six individual sets, priced at $1.88 each.

In addition to pushing the angle on EP releases, a special free demonstration piece is planned on some of Brown's past LP releases. 10-inch EPs and 10 EPs on the market, Coral are planning on hitting the market with 24 sides (three vocals, 21 instru-mental), and they're going to send out a special piece with every single LP to the press, which will be sent to dealers only.

For dealers who carry the demonstration piece, Coral will offer a special free demonstration piece on one LP to the dealers in the best eight sides in the set, thus making the demonstration possible and use wear guaranteed. Special free demonstration pieces are expected in the near future.

Johnny Desmond, Eileen Todd and others who have not carved out a position for themselves may also be given a chance to obtain a position in the Coral's standard line through the demonstration piece, which will be developed with each artist's particular style. Coral's midwest division, under the direction of Charles J. E. Thompson, the label's Southern division manager.
### HONOR ROLL OF HITS

**The Nation's Top Tunes**

For survey week ending July 7

<table>
<thead>
<tr>
<th>Week</th>
<th>Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Little Things Mean a Lot</td>
<td>12</td>
</tr>
<tr>
<td>2. Three Coins in the Fountain</td>
<td>9</td>
</tr>
<tr>
<td>3. Hernando's Hideaway</td>
<td>8</td>
</tr>
<tr>
<td>4. Happy Wanderer</td>
<td>11</td>
</tr>
<tr>
<td>5. I Understand Just How You Feel</td>
<td>7</td>
</tr>
<tr>
<td>6. Wanted</td>
<td>5</td>
</tr>
<tr>
<td>7. Little Shoemaker</td>
<td>3</td>
</tr>
<tr>
<td>8. Sh-Boom</td>
<td>9</td>
</tr>
<tr>
<td>9. If You Love Me (Really Love Me)</td>
<td>6</td>
</tr>
<tr>
<td>10. Man Upstairs</td>
<td>12</td>
</tr>
<tr>
<td>11. My Friend</td>
<td>11</td>
</tr>
</tbody>
</table>

**Second Ten**

<table>
<thead>
<tr>
<th>Week</th>
<th>Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>12. GREEN YEARS</td>
<td>10</td>
</tr>
<tr>
<td>13. CROSS OVER THE BRIDGE</td>
<td>20</td>
</tr>
<tr>
<td>14. ANSWER ME, MY LOVE</td>
<td>22</td>
</tr>
<tr>
<td>15. CRAZY 'BOUT YOU, BABY</td>
<td>9</td>
</tr>
<tr>
<td>16. GOODNIGHT, SWEETDREAMS</td>
<td>5</td>
</tr>
<tr>
<td>17. STEAM HEAT</td>
<td>6</td>
</tr>
<tr>
<td>18. OH, BABY MINE</td>
<td>14</td>
</tr>
<tr>
<td>19. HIT AND RUN AFFAIR</td>
<td>10</td>
</tr>
<tr>
<td>20. ISLE OF CAPRI</td>
<td>10</td>
</tr>
</tbody>
</table>

**Tunes with Greatest Radio-TV Audiences**

Tunes, listed alphabetically, have the greatest audience on network stations and to be played in New York, Chicago, and Los Angeles. Lists are based on results from surveys made by Laboratory for Telstar, Inc.

**Recorded Popularity Chart**

**Radio**

No. 1 (D) — Commercial
No. 2 (E) — Commercial
No. 3 (F) — Commercial
No. 4 (G) — Commercial
No. 5 (H) — Commercial

**Television**

No. 1 (A) — Commercial
No. 2 (B) — Commercial
No. 3 (C) — Commercial
No. 4 (D) — Commercial
No. 5 (E) — Commercial

**1. England's Top Twenty**

Based on earlier requests from England's music mailing list. American publication of any chart is in process. Readers in Canada are reminded that entrega indicates an American publication.

**Second Ten**

<table>
<thead>
<tr>
<th>Week</th>
<th>Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Eddy's Tune (R)</td>
<td>9</td>
</tr>
<tr>
<td>2. Goin' for the Gold (F)</td>
<td>11</td>
</tr>
<tr>
<td>3. Just a Baby (R)</td>
<td>10</td>
</tr>
<tr>
<td>4. Johny O (R)</td>
<td>11</td>
</tr>
<tr>
<td>5. Just a Baby (R)</td>
<td>12</td>
</tr>
<tr>
<td>6. Johny O (R)</td>
<td>10</td>
</tr>
<tr>
<td>7. Baby O (R)</td>
<td>10</td>
</tr>
<tr>
<td>8. Johny O (R)</td>
<td>10</td>
</tr>
<tr>
<td>9. Johny O (R)</td>
<td>10</td>
</tr>
<tr>
<td>10. Johny O (R)</td>
<td>10</td>
</tr>
</tbody>
</table>

**INDEX TO CHARTS**

- **Popular Records, Singles**
- **Country & Western**
- **Rhythm & Blues**
- **Rhythm & Blues**
- **Other Categories**

### The Billboard Music Popularity Charts

The MUSIC INDUSTRY'S MOST COMPREHENSIVE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF TUNES AND RECORDS IN ALL CATEGORIES.
TOP SELLERS—

POPULAR
Listed Alphabetically

BEATLES—The...Ken, Hunt... 45 rpm "EP" No. EAP-1510
THE FOUR KNOXES...S. Froehle... 45 rpm "EP" No. EAP-1511
I DONT CARE...Frank Sinatra... 45 rpm "EP" No. EAP-1504
I DONT CARE...Frank Sinatra... 45 rpm "EP" No. EAP-1504
1000 YEARS...Frank Sinatra... 45 rpm "EP" No. EAP-1519
LADY FOR ME...Les Paul & Mary Ford... 45 rpm "EP" No. EAP-1503
MANNIX...Les Paul & Mary Ford... 45 rpm "EP" No. EAP-1506
WHEN I BORROW...Les Paul & Mary Ford... 45 rpm "EP" No. EAP-1505
BUTTERFLY...Les Paul & Mary Ford... 45 rpm "EP" No. EAP-1507
IN THE CHAPEL...Les Paul & Mary Ford... 45 rpm "EP" No. EAP-1508
MANNIX...Les Paul & Mary Ford... 45 rpm "EP" No. EAP-1509
WHEN I BORROW...Les Paul & Mary Ford... 45 rpm "EP" No. EAP-1507

BEST SELLING—

"EP" ALBUMS
Listed Alphabetically

DANCE CRAZE—Arthur, Kveta, Hunt... 45 rpm "EP" No. EAP-1511
THE FOUR KNIGHTS...S. Froehle... 45 rpm "EP" No. EAP-1510
I DONT CARE...Frank Sinatra... 45 rpm "EP" No. EAP-1504
I DONT CARE...Frank Sinatra... 45 rpm "EP" No. EAP-1504
1000 YEARS...Frank Sinatra... 45 rpm "EP" No. EAP-1519
LADY FOR ME...Les Paul & Mary Ford... 45 rpm "EP" No. EAP-1503
MANNIX...Les Paul & Mary Ford... 45 rpm "EP" No. EAP-1506
WHEN I BORROW...Les Paul & Mary Ford... 45 rpm "EP" No. EAP-1505
BUTTERFLY...Les Paul & Mary Ford... 45 rpm "EP" No. EAP-1507
IN THE CHAPEL...Les Paul & Mary Ford... 45 rpm "EP" No. EAP-1508
MANNIX...Les Paul & Mary Ford... 45 rpm "EP" No. EAP-1509
WHEN I BORROW...Les Paul & Mary Ford... 45 rpm "EP" No. EAP-1507

NEW ADDITIONS TO
"1600 SERIES"

THE BREEZE—Sine Rose, Ray Star... 45 rpm "EP" No. EAP-1510
PRETEND—Rube Bloom...Tina... 45 rpm "EP" No. EAP-1511
HAT "KING" Cole... 45 rpm "EP" No. EAP-1512
MY HERM'S COMING HOME... 45 rpm "EP" No. EAP-1513
MEET NELLIE CALHOUN... 45 rpm "EP" No. EAP-1514
ONE...THE DOROTHY STOUTER'S BALL... 45 rpm "EP" No. EAP-1515
I BELIEVE...WITH A SONG IN MY HEART... 45 rpm "EP" No. EAP-1516
CON CON CON...THE BLACKSMITH BLUES... 45 rpm "EP" No. EAP-1517
Ella Mae Morse... 45 rpm "EP" No. EAP-1518
THE FLAX PARADE—DURDO'S FOREST... 45 rpm "EP" No. EAP-1519
Bobby Sherwood... 45 rpm "EP" No. EAP-1520
THE CRY OF THE WILD GOOSE... 45 rpm "EP" No. EAP-1521
Teresa Costa... 45 rpm "EP" No. EAP-1522

"A PLACE FOR GIRLS LIKE YOU"

"IN THE CHAPEL IN THE MOONLIGHT"

Record No. 2595

Faron Young

ANDY GRIFFITH

RAY ANTHONY

and his orchestra.
The Billboard Music Popularity Charts

Record ranked in order of their current importance in the retail field. Results are based on the Billboard Retail Survey, the retail sales report compiled and reviewed by Billboard's editors. Figures do not necessarily include the entire field of customers. It was the first list and has been enjoying excellent sales wherever the movie has been booked. Especially good reports have been received, this past week from New York, Philadelphia, Cleveland, Detroit, Milwaukee and St. Louis. Some territories are showing fine early action in the Los Angeles, Johnny Desmond and Victor Young discs also. Flip of the Holmes record is "Luna" (Passaic, ASCAP).

SHAKE, RATTLE AND ROLL (Progressive, BMI—Bill Haley—Dec. 25/54) Haley has found in this big rhythm and blues hit some sound material for building a pop success. Jake box locations, in particular, report immediate acceptance of this excellent new work. Philadelphia, Buffalo, Cleveland, Nashville, Durham and St. Louis were among the early territories that saw this disc take off. Flip is "A.B.C. Boogie" (Myers, ASCAP). A previous Billboard "Spotlight" pick.

**Most Played in Juke Boxes**

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>No. of Plays</th>
</tr>
</thead>
<tbody>
<tr>
<td>LITTLE THINGS MEAN A LOT</td>
<td>K. Allen</td>
<td>10</td>
</tr>
<tr>
<td>FOUR TUNES</td>
<td>Crew Cuts</td>
<td>19</td>
</tr>
<tr>
<td>CROSS OVER THE BRIDGE</td>
<td>Crew Cuts</td>
<td>7</td>
</tr>
<tr>
<td>LITTLE SHOEMAKER—Gaylord</td>
<td>Louie Starr</td>
<td>20</td>
</tr>
<tr>
<td>BABY, BABY, BABY</td>
<td>Four Knights</td>
<td>23</td>
</tr>
<tr>
<td>CROSS OVER THE BRIDGE</td>
<td>Mike Starr</td>
<td>13</td>
</tr>
<tr>
<td>BABY, BABY, BABY</td>
<td>Four Knights</td>
<td>6</td>
</tr>
<tr>
<td>LITTLE SHOEMAKER—Gaylord</td>
<td>Louie Starr</td>
<td>9</td>
</tr>
<tr>
<td>CRAZY 'BOUT YOU, BABY</td>
<td>Crew Cuts</td>
<td>18</td>
</tr>
<tr>
<td>LITTLE SHOEMAKER—Gaylord</td>
<td>Louie Starr</td>
<td>15</td>
</tr>
<tr>
<td>LITTLE THINGS MEAN A LOT</td>
<td>K. Allen</td>
<td>18</td>
</tr>
<tr>
<td>CROSS OVER THE BRIDGE</td>
<td>Crew Cuts</td>
<td>11</td>
</tr>
<tr>
<td>CROSS OVER THE BRIDGE</td>
<td>Mike Starr</td>
<td>16</td>
</tr>
<tr>
<td>SONG OF THE MOONLIGHT</td>
<td>Kitty Kallen</td>
<td>16</td>
</tr>
<tr>
<td>SHE'S A HIDEAWAY</td>
<td>Cliffié</td>
<td>17</td>
</tr>
<tr>
<td>BOOM, BOOM</td>
<td>Crew Cuts</td>
<td>11</td>
</tr>
<tr>
<td>YOU MAKE ME BABY</td>
<td>Maurice Starr</td>
<td>11</td>
</tr>
<tr>
<td>SONG OF THE MOONLIGHT</td>
<td>Kitty Kallen</td>
<td>1</td>
</tr>
<tr>
<td>SONG OF THE MOONLIGHT</td>
<td>Kitty Kallen</td>
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<tr>
<td>SONG OF THE MOONLIGHT</td>
<td>Kitty Kallen</td>
<td>1</td>
</tr>
</tbody>
</table>
The same winning combination that brought you "THE GLENN MILLER STORY" joins again to bring you

**Magnificent Obsession**

**UNIVERSAL-INTERNATIONAL** presents
a magnificent motion picture...
a great love story by Lloyd C. Douglas,
author of "The Robe". In glorious Technicolor

**DECCA RECORDS** presents
a magnificent album of mood music recorded from the soundtrack of the film. Captured in superb high-fidelity.

**DUAL PREMIERE**

of record album and motion picture,
Cleveland, July 15.

---

**POWER-PACKED PROMOTION!**

SEE your Decca Distributor or Universal-International branch manager for information on the sensational Point-of-Sale and other tie-in materials available.

...And Don't Wait!...CALL, WRITE, WIRE TODAY!
The Billboard Music Popularity Charts

**POPULAR RECORDS**

• Territorial Best Sellers

<table>
<thead>
<tr>
<th>City</th>
<th>Top 5 Songs</th>
<th>Week Ending</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleveland</td>
<td>&quot;Little Things Mean a Lot&quot;</td>
<td>9.8.54</td>
<td>MGM</td>
</tr>
<tr>
<td>Cleveland</td>
<td>&quot;Never Too Much Love&quot;</td>
<td>9.15.54</td>
<td>MGM</td>
</tr>
<tr>
<td>Cleveland</td>
<td>&quot;I'll Be Home for Christmas&quot;</td>
<td>12.24.54</td>
<td>MGM</td>
</tr>
<tr>
<td>Cleveland</td>
<td>&quot;The Christmas Waltz&quot;</td>
<td>12.24.54</td>
<td>MGM</td>
</tr>
<tr>
<td>Cleveland</td>
<td>&quot;I'll Be Home for Christmas&quot;</td>
<td>1.1.55</td>
<td>MGM</td>
</tr>
</tbody>
</table>

(Continued on page 56)

**RUSSELL RECORDS**

The World's Largest Manufacturer of Tap and Ballet Records are pleased to announce the following distributors are handling their line:

- **ALPHA DISTRIBUTING CO.** 457 W. 45th Street New York 19, N. Y.
- **DIAMOND RECORD DISTRIBUTING CO.** 1819 W. Pico Blvd. Los Angeles 6, Calif.
- **JATHER DISTRIBUTING CO.** 23 E. Harrison Ave. Minneapolis, Minn.
- **LEONARD SMITH, INC.** 1501 Broadway, Albany 3, N. Y.
- **LIL' PAL RADIO & RECORD STORE** 1817 Main St. Houston, Texas

(Continued on page 56)

**VISIT US IN BOOTH #16 AT N.A.M.M. SHOW**

**FOR A DISTRIBUTORSHIP IN YOUR AREA, CONTACT RUSSELL RECORDS**

P. O. Box 378
VENTURA, CALIFORNIA 93004

**MANNOLD DISTRIBUTING CO.** 211 So. Edison St. Baltimore 1, Md.

**MALVERN--NEW ENGLAND DIST.** 777 Connecticut Boulevard East Hartford, Conn.


**OLD TIMER RECORD CO.** 3203 N. 7th St. Phoenix, Ariz.

**S & S DISTRIBUTING CO.** 3955 Woodward Ave. Detroit 11, Mich.

W. M. VAN DEREN

2806 Jan Pablo Ave. Berkeley 2, Calif.
JONI JAMES
IN A GARDEN OF ROSES EVERY DAY
MGM 11756 78 rpm K 11756 45 rpm

GREETINGS FROM NAMM CONVENTION
M-G-M RECORDS

BILLY ECKSTINE
TEMPORARILY BLUE and NO ONE BUT YOU
SEABREEZE and BELOVED
From the M-G-M Technicolor Film "Home and the Flesh"
MGM 11762 78 rpm K 11762 45 rpm

DEAN PARKER
I'LL NEVER BE THE SAME SIMPATICO
BELONGING ROMANTICO
with the Ray Charles Singers
MGM 11755 78 rpm K 11755 45 rpm

UNFORGETTABLE BEAT!
UNFORGETTABLE SOUND!
UNFORGETTABLE RENDITION!

DICK HYMAN TRIO
UNFORGETTABLE
OUT OF NOWHERE
MGM 11742 78 rpm K 11742 45 rpm

HANK WILLIAMS
I AIN'T GOT NOTHING BUT TIME
I'M SATISFIED WITH YOU
MGM 11763 78 rpm K 11763 45 rpm

TOMMY MARA
I NEED SOMEONE ROUGH RIDIN'
MGM 11772 78 rpm K 11772 45 rpm

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
**M-G-M Records**

Presents a **NEW DISK PERSONALITY**

**Thanks DJ's Operators**

**Mitzi Mason**

**SLEEPER OF THE WEEK**

**VARIETY**

**Best Bets**

**THE CASE BOX**

**WHO CAN SO MUCH SAY?**

**M-G-M RECORDS**

**The Billboard Music Popularity Charts**

**POPULAR RECORDS**

**Review Spotlight on... RECORDS**

**PATTY PAGE**

What a Dream (Berkshire, BMI) 
I Cried (Meadowsbrook, ASCAP) — Mercury 70415— Patty can sing any type of tune and sing it with feeling, and she proves this again with her fine vocal work on this new release. "Dreams" is a fine croon sung beautifully by the throat; "I Cried" is told as only Patty can. Strong one here.

**THE FOUR TUNES**

The Greatest Feeling in the World (Sperer, ASCAP) — Jubilee 3152— The boys are hot with "I Understand Just How You Feel" and they should stay that way with this bouncy reading of the bright new tune. The side is a ripper one for the R&B as well as the pop fold.

**JERRY WALLACE**

Bustin' After Love (Dick Accent—Allied 5003— Here's a boy with a voice, a style and a lot of ability to get the material that is strong enough to put him over, and when he does do come thru handily.

**Reviews of New Pop Records**

**TUNEY BENNETT**

Take Me Back Again — Columbia 12-772 (Jefferson, ASCAP) 
Cinnamon Steer — Columbia 12-769 (Jefferson, ASCAP) 
Jackie Lee — The Dokey Sessions (Koral, 6214-A — light — 7-18-54; G. Schlesinger, ASCAP) 
Bob, Mr. Fiddler — 79 
Much less effective, but still good for some charm. A fine choral tune, "Bob, Mr. Fiddler", gets in on the act.

**BILY BALEY ORK**

Shake, Rattle and Roll — Decca 29264 — A Billboard "Spotlight" (Boroughs, BMI) 
Little Blackbird — Decca 29265 — Another Billboard "Spotlight" (Boroughs, BMI) 
A-Billboard "Spotlight" — 7-18-54 (Movie, ASCAP)

**LEROY ANDERSON ORK**

Ruggage's Holiday — Decca 29256 — Here is an infectious novelty number, "Ruggage's Holiday," by one of the best, Leroy Anderson, that should get plenty of play. Fewer was ever better. (Ruggage, BMI) 
Summer Skies — 71 
A fine instrumental number in Leroy Anderson's programmatic style. The record will get plenty of use out of it. (Ruggage, BMI)

**DIMITRI TIOMKIN ORK**

The Nick and the Niblet (BMG) — Here is the Nick, the Nick who stopped the die, hatches the Niblet, and who was lit by a red light which is funereal. The composition is sound, but the version should get much of the action. (Tiemann, ASCAP) 
Did It "Go" for Murder — 79 
Another Tommy Hunter theme that shows up this year, but not the melody line that is not so interesting and there's no Bonito. (Tiemann, ASCAP)

**EVIDE GORBY**

Chain Reaction — Coral 10216 — The thrust into this record is so evident it might not be noticed. The rhythm material which should get plenty of use, and could happen. (Phono, ASCAP) 
Spar — 72 
A lovely ballad gets a most attractive reading from the trio. There's a lot of interest in this side, and it should get plenty of use, many copies. (Medria, BMI)

**CONNIE RUSSELL**

One Autumn Night — Capitol 15184 — Connie Russell comes thru with a predetermined plan of getting a side about a sight in the land of the islands, she backing thru the trio. Side could pull nine and like coming up. (Outwest, BMI) 
Fuzzy Night in San Francisco — 74 
Music here from the forthcoming album "Dreams" is not as pleasingly by side. Though thru a la backing. Could get sparse when the picture came. (Outwest and Bill More, ASCAP)

**PETULA CLARK**

The Little Shoemaker — King 1017— If this side had come out some weeks ago it could easily have pulled a good part of the action on the market. Petula Clark, with her charms and her 'lovely' voice, should do well in the r
c

**THE HONEYDREAMERS**

Boogie Woogie — Capitol 15126— The Honeydreamers have on the label with a small combo, a fine bluesy number, "Boogie Woogie." Side should pull strong from label sides mainly on jazz shows. (Tramp, ASCAP)

**RAY ANTHONY ORK**

It Could Happen — Capitol 15124— Here's a frank and appealing reading of the evergreen by the Honeydreamers. Side could pull, mildly, on a small combo. Harmonizing should help this waxing gain much more action. Good all round do. (Tramp, ASCAP)

**RAY CARNET**

Chim Munk — Capitol 15124— "Chim Munk" music probably inspired the name and the instrumental. The notes play well but in the instrumental department. This should get good traction as a romper. (Tramp, BMI) 
I Don't Hear Lullabies — 79

**DOLORES GRAY**

Cried — Decca (45) 15127 — A lovely song with promising novelty for the stock. This could catch on and should get some action. (Outwest, BMI)

**CANADIAN PHONOGRAPH RECORD MANUFACTURING PLANT**

**TO BE SOLD**

- 14 Hydraulic Presses
- Steam Plant
- Plating Room
- (Oil Fired Boilers)
- Machine Shop
- Two-Story Building with Rat Siding
- Ready for Immediate Production

For complete details contact

**CAPITOL RECORDS OF CANADA LTD.**

**LONDON, CANADA**

(Continued on page 68)
CARDINAL is RED HOT!

THE MULCAY'S

and Their Electric Harmonicas

Top the Meters Everywhere!

with #1020

BEER BARREL POLKA

PLAYING TIME 1:46
B/W

YOU CAN'T BE TRUE DEAR

PLAYING TIME 2:20

WE PROUDLY PRESENT

Cathy Bryan

CARDINAL #1017

CRYING MY HEART OUT FOR YOU

B/W UNTIL SUNRISE

IT'S A HIT! YOU MUST HEAR IT!

AND COMING UP FAST... CARDINAL #1016

MURRAY ARNOLD PLAYS 4 HANDS

CAMPTOWN RACES B/W BOO BOO BOOGIE

PLAYING TIME 1:38
PLAYING TIME 2:17

Order Now from Nearest Cardinal Distributor

A. & I. Distributing Co.
521 West 6th, Cincinnati, Ohio

Aiken Distributing Co.
420 West Broad St., Richmond, Virginia

Alpha Distributing Co.
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W. M. Amann Distributing Co.
642 Barron St., New Orleans, Louisiana

6 G. Record Service
337 W. W. 6th Ave., Portland, Oregon

Bernart Distributing Co.
327 Franklin, Cleveland, Ohio

Bert's Sales
221 West Maplewood
Charlotte, North Carolina

Big State Distributing Co.
137 Glenn Street
Dallas, Texas

Cubie Distributing Co.
3158 Windward
Detroit, Michigan

Chattan Distributors
1921 Grove St.
Oakland 12, California

Commercial Music Co.
2650 Olive Street
St. Louis, Missouri

Commercial Music
2050 Holmes
Kansas City, Missouri

Edex Record Distributors
124 Springfield
Kent, New Jersey

Ginn Allen Co.
1146 Edna Ave.
Memphis, Tennessee

Guthrie Record Sales
3633 Federal Street
Philadelphia, Pennsylvania

Halvorson Brothers, Inc.
1113 Third Avenue, South
Minneapolis 4, Minnesota

Indiana State Record Distributors
509 East Washington
Indianapolis, Indiana

M. B. Knote
309 S. Santa Fe Street
El Paso, Texas

Mangelid Distributing Co.
215 South Euclid Street
Baltimore, Maryland

James H. Martin, Inc.
1141 Michigan Blvd.
Chicago 5, Illinois

Music Service
204 Fourth Street
Great Falls, Montana

Music Suppliers of New England
261 Huntington
Boston, Massachusetts

Oklahoma Record & Supply Co.
427 Northeast 2nd Street
Oklahoma City, Oklahoma

One Stop Phonograph
316 W. 12th
Kansas City, Missouri

Pan American Distributing Co.
3401 W. 34th Street
Blair, Florida

Record Merchandising Co.
2000 West Pro Ride
Los Angeles 6, California

Searchard Distributors, Inc.
796 Avenue Avenue
Hartford, Connecticut

Leonard Smith, Inc.
1964 Broadway
Arlington, New York

Southeast Amusement Co.
314 E. 11th
Huston, Texas

Sanford Distributing Co.
441 Edgewood Ave., S. E.
Atlanta, Georgia

Standard Distributing Co.
1711 Fifth Avenue
Pittsburgh, Pennsylvania

N. W. Tempo Distributing Co.
3227 Western Avenue
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Zin Distributing Co.
2667 Lincoln
Ogden, Utah

CARDINAL RECORDS
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Thanks for Ton Bennett

MUSIC

July 18—Salisbury Beach, Boston
July 26—Wildwood, N. J.
August—Lake Tahoe, Reno, Nevada
September—Los Angeles, Calif.
October—Los Angeles, Nevada

Current Smash Release

CINNAMON SINNER

and

TAKE ME BACK AGAIN

Columbia 40272

July 18 — Salisbury Beach, Boston
July 26 — Wildwood, N. J.
August — Lake Tahoe, Reno, Nevada
September — Los Angeles, Calif.
October — Los Angeles, Nevada

Personal Management
CHAuncey S. OlMan

COLUMBIA RECORDS

exclusively

Vox Jox

Calling all Formats

Harry Preston, free-lance deejay at radio WNEW, Rome, is looking for deejays with unusual formats. He writes, "A new format of music that does news spots for national magazines is still in the experimental stage, and which is tentatively titled 'New Idea.' In this, the deejay attempts to spotlight the deejay shows which are different. In other words, not just a straight show with gimmicks but a show with a definite format that is unusual. I wondered whether you would be good enough to assist by giving it a little publicity in your column, mainly to contact deejays who have something to offer. If it will be good publicity for the deejay and we would like a good glossy photo, plus details about the show and the back-

ground of the deejay. We will return all material submitted with a self-addressed stamped envelope.

I think the deejays who have already established themselves have found their pot of gold, and it's time some publicity was given to the others who are still climbing up that rainbow."

Record KBIG Billings

Hollywood, July 10—June quiz billings for KBIG were the highest of any month since the radio station started broadcasting on June 1, 1953. It announced here this week. They showed a rise of 30 per cent over June, 1953, and 7 per cent over May, 1954. The first six months of this year registered a 36 per cent in-

crease over the first half of 1953.

ATTENTION, OPS!!!

"...There is little question that the interest stirred up in progressive jazz—by a new generation of jazz men such as CHET BAKER, GERRY MULLIGAN and DAVE BRUBECK has been largely responsible for the current jazz boom."

—The Billboard, June 5, 1954

BEST BETS FOR OVS, FROM THE GREAT PACIFIC JAZZ

CATALOG (78 and 45 RPM)

CHET BAKER QUARTET

DOWNBEAT AND METRONOME AWARD WINNER—1953
605 (45-605) "THE LAMP IS LOW"

b/w

"MAID IN MEXICO"
610 (45-610) "IMAGINATION"

b/w

"RUSS JOB"

CHET BAKER SINGS

615 (45-615) "THE THRILL IS GONE"

b/w

"HAPPY LITTLE SUNBEAM"

GERRY MULLIGAN QUARTET

DOWNBEAT AND METRONOME AWARD WINNER—1953
601 (45-601) "LULLABY OF THE LEAVES"

b/w

"BERNIES TUNE"
602 (45-602) "FRENSIS"

b/w

"NIGHTS AT THE TURNABLE"

HARRY EDISON QUARTET

612 (45-612) "SEPTMBER IN THE RAIN"

b/w

"PENNIES FROM HEAVEN"

PACIFIC JAZZ RECORD COMPANY
6124 Santa Monica Blvd., Hollywood, California
The Wonderful Music... exactly as performed in the Great Musical Extravaganza now playing to capacity crowds at the Marine Theater, Jones Beach, N. Y.!

Arabian Nights
A New Musical Extravaganza

A DECCA ORIGINAL CAST ALBUM

Selections include:
- Overture
- A Long Ago Love
- What A Pity
- It's Great To Be Alive
- A Thousand And One Nights
- The Grand Vizier's Lament
- Teenie Weenie Genie
- Hall To The Sultan
- The Hero Of All My Dreams
- A Whale Of A Story
- The Bath Parade
- How Long Has It Been?
- Marry The One You Love
- Finale.

DL 9013 (12" 33 1/3 RPM Long Play Record) $5.88
ED 816 (Three Record 45 RPM Extended Play) $4.70

ALSO AVAILABLE

GUY LOMBARDO and His Royal Canadians
Play Hit Songs From Guy Lombardo's Musical Extravaganza

"ARABIAN NIGHTS"

Selections Include:
- It's Great To Be Alive
- A Thousand and One Nights
- The Hero Of All My Dreams
- A Whale Of A Story
- How Long Has It Been
- Teenie Weenie Genie
- Marry the One You Love
- A Long Ago Love

DL 5543 (10" 33 1/3 RPM Long Play) $3.00
ED 587 (Two Record 45 RPM Extended Play) $3.80

and... ON SINGLE RECORDS!
A Great Selling Combination!

GUY LOMBARDO and his Royal Canadians
Sing and Play 4 Great Hits From the Musical Extravaganza

"ARABIAN NIGHTS"

HOW LONG HAS IT BEEN?
A THOUSAND AND ONE NIGHTS
DECCA 29276 (78 RPM) and 9-29276 (45 RPM)
MARRY THE ONE YOU LOVE
IT'S GREAT TO BE ALIVE
DECCA 29215 (78 RPM) and 9-29215 (45 RPM)

Price shown are suggested list prices. Long Play prices include Federal Excise Tax but no state or local tax. All other prices do not include any tax.

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The Greatest Dance Band In The Land...
Hear This Great New Long Playing Album
"Count Basie Dance Session"
MG C626 (12"
(on extended play EP 220 & EP 221)

...other Count Basie Long Playing Albums
"Count Basie and His Orchestra Collates"
MG C120
"The Count Basie Sextet"
MG C146
"Count Basie Big Band"
MG C148

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522 5th Avenue • New York City
Greetings NAMM

Everyone Is Spinning BETHLEHEM RECORDS How About You?

JIM BRIGHT
Hank & Cesar Band
and Mobile Liederstrasse
B2195

CHRIS CONNOR
Blue Silhouette
Milo's Sunset
B1291

RAY DE MENO
What Might Have Been and Pigtails
B1292

BEULAH SWAN
Don't Be Cruel to My Heart
and Hip Shaking Mama
B1294

BRET BRYSON
One-Sided Heart
and I Was Born In Carolina
B2174

SIMMONS TWINS
Breach Heaven Wolf
and Echoing Mailbox
B1297

SY OLIVER
Music Director for...
England’s Biggest Hit
FAST BECOMING
America’s Biggest Hit

CARA MIA
The Thrilling New Voice of David Whitfield
backed with “How, When Or Where”

with beautiful accompaniment by Mantovani
His Orchestra and Chorus

LONDON ffrrS
RECORDS
GO-Go-GO GOING STRONG

CARL SMITH

current smash release
GO, BOY, GO
(Valley Pub.)
and
IF YOU SAW HER THROUGH MY EYES
(Driftwood Pub.)

This Week's Best Buy
Billboard July 10, 1954

Columbia 21266

Featured Star of WSM Grand Ole Opry and WSM-TV

Many THANKS Music Merchants for your swell co-operation

Still Riding High
Back Up, Buddy
and
If You Tried as Hard to Love Me
Columbia 21226

exclusively

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JAMES DENNY
WSM ARTISTS SERVICE BUREAU
NASHVILLE, TENNESSEE

**WELCOME, MUSIC DEALERS!**

OUTSTANDING
RHYTHM
and
BLUES
HITS!

by
Muddy Waters

**TOP**

**RHYTHM**

**AND**

**BLUES**

**TALENT!**

by
Howling Wolf

---

**HUB’S BATHERS GO FOR GEORGE**

NEW YORK, July 19—The Allied Appliance Company, Columbia Records-Distributors for Massachusetts, really decided to promote the new plish Liberace a bum, "Sincerely Yours, Liberace." Paul Bishop, head of the distribution branch, hired two planes to fly over the Boston beaches towing banners advertising the set. One banner read "Hear Columbia's New Liberace Album;" the other read "Thank You, George." The promotion was so effective that Allied Distributor's salesmen have been besieged with orders from dealers who want a Liberation album titled "Thank You, George!"

---

**RIVER OF NO RETURN (Simon House, BMI)—(Tennessee) Ernie Ford—Capitol 2910**

Not many artists straddle the pop and country markets as successfully as Tennessee Ernie does, and now again he has recorded a tune that is moving nicely among audiences of both persuasions. While strongest reports have been received from Southern sources like the Carolinas, Atlanta, Richmond and Nashville highly profitable action on this record is also reported in St. Louis, New York and Milwaukee. It is therefore recommended for operators and retailers in both the pop and country fields. Flip is "Give Me Your Word" (Shapiro-Bernstein, ASCAP).

---

**SACRED**

**THE MAN UPSTAIRS (Yenta, BMI)—The Blackwood Brothers—RCA Victor 20-5781**

The popularity of this tune in the pop market made it a "natural" for the country field also. While the material is "sacred," its appeal is proving to be quite a broad one, this record by the Blackwood Brothers, for instance, being quite popular on many lake boat locations. Highly favorable sales reports of it have been received this past week from Atlanta, Durham, Nashville, St. Louis, Cleveland, Chicago—and even from the East and New England. Flip is "How About Your Heart!"

---

**EDDY ARNOLD**

This Is the Thanks I Get (Hill & Range, BMI)—Arnold 20-5005

—Arnold has two new efforts worthy of his talents for the coming months. One, which he sings them Miracles, is a non wire-wacker, a tune in a wonderful weeper, flip is a rhythmic up-tempo beat. Both are sure to appeal to the listeners, and it could break thru as a solid bank of wax. Flip is "Another Woman Looking for a Man" (Starlite, BMI).

---

**C & W Territorial Best Sellers**

For survey week ending July 7

**BIRMINGHAM**

1. I Don't Hurt Anymore, H. Snow, V.
2. I Don't Hurt Anymore, H. Snow, V.
3. I Don't Hurt Anymore, H. Snow, V.
4. Lookin' Back to See;
5. L. Anderson, Jr., C.
6. Just Don't Want to Know;
8. Will You Be My Baby?
9. L. Carson, C.

---

**Memphis**

1. I Don't Hurt Anymore, H. Snow, V.
2. I Don't Hurt Anymore, H. Snow, V.
3. I Don't Hurt Anymore, H. Snow, V.
4. L. Anderson, Jr., C.
5. Just Don't Want to Know;
7. Will You Be My Baby?
8. L. Carson, C.
9. You're Not Easy to Love;
10. Moe Tucker Goes To Die;

---

**Dallas-Ft. Worth**

1. I Don't Hurt Anymore, H. Snow, V.
2. I Don't Hurt Anymore, H. Snow, V.
3. I Don't Hurt Anymore, H. Snow, V.
4. L. Anderson, Jr., C.
5. Just Don't Want to Know;
7. Will You Be My Baby?

---

**New Orleans**

1. Lookin' Back to See;
2. E. Hill, B. T., Jr.
3. Thank You for Calling, E. Walker, Col.
4. Willie Tanks, E. Thompson, Col.
5. Willie Tanks, E. Thompson, Col.
6. Willie Tanks, E. Thompson, Col.
7. Willie Tanks, E. Thompson, Col.
8. Willie Tanks, E. Thompson, Col.
9. Willie Tanks, E. Thompson, Col.

---

**CONTINUED**

**Reviews of New C & W Records**

**ERNEST Tubb-Bud Foley**

It's the Million Dollar Don't You Know; DECCA 2528—"Bud" Foley's new C & W record is a million dollar proposition. Released in the summer of 1954, the song is typical of Tubb's work during that time and is sure to be a hit. The melody is catchy and the lyrics are memorable. Overall, it's a solid C & W tune.

---

**JIM REEVES**

Papa of Old Steel Guitar; ABOTT 5056—ABOTT's charter C & W artist, Jim Reeves, has another hit with this recording. "Papa of Old Steel Guitar" is a beautiful ballad that showcases Reeves' talent as a vocalist. The melody is simple yet emotional and the lyrics tell a story of love and devotion. A must-listen for country music fans.

---

**JIMMY DEAPERS WILLIAMS**

Ellis in My Can Top; ABOTT 5052—Another wonderful tune from Williams' catalogue, "Ellis in My Can Top" is a whimsical yet heartfelt ballad. It tells the story of a man named Ellis who is often mistaken for a simpleton, but who is actually a wise and kind soul. The song is both funny and touching, making it a perfect addition to any country music collection.

---

**KOREAN LOVE SONG** and "I GOT FOOLERED"; SARG RECORDS—Sarg Records has released a new single titled "Korean Love Song," with music and lyrics written by Korean composers. "I Got Foolered" is another great track from the same release. Both songs are full of emotion and are sure to be a hit with listeners.

---

**SARAH WILLIAMS**

They Were Dancing the Mambo; DECCA 2529—Another interesting C & W recording, "They Were Dancing the Mambo" features Sarah Williams' smooth vocals and catchy melody. The song is a fun and lively number that is sure to get people dancing.

---

**OP'S—DEALERS' J'S,** (THAT ARE MIGHTY PLEASANT LISTENING):

"I SUPPOSE" and "YOU AIN'T FOOLIN' ME" by Howdy Shalahl & The Longhorns Players—CRI 310—No C & W disc is complete without a few country classics. "I Suppose" and "You Aint Foolin' Me" are perfect examples of this. The Harmonica and fiddle work on both tracks are outstanding and make for a truly enjoyable listening experience.

---

**SARG RECORDS—SAGA 378—"SIX MORE DAYS"—THE HOLLER** by The Holler—Another great release from Sarg Records is "Six More Days" by The Holler. This upbeat and lively number is a true country classic and is sure to be a hit with fans of the genre.

---

**SARG RECORDS—SAGA 380—"THE FOLLOWER"** by The Followers—Closing out this list of new C & W recordings is "The Follower" by The Followers. This is another great release from Sarg Records and is sure to be a hit with country music fans.
The Billboard Music Popularity Charts

### RHYTHM & BLUES RECORDS

#### Most Played in Juke Boxes

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. WORK WITH ME, ANNIE</td>
<td>Midnighters</td>
<td>Federal</td>
<td>1</td>
</tr>
<tr>
<td>2. SHAKE, RATTLE AND ROLL</td>
<td>J. Turner</td>
<td>RCA</td>
<td>2</td>
</tr>
<tr>
<td>3. HONEY LOVE</td>
<td>Drifters</td>
<td>Mal</td>
<td>3</td>
</tr>
<tr>
<td>4. JUST MAKE LOVE TO ME</td>
<td>Muddy Waters</td>
<td>Chess</td>
<td>5</td>
</tr>
<tr>
<td>5. GOODNIGHT, SWEETHEART, GOODNIGHT</td>
<td>Spaniels</td>
<td>ABC</td>
<td>6</td>
</tr>
<tr>
<td>6. YOU'LL NEVER WALK ALONE</td>
<td>R. Hamilton</td>
<td>Imperial</td>
<td>7</td>
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<tr>
<td>7. LOVEY DOVEY</td>
<td>Clovers</td>
<td>ABC</td>
<td>8</td>
</tr>
<tr>
<td>8. I UNDERSTAND JUST HOW YOU FEEL</td>
<td>Four Tunes</td>
<td>ABC</td>
<td>9</td>
</tr>
<tr>
<td>9. GEE</td>
<td>Coasters</td>
<td>RCA</td>
<td>10</td>
</tr>
<tr>
<td>10. IF I LOVED YOU</td>
<td>R. Hamilton</td>
<td>Imperial</td>
<td>11</td>
</tr>
</tbody>
</table>

#### Best Sellers in Stores

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
<th>Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. HONEY LOVE</td>
<td>McPhatter</td>
<td>ABC</td>
<td>1</td>
</tr>
<tr>
<td>2. WORK WITH ME</td>
<td>Annie</td>
<td>Federal</td>
<td>2</td>
</tr>
<tr>
<td>3. SHAKE, RATTLE AND ROLL</td>
<td>J. Turner</td>
<td>RCA</td>
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<tr>
<td>7. SEXY WAYS</td>
<td>Midniters</td>
<td>ABC</td>
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<td>8. GOODNIGHT, SWEETHEART, GOODNIGHT</td>
<td>Spaniels</td>
<td>ABC</td>
<td>8</td>
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<tr>
<td>9. I FEEL SO BAD</td>
<td>C. Willies</td>
<td>ABC</td>
<td>9</td>
</tr>
<tr>
<td>10. LOVEY DOVEY</td>
<td>Clovers</td>
<td>ABC</td>
<td>10</td>
</tr>
</tbody>
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**Rhythm & Blue Notes**

*By Bob Bolmont*

The rhythm and blues disk jockeys are sparking action in all seg-
ments of the business. The Chords' "Sh-Boom" on Capitol is hot
enough in the R&B markets and has broken thru powerfully in
the pop fields. And the tune is going solidly in a pop version by
the Crew Cuts on Mercury. Now it has been cut for the pop field
by the Billy Williams Quartet on Coral, and Bobby Williamson has
hit it for the country field RCA Victor.

But this is only one instance of the wide influence exerted these
tunes in the R&B field. "Good-

ight, Sweetheart, Goodnight" is
now being recorded in pop, due to the McGuire Sisters' cutting
it on Coral, and new pop records have been released on such R&B
amples as "Honey Love" and "Shake Rattle and Roll." "I Under-


### PEACOCK and DUKE PRESENT THEIR COMPLIMENTS TO THE NAMM CONVENTION

**PEACOCK**

**DUKE**

**FIVE BLIND BOYS**

hitting with

"I WONDER, DO YOU!"

b/w

"ALL ABOARD"

Peacock #1731

Duke #129

**JIMMY McCracklin**

sings

"MY STORY"

b/w

"THE CHEATER"

Peacock #1639

Duke #130

**HAROLD CONNORS**

doing

"COME BACK, COME BACK"

b/w

"I'M FEELING SO BAD"

Peacock #1235

Duke #206

---

**THE CHARION Whiches**

An all girl spiritual group

**STEP BY STEP**

b/w

"PROP ME, JESUS"

Duke #206
"Thanks Music Merchants for another Noteworthy Year."

THE CLOVERS • RUTH BROWN
THE DRIFTERS • JOE TURNER
RAY CHARLES • LAVERN BAKER
TOMMY RIDGELEY • CHOKER CAMPBELL • ARNELL COBB
PROFESSOR LONGHAIR • CARMEN TAYLOR • HAL PAIGE
**Reviews of New C & W Records**

BILLY MURDOCH

That Wonderful Love

ABBEY WASHER, vocals

with Burton for a harmonious portrayal of an old-fashioned love story. Wascher has a perfect interpretation of the title role. (Waxam, ASCAP)

FRANK D. TAYLOR

Tender is the Night

MARTHA WHITFIELD, vocals

with Burton for an almost flawless performance. (Waxam, ASCAP)

TEXAS JIM ROBERTSON

Adult Theme

LUCILLE PEARCE, vocals

with Burton in an excellent presentation of a first-class rhythm and blues number. (Waxam, ASCAP)

BETTY ANNO

Don't Drop Me

ANDREW HORNE, vocals

with Burton in a fine blues number. (Waxam, ASCAP)

HAL LONE PINE

Quick witted group

VICTOR RADIO, vocals

with Burton in a fine Presentation of a blues number. (Waxam, ASCAP)

ARTHUR SMITH

M.C. M. 1176

RUTH SMITH, vocals

with Burton in an excellent rendition of a country number. (Waxam, ASCAP)

RAY HANNE

I'm Sorry, Sorry

HERMAN STONE, vocals

with Burton in a fine rendition of a country number. (Waxam, ASCAP)

COLEMAN CARLISE

Give Me a Second Chance

TOMMY McCOY, vocals

with Burton in an excellent presentation of a country number. (Waxam, ASCAP)

JOHNNY BARNES'S ORK

Brown Fields

ORLANDO FIELDS, vocals

with Burton in a fine rendition of a country number. (Waxam, ASCAP)

**Reviews of New R & B Records**

BILLY BOY

**A Little Bit of Love**

White Men Can't Cook

(Decca, M-613)

with Burton in a fine rendition of a country number. (Waxam, ASCAP)

JIMMY MCCREACKEN

**Red River Valley**

Modern MA-73

with Burton in an excellent presentation of a country number. (Waxam, ASCAP)

**Save Your Love**

BARKER RECORD CO.

with Burton in a fine rendition of a country number. (Waxam, ASCAP)

JONNY LEE HOOKER

**Let's Talk**

Modern MA-72

with Burton in a fine rendition of a country number. (Waxam, ASCAP)

JOSEPHINE BAKER

**Every Time I Think of You**

Modern MA-72

with Burton in a fine rendition of a country number. (Waxam, ASCAP)

JAMES MCNEIL

**I'll Get Right**

Modern MA-72

with Burton in a fine rendition of a country number. (Waxam, ASCAP)

DELLA ROSE

**4725**

Decca D-6423

with Burton in an excellent presentation of a country number. (Waxam, ASCAP)

JUNE NEFFY

**Vice Versa**

Decca D-6423

with Burton in an excellent presentation of a country number. (Waxam, ASCAP)
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Las Vegas, Nov. 7—A sudden strike by maintenance mechanics at the Sands was agreed to by a simultaneous walkout of the musicians in all the major resort hotels. The strike implied that the demands were serious.

The hotels retaliated by putting up walkout signs and said they would name bands against any of the laborers and by charging the striker who demanded by Lord 399 of the American Federation of Musicians. The National Broadcasting Co. said it would not work in the studio. As the walkout continued, there was an acute shortage of entertainers here frequently up to the point of absence of proper working facilities.

Sympathetic star performers and personnel who have noted the public sympathy are staged a general walkout in sympathy. Both the musicians and the mechanics are members of the AFL. It is extreme union sentiment that the walkout will mean an end.

The laborers involved in the strike said they would name bands against any of the laborers who walked out.

The mechanics were to get a 25 per cent raise, which is $1.12 per hour, a decision that would cost $250,000 per week, according to the mechanics union.

Local 399 has placed the hotel operators on notice that if the mechanics are not back to work by 5 o'clock this evening, the help will be hired out.

The mechanics of the entire resort area are under the leadership of the mechanics union.

N.Y. Show Fields Hyped By Lions' Convention

New York, July 19—-The annual Lions' Convention, which will open here tomorrow, will undeniably cash in from a tremendous convention, which will cost it comparatively little to run.

The convention will open tomorrow afternoon with the Lions opening the fun cards on the subject of the convention and the hotel. Although the budget has been cut to the bone, the convention will cost the Lions only 10 cents per guest.

The hotel, which has been used for conventions in the past, is under the leadership of the Lions and the members of the convention will be the main feature.

The convention will be held for the rest of the summer season.

Atlantic City Due to Cash In on Martin & Lewis Flicker Premiere

New York, July 10—Martin and Lewis, who have been the biggest entertainment figures in the country, are coming to Atlantic City. The town is getting ready for the Martin and Lewis premiere.

The premiere will be held at the Convention Hall, which is the largest convention hall in the country. The town will be decorated for the premiere and the hotel will be turned into a convention center.

The premiere will be held at 8 p.m., and the town will be decorated for the premiere. The town will be decorated for the premiere and the hotel will be turned into a convention center.

The convention will be held for the rest of the summer season.

THE LITTLE ACTION ELSEWHERE

Atlantic City is looking forward to helping the hotel industry. A special resort expects to do. With conventions, the town is trying to attract more tourists to show business, including hotels, and it will be a big summer.

But there is little else in the same department starting this week.

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As Others See U.S. (TV)
Cast: John Winship, Ettore
gianna, William Herbert,
John Garfield, Edward
Van Sloan, Producers,
Alfred Green (with
cast) (Warner Brothers)
(WNDT. New York, 6:30-35 p.m.
EDT, July 7)
\n\n\nStage Show (TV)
Cast: Tommy and Jimmy
Dorsey. Kitty Kallen, the
Lanterns, Tommy Dorsey,
Maggie Griswold. Assistant
Sustaining. NBC Television
Company, Inc., (W. A. Scott.
Company. Inc.) (PDT, July 6)
\n\nWelcome Travelers (TV)
Tommy Dorsett and Bob
Curnell. (MCA, Inc.) (PDT,
\n\nTOAST OF THE TOWN (TV)
EDT. Sunday, July 17 (Edgar
Cain, Acq. )
\n\nPEDRO AND DURAND (balance-
ment. Del Mar, July 1)
\n\nTHE FOUR COMETS (Stamlers),
\n\nHollywood to Broadway (The
\n\nLONE WOLF (TV Film),
\n\nDrama and Musical Routes
July 17, 1954
BIBLIOGRAPHY
\n\n1. "As Others See U.S. (TV),"
\n\n2. Stage Show (TV)
\n3. Welcome Travelers (TV)
\n4. TOAST OF THE TOWN (TV)
\n5. PEDRO AND DURAND (balance-
ment. Del Mar, July 1)
\n6. THE FOUR COMETS (Stamlers),
\n7. Hollywood to Broadway (The
\n8. LONE WOLF (TV Film),
\n9. DRAMATIC AND MUSICAL ROUTES
\n\n\nNEW ACTS
\n\nTHE THREE TWINES (in-}
HOCUS-POCUS
By BILL SACHS

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Walter Avery
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Salvation

A Seaporned Woman

The Creem Woman

The Final Curtain

Theatrical News

In Loving Memory of My Darling Husband

IRVING J. POLACK
Who Passed Away July 13, 1949
1 Mile South of Much

BESSIE E. POLACK

THE BILLBOARD

In Cherished Memory of

IRVING J. POLACK

So many things you did for me
Wish you were here by
That memory fails to hold its mirror
Before my grateful eye

ETHEL ROBINSON

Warmack.—Fre. E., 1831 South Upton Ave., Los Angeles, Calif., was killed July 1 in Vanderborn's Press Manufacturing Co., Ltd., in the 10th year of his active business career. He had been in the printing business for 31 years. He leaves a widow, Mrs. Minnie Warmack, and two sons, Mrs. II. F. and Mr. J. W. S. E, both of Los Angeles.

FINLEY.—Rev. S. D. Finley, 2144 Ninth Ave., Los Angeles, died July 14 at his home, aged 72 years. He was the first minister of the Universalist Church of Los Angeles.

Cook.—Mr. and Mrs. C. A. Cook, 7140 College Ave., North Hollywood, Calif., were in the sudden death of their son, C. A. Cook, Jr., 20 years old, a student at California State College, Bakersfield.

In Memory of My Husband

HARRY R. WINTERS

BIRTHS

Edward—at the home of Mr. and Mrs. G. W. Winters, 5521 S. Hamlin Ave., Chicago, Ill., Mrs. Winters, aged 43 years. The baby is a boy.

FAY.—Mr. and Mrs. J. W. Fay, 910 E. 43rd St., Chicago, Ill., announce the birth of a boy, Robert, July 15, by Mrs. Fay. He is the son of Mrs. Fay's former husband, J. W. Fay, and the late Robert D. Fay.

MARRIAGES

CORN-VOGEL.—Rev. G. C. Vogel and Miss. Bertha Corn, 1622 N. Rush St., Chicago, Ill., were married July 14 at the home of Mr. Vogel. The wedding was performed at St. Thomas' Church, E. 57th St., Chicago, Ill. The bride is the daughter of Mr. and Mrs. J. W. Corn, 1617 N. Rush St., Chicago, Ill.

LEENEN-LANDS.—Mr. and Mrs. J. W. Lands, 514 E. 57th St., Chicago, Ill., announce the birth of a boy, Robert, July 12, by Mrs. Lands. He is the son of Mr. and Mrs. J. W. Lands, 514 E. 57th St., Chicago, Ill.

Anna Sohnen

Dorothy and Skeeter, Bob Ellis orch.

Rocco Vega, Las Vegas, Nev.

Vitrola, San Diego, Calif.

Virginia Lee, Portland, Ore.

FIRST 1000 NEWSPAPER MARRIAGES

In Memory of I. J. Polack, who passed away July 13, 1949, but whose spirit lives on in Polack Bros. Circus.

LOUIS STERN

Your Ticket to Sales Results — The Advertising Columns of The Billboard!
CALGARY STAMPEDE LEADS 1953 RECORD GATE YEAR

First Four Days Are Up 11,000; Sonja Henie Icer Is Added Lure

CALGARY, Alta., July 10—Given the best run of weather the Calgary Stampede has had in weeks, the Calgary Stampede and Exposition, which opened its 50th anniversary today, has 11,000 more paid admissions for the first four days than the previous year, its previous peak year. At the close of the four days, the paid gate was running 11,450,000, which was down 6,000 from last year's point last year. With prospectors Ed Slaugher, Harold Goad and Jack Hartnell, Stampede manager, everyone stating gambling along the way days would yield attendance which would enable the event to add to its gate increase over 3,000.

This year now is an ice show—Sonja Henie will be presented in the Coliseum as a new departure in Stampede City. In prior years, apart from the midway, the Stampede has had a large night time amusement attraction.

Del Mar, Calif., Paid Gate Hits All-Time High

181,598 Pay as Fair Pulls 231,491; Peak For Exhibits, Too

Del Mar, Calif.—The annual Southern California Exposition opened its show season today. Combined ended its 11-day run here today with a total attendance of 1,911,306, and a record paid admission of $292,594. Manager, secretary, manager, said With a total of 2,000 paid marks in roop patrons was also established. Larger numbers were seen in the stands.

In announcing the results of the event, and the paid admission of the 1910 fair would be held June 24 and 25. He added that according to the following the close of the 48-day Del Mar Turf Club racing season, September 11, a 12,000,000 con-

New York, July 10—The year-end downtown side of the horse business has failed to result in a severely curtained year. The total sum of the leading few days, few far fewer performances, was a proportionately dollar prize list, according to 

The 28th annual will be held from September 20 to October 11, in the Garden, Madison Square Garden, in New York, Aug. 11, 1910.

The event, which included 4,000,000 prize money, and a 1,000,000,000 guaranteed, was the most successful event in the history of the Turf Club. The improved facilities were ready in time for the fair of 1915.

In its 28th annual attendance record, other marks were established:

The 28th annual included 4,000,000 non-commercial entries not in-

Philadelphia, July 10—The Conklin Signs for Canada's 1st Roto-Jet

Arrangements were made between Conklin and importer Eric G. S. Conklin, to be attended at several locations in the United States, and to be installed in Bellaview Park for the final week. The Conklin Signs were used as a way to promote the newly formed Bellaview Park. The Conklin Signs were used as a way to promote the newly formed Bellaview Park.

Hassle on Name Goes On as Chittwood Sues

PHILADELPHIA, July 10—John B. Chittwood has been indigent against the Motor Boat Club of America, for damages of $15,000, in an action to prevent the use of his name. The suit was filed Monday, and must be answered within 20 days.

Last January, Conklin signed the name of Conklin into the name of Conklin, to be installed in Bellaview Park for the final week. The Conklin Signs were used as a way to promote the newly formed Bellaview Park. The Conklin Signs were used as a way to promote the newly formed Bellaview Park.

L. A., Pasadena: Holiday Shows Attract 115,000

Legion Coliseum Event Pulls 70,000, Rose Bowl 45,000

Lose Angeles, July 10—Approximately 115,000 people attended the shows here Sunday and Monday. The Darius and fireworks display was staged at the Rose Bowl and South Park. The Rodeo Bowl in Pasadena.

The Coliseum event, staged by the Pasadena Chamber of Commerce to attract the Los Angeles area, drew 15,000 people Sunday night and the Darius and fireworks display was directed by Art Bakinger of the Los Angeles Fireworks Company of Chicago. The Pasadena event was attended by 45,000, with manager of the Department of which he is a member, said that the event was expected to be a success.

The Coliseum event, staged by the Pasadena Chamber of Commerce to attract the Los Angeles area, drew 15,000 people Sunday night and the Darius and fireworks display was directed by Art Bakinger of the Los Angeles Fireworks Company of Chicago. The Pasadena event was attended by 45,000, with manager of the Department of which he is a member, said that the event was expected to be a success.

A completely different show, headed by Eddie Fisher and the Rogers Club, was held at the Coliseum last night, the fair's climax.

The afternoon attractions will be followed by a spectacular show, Monday, August 29, with Grand Circuit harness races, with an all-day race,

Camden Gives Bingo Green Light

CAMPBELL, S. C., July 10—City Council unanimously agreed to ordain an ordinance allowing Bingo at County Fair for the first time this year, and a 100-mile AAA big car race Labor Day.

Aud Managers To See Contest At Long Beach

LONG BEACH, Calif., July 10—David Oldenettel, manager of the Burbank auditorium, which is going to the United States, is expected to return Wednesday. He will stay in Burbank for the purpose of making the final arrangements for the American Audition of Auditoriums. The session opens July 18 for five days.

20,000 at Ohio Show

East Professional stock car will hit the 20,000 mark at the Ohio State Fair Show, according to John Pyle, who is in charge of the exhibition. John Pyle, who is in charge of the exhibition, says the show is in its second year, and that the show is the largest in the world.

With business thereby not as usual, the show is a success, and the final selection is made by the state board of managers, who are the representatives of the state's racing interests.
NEW! PORTABLE ALL-STEEL FERRIS WHEEL

Outstanding for Portability, Public Appeal, Earning Power and High Quality All-Steel Construction.

SMITH SMITH

A ROLLER COASTER construction supervisor last week, now a minister of Guatemala, Martin Prado Velete (left) is shown with Aurele Ude, who designed the roller coaster, and Velete's son Aurel, 17, who designed the roller coaster in his spare time during summer. As a result of the recent revolution in Guatemala, Velete is now in a state of limbo to his family, as his good training has split the ups and downs of Latin American politics.

YOU CAN'T DO THAT

"Honorary Memberships" Issue in N. J. Bingo Case

Newark, N. J., July 10—New Jersey's Bingo-Raffles Commis

sion heard testimony last week on the first announced violation of the State's new gaming laws which legalized the games under certain conditions. So far there has been no decision in the mat

ter.

As the measure was passed on April 30, bingos to be allowed must be held for the benefit of charitable, civic, religious, veterans and volunteer fire organizations, and must be first aid and rescue squads. Net proceeds of the games must be devoted entirely to "educational, charitable, patriotic, reli
gious or public spirited uses." Those conducting the games must be members of the organization involved.

The case at issue is the still date played in Perth Amboy last month under auspices of the Fire Protection Fire Company 1 of Woodbridge, by Penn Premier Tote.

Heard testimony from commission members followed the revelation that five members of the show were sworn in as honorary members of the fire company in order to have the bingo conducted.

The commission, stressed that the violation of the new law is not without future action about the intent of the law, which is to prohibit "professionalism."

LOSS CITED

Flower Show Cancels N. Y. Armory Date

New York, July 10—The New York International Flower Show has canceled out of the King'sbridge Armory, and it probably won't show up in this city until the projected completion of the new home of the Museum of Cooper

circle, expected for 1956.

The show was one of those forced to move from Grand Cen

tral Palace when that exhibition hall was taken over by the federal government. It said the Bronx Armory date resulted in its first financial loss in 30 years.

The New York Convention and Visitors bureau reported, how

ever, that most exhibitions which moved from Grand Central Palace to King'sbridge did so without any loss. It said the flower show's time has already been contracted for and that the new occupant will be announced next week.

Defeito Company Forms to Handle Business Expos

Detroit, July 16—Show Produc

nors, Inc., has been set up here to handle sale of exhibit space, promotion of attendees and general convention business.

Head of the firm is Abish E. Ivens, who has headed his own advertising and public relations agency since 1935, now operates both firms. He said the show is a combination of industrial shows led to functions tied to the regular agency opera

tion and formation of the new company.

In the past he has handled such shows as those of the American Society of Tool Engineers and the National Office Management As

sociation. The new company will operate nationally and has events lined up now ranging from Atlanta to Toronto, Ont.

when Gooding says it's good...

GOODINC AMUSEMENT CO., INC.
1300 NOVATO AVE.
COLUMBUS 8, OHIO
JULY 2, 1954

Allen Herschell Co. Inc.
H. Townsend, N. Y.

Gentlemen:

It affords me great pleasure to acknowledge delivery of the new non-skooter Merry-Go-Round. This would be a beneficial sale to putting it on display. The sixty horses four elegant coaches at great feet and an energetic crew proved to be a big draw.

We opened this machine last week at the Mercy Coat Hospital Pediatric Benefit, Springfield, Ohio, and it did a steady business all during the week. We checked several trips which the ride made and they grossed $650 out of $750 admission. The overall capacity was approximately $250.00 per hour.

The workmanship of this machine is very fine throughout, the paint job is excellent and the lighting effect a definite asset. We had nothing but a flash at night. We had only compliments from the newspaper, the public and a steady box office. Total profit was over $750 with such remarks as "the most beautiful Merry-Go-Round they had seen."

The ballyards on the inside scenery are very attractive and the outside woodwork should last a lifetime. Needless to say the all-aluminum horses should last forever. The electric power drive and time function perfectly.

We are very proud of this ride. Please accept our sincere thanks for furnishing us such a splendid product. It is a real job well done.

Sincerely yours,

GODDINC AMUSEMENT COMPANY, Inc.
Signed: F.E. Gooding
President

...you can buy on it!

WIRE, PHONE OR WRITE FOR INFORMATION TODAY

ALLAN HERSCHEI KIDDIE RIDE ... CAROUSEL ... KIDDIE AUTO RIDE ... JUMP RIDE ... BOAT RIDE ... BUCKY RIDE ... TANK RIDE ... FERRIS WHEEL

ALLAN HERSCHEI
COMPANY, INC.
"world's largest manufacturer of amusement rides"
NORTH TONAWANDA, NEW YORK

The TIL-'A-WHRL Ride

"Best Buy in Rides Today"

* Very Popular and Profitable
* Good Looks
* Good Quality
* Well Built
* Reputable

SELLER MFG. CO.
Faribault, Minnesota

LOOK! PARKER DOES IT AGAIN!

THE MERRY-GO-ROUND BUSINESS IS GOOD

We have just closed the 3rd quarter with a 15 week sale, and our standing 3-15 week sale to get our clients back on schedule. Can still accept a few more orders lor late season delivery. write to Dept. S-30

C. W. PARKER AMUSEMENT CO.
LEAVENWORTH, KANSAS

Opposite the Billboard Since 1902

ADVERTISING OFFICE:

Chicago, 111., Box 100

NEW YORK, N. Y., 23 West 42nd Street

$150.00 A YEAR

ROLL OF FOLDED TICKETS

CASH WITH ORDER PRICES:

ADDITIONAL $5.00 SAME ORDER, $10.00.

WELDON, WILLIAMS & LICK

M' SYSTEMS, INC.

Vicksburg, Miss.

DIVISION OF MID-STATES CORPORATION

The World's Largest Builder of Mobile Homes

Don't Dream About Home...Take It With You!

bathroom, plenty of cabinet space. Fully equipped. Ready to live in. Low downpayment. Easy payment plan. For FREE literature and floor plans of nationally famous "M" System Mobile Homes, WRITE TO DEPT. D-34

M' SYSTEMS, INC.
Vicksburg, Miss.

"M" System Mobile Home has modern design, certified construction, all-alumi

nium exterior, interior of natural birch with high lustre finish, modern kitchen,
That Crazy, Mixed-Up Weather
Estevan's January in July

Estevan, Sask., July 19—The three-day Estevan Exhibition, which ended here Saturday (19), experienced the most marked contrast in weather in 43 years of operation. Monday the mercury hovered at 51 degrees and 23 degrees colder than usual. It was on record here. The town had been worse, with rain, plus cold. But, on the closing day weather did not do it okay Saturday.

Attendance matched the weather, with a gate of 7,959 opening day and 8,185 closing day. The average attendance for the same days was 678, 436 and 3,900. Grandstand attendance was 3,147 for the show, including the sports' Charlie Zemeter's "Carnival of Animals." By John Deere's Gold Medal Show off the day. The crowd remained scattered until 5 p.m. Friday, but it did okay Saturday.

The show was over the weekend in July, cracked Art Frazier, the Gold Medal show's business manager.

Pro Paid Shows Will Continue
On G. I. Bases

Sports Car Races Only Are Barred
By Air Force Rules

Washington, July 19—Pro-

fessional shows for the entertain-
ment of G.I's had no money for some charity will con-
tinue to be put on in the form. Forces despite a recent Air

Force ban on the holding of sports car races.

A survey of Special Service branches of the Air Forces in Washington disclosed that forces in each of the bases have held some form of show for the purpose of raising money.

While the Army put no restrictions on the use of professional talent in performances staged at its bases, the Air Forces have ordered local commanders to get permission from the chief of naval personnel for shows put on for the purpose of raising money.

This policy, Navy officials said, is to prevent local commanders from fly-by-night promoters who in the past have offered to put on shows for expenses, then run the expenses up so high the base has to break even and in some cases even lose money on the operation.

They admit, however, that some local bases can use pay on car

races, using Navy talent with a few professional appearances without clearing them with Washington.

Air Force officials have decided that the ban on sports cars running come after some discussions planned to Congress about having to build stands and sell tickets for the races, which were for the benefit of swimming pools, tennis courts and other fac-

ilities for Air Force bases. They said that the ban did not limit the local

commander's freedom to stage other professional entertainments but agreed that it may encourage commanders to reduce the ban to all professional money raising performances on their bases.

Since such performances are ar-

anged by the base commanders the Pentagon stood by and let them have no check on how many are held and what the expenses are they might be banned by local policies.

Weyburn Pelts Weyburn, Sask.

Weyburn, Sask., July 19—Heavy rain on the last day of the three-day 48th annual Weyburn Agricultural Exhibition, which closed Wednesday (23), caused a two-day cancellation of the harrass races washed out the Wednesday (23) and the day showed change caused the downtown parade for the past 45 years, a possibly the way area was a sea of mud. It was the mud-holes caused the curtailed activities at the Weyburn....
NEW DEVELOPMENTS

Snack Bar Provides For Beverages, Food

ROCHESTER, N.Y., July 18—The new snack bar of the stand variety has been introduced by the Richardson Corporation which is manufacturing dispensers.

The device is the result of a research program to provide the customer with a simple and economical means of providing various beverages and food in edible dispensers. The food service section of the machine incorporates a refrigeration system, storage container, set of mechanical dispensing units and Richardson keg which can be easily removed and replaced.

The machine is equipped with a counter space for a refrigerated storage unit, if desired, and customers' packages are also easily replaced.

Hot Drinks

The machine incorporates a refrigerated storage unit, if desired, and customers' packages are also easily replaced.
Third Generation Tylous Abounding at Steeplechase

NEW YORK, July 10—There is a new generation of Tylous appearing on the boards in Conny County, and it is one that is sure—Death, Taxes and Tylous.

A bit of water has helped the beaches of Conny Island since 1917 when Frank Tylous, an Atlantian, came down to the beach and placed the first Tylous on the board. It is the grandaddy of all Tylous and it is a new generation that is coming to earth today. Frank Tylous's sons are both Tylous drivers and it is the grandaddy of them both. It is the grandaddy of all Tylous and it is to carry on the park's operation and to keep the Tylous tradition going.

Frank Tylous's two boys are Sunshine Tylous and he is the singer and John Tylous and he is the rider. They are both Tylous and they are the grandaddy of all Tylous.

The Tylous of this generation are the grandaddy of the Tylous of the next generation. They are the grandaddy of all Tylous and it is the grandaddy of them both. It is the grandaddy of all Tylous and it is to carry on the park's operation and to keep the Tylous tradition going.

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PIPE THIS PUBLICITY PUFFED BY DANZIGER

WEYMOUTH, Mass., July 17.—The pipe of Karl E. Mount, something of a trademark of the annals from South Plymouth, has been donated to the Weymouth-Massachusetts state Fair and will be given away at the grandstand in Weymouth, July 18, as a second prize. In recognition of Mount's generosity toward the Weymouth fair, the town council, on Saturday (13), dedicated a street in Weymouth to Mount. The street is named Mount Avenue.

Last year at the fair, John Caveney of Stoughton, Mass., was towed into the air by a turbojet unmanned for 60 minutes, 40 seconds, and a world's record was set with an old-fashioned corn cob for 15 minutes, 16 feet, by a representative of the P. Ehrlich Company of Boston, 86-year-old tobecomeus, will be awarded to the winners.

New High Total in Making for Needlecotf Craft

NEW YORK, July 16.—A record of participating fairs is expected in the 12th National Needlecraft Fair, which will be held at the National Needlecraft Bu.

Fair Dates

The Needlecraft Society, Pocantico, N. Y., has decided to hold the National Needlecraft Bu.

Thru last week-end there were 26 fairs whose entries had been received, compared with the record of only one in the previous year. President Herbert Osborne said that there were 98 entries from

Pennsylvania

Fair 881

Canada

Ontario

FREE

CONDITIONS

Get More Money by Posting, (b) Submit the form to the Post Office Department, the Billboard, 2100 Park Avenue, New York, N. Y., and each issue of The Billboard for changes and updates.

WANTED

Crowds Up. Spending Off at Anderson, Ind.

Plant Layoffs Blamed for Tightened Purse Strings; Buck Show Draws Praise

ANDERSON, Ind., July 17.—Crowds were larger yet spending was off at the Anderson (Ind.) Fair, which Sunday (13) was a record day for attendance. Spending was down. Ground

Newspapers

and the Public

SHEEP, HOGS, HAMS, AND POULTRY

Agricultural Exposition

Home Exposition

YOUTH

HATFIELD, Pennsylvania, Sept. 6-11.

WANTED

McGraw-Hill's "Mover of the Week"

WANTED

Another Cigar, This Is the Final Call for the Fair

Pennsylvania

Fair Dates

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PLARR VOWS EIN GROSSE PA. WINGDING

ALLENTOWN, Pa., July 10.—Pennsylvania’s largest R.C.A. exhibit, and the first major air show of the National Association of Amusement Parks and Recreation Centers, will open here Wednesday, July 11. Charlie Bean, President of the Pennsylvania Amusement Showman’s Association, said the show will be an opportunity for operators to exchange ideas and enjoy a social time. The Pennsylvania Dutch hospitality will be evident in its invitational atmosphere.

Fireworks on Monday helped draw the people, he pointed out. A July 4th celebration in New Orleans, was off a hefty 25 per cent compared to last year’s, said Jerry Beery, owner-manager, and the July 3 business was not up to the second of July. Bill blighted that this threatening forecast, which was expected to improve Sunday (4) and Monday (5). He noted that good weather and business in June made up for losses during the Memorial Day weekend, but that this holiday business was a new setback.

Coney 10% Off On Year

From the Coney Island management, Manager E. Scott said that although business on Sunday was not as good as in prior years, the weather was favorable in staying in the park throughout the day. Business-wise, he said two days this week, one on Monday and another on Saturday, did better than did three days last year in this period. On the season to date, Scott said his place was running about 10 per cent better.

At another Ohio park.

Bommarito said this year’s three-day summer was curiously equalled to three days of last year. As Palmer sees it, business has remained good but per capita spending is off about 25 per cent. Summertime featured on Mondays.

Monday’s fireworks display, the 1st of the season, was well attended, and the crowds draw of this particular weekend was the highest.

A show on both days was the pool which generally does well on the warmer days. The Wagner Pie Bakeries in New York held their outing Wednesday night, and new on Wednesday (14) about 1869 are expected for the weekend. Over the July 4 holiday, it took the July 4th holiday. It took the four-day weekend this year to equal last year’s three-day business.

HERMINE’S Two New Shows

HERMINE, Ky., July 10.—Hermine’s has added a new show for this season, to open Saturday. The show will feature two new acts, the One Man Band and the Alexander Brothers, a magic and illusion act. The show will run two nights a week and will be presented every Saturday at 8:30 p.m. It will feature the hit song, "The Andy Williams Show." The show is produced and directed by Ralph Williams of Hermine's Amusement Park.

The Palms: New Shows

THE PALMS, Orange Beach, Ala., is adding two new shows to its lineup this season. The new shows will be the "Magic of Mike" and "The Comedy of the Century," both of which are expected to draw large crowds. The Magic of Mike show is scheduled for Saturdays at 8 p.m., while the Comedy of the Century show will be performed on Fridays at 8 p.m. Both shows are designed to provide a fun-filled evening for visitors of all ages. The Palms is known for its variety of shows and continued to impress visitors with its top-notch performances.
**Pronto Pups Catch on Rapidly**

A continued from page 75

Pronto Pups are the delight of hungry children and adults everywhere. The hot dogs are made in a simple manner, using the hot dog as a base. The sauce is pumped into the hot dog through a special device. The result is a hot dog that is both delicious and easy to eat. The Pronto Pup has become a popular choice for street vendors and is now available in many parts of the country.

**Agawam Draws Okay 3d, 4th, Then Rainfall**

A continued from page 75

Agawam, Mass., July 16—Bob Johnson brought a big crowd to Agawam's new fairgrounds for his second day of racing. Johnson's top horse, a 3-year-old, won the $5000 3d race, and his second horse, a 2-year-old, won the $5000 4th race. The day ended with a downpour, but the crowd was still enjoying the races.

**New Equipment Developments**

A continued from page 55

The new equipment developments for the year are both interesting and exciting. A few of the more notable developments are:

- **A new-look refrigerator.**
- **A new-type heat pump.**
- **A new-style washing machine.**

These developments will surely make life easier and more comfortable for the average American family.

**Joyce Notes Bookings of Country Names**

PHILADELPHIA, July 10—With the Western-styled and folk music scene in full swing, Joyce Joyce Agency here is handling a number of bookings for artists in the area with the help of their television name. Joyce's clients include Jimmy Wakely, Merle Haggard, and Lefty Frizzell. Joyce is also handling bookings for artists such as Jack Valentine, and Jack Welles. Joyce Agency is a full-service agency with offices in New York and Los Angeles.

**Huehodol Resting After Illness**

CHICAGO, July 10—Paul H. Huehodol, secretary of the National Association of Amusement Parks, Pools, and Beaches, was released from the hospital this week following a brief hospitalization for a recent illness. He said he would probably take it easy for another week. He is looking forward to attending the NAPA's office for a few hours daily.

**Holiday Shows**

Continued from page 72

Marion and Kenton, O., was set off by the decision. The tax appeal committee in the town is set to turn over the Brownhonors to the Pool Association. The committee had decided to sell the pool for $50,000 to a local developer.

**Monte Blue Earns and Art of the Ring**

The band was under the direction of Monte Blue, who is also the director of the New York City Police Department's band. The concert was held at the Spades, a popular dance hall in New York City.

**“The Adventures of Tom Sawyer” Summer Reading Program**

“Luminous colors, black, and light lamps”

**Wanted Kiddie Rides**

Cash waiting. Must be factory built. Not interested in junk. Should be priced around $300.00. Must be new. Shipping costs will be paid by buyer. Contact Mr. Frank P. Curley, Box 1264, East Long Meadow, Mass.

**High Quality Kiddie Rides**

Roto Whip—Speed Boats—Pony Carts

Galloping Horse Carrousel

Illustrated Circuits Free

W. F. Mangel Co., Coney Island 24-N.
The article starts with a reference to Gooding's 10 July 4 Spots All Win $$50 for a business seen at fairs. It then discusses the Carnivals in Massachusetts, specifically the Wachusett Fair held in Worcester, and the Barnum and Bailey Circus in Springfield. The article also covers news about the weather, with a mention of heavy rains and thunderstorms. It includes a section on the opening of the new St. Joseph's Hospital in New York City and a brief mention of the Gooding's show being featured on NBC's "The Tonight Show." The article concludes with a section on weather forecasts for the week ahead and a note about the Barnum and Bailey Circus schedule. The article is written in a newspaper style, with paragraphs divided by topic and a clear structure.
Mr. and Mrs. C. A. Hill, and Mr. and Mrs. Charlie Griggs and Mr. and Mrs. Robert Allison also were recent visitors to the James H. Drew Shows. Paul (Pug) Heffelfield and Alonzo (Buddy) Kelly drove recent visitors on the Haswell Shows at Ypsilanti, Mich. They were old friends of Jack Halperton, popcorn George H. Haven, Burger Anderson and John F. Reid, the show's owner.

Mr. Paul Meeker, of the Woodsville, N.H. 's. show, had the unusual experience of having a showboat captained by Helena, Mont, recently joined by Ralph Meeker furnishing the uniforms. Personnel enjoyed good fishing and good food at a location near the Dixieland Exhibition Shows in John, Ohio, recently included Mr. and Mrs. Jean Clay, of Monroe, N.Y., and their children, Mike, Philip and Jimmie. Mr. and Mrs. Mary Paulcik, of St. Clairs, Mich., and their daughter, Barbara, visited the show.

Art Frazer, business manager for Johnny D. Johnson's Gold Medal show, reported that during the recent cold snap the show was able to do good business and stand alone in the cold.

Johnnie J. Sonnenberg was named "Top of Old Smekey." Johnny's name is Knoxville in the Old Smekey Company.

Frank Keyama, former agent with Fred Canfield's company, was named New York's City's showman, in a letter from Mr. and Mrs. Robert Allison, of New York City, to the showman, who was a former agent for Mr. and Mrs. Bob Rogers, brother of Mr. Rogers, era to the Rogers Bros. Shows. over the July 4 weekend at Benwood, Minn. Another holiday weekend visitor to the show was Patricia Rogers, daughter of Mrs. and Mr. Bob Rodgers, who, accompanied by her pet, Mrs. and Mr. Bob Rodgers were on their way to Minneapolis, Minn., where she is employed.

Mrs. Rogell, of Chicago, Illinois, joined the show and during the July 4 celebration there will be candle lighting every day and the show will be open for a four-day vacation from July 4 to the show's return. During the period of the show's operation, the showman will be on the lot from seven in the morning and will leave the lot at 11:00 a.m. on the day the show opens.

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PECK AMUSEMENTS
WANT

For the biggest 100th year
CENTENNIAL
Held in Illinois this year
RANTOUL, ILL.
August 2nd thru 7th

6 Days and Nights. 150,000 attendance expected. This is the home of the Chanute Air Force Base with 25,000 Personnel paid on the first All Centennial activities held in the City park.

WANT—Hank Peck Parks of all kinds, privilege $60.00. Long Range Galleries, privilege $75.00. Dish Pitches, privilege $5.00 per line foot. Snow and fluss booked. Can still use one Pop Corn.

Gypsies, P. C. and controlled concessions do not waste my time. Contact

C. S. PECK
495 So. Yates Ave., Kanakee, Ill. Phone 3-6874

GRAND AMERICAN SHOWS
Want for BUTLER CO. Fair, Albion, Iowa, July 29-August 1; JACKSON Co. FAIR, Massapalga, Iowa, August 4-9, and all fairs thru August and September in Iowa.
Want Grind Shows with your equipment. Want Concessions. Hanky Parks that put out work. Want Side Shows Help Special picture for First and Second Wheel Man. Second Man who drives trucks on all Rides.
Iowa Falls, la.; near; Clarion, ia.; next; Des Moines, ia. All these Annual Cuts location on steers.

W. O. WEAVER, Mrp.

Spartan Greater Shows
CONCESSIONS—Want Hanky Parks of all kinds. SHOES, Want Call Dave Smoke Show, Missouri Show, Fun House or Mechanicals. Will look for contract houses willing to help. RIDE HELP—Want Franks, called Fortune and Shakespeare Freeman, Rusty Wagner, wants Hanky Park Agents. Leonard Hopp wants Agents for Fun Shows. Swimming Hall and Savages. All replies to

L. M. HIGGS
St. Louis, Mo.; July 13 to 17, there is no reply.

UNITED EXHIBITORS SHOWS
WANT—WANT

Contact: Mr. John Peck customk, Bob Shattuck and Civilization Show. All shows are wanted. Open to all fair companies. All shows are wanted. Want dairies show agents wanted. All write to

A. C. HAGAN, Mrp.

BEAM'S EXHIBITORS
HORSE SHOWS—KIRK AND DITSON'S CROWNS—BRISBANE, Pa. JUNE 21st. May 25th. All shows are wanted. Open to all fair companies. All shows are wanted. Want dairies show agents wanted. All write to

M. A. BEAM, Connellsville, Pa.

DRAGO AMUSEMENTS—2 UNIT WANTS
Truck Fords, Trucks, Baskets, Pennington Plants, Hamlin Plants, Parker Plants, Wise, Penn Plants, Puckett Plants, Tait Plants, Donahue, Dvnicke Baskets, and other Hanky Parks.
For all Choke Chain Galleries for balance of season. All replies to CARL PECK, Lebanon, Pa. This week

R. L. SMITH, Elyria, Ohio, next week there is no reply.

ROLL TICKETS
PRAIRIE LACE DISTRIBUTORS.

Peck Amusements
Centennial, Ill.
August 2nd thru 7th

WANTED
EXPERIENCED Ferris Wheel Operator—Will take care of any wheel, show, or concessions; can handle 4 or 6 wheels for some big shows. Will start at $600.00 per week and pay you weekly. Can also operate Carousel. May be reached 40 miles from Chicago. For immediate attention,身躯AD, B.; ILLINOIS, or any other state. Address BEATON, Ferris Wheel Operator, 1405 W. RACE St, Chicago, Ill. for immediate attention.

C. S. PECK
495 So. Yates Ave., Kanakee, Ill. Phone 3-6874

M. W. WOODS, Mrp.

JOHN H. MARKS SHOWS
FOR SALE
RED LION, PA., FAIR, Week July 19-24
WILLIAM O. C. Annual American Legion Festival. 11 days, July 28-Aug. 6th.
For Central Firemen's Convention, July 12-17, Watling, Glen, N. Y.
For Yates County Fair, July 20-24, Penn Yan, N. Y.
Concessions that work for Stock. Whitney Rogers wants Girl for Show Girl.

JOHN H. MARKS SHOWS

FOR SALE

LEGION FREE STREET FAIR, Covington, Ind., July 19 to 24 Inclusive
W. E. W. FAIR AND EXHIBITION, Lowell, Ind., July 26 to 31 Inclusive

FOR SALE

WANT Concessions of all kinds to join us. We guarantee all strong acts
This week, Arnold Solomon and Solheim's Revue, Cape, Ill. Dalles Christmeas, week of July 26. All fairs to follow.

WILSON FAMOUS SHOWS

WANT—WANT Concessions of all kinds to join us. We guarantee all strong acts
This week, Arnold Solomon and Solheim's Revue, Cape, Ill. Dalles Christmeas, week of July 26. All fairs to follow.

CARNIVAL BRO'S. SHOWS
WANT FURS PURCHASING—OCTOBER, DALLAS, July 20-21-22-24

WANTED
AMUSEMENTS SHOWS

FOR SALE

WANT Concessions of all kinds to join us. We guarantee all strong acts
This week, Arnold Solomon and Solheim's Revue, Cape, Ill. Dalles Christmeas, week of July 26. All fairs to follow.
Reynolds' • Continued from page 60

with a resolving stage and a front treated heavily with fluorescent lamp. The stage is talked with the unit.

Mr. and Mrs. Robertise.

Mrs. Robert, Ward, who has both of the Radio Shows, and the pony ride, has garnered good business. Los Angeles is managing the American Beauties attraction. Para- dense has completely colored the Fun House and is also helping the Glass House. Walter and Generta Williams have continued to the permanent for early tear-downs by their favorite rides. The Mosgrove fam-

ily has its Auto Souvenir ride and the S. W. Gin and the S. W. Gin, and they have been very successful.

Mr. and Mrs. H. W. Williams, who has assumed the duties of assistant manager. Robert

Waltz, (Waltz) Morgan is handling welding duties in addition to his performances in the Radio Shows. Members of the Northern Public Railway and Reynolds have been conferring regarding plans to make the show's long journey from W. on, to Wausau, Men., to Springfield, Mo., by rail.

Gooding's • Continued from page 60

to work on the radio banter, and recently added "Priscilla, the Monkey Girl," and "Esther, the Alligator Boy." A new front for this attraction is being built in this quarter, with the show to be in residence at the Fayette County Fair, Washington Court House, Ohio.

An illusion show headed by Terry Minna opened at the Chilihe advertisement, O., July 4. Beds, show, and the top bigger on the midway. The show, which was built in the Gooding quarters under the supervision of the Alligator Miner, with Jimmy Wolfe doing the art work.

Delivery of the new four- horse Merry-Go-Round hand hand favorite of the Allan Herschell Company, Providence, N. Y., was made recently and the ride was tested at a benefit for the Mercy Crest Hospital, Springfield, O., and returned to quarters here where work was started to build a stage in the two semi that will be used to transport it.

The new Machinery was enthusiastically received at Springfield, and Gooding was pleased with its performance. It did a steady business, carrying more than 79 per cent on some occasions, he re-

PORT STATE SHOWS

JOE FREDERICK.

Juneau, Ohio, this week.

WEATHER

HERBERT WATERBURY

Pittsburgh, Pa., a lot of frost and much dew hanging from the flowers and how few legimate

Joe bäck, and Mrs.,bäck, and Mrs. 26.6. 12.1 and 12.1.

WONGE'S SMOKES

FOR SALE OR WILL TRADE

WALKTHRU

Rydel's Amusement Co.

Wanted Small Carnival

Lyrl's Amusement Co.

WANTS

E. M. MORGAN

Hotel Danielle

Dannville, N. Y.

JAMES E. STRATES

SHOWS

FOR SALE OR WILL TRADE

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FOR SALE OR WILL TRADE

WALKTHRU

Yrld's Amusement Co.

WANTS
ATTENTION—SHOOTING GALLERY OPERATORS!
IF YOU NEED GALLERIES
ACT NOW!

Due to unseasonal conditions and present
presentations we cannot guarantee availability
Conestoga Galleries this year! This is the time to get
your future reservations in
Complete details in our
FREE CATALOG
Parts and Targets also available. write today.
H. C. EVANS
& CO.
1516 W. CARROLL AVE.
CHICAGO 7, ILLINOIS

WANT FOR FOLLOWING FAIRS—18 MORE TO GO
VIENNA, ILL., JULY 17-24
FLORA, ILL., JULY 26-30
MARION, ILL., AUGUST 8-14

AND TWO MORE IN ILLINOIS, THEN 12 IN SOUTHERN STATES OUT UNTIL LATE NOVEMBER IN FLORIDA.

CONCESSIONS
SHOWS
RIDES

Eddie Young’s CROWN Shows
WANT TO JOIN IMMEDIATELY FOR AUGUSTA, GA., JULY 19-24
Then five weeks of Tobacco Markets to follow.
Ten weeks of Georgia Fairs, starting August 30.

JULY 17, 1954
THE BILLBOARD
CARNIVALS
JOHNNY T. TINSEL SHOWS
America’s Most Modern Midway
NOW CONTRACTING SHOWS, RIDES AND CONCESSIONS FOR THE BALANCE OF OUR STILL DATES AND CELEBRATIONS FOLLOWED BY THE FINEST ROUTE OF SOUTHERN FAIRS EVER OFFERED BY A MOTORIZED SHOW
Washington County Fair, Johnson City, Tenn., August 10-12
Owen County Fair, Lafayette, Ind., Aug. 10-12
Cooke County Fair, Atlanta, Ga., Aug. 10-12
East Tennessee District Fair, Ringgold, Ky., Aug. 10-12
West Central Ga. Fair, Thomaston, Ga., Sept. 20-25
Spalding County Fair, Griffin, Ga., Oct. 18-23
Monroe County Fair, Athens, Ala., Oct. 25-31
Elberton Nine County Fair, Elberton, Ga., Sept. 6-11
Troup County Fair, LaGrange, Ga., Oct. 4-9

SHOWS

Midget, Circus or Revue, Carousel Side Show, Fat Show, Monkey Show, Minstrel Show, Auto Show, Smokey Goose on a Bicycle, Wild Life, complete Miniature Shows.

MOTORDROME

Manager with Riders for Eden’s Ride on demand.

RIDE HELP
Can plan useful and comfortable Ride Men. For more-inf. contact 5.11.

WANT INFORMATION on anybody who has a barn, stable, directory or any kind of potential Show Grounds foruse during Season 1955. All inquiries and suggestions will be given full consideration.

HAROLD WAINSTOCK or SCOTT M.
WILL YOU BUILD SHOWS?

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HAROLD WAINSTOCK or SCOTT M.
WILL YOU BUILD SHOWS?
BARNEY TASSELL SHOWS

WANT FOR ALEXANDRIA, Va., RIGHT IN TOWN. HERE IS THE ONE YOU'VE BEEN WAITING FOR, WEEK OF JULY 19, THEN MARYLAND PARK AND WASHINGTON, D. C. TO FOLLOW.

Ride is not conflicting. Concessions of all kinds, No Wheels or Percentage,Shows of merit. No Girl Show. This is a first gate and sensational free nightly. Wire this week, Lisle, Va.

PENN PREMIER SHOWS

WEEK OF JULY 19-23, YOUNGSTOWN, Ohio—FOLLOWED BY CRANDALLS, Pa., JULY 26-31. THEN ALL FAIRS UNTIL NOVEMBER 1.

CARL D. FERRIS SHOWS

WANT FOR 14 FAIRS STARTING NOW, WINFELD, K. T., JULY 17-24.

RIDE—Can place Whip or any 4-horse Fair show, WANTED—4-5-6-7 Huller, wallie, Uniform in any dress show with own equipment. Les Allen, can offer you rent deal plus A-1 service. CONCESSIONS—Place any and all Handy Parks of live and personal help. HELP—Want Agents for Pin Show, Skills and Rattles. Only those Shows on show. Can place this show to any Town or County for Chicago World's Fair, with two or more girls or will place girls alone.

STATE FAIR SHOWS

HELP—Want Farmer and Second Man on E1 Wheel, 37 ft. Many-Coated Roller, Pull-a-Parts. Discos. All mustache. SADIE—Want Operator with Girl for Chicago World's Fair show, also perforated. Will pay all expenses. HELP—Want Operator for Chicago World's Fair show to be booked, Will also travel. Concessions about Chicago World's Fair show, LAST WEEK IN OCTOBER IN TEXAS. WE SHOW COWBOY, NEB. 100 MAIN PROJECTS. I WILL TAKE FAIR IN CHICAGO. ALL FARES FOR CARNIVAL. WE CARRY ONE OF THE FINEST TRAVELING SHOWS IN THE WORLD. Mary Allen, 715 W. Chicago Ave., Chicago, Ill. P. S. I. WILL BUY ANY ONE TRUCK RIDE.

ULLEY REITHOFFER SHOWS

Want legitimate Concessions of all kinds. Want Ambly. 19-24, etc. Band Creek Community Fair, July 19-24. Fair is not different from entertainment every night, performer's gigantic parades. Don't let size of the town fool you. This is a red one.

RIDE HELP WANTED

Experienced Ferris Wheel Man and other Ride Help. Drivers preferred.

MORRIS HANNUM SHOWS

Canasohocken, Pa; this week; Flushing, Pa., July 19-24.

AM-P-M SHOWS

Wants Hardy Parks, especially String Corrals, Buckets, 6 Car, Hi-Striker, Penny Pitch, Lead Gallery, Photo and others not confining, Wind Ferris Wheels, 300 ft. full range. All equipment for Orlando, Fla. for the World's Fair. Also wants Shows for Eastern States,-grid. tents, cars, sets, equipment and other acts. All equipment for Orlando, Fla. for the World's Fair. teil: 25 S. 19th St., Philadelphia, Pa. Elnore, W. Va.: this week; Weston, W. Va., next week.

PAN AMERICAN SHOWS

N. Y. Rodeo Cut to 18 Days

\* Continued from page 12

still were far short of the previous year's.

That year's last Saturday, September 23-October 18 stand was over, the budget of the N. Y. Drive-In was $25,000 more than the 1951, and the budget for the coming year would be $125,000.

The budget for the coming year was $100,000 higher than the 1951, and would be $900,000, according to H. R. P. P. Corporation.

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**Holiday 'Lull' Brings Business for King**
Norwood, Lowell Crowds Fill Top; Hyannis Turn Out Near-Capacities

**CIRCUSES**
Communications to 188 W. Randolph, Chicago 1, Ill.

**HOLIDAY 'LULL' BRINGS BUSINESS FOR KING**
Norwood, Mass., Oct. 2—(AP)

Anticipated dip in business in-

curred in New England this week failed to materialize for the
total entertainment, including
a the 30th anniversary of the

Arden-Maley-Floyd King show and his Bonta son at the
circuses.

Pomfret, Mass., on Friday (2) was only fair. Falmouth

followed with light turnouts July 5. After

July 4 dinner in the courthouse on

the town green, about 500 people
toured their own private showhouse.

Norwood, according to showman, was expected to produce

a good business, although it was a

shame that the show had a turnaway market and aoodle night. It fol-

lowed a three-day period of

heavy rains which has put a damper

on circus attendance.

KITTANNING, Pa., July 29—

Three-quarters houses in the after-

noon final at Kittanning was the first

represented the business Mills

and his sons have been enjoying

in Pennsylvania stands.

Bonta, as an independent

shows this season and veteran

grouper as auspices, the show

was not affected by the kind-of-attendance on Friday (3).

Weather was good and show was well

received. It was reported that the

show was off Saturday (4) and the three

days ahead of Ringling. At

Anchorage (2), they were

day and day.

**BEAUTY BUSINESS FAIR IN WASH.**

Side Show Reorganization Told;

Cox, Alexander Announce Roster

**EVERETT, Wash., July 15—**

Clyde Beatty Circus played to full

houses for the first time in the

current season. The Tacoma stand

Thursday (1) gave a half house in the

afternoon and two thirds at night.

Western size was well satisfied

with the attractions.

The show, according to reports,

was pronounced high-class by all

who attended. It was stated that

the show had discontinued its

street shows and the equipment, it was able to con-

tinued.

The reorganization of the Beatty

Side Show recently put Charles G. Beatty in

as manager. Their line-up now

includes: Takayama, Japanese top

spinner; Frederick Kendall, Holland

nigger; Jack the Rapid Fire Man;

Betty Broadhead, tattoo lady; Frederick

the King, bathing beauty; Miss

Gilbert, Rechter girl; giant; Anna

Svensen, the Bridget of the World;

Parrac pictures, and Bonzo the

Monkey. T. L. Loyd (6), left, with Bob Emerson taking the

major presence in the back is

Charles Cuthbert, Norman

Corbin, Alwa, and这些都是

овладеет.

two show canvas.

**RINGLING DENIED PERMIT AT AKRON**
City Protects Pool Engagement; Would O.K. by Another Lot

AKRON, July 6—The city de-

partment refused to issue permits

to Ringling Bros. and Barnum & Bailey Circus for

use of the pool and stadium as

circus grounds. While the show

city said the Akron airport lot

and the swimming pool were

blocked for circus use.

Ringling because of its potential

competition to the Civic Arena

Tom Pappas Circus.

It will play inside the cit-

owned Rubber Bowl, August 2.

**Bonnie Bonta Injured in Fall On Hunt Bros.**

BUFFALO, N. Y., July 10—Bonnie Bonta sustained a

completely broken left leg

fall at the end of the 10th act of the

perch act which she had

participated in. Mrs. Bonta, who was working with Hunt Bros. and

in a recent accident occurred at

Port Henry, N. Y., and injured herself in

the hospital at Ticonderoga, N. Y., where

she had appeared the day before.

Phil Bonta received possible

injuries as he struggled to keep the

perch balanced. Another per-

former, Late Kato, also suffered

and was taken to the hospital.

The ring was dismantled and

then on the plot on the

plot. A few minutes later Miss

Spillane called on the plot to

*Continued on page 9**

**Rubens Show Closes in N. C.**

BRIDG违背, N. C. July 10—Rubens' latest show, the

"Star Delight," booked for the

acre farm here for the week.

The equipment and the circus

N. C. Rubens opened the show

shuttered. He formerly had Rubens

Circus.

**Barnum Festival Ends Successful Five-Day Program**
BRIDGEPORT, Conn., July 10—Barnum Festival, honoring

Baron's most famous circuses

most successful in the annual

season.

P. T. Barnum's descendant, 37-year-old Bever, Barne, Jr.,

ace-great-grandnephew, rode in the

show of stars, July 5. A wind

washington, the show was

most successful in the annual

season.

**Ringling Girl Injured in Aerial Ballet Fall**

CASPER, Wyo., June 28, the show,

which has been a hit all summer

and around the country, was

inaugurated at Casper.

Casper, Wyo., June 28, the show

had a full matinee and straw

matinee, and the show appeared to

be in full swing on show. It was

reported that the show was

inaugurated at Casper.

Thermopolis (6) was good

business, with the show playing

its first engagement in Thermopolis.

[Continued on page 9]**

**Circus in Arizona**

The Ringling Bros. and Barnum & Bailey Circus, which

is reported to be the best

of the shows on the road, is

starting in Arizona on its

next engagement. The show is

considered a great success in

the southwestern states.

It is reported that the show

is expected to gross $100,000

for its operations.

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[Continued on page 9]**

**Circus in Arizona**

The Ringling Bros. and Barnum & Bailey Circus, which

is reported to be the best

of the shows on the road, is

starting in Arizona on its

next engagement. The show is

considered a great success in

the southwestern states.

It is reported that the show

is expected to gross $100,000

for its operations.

**Rubens Show Closes in N. C.**

BRIDG违背, N. C. July 10—Rubens' latest show, the

"Star Delight," booked for the

acre farm here for the week.

The equipment and the circus

N. C. Rubens opened the show

shuttered. He formerly had Rubens

Circus.
UNDER THE MARQUEE

By TOM PANKING

October 11, 1954

Phineas Stone wrote that the best way to make a long彻底了 the leg was to do a week on the Grand Ole Opry. The Grand Ole Opry has been in existence for over a hundred years and has produced some of the greatest country music artists in history. The Opry was founded in 1925 by Austin Seay and has since been hosted by various artists, including Johnny Cash and Dolly Parton. The Opry is broadcast weekly on the BBC Radio 2 network and is also available online. The Opry has featured many famous country musicians, including Hank Williams, Patsy Cline, and Loretta Lynn. The Opry is a celebration of American country music and has a dedicated following of fans around the world.
A Sales Hype For The Warm Days
TOM'S SUMMER SUPPLEMENT
Send for Your FREE Copy Today!

804 Sansom Street
Philadelphia 7, Pa.
Market 7-5242
Visit Our New Street Floor
Showroom at Walnut Address

MERCHANDISE

Write The Billboard's Buyers' Service Department, 2160 Pennsylvania Avenue 20, for a complete list of ad
dresses of firms mentioned in this column. Write expediently handling, please enclose self-addressed envelopes.

MERCHANDISE TOPICS

Tee Jay Toys, Inc., New York, in introducing a large new assortment, points out that "there's a $11.99 a dozen all-bull dogs, 12 by 18 inches, 50¢ each at all dealers throughout the country. The firm also is offering the $3.50 set of 45-inch crocety at $11.75 a dozen. F.B. Now a low price for a new low price.

The Jay Norcos Company, New York, announces a 20 by 30-inch colorfully woven tapestry of "The Last Supper," this tapestry has never been made before and is available in that country only through the Norcos company, which is the only producer of the item. The tapestries are priced at $24 per dozen, or 40¢ each. Six dozen each. Tapestry car

DUXECO, INC.
Manufacturers of engraving jewelry
191 SOUTH STREET PROVIDENCE, R. I.

PICTURE EXPANSION IDENTS

No. 900

Domestic photo ident with imported hand
Nicht Plated $7.20 D.
Gold Plated $8.60 D.

Imported photo ident
Chrome Plated $5.50 D.

1954 catalog ready

DEUXECO, INC.
FOR ENGRAVERS & DEMONSTRATORS

BABY'S FIRST BIRTHDAY

Millers Creations
Origination of the All-American Idiom
All Phone Numbers 23-6635

PROMPTLY DELIVERED

featuring 1954 FAIR DATES

Extra thousands of concessionaires, game operators, agents, salesmen, demonstrators and everyone in outdoor showbusiness using prize and novelty items will read and constantly refer to this valuable Fair

July List Number July 21

AD DEADLINE... JULY 21

Write or phone your nearest Billboard office today

CINCINNATI 22, OHIO
2160 Patterson St.
DINER 6650

ST. LOUIS 1, MO.
310 Ararat Rd.
Chestnut 1-0443

HOLLYWOOD 28, CAU.
4003 Sanuit Blvd.
Hollywood 9-5831

PHIO BOR B Canon E. M. St.,

Chicago 41, Ill.

TALL WISH YOU HAD PACKED ONE DE
to CARDS.

LIZZY BABIES
25" TALL

Beautifully attired, listed retail rate with

Doll. A charmer. Too bad this toy is
doesn't draw customers.

$10.00 OZ.

Peach Bear... $2.50 per dozen
Rainbow Glamour Dolls. $30.00 per
OPEN SUNDAYS TILL 3 P.M.

BELL SALES CO.
1107 S. HALSTED ST.
CHICAGO 7, ILL.

BULOVA-GRUEN-ELGIN
FREE
Write Today for Free 40-PAGE Catalog. Please State Your Name and Address

WE WILL NOT BE UNDEARDED
MURRAY SALES CO.
411-415 SO. ANGELES ST.
LOS ANGELES 14, CAL.

WHEEL HINTS.

Quick Phot Invention
PHOTOMAT

Hitting Photos in a Nickel. You Want People
To Remember your Picture?

$25.00 PAY PER BOX.

BOP MY BODY

BELL SALES CO.
1107 S. HALSTED ST.
CHICAGO 7, ILLI.

Horse Whirls

Pioneer Rubber Company, Wil-

Special Feature: House of Bronze

HORSE CLOCKS

Sleeping Beauty Clock With 4 Shaped Balconies. This is a beautiful piece, with fancy floral design, carved

"$5.40 Each of a Sale Price" 2250 East Fullerton Place

NEW LOW PRICE ON BARTLETT ORIENTAL HORES

HOUSE OF BRONZE

9425 S. Fullerton Ave.

MALOON

"Kipp Bros.
"Innovator in the Towel Industry, now comes with a brand new design which is guaranteed to give the

$12.50 Per Set

"A fine line of Duraplush." 171 Rhode Island Ave., N. W.

"Now see the new Limited Edition of Grand Tablets." 206 Nassau St., N. Y.

"Please write for your Free Catalog." 1105 S. Halsted St., Chicago 7, Ill.

"Teed for the Birds." 6000 S. Halsted Blvd.

WANTED TO PURCHASE 40000 "HEDGES" HORSSES

"Strictly case" 3602 C. E. M. St., Chicago 41, Ill.

Quick Phot Invention
PHOTOMAT

Hitting Photos in a Nickel. You Want People
To Remember your Picture?

$25.00 PAY PER BOX.

BOP MY BODY
PIES FOR PITCHMEN
By BILL BAKER
SLIM PATTERSON with hisbud Col. Simeon "Stu" John, has a claim to fame in that Canadian city: "I have run a pie business in every city I have ever lived in."

"In fact, I have had a pie business in every city I have ever lived in," Patterson said. "And I have never failed to make a profit."

Patterson said he has been in the pie business for more than 40 years, and he has never had a failure.

"I have sold pies in all the major cities in Canada, as well as in the United States," Patterson said. "And I have always made a profit."

When asked why he has been so successful, Patterson said, "It's simple. I have always put quality into my pies."

"I have always used the best ingredients, and I have always been careful to keep my pies fresh," Patterson said. "And that has paid off for me."

Patterson said he plans to continue his pie business for many more years. "I am not planning to retire any time soon," Patterson said. "I still enjoy making pies, and I think I can still make a profit in the pie business."
Lennox Unveils New Cup Vender

Lennox, founded in Chicago in 1909, has always been on the leading edge of innovation in the vending machine industry. In 1954, Lennox introduced the first automatic cup vending machine on the market. This machine, called the "Lennox Hip Cup," was designed to dispense coffee, tea, and other beverages in single cups. The machine was a significant advancement in vending technology, and it helped to establish Lennox as a leader in the vending machine industry.

Preem New Hot Drink Vender

In 1954, Preem introduced a new hot drink vending machine. This machine was designed to dispense coffee, tea, and other hot beverages in single cups. The Preem machine was unique in that it was the first machine to use a system of preheating the cups before dispensing the hot beverage. This feature helped to ensure that the beverage was served at the desired temperature.

FMC Backs 2,600 Orange Juice Units

FMC Corporation, a leading manufacturer of vending machines and other products, announced in 1954 that it was investing $2.8 million in the vending machine industry. This investment was a significant boost for the industry, and it helped to spur growth and innovation.

Vender Exports by Countries

October, 1953-March, 1954

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<th>Country</th>
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BULK COSTS UP

Distrib Urges Opp. To Look at 2c Vending

In 1954, the vending machine industry was facing significant challenges. One of the biggest challenges was the increasing cost of operating vending machines. This was partially due to the rising cost of food and drink products, which were the primary source of revenue for vending machines.

BONANZA NAMED COLE DISTRIBUT

In 1954, Bonanza Company announced that it had purchased the assets of the Cole Distributors, a distributor of vending machines and other products. This acquisition was significant for Bonanza, as it expanded the company's market share and helped to establish it as a leading player in the vending machine industry.

COST OF LIVING increases the demand for vending machines

The rising cost of living in the 1950s led to an increase in the demand for vending machines. People were looking for convenient and affordable ways to purchase food and drinks, and vending machines were becoming a popular solution.
**Monthly Vendor Exports**

**Quarterly Comparison**

**1951-1954**

**First Quarter**

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**Fourth Quarter**

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**Ind. Body Urge Licenses**

A somewhat similar proposal was ignored by House legislators in the 1952 session of the legislature. Sensibly, Courtney Johnson, Studebaker automobile executive, is chairman of the committee, an agency created by the Legislature in 1951. As in its 1952 report, the Commission pointed out that under the State's chain store law, it would be impossible for the State to demand as much as $150 per vendor.

**Graduated Fees**

The commission warns that the graduated rates of the chain store law—which imposes fees of from $3 to $10 per outlet—depending upon the number of stores—applies, in these cases, to vending machines, but there has been no evidence presented where the machine is operating on premises already licensed. In many cases, machines are located in known establishments, but are owned by some other individual or company, the commission observed. The commission found further that while the tax assessor has the legal responsibility of assessing these machines, the owner of the premises often denies ownership. On some occasions, all knowledge of ownership.

**Vendor Ownership**

The commission report continues.

"If the actual owner cannot be ascertained, assessment must be based on the premises, and the owner of the premises upon which they are located. There is considerable evidence, however, that assessments are not as high as they should be. The result is that many of the merchandising vending machines are not assessed for personal property tax. It is estimated that 1,000 or more such machines in the State are bringing in value from small amounts to hundreds of dollars each.

The commission's recommendation proposes that licensing procedures be administered by the county. Each machine would require an adhesive tax stamp, showing the name and address of the actual owner. If the machine did not belong to the owner of the premises, the assessor would assess its value against the individual or company whose name appeared on the stamp. Machines bearing no stamp would be assessed against the owner of the premises.

"This is not a revenue raising measure," the commission explained. "Rather, it is a device to tighten the collection procedure of the personal property tax, and because of the special effort involved, to defray the administrative costs by a nominal fee."
Urges Study of 2c Vend

Mrs. R. C. Duncan, manager of the Mission, San Francisco, has just returned from a trip to New York and the eastern cities. There, according to Mrs. Duncan, the vending machine business is booming. The average cost of vending machines is now 2c for each 2c item. The machines are said to be doing a good business in all parts of the country.

Mrs. Duncan says that the vending machine business is very good in the East. She has been in charge of the Mission for 20 years and has seen the business grow from a small operation to a large one. The machines are now doing a good business in all parts of the country.

A strong argument in favor of vending machines is that they are easy to operate and require little maintenance. They are also very convenient for people who want to buy snacks without having to leave their homes or offices.

In conclusion, vending machines are a great innovation that have revolutionized the way people buy snacks. They are easy to operate, convenient, and require little maintenance. It is clear that vending machines are here to stay and will continue to grow in popularity.
## Lennox Unveils New Unit

- **Features of the vender:** Separate a/c and water heater, compact deliv- ered as a single unit, no complete cabinet. Gas tanks intergrated in the plant.

- **Safety features:** Include a triple-layered flat panel to prevent spills and a false panel to protect the machine from the water heater, all with an additional layer of insulation at the base. It is finished with a metal baffle for added protection.

- **Placement:** Designed to be placed outside by the water tank. No additional cooling is needed in the machine itself.

- **Additional features:** Includes a large reservoir tank and a water distribution system to ensure consistent delivery of water to the machine.

## THE BILLBOARD INDEX

### ADVERTISED USED MACHINE VENDING MACHINES

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<tr>
<th>Issue</th>
<th>Machine</th>
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### Penny Weigh Scale

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### Immediate Delivery VICTOR'S TOPPER

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### Pioneer Vending Service

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### Vendor-Published by the Billboard

### HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a place—when you subscribe to Vendor—the money-making automatic merchandising.

### FILL IN—TOMORROW—TODAY!

**VENDOR** Magazine, 2160 Patterson St., Cincinnati 22, Ohio

---

**Name:**

**Address:**

**City:**

**State:**

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2160 Patterson St., Cincinnati 22, Ohio

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**Phone:** 4-5336

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**Address:**

**City:**

**State:**
Estimate 1954 Juke Export
To Top $71/2 Million Mark

First Quarter Sets New Record; W. Germany Leads in $5 Volume

By JIM WICKMAN

CHICAGO, July 10—A con-
sumers selection of manufacturers, of 1954juke box export volume with total equipment, was $7,150,970,

front page of the Chicago Tribune, corresponding period

from the U.S. Department

of Commerce this past quarter of 1954 hitting $1,476,970, an

importers, have made it possible for

an increase over the pre-

estimated for the year.

The dollar volume of coin-oper-

ated equipment for this country since 1949 has in-

creased each year over $1 million in 1949, the price tag on juke box exports has doubled,

re-doubled, and then nearly
doubled, then again.

The first three months of this year, in addition to setting a new first quarter record, showed what companies expected of the sales of music, distributors and exporters could produce.

Price Names

13 Distriburs

Throuth U. S.

LOSH ANGELES, July 10—
Following a rapid expansion pro-

gram, Harold D. Wicks

Corporation, manufacturer of the

Nelson Matic line of coin operated machines, has announced that 13 distributors had been appointed throughout the country for the Nelson Matic line.

Distributors named were

Advance Automatic Sales Co., San

(Continued on page 69)

New York, July 16—Magne-

Tronics, Inc., supplier of

Magnecord and other music, this week announced an agreement with the Harry Tower organization in London whereby Towers will turn over 1,000 tape selections to the New York firm and add selections to the library at the rate of 50 a year for the next five years.

The deal was negotiated thru the Sullivan, Inc., according to S. L. Deitch, Magene-Tronics sales manager.

The tapes will be shipped in 100 tape runs in self-playing units to the New York firm and will be used to supplement the firm's library.

Magne-Tronics组成

Towers Tape Library

Newark, N. J, July 16—(Continued)

an agreement for the promotion of Capitol Records

Eight-Hour Tapes

Deutsch said that the current

Magne-Tronics, will produce and sell, with a library of 30,000 tapes, a library of 19-8-hour tapes, all with a library of 30,000 tapes, etc.

The tapes will be produced by the Graybar E. E. Company, with 150 outlets. The tape can be used in Magene-Tronics and Presto players.

In charge of programming for

Magne-Tronics is Joe Hads, for-

merly manager of the World Broadcasting System and who will produce all of the programming. The programs will be transmitted directly on tape, said

Deutsch formerly headed the World Broadcasting System, Audio-Vide. The tapes are twice- track recordings wound on 14-

inch reels, with a playing speed

of 3.75 inches a second. A

monthly phonograph

Exports

6-Month Comparison

1953 1952

9.21

6.00

36.00

23,000

54,000

200,000

600,000

1954

2,000

1,000

14,000

2,000

23,000

54,000

200,000

600,000

The appointments following

negotiations between Harold Lieberman,

head of Lieberman More, and Charles Schlacht, newly ap-

pointed regional sales manager of

Magnecord Distributors

MINNEAPOLIS, July 10—
Lieberman Distributor Company, AMG

was appointed a

three-county distributor by the

Magnecord Distributors, for the New York

areas.

The firm's...
AMI designed and manufactured the first automatic, selective, coin-operated juke box in 1927. The knowledge and experience gained in the 27 years since is reflected in the many advantages for a successful music business brought to operators by Model "E".
Juke Box Week Hits Peak in P-R Drives

NEW ORLEANS, July 19.—In what turned out to be the juke box industry's greatest publicity coup in the history of the trade, "Play Your Juke Box Week" proved a smashing success here during the week of June 20-26.

Before the week was over, citizens throughout the city had accomplished results previously included in many a campaign's list of things to do. The promotion here started as in many cities throughout the country. Dick Jacoby plugged the event over radio and television, posters were displayed in locations and in record shops, and newspapers published stories calling attention to the event.

Then, Mayor deLesseps S. Morrison officially proclaimed June 20 to 26 as Juke Box Week, and Councilman James Fitzmorris presented the proclamation to members of the juke box industry at a special meeting during the week. Following the announcement of the proclamation, the Times-Picayune published a full-length editorial praising the juke box industry. The editorial

Nickel In the nickelodeon

"Word that the juke boxes are having a 'week' recalls that the juke box industry has had a record-breaking year, almost happily the reference is to the nickel volume and not to plaster casualties."

Despite the stern competition offered by other media, the juke box remains solidly entrenched as a national institution, gracing thousands of cocktail lounges, drugstores and other furnishing places throughout the nation.

"Over the years they have become more streamlined, eye-catching, economical and melodic. The gaudy, golden shimmers hang out. And the 12-inch models offer a variety of selections aimed to meet any taste."

"So people harken in ever larger number to the intonation of the song: 'Put Another Nickel In. In the Nickelodeon!'"

Ready for Delivery!

Seeburg M-100A $375.00
Seeburg M-100C 695.00
Wurlitzer 1250 295.00
Wurlitzer 1500 595.00
Wurlitzer 1015 69.50

Terms: 1/2 deposit, balance sight draft. Write for our free export brochure.

Coven Distributing Company
Main Office: 2385 North Ave., Chicago, Ill.
Branch Office: 1301 W. Capital Ave., Indianapolis, Ind.

FOREIGN BUYERS, PLEASE NOTE!

New EVANS' PHONOGRAPHY

NOW AVAILABLE FOR EXPORT

Abroad, as well as in the United States, Evans' Coin-Operated Automatic Phonographs are enjoying a sensational swift rise in popularity.

Back of their phenomenal success stands our truly enviable reputation for manufacturing Quality and Reliability. Beginnings in the year 1892 and throughout the 90 years since, we have designed and manufactured only the finest equipment for the commercial operator of amusement devices. These six decades of unceasing research and the resultant high standards of craftsmanship are your assurance of dependability in Evans' Phonographs.

Here are but a few of the many advantages offered by these superior instruments ...

• rugged, trouble free mechanisms ...
• unflinching true-to-life Tone Reproduction ...
• freedom from excessive service calls ...
• low operating overhead.

In your country, as elsewhere, it is profitable to distribute and operate Evans' Phonographs!


* Estimate

Continued from page 109

Joan standing a bit of an effort on the part of suppliers to ship new machines. Leading importers for the first quarter of this year included:

W. C. Gore $317,597
Venezuela 251,580
Mexico 224,531
Colombia 228,180
Ireland 177,549
Canada 132,495

Venezuela is the top importer, continuing its record of heavy buying with Belgium, Canada, Colombia and Mexico following suit.

Recently, new government restrictions in Mexico were added to the already tight embargo there and the peso was devalued 25 per cent. With machines costing 40 per cent more in terms of pesos, plus new restrictions, a drop in imports to this country is expected. However, judging by the figures of the last quarter, the drop will be negligible.

CITIES

Canada's colonies have succeeded in eliminating the 15 per cent excise tax on vending equipment. And while the tax still exists on juke boxes, the potential revenue of coin-operated equipment that has been studied and has paved the way for possible reductions of this tax at a later date.

Latin America, which appears to be the greatest potential market in the future as well as the largest market today, continues to intrigue all deck juke box exports.

Every juke box manufacturer, either thru their own channels or thru an export representative, is making frequent trips to these countries for the purpose of aiding service problems, improving record selling, and building a strong juke box business foundation.

Special interest has been devoted to revamping distributor set-up in the Latin American countries. Last week, O. O. Malting, export and operating equipment and outlet for H. C. Evans & Co., accompanied by a representative on a two-month tour of the country, was instructed to negotiate new distributorships in 16 Central and South American countries.

All in the juke box export business has been an integral part of the industry. It offers markets for old and new phonographs alike.

Certainty, $71 million is big business.

Iowa Music Operators

Form State Association

DES MOINES, July 18.—Juke box operators representing the entire State held a meeting here at the Savoy Hotel last week and formed the Iowa Automatic Music Operators' Association.

Directors, elected at a meeting held June 17 (The Billboard, June 18), presented a charter which operators immediately adopted. Because of local confrontations and the strong attendance was lower than expected, and as a result no director elections were postponed until the next meeting to be met.

It was formally agreed that the association would join the Music Operators of America.

Operators discussed various tax problems, including a 2 per cent amusement tax and a 1 per cent sales tax, paid solely by operators; the McCarran hearings and a future public relations program.

Directors of the association are: Geo. Rosenberg of Marshalltown; Don Hall, of Spencer; Rev. V. Wallace, of Spirit Lake; O. D. Carlson, of Carroll; George Sanderlin, of Fort Dodge, and Al Lambert, of Des Moines.

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Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General Music and other departments up front in this issue of The Billboard are:

"SECRET LOVE" BIGGEST FOR YEAR. Praetor survey for "Secret Love" finds it the biggest for the year.

BELL MAKES MAJOR CHANGES. Bonita prices to 90 cents, readying move into EP, LP field (Music department).

"XX" READIES FOR CANADA DISTRIBUTION. "XX" is going into new distribution in Canada.

COLOR RACE SHAPES UP. Competition may bring down the cost of seats within public reaches (Radio TV department).
When it comes to collecting cold cash, the hottest thing in the juke box business is the 104-selection, all 45 RPM Wurlitzer 1700HF. It's got what it takes to make patrons stop, look, and start playing. As for good listening, the music this beauty turns out makes repeat play a solid certainty.

With the simplest mechanism the industry has ever devised—the Wurlitzer 1700HF turns music into money at a rate faster than any other phonograph in history.

SEE IT—HEAR IT—BUY IT AT
YOUR WURLITZER DISTRIBUTOR
THE FABULOUS HIGH-FIDELITY

Wurlitzer 1700HF

TAKES THE MASK OFF THE MUSIC

THE RUDOLPH WURLITZER COMPANY, N. TONAWANDA, N. Y. Established 1856
COINMIN YOU KNOW

You should have seen the one that got away!

One more week of VACATION JULY 20th
we'll be open again on
ROCK-OLA MANUFACTURING CORPORATION
800 N. Kedzie Avenue
Chicago 51, Illinois

How Was Your Timing on...

"THE LITTLE SHOEMAKER"

Now on Billboard's "Best Selling Singles" Chart

Spotted as a Billboard BEST BUY

JUNE 23, 1954

Sterling Title Strip Co.
2 E. 45th St., New York 17

Date

Title Strips Ready for Top Juke Profits

JUNE 23, 1954

1. CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 19 seconds)—20 cards delivered weekly for a period of 1 month.

Name

Address

City, Zone, State

Diner communications to:

Robert A. Lauber
P-3000

Cola Play Rooms

In Ghost Towns...

Howard Holt, head of Dino Sales Company, spent mid-June in the high Rocky Mountain area centered by Colorado, Colo., on business. Coin machine play of all types, particularly phonographs, is booming in the mountain communities, such as Leadville, Silverton and Georgetown, according to Holt.

Visitors in Denver were Mr. and Mrs. A. J. Schaefer, operators of the No-Name Music Company, Glenwood Springs, Colo. Schaefer reports substantially expanded phonograph play-in the Glenwood Springs area, which includes the world-famous mountain skiing resort of Aspen. Whereas these communities were, at one time, only winter resorts, the stocking of streams in the region with fighting rainbow trout, and the development of the Aspen Music Festival, a month-long classic each year, have drawn heavy patronage to taverns and sports centers.

Mike J. Savio and his wife, owners of Mr. and Mrs. Ethan Dines, operators of the Dines Music Company, in Boulder, Colo., June 12.

Dines Music Company has reported steady climb in business, largely as the result of greatly increased undergraduate enrollment at the University of Colorado.

Price Names

Continued from page 100

Francisco; Automatic Games Co., Specialty Co., Philadelphia; Columbia Phonograph Co., Central Music Co., Temple, Tex.; Donut Distributors, Inc., Blue Oke; Empire Coin Machine Distributing Co., Rockford; Empire Sales Co., Jackson, Mich.; Western Distributors, Inc., Portland; RCA Victor Sales Co., Ryon Sales National Amusement Co., New York. Ray Powier, sales representative, said that the number of foreign inquiries had increased to a point where the company was not contemplating overseas distribution.

The Nelson Modernization Kit designed to convert Select, Sire and Metropolitan M-100 A phonographs to 45 r.p.m.
day or near or far... night, on every location in town

AMERICA'S NEWEST UTILITY makes money for you

In judging the money-making possibilities of any Business Utility, it pays to ask 3 questions:

1. Is this Business Utility widely available? Magne
cord's "Packaged" Background Music Service is available to any location, right on location, at any time of day or night, thanks to its magnetic tape reels and Magne
cord's special, continuous magnetic tape playback.

2. Is this Business Utility truly useful? Background Music is a proven business tool. It can boost productivity or morale, cut down accidents or absenteeism. It can help people work, play, or just plain relax.

3. Is this Business Utility really first class? Only Magne
cord's "Packaged" Background Music offers RCA Planned Music. Music expertly planned, programmed, and produced by RCA itself to be psychologically correct and properly diversified.

Mail Today To:
Magne
cord, Inc.
225 West Ohio Street
Chicago, Illinois
Dear "Heinle":
Please RUSH me complete details on how I can fit into the Magne
cord, inc. Background Music Service.
I am a Music Operator [ ] Distributor [ ]
and I handle these coin operated phonograph lines.

Name:

Street:

City: Zone State

www.americanradiohistory.com
**Drivemobile's First Production Run Sold Out**

NEW YORK, July 10.—Herb Klein, veteran entrepreneur and president of the international Monocle Corporation, has reported that the first production run of the Drivemobiles has been sold out, and large-scale production on the second run is underway.

The Drivemobile is a four-wheeler game which rates "the player's skill in keeping the car on the road, an outgrowth of a similar Monocle game, Monocle 'Parade,' which was played on the sidelines of the end of World War II. Klein said the game is now being manufactured at an es-tablished volume and its design is based on a recently patented mechanical feature.

Dimensions are 29 inches wide, 10 inches deep and 3 feet height. Weight is about 300 pounds, and list price is $25.95.

Klein said the new unit has been tested in Quiters and in Arco, Twin Bazaar, the Drivemobiles are located in such locations as 5 and 10-cent arcades. One Drivemobile is placed in each of the 600 locations which are buying, and is shipped in the first week of June. According to the Opinion, the Drivemobiles have been installed in a bus depot.

**Tourneys Give Gotham Operators Shot in Arm**

NEW YORK, July 16.—The recent decision of the New York Litho- nents to ban all coin-op pinball games, the Alcohol Beverage Control Board has approved a number of requests by shuffleboard tourneys and other similar events giving the operators a much-needed shot in the arm. The move was welcomed by Hin. Pomer, head of the Associated Manufacturers Market of New York.

Pomer declared that the operator association is making available to members a slot machine component consisting of score pads, tournament rules, and an operating agreement governing the legal requirements of tournaments. The plans, he said, have been backed by West Side Distributors, it is also a distributor of the Emery Board, Billboard (July 10).

Pomer feels that within a few months, most locations will be equipped for tournaments, or at least the operator or location owner would be willing to consider it.

He explained that when a tournament is held in a location, the neighboring bar owner will feel that it is a "very nice move" in the management to meet the competition. He is a lot better off if someone is bringing in a tournament to the operator or to the bar.

Most manufacturers consist of doctors, traveling barbers, and even watch repairmen who are working on the operator to get one

**Amusement Game Exports**

**First Quarter Comparison Leading Countries 1954-1952**

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<td>1,187</td>
<td>917</td>
<td>474</td>
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<td>1,594</td>
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The Billboard

Advertised Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issue for the week of July 17, 1954. All advertised units are for sale and include all accessories and attachments, as described in the ad. The listing is based on the price for the machine in the ad, but no price is listed if only the single machine price is listed. All prices are subject to change and are per machine unless otherwise noted.

**Coinmen You Know**

- **AMO Secretary Doris Shapiro**
  - Female, 40, 5'4", 105 lbs.
  - JC Mfg., 10 living room floor, 2nd floor, 3rd floor
  - Makes about seven trips here a week. She says her work is always planned by her wife and children.

- **Cold Dealer**
  - Auto, Music, 45, 120 lbs.
  - The Delmar, 14, 125 lbs.

- **King record distributor Marvin Markov**
  - Male, 28, 5'10", 175 lbs.

- **L. J. Welsh**
  - Male, 45, 160 lbs.
  - He claims he's been in the business 'round about 16 years.

- **AMO Secretary Dorothy Heilicher**
  - Female, 40, 5'4", 105 lbs.
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- **Frank Bankert**
  - Head, Magic-Craft, 45, 120 lbs.
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THE BILLBOARD INDEX
ADVERTISED USED MACHINE PRICES

ARCADE EQUIPMENT

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THE NEW UNDERWORLD SANDSTAND
Adding-Figuring Machine!
Four-point control means greater speed, accuracy and ease of operation. Save on Time, money, and manpower—see or telephone for a demonstration.

UNDERWOOD CORP.
One Park Ave., New York 16, N. Y.

NEW—RECONDITIONED METAL TYPER MACHINES
We Carry
Line of Parts in

WRITE FOR PRICES
NOW!
Key Your Alphabet in
Keys of 100.

STANDARD METAL TYPER CO.
1318 N. Western Ave., Chicago 22, Ill.

FINES BINGOS
ICE FROLICS (almost new). $455.00
PALM SPRINGS
475.00
RIDE BAND
425.00
PALM BEACH
345.00
ATLANTIC CITY
175.00
HEART LIGHTS
80.00

UNIVERSITY CROSS MACHINE EXCHANGE
234 N. High St., Columbus, O., Ohio
Tel.: Unicorn 6-3144

BINGOS!

RECONDITIONED BUYS!

BINGOS
PALM SPRINGS
RIDE BAND
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ATLANTIC CITY
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SHUFFLE GAMES

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WANTED TO BUY

New or Used
CU-BILLET BILLBOARD TABLES
J. O. MALLEGG
400 West Madison St. Chicago 6, Ill.
EXHIBIT'S GUNS

The leader today...tomorrow and always!

THE BEST OF THEM ALL

SHOOTING GALLERY

May 17, 1954

EXHIBIT SUPPLY

4218 W. LAKE ST. 
CHICAGO

YOUR AMERICAN RED CROSS IS ALWAYS THERE!

AFTER TRAFFIC STRIKES

PHONOGRAPHs

All models available for immediate shipment.

Waits for Poles List

LATE 5 BALLS

QUEEN OF HEARTS $1.25
WORTH $25.00

MEN'S MIDGET 95

GUN CLUB 160

GUTSY GALS 145

QUINCY 135

LADY Q 215

FAIRWAY 115

TROY GALE 250

HÔRSE SHOE 133

CHINA TOWN 135

STRUGGLE BUSINESS 175

TIMES SQUARE 110

LEAGUE: 1/2 oat. Baskets Light Bump

COINMEN YOU KNOW

Continued from page 108

James O'Neil, manager of the Green Company, and Dick Zigler, has "Town Chris", is pleased with the increase in ice cream and beverage sales. Coke has its usual seasonal slump. Dick hopes to spend more time with his family this year, and, when he's home, he's often heard saying, "Washington's terrific boat is here."

Michael Boardman, head man of the Casual Company, is doing a tremendous business. Says manager, Norman Hays, May was a rough month for his company in comparison with other years, Norman says, but he looks forward to a good summer. He recently used direct mail to increase sales and the vending machines are being urged to bring in an interested operator to the agency to acquaint him with the work of the organization.


LOS ANGELES, July 13—The Los Angeles Division of the California Coin Vending Association will hold a general meeting at the Future Book Shop, 111 W. Third Street, Tuesday evening, July 20. Mr. Cheming, assistant to Mr. C. R. Combs, president, will conduct business. Chemistry, it was said, that dining would be served at 6:30, with the meeting getting under way, conducted by Walter Herring, local president. It is expected that members will be hearing from an interested operator to the agency to acquaint him.

EXHIBIT DISTRIBUTOR OR THE FACTORY TODAY!

At the meeting last week discussed a bill of Wireless Company operators who offer large sums to locations for placement of their music machines.

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N. J. Bill Would Ban Flat-Top Cans, Vendors

NEWARK, N. J., July 10 — The New Jersey Bottlers of Carbonated Beverages, through counsel, have introduced a bill in the Assembly which, if passed, would make it unlawful to sell or to cause to be sold 'flat-top' type of soft drink container.

An assembly bill No. 405 reads that "no person who manufactures or distributes or has in his possession, or sells or causes to be sold, or to be disposed of, or otherwise in any manner handles, any beverage, shall cause to be placed on the market for sale any beverage in a container designed or intended to hold such beverage in a horizontal position, thus forming a cap or other device which can be easily lifted from the bottom or the container."

All Beverages

Both carbonated and non-carbonated beverages would be included in the law.

NJSBIC said the bill would be supported by the soft drink industry, brewers, fruit juice canners and can manufacturers.

A letter of no mention of vending was received by the bottler group said nothing of vending machines.

The law makes it unlawful to test the language of the bill; hence would make a vendee illegal.

'54 First Quarter

Continued from page 166

In the face of the cut-back in dollar volume, the average price per volume has increased. The cut-off point for 1953 in the new first quarter was $12.95, as reported.

This is accounted for by the increased cost of new games shipped; while quantity of games shipped was increased by 36 per cent, the dollar volume was down by 11 per cent.

And in the last 17 months, 100,000 units were shipped, up from 64,000 in the first three months of 1953, a total of 61,000,000.

Demonstrates Game

Standing that he regards himself as an expert in pinball, Mahler demonstrated on a machine set up in the courtroom that use of a 'flipper' button on the side of the device enabled a player to get a longer play on his game and amuse a higher score.

Cross-examined by Assistant Attorney General A. H. Allison for Williams, he admitted that the number of free-play machines is down and the machines might be damaged.

Judge Thim, however, ruled that the removal of the free-play feature reduced the inducement to play. On direct examination, he stated that he had his company 'planted' a false price in its machines. He estimated a false price per hour in some machines to be $1.50, and the true price per hour to be $1.40. He estimated that the false price per hour in some machines was $1.50, and the true price per hour to be $1.40. He estimated that the false price per hour in some machines was $1.50, and the true price per hour to be $1.40. He estimated that the false price per hour in some machines was $1.50, and the true price per hour to be $1.40. He estimated that the false price per hour in some machines was $1.50, and the true price per hour to be $1.40. He estimated that the false price per hour in some machines was $1.50, and the true price per hour to be $1.40. He estimated that the false price per hour in some machines was $1.50, and the true price per hour to be $1.40. 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HERE IT IS!!! MOVING TARGETS!

GENCO'S ALL-LOCATION RIFLE GALLERY

- Full color moving targets drop when hit
- Brightly colored high-lighted interior
- Genuine 22 cal. rifle with realistic gun flash, sound, and "kick"
- Plug arrangement for optional free-play or match feature

Special bonus for "Expert" rating. An extra row of 5 special targets automatically "pops up" and gives player five extra shots.

NEWEST, MOST EXCITING RIFLE GAME

Watch the ducks and rabbits move—just like a real arcade shooting gallery! 20 shots . . . 20 targets . . . 20 chances for thrilling, realistic action. Every hit actually knocks down a target. Total score on big multi-colored board lights up "Expert", "Sharpshooter", "Marksman", or "Riflemen" award. It's a real test of skill that produces plenty of fun and profit!

- Advance-type scoring with bonuses.
- Super-accurate swivel-action rifle
- Easy access for servicing
- Compact: 6 ft. high, 43" deep, 30" wide

WANTED

DISTRIBUTING CO., INC.

290 LINCOLN STREET
ALLSTON 54 MASS. AL 6-6400

Exclusive distributors for

BALLY—UNITED

www.americanradiohistory.com
**EXCLUSIVE SEEBUG DISTRIBUTORS**

<table>
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<th>SEEBUG</th>
<th>WURLITZER</th>
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**Shaffer Music Co.**

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**ATTENTION FOREIGN BUYERS!**

**NATIONAL OFFERS THE BEST IN RECONDITIONED EQUIPMENT**

1. **MACHINES IN GUARANTEED OPERATING CONDITION**
   - Completely checked and reconditioned by our staff of expert mechanics—refurbished to look brand new.
   - Machines are guaranteed to be in perfect condition.
   - Only quality, brand name machines are offered.

2. **MACHINES CAREFULLY CRATED**
   - Machines are crated in securely and on 24 alignments.
   - Stacked securely to prevent damage.
   - Lithed with waterproof tape.
   - To get the most for your dollars, write today for literature and price list.

**NATIONAL COIN MACHINE EXCHANGE**

**WANTED**

- **WURLITZER and SEEBUG PHOTOGRAPHS**, PARTS AND IN COLD COUNTRY CONDITION.
- **AMERICAN RADIO HISTORY**, PICTURES OR ARTICLES.
- **GAMES**, PARTS AND IN COLD COUNTRY CONDITION.

**(H C. EVANS & CO.)**

**CHICAGO 7, ILLINOIS**

**WANTED FOR CASH**

- **United Cities—Radio—Show Boats—Sports Cars—HIGHEST PRICES PAID**
- **ADVANCE AUTOMATIC SALES CO.**
- **1320 Howard St.**
- **Phone: 3160 San Francisco 8, Calif.**
DRAGONETTE
SUPER-DUPER THRILLER
FROM START TO END!

CONCLUSIVE EVIDENCE...

DOUBLE AWARDS
Proven Play Incentive! Inserting second coin DOUBLES ALL AWARDS!

ROTATION SEQUENCE
From 1 to 8 lights bottom Roll-Overrides for REPLAYS!

5 TRAP HOLES
4 trapped balls in square awards REPLAY! Making 5 holes awards an additional REPLAY!

MORE FACTS!
- Roll-Overrides "A" and "B" lights top Roll-Override for SPECIAL!
- NEW MULTIPLE TYPE POINT SCORE!
- High Score to 7 Million
- 5 Pop Bumpers
- 3 Cylindrical Kickers
- 2 Super-Powered Flippers

SEE IT AT YOUR DISTRIBUTOR NOW!

More Money for You
(higher profits-
lower service costs)

with DAVIS PHONOS

DAVIS 6-POINT GUARANTEE
/ Mechanism Overhauled / Speaker repaired
/ Worn parts replaced / Touchup Renewed
/ Amplifier reconditioned / Cabinet professionally refinished

SEEBURG SYMPHONOLAS
149M $199 "Summer Special" SEEBUG 146
149M $199 SEEBUG 146
147 $129
H148 Hideaway $95
H146 Hideaway $75

Central Ohio Specials
UNITED STAR 10TH FRAME $109.00
UNITED LEADER 20 INCH FRAME $109.00
UNITED ROYAL 14 INCH $279.00
KEENEY 10 PLAYER S.A. $199.00
KEENEY 12 PLAYER S.A. $299.00

BINGO GAMES
BEACH CLUB $100.00
BOOZE LINES $89.00
20 Eastern Electric Cig. Machines (25 Cents) $65.00
Central Ohio Coin Machine Exchange 515 S. Wick, Columbus, Ohio 2244

WALL BOXES
Reconditioned and Rebuilt=
Sethco WI-135, 5c, Wrist $2.95
Sethco WI-135, 2c, 3c, 5c, 10c $6.95
White 1340, 7c $3.85
White 1341 $3.85
White 1420 $2.00
White 2012, 2c, 3c, 5c $3.10
White 215 Slapper $1.95

ROCK-O-LA
1422 $598 1427 $598
1436 "Fireball" 130 Selections, 45994, $475.00
WURLITZER
1080 $59
D-90 $499 11 AMI $235

WANTED
General Match Shuffle Pools
United Bowlers - Spares and later only
1 Event Babele & Turk
Must be checked, cleared and ready to operate. Send list and price.

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The Billboard, 158 W. Randolph St., Chicago 1, III.

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Davison 1954 Model of Our
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**Keeneys' CENTURY BOWLER**

Supplies players with this sensationally popular feature that captures and holds the play!

**CHANGING VALUES AT THE START OF EVERY FRAME**

Scoring values of Strikes—Spare—and Blows shuffle automatically after each frame on a mystery basis and range from 30—20—all the way to 300—200—100. Can be set to advance progressively each frame. Balanced scoring keeps each player in the game from start to finish. Strikes keep on shooting in 10th frame.

**DIAMOND NUMBER MATCH FEATURE**

Points are scored in various values indicated on the backglass in "Matching frames" when player presses button. MATCHING FRAMES may be set at 3 or 10 and 3,4,5, or 6.

**FLEXIBILITY OF PLAY MEETS EVERY LOCATION REQUIREMENT**

Use the Changing Frame Values and different Matching Features to give players a change of pace!

**SEE YOUR KEENEY DISTRIBUTOR NOW!**

HAS EVERY NEW KEENEY SERVICING FEATURE

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**CHICAGO COIN MACHINE CO. IN NORTHERN OHIO**

New Delivering—NOMORE BASEBALL GAME

SUPER FRAME BOWLER

CRISIS CROSS MATCH BOWLER

CHICAGO COIN SUPER HOME RUN—WRITE CHICAGO COIN FEATURE BOWLER—WRITE

CHICAGO COIN STADIUM BOWLER—WRITE

SPRING CLEARANCE SALE ON ALL USED SHUFFLE ALLEYS. WE NEED THE ROOM.

W. WHOLESALE PRICES

<table>
<thead>
<tr>
<th>Items</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 Foot Playfield</td>
<td>$159.00</td>
</tr>
<tr>
<td>8 Foot Playfield</td>
<td>$139.00</td>
</tr>
<tr>
<td>7 Foot Playfield</td>
<td>$119.00</td>
</tr>
<tr>
<td>6 Foot Playfield</td>
<td>$99.00</td>
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</tbody>
</table>

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**Williams SCREAMO**

The game that "spots" numbers for a big "come-on" to players!
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- Shooting ball in center Skill Hole scores 500,000 and spots a number on the square.
- Each time 7 bumpers are hit an additional number is spotted on the square and bumpers are reset.

**More NEW SCORING FEATURES:**
- Completing any 3 numbers in-line on center card scores one replay.
- Lighting up criss-cross on card with center and 4 corners scores an additional 5 replays.
- Completing entire card 1 to 9 scores an additional 20 replays.
- All balls in Skill Hole scores 1 replay.
- Ball in side kickout pockets and bottom side rollers when hit, spots number on square.

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100% Skill

FEATURE BOWLER

with the

exciting, new EXTRA FEATURE FRAMES!

Player by shooting skillfully in the 11th Frame gets
1-2 or 3 Extra FEATURE Frames to add Points to his score!

1 EXTRA FRAME
Can add 300 for strike
or 100 for spare to Score!

2 EXTRA FRAMES
Can add 600 for strike
or 200 for spare to Score!

3 EXTRA FRAMES
Can add 900 for strike
or 300 for spare to Score!

Player by shooting skillfully in the 11th Frame can add
900 points to his score!

Multiple Scoring on Strikes and
Spare! plus the "Time Tested"
actual 1-9 Pin Scoring.

Feature Bowler Contains all the
ADVANCE Scoring Features! New
Top Scoring Thrill of 1900.

100% Skill Play for
EXTRA Frame Scoring!

New Front Hinged Score Frame Glass for Easier Servicing!

You Get Increased
Revenue from
10c or 25c Play!

Chicago Coin's

STAR LITE

BOWLER

NEW MATCH BOWLER
WITH ENTIRELY NEW
MATCHING PRINCIPLES!

1 Individual player by matching one or
several numbers lights up one or
several Stars in each game!

2 Each of 4 players have the same op-
portunity to
match numbers
and light up stars
under their indi-
vidual scores!

3 Matching features
begin in the first
frame and con-
tinue in every
frame until the
game is over!

Star-Lite Bowler contains Chicago
Coin's build-up advance scoring features.
Top score of 900.

Chicago Coin's

SUPER HOME RUN

6 PLAYER BASEBALL GAME
with the 3 WAY "MATCH"
& "FREE PLAY" Features!

(1) Match a Number!
(2) Match a Number with a Star!
(3) Match a Number with 2 Stars!

Game can be set to operate at 1,
2 or 3 innings per game. Each in-
nings constitutes 1 out.
Single player continuous at bat until
home is up. Multiple players
alternate as in bowling games
after 3 outs are made.

Player hitting ball into Upper Grand Stand gets a
HOME RUN plus RUNS for every man on base...
plus 2 EXTRA RUNS!

Player hitting ball over
the ROOF gets a HOME
RUN plus RUNS for every
man on base...
plus 2 EXTRA RUNS!

Chicago Coin Machine Company

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EARN MORE MONEY
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Famous in-line score features
PLUS

When BUMP is lit
Player may press bump-buttons on sides of cabinet
to bump or jiggle playfield
Lit number indicates number of bumps allowed

Operators report biggest earnings since BEACH CLUB!
Get HI-FI busy for you today!

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois
HAWAII

with sensational new scoring features

2 SUPER-CARDS INCREASE IN-LINE SCORES

19 NEW DIAMOND DIAGONAL CENTER CARD SCORES

2 SUPER-CARDS INCREASE IN-LINE SCORES

20 NEW!

25 NEW!

2 CENTER CARD 4 CORNERS SCORE 5-IN-LINE

22 3-IN-LINE 4-IN-LINE 5-IN-LINE

21 PINEAPPLE SPOT FEATURE SPOTS 5-8-15 ON CENTER CARD INCREASES DIAMOND DIAGONAL SCORING

ALL BALL RETURN FEATURE

5 NUMBER SELECTION FEATURE!

SUPER-SELECTION Feature

PERMITS CHOICE OF EXTRA BALL 4-IN-LINE SCORES 5-IN-LINE BOTH SUPER-CARDS RETURN ALL BALLS

Lite-A-Name Feature Advancing Scores Extra Time Feature Up to 3 Extra Balls per Game

NEW, SPECIAL E-Z SERVICE FEATURES

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