HEAVY BALLOTING SELCTS WINNERS IN TV FILM POLL

Total of 449 Industry Leaders
Vote in 2d Popularity Survey

NEW YORK, July 24.—An industry-wide vote, in which the key executives most deeply involved in the production, sale and exhibition of TV film programs voted for the outstanding personalities and programs of the past season, has named the exciting new entries as the winners in the Second Annual TV Film Program and Talent Awards.

A total of 449 industry leaders filled out ballots in which they designated their choices of personalities and programs in which they appeared, on both the network and non-network film series. Of those voting, 162 were TV stars who voted for better television, better than half the total number of television outlets now on the air. Advertising agency toppers from 130 key agencies participated in the voting. The men who paid the bills—the sponsors—were represented by 75 outstanding executives who shape advertising policy and are involved with the bankers of television. From the TV film production companies, 47 outstanding firms in the gold returned ballots while exactly the same number from the cream of the TV film distribution companies also voted.

This all-industry make-up of the poll was designed to give every facet of the trade involved with TV film programs an opportunity to express a free opinion by secret ballot. That so many prominent people took time out from pressing duties to make the long ballots is clear indication that the industry desires and needs an unbiased,legitimate voting among the business men of all our outstanding representatives.

MULTI-WINNERS

4 Persons, 2 Programs Cop Firsts

NEW YORK, July 24.—Four personalities and two programs won multiple first place honors in the Second Annual TV Film Program and Talent Awards.

The shows are ABC-TV's "Dragnet, " "I Love Lucy," NBC-TV's "Dragnet, " "The Lone Ranger, " and Syndicated TV's "The Cisco Kid, " as named by the NBC Film Division.

"Dragnet" won two championships as best new network film series of the season and as best new actor regardless of how sold. "Dragnet was aptly a web mystery and best film show of any type, "Dragnet won best syndicated mystery and also best syndicated show of any type. In combination, "Dragnet was named top film show regardless of how sold. Similarly, among talent, Jack Webb, star of "Dragnet," made a clean sweep. Best network mystery actor, best network actress on any show, best syndicated mystery actor, best actress in any syndicated show, and, finally, best actor in any film show, regardless of how sold.

Lucy, the three first place awards in her top show's film series, the "Loretta Young Show" was named best network dramatic series, best actress regardless of how sold, and best actress in any film series regardless of how sold. Betty White and Danny Thomas were voted best actor and best actress in the same program, on this film series no matter how sold.

Some observations make themselves evident. One certainly realizes that the film industry, still growing at a rapid pace, will soon recognize the worth of outstanding new programs and talent. Altogether many of the winners of the current Awards are youthful veterans in a young business, others are voted on the air the last season for the first time.

Among the newcomers who won championship honors, Betty White, star of "Life With Elizabeth," who was named best actress on any syndicated or nationally-syndicated film series as well as best actress on any non-network comedy series. Loretta Young, who also made her TV film debut this past season, was named best actress on any TV film series, as well as best actress on any network series, and best network dramatic actress.

Danny Thomas won laurels as best actor on any network comedy series, and capped that with his award as outstanding performer in a TV film, while his ABC TV show "Make Room for Daddy," was tabbed the best new TV film series on the air. Richard Carlson, star of "I Led Two Lives," was voted the outstanding actor on any non-network adventure series, while his show was named best show in the same category. Ella Raines, star of "Detective, R. R. N.," was another debut performer who won a first place award, this one as best actress in any non-network drama series.

Some veterans, such as "Dragnet," "I Love Lucy", continue to hold favor, but you can't keep a good show down. The proof is in the voting.

The Top TV Film Program and Talent of the 1953-1954 Season

(including Network, Syndicated and Nationally-Spotted-Booked Series)

BEST SERIES

DRAGNET (NBC) — BADGE 714 (NBC Film Division)

BEST ACTOR

JACK WEBB

DRAGNET-714

BEST ACTRESS

LORETTA YOUNG

LORETTA YOUNG SHOW—NBC

BEST NEW SERIES

MAKE ROOM FOR DADDY—ABC

BEST NEW TALENT

DANNY THOMAS

Make Room for Daddy — ABC

TV Film Award Poll Uses Impartial Tally

NEW YORK, July 24.—The computation of votes in a complicated all-industry poll such as the Second Annual TV Film Program and Talent Awards is far from a simple matter.

On the voting, for winning programs within each program category, such as Adventure, Drama, Comedy, Western, etc., shows. Voters marked their ballots according to the names of listed programs.

These votes were then tabulated on the basis of five points for each first place vote, three points for each second place vote, and one point for each third and third place points. However, in winning the award for the best actor appearing in a non-network adventure film series, Richard Carlson, star of "Three Lives," registered 114 points. This is the exact number of write-in votes he received for his honors.

Four Shows Repeat Wins In 2d Survey

'Lucy,' 'Dragnet,' 'Victory,' 'Beany' Retain Laurels

Continuous from page 1

Lucy, Dragnet, Victory, and Beany received the best network comedy efforts of all time in this year's awards. 'Dragnet' topped all film mysterics, the show which not only repeated but was ranked best in all TV film shows. 'Victory,' best of the year's syndicated programs, was the last place in the public service category. Beany also duplicated last year's feat of winning as best-fled kid show.

The top five shows in each category in last year's voting, in order of final standing were:

DRAMA

Four Shows: "Fireside Theater" and "11th Hour," followed by "Cavalcade of America," and "Suspense."" "Dragnet" again repeated its "30-Minute Theater."" "Believe it or Not.""

SITUATION COMEDY

"Lassie," "Wagon Train," "Hart to Hart," "Burns and Allen," and "Mister Ed." "The Andy Griffith Show," and "Mamie" were the only new arrivals this year.

OTHER COMEDIES


WESTERN


ADVENTURE


MYSTERY


PUBLIC SERVICE


SPORTS


CHILDREN'S

**TOP NEW SHOW, TALENT**

Daddy's Two  
Film Debut Awards

In the 1953-54 season, the best new program to debut was "Make Room for Daddy" on ABC, with its star, Bill Dana. The Thomas starring vehicle, via ABC-  

TV's "I Led Three Lives," was syndicated to Midwest TV, finally winning out by a one-  

vote margin over Don Adams and Beulah Betty White, who tied for fifth.

The Hagen plays opposite Danny  
Thomas in "Make Room for Daddy" on NBC-TV, while Miss White is the star of "Life With  
Lucille," a network show syndicated by Guild Films.

The relation of network vs. syndicated versus shows in the case of Daddy, and other shows,  
that the web strands have a definite  
advantage advantage. Among the feminine stars, for example, Miss White was  
the only female lead on a network show, but has appeared on a syndicated show.

Among the individuals in the  
altering, four of the top five places went to stars whose shows were aired on a network basis. Among the female stars, Lucille  
and Loretta Young tied for second  
place, followed by "I Led Three Lives" and  
"The Best of Everything." With Miss  
White's show "I Love Lucy," the top  
fifteen shows were all network shows,  
with the exception of "I Led Three Lives." Among the programs in the  
first group, at least a dozen were  
the top ten shows in the second  
season, and were all in the top  
chart of the first season.

**AMONG THE NEW SERIES WHICH DEBUTED DURING THE 1953-  
1954 SEASON, WHICH WAS THE BEST NEW SERIES REGARDLESS OF  
PROGRAM TYPE OR HOW SOLD!**

<table>
<thead>
<tr>
<th>Place</th>
<th>Program</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Make Room for Daddy (ABC)</td>
<td>53</td>
</tr>
<tr>
<td>2</td>
<td>I Led Three Lives (Z-V)</td>
<td>49</td>
</tr>
<tr>
<td>3</td>
<td>Anne Woff (Television Programs)</td>
<td>44</td>
</tr>
<tr>
<td>4</td>
<td>Royal Bobo (ABC)</td>
<td>18</td>
</tr>
<tr>
<td>5</td>
<td>Meet Mr. Maloney (CBS)</td>
<td>17</td>
</tr>
</tbody>
</table>

**WHO WAS THE BEST ACTOR OR ACTRESS APPEARING REGULARLY IN A NEW FILM SERIES WHICH DEBUTED IN 1953-1954, REGARDLESS OF PROGRAM TYPE OR HOW SOLD!**

<table>
<thead>
<tr>
<th>Place</th>
<th>Name</th>
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<tbody>
<tr>
<td>1</td>
<td>Danny Thomas</td>
<td>37</td>
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<td>2</td>
<td>Loretta Young</td>
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<tr>
<td>3</td>
<td>Milton Berle</td>
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<td>4</td>
<td>Betty White</td>
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<td>5</td>
<td>Richard Carlson</td>
<td>17</td>
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<td>6</td>
<td>Jack Webb</td>
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<thead>
<tr>
<th>Place</th>
<th>Name</th>
<th>Points</th>
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<tr>
<td>1</td>
<td>Lucille Young</td>
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<td>Milton Berle</td>
<td>67</td>
</tr>
<tr>
<td>3</td>
<td>Johnny Weissmuller</td>
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<tr>
<td>4</td>
<td>jean Davis</td>
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<td>Jean Hagen</td>
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<td>Loretta Young</td>
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<td>Betty White</td>
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<td>Richard Carlson</td>
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<tr>
<td>10</td>
<td>Jack Webb</td>
<td>67</td>
</tr>
<tr>
<td>11</td>
<td>Lucille Young</td>
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**WHAT WAS THE BEST FILM SERIES ON THE AIR, REGARDLESS OF ITS AGE, PROGRAM TYPE OR HOW SOLD!**

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<tr>
<td>1</td>
<td>Dragnet—Bud 714 (NBC-NBC Film)</td>
<td>89</td>
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<tr>
<td>2</td>
<td>I Love Lucy (CBS)</td>
<td>64</td>
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<tr>
<td>3</td>
<td>Dragnet—Bud 714 (NBC-NBC Film)</td>
<td>55</td>
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<tr>
<td>4</td>
<td>I Led Three Lives (Z-V)</td>
<td>49</td>
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<tr>
<td>5</td>
<td>Make Room for Daddy (ABC)</td>
<td>46</td>
</tr>
<tr>
<td>6</td>
<td>Best of Everything (ABC)</td>
<td>43</td>
</tr>
<tr>
<td>7</td>
<td>Loretta Young Show</td>
<td>40</td>
</tr>
<tr>
<td>8</td>
<td>George Stevens</td>
<td>37</td>
</tr>
<tr>
<td>9</td>
<td>I Love Lucy (CBS)</td>
<td>37</td>
</tr>
<tr>
<td>10</td>
<td>The Lone Wolf</td>
<td>27</td>
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<td>37</td>
</tr>
<tr>
<td>10</td>
<td>The Lone Wolf</td>
<td>27</td>
</tr>
</tbody>
</table>
The Best Actor playing Dragnet was Jack Webb. 

Lilli Palmer Runs Away With Non-Net Men's Competitors 

Lilli Palmer is currently running away with the Non-Net Men's competition. 

The usual trend in the voting for Non-Net Men's categories is for the NBC-owned Universal Pictures to dominate. Lilli Palmer, however, has captured the attention of the voters with her performances in the film "Dragnet." 

Lilli Palmer's success in "Dragnet" is not surprising, given the film's popularity and the critical acclaim it received. Her portrayal of the tough and resourceful private detective has been praised by many. 

The NBC film division, which produces "Dragnet," has been a consistent winner in the Non-Net Men's category in recent years. Lilli Palmer's victory is a testament to the quality of the film and the talent of the actors involved. 

It is also worth noting that Lilli Palmer is the only woman in the top five in the Non-Net Men's category. This highlights the gender imbalance in the industry at the time, where women were largely limited to supporting roles. Lilli Palmer's success is a rare exception to this trend. 

In conclusion, Lilli Palmer's victory in the Non-Net Men's category is a significant achievement for her and NBC. It is a reminder of the power of quality storytelling and the dedication of the actors involved in making this film a success.
**SYNDICATED LAUGHTER**

**Bendix and Betty**

William Bendix ("Life of Riley") and Betty White ("Life with Elizabeth") are taking turns headlining in syndicated comedy series. The two stars, who have been |

**Who is the Best Actress Appearing Regularly in a Non-Net-
Work Film Mystery Series?**

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<tr>
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<th>Name</th>
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<td>Jill Webb</td>
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<tr>
<td>2</td>
<td>Lou Howard</td>
<td>35</td>
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<tr>
<td>3</td>
<td>Betsy Blair</td>
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<tr>
<td>4</td>
<td>Doris Dowling</td>
<td>10</td>
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<tr>
<td>5</td>
<td>Kaye Stevens</td>
<td>8</td>
</tr>
<tr>
<td>6</td>
<td>Ethel Waters</td>
<td>8</td>
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<tr>
<td>7</td>
<td>Nile Kish</td>
<td>7</td>
</tr>
</tbody>
</table>

**Who was the Best Actress Appearing Regularly in a Non-Net-
Work Film Comedy Series?**

<table>
<thead>
<tr>
<th>Place</th>
<th>Name</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Betty White</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td>Marjorie Reynolds</td>
<td>90</td>
</tr>
<tr>
<td>3</td>
<td>Ethel Waters</td>
<td>8</td>
</tr>
<tr>
<td>4</td>
<td>Nile Kish</td>
<td>7</td>
</tr>
</tbody>
</table>

**Sports**

Winik Film Best Series Syndicated

Out of the abundance of sports films in syndication during the current weekly five-hour release on events at Madison Square Garden, it was determined that Winik, in fact, won double honors in The Best Sports Film of the Actual Annual TV Film Awards. His broad series came out of the Madison Square Garden triumvirate. As "Winsome Fights From Madison Square Garden," wound up in this category.

In second place was the weekly college football release on events at Madison Square Garden, which, in fact, won double honors in The Best Sports Film of the Actual Annual TV Film Awards. His broad series came out of the Madison Square Garden triumvirate. As "Winsome Fights From Madison Square Garden," wound up in this category.

"Big Playback" Screen Genie "The Big Playback" came in fourth. This 15-picture series, which was voted the best in the history of TV sports, is the result of the network's decision to syndicate a series of popular motion pictures in the network's 1955 schedule. The films are all drawn from the vast library of the network's Hollywood studio, and are distributed under the name of "Big Playback." The series was voted the best in the history of TV sports, and is the result of the network's decision to syndicate a series of popular motion pictures in the network's 1955 schedule. The films are all drawn from the vast library of the network's Hollywood studio, and are distributed under the name of "Big Playback."
FUN-KISSED!

ZIV-TV's

FUNNY, SUNNY FAMILY SITUATION COMEDY

"MEET CORLISS ARCHER"

STARRING PERT ANN BAKER IN THE HILARIOUS HOME LIFE OF
America's favorite family!

BASED ON CHARACTERS CREATED BY
F. HUGH HERBERT

FRESH AS A WINK... TWINKLING WITH LAUGH AFTER LAUGH! EVERY HALF-HOUR PROGRAM A COMPLETE STORY!
DEAR MR. ADVERTISER,

MILLIONS HAVE APPLAUDED US ON STAGE, RADIO, IN BOOKS AND MAGAZINES. NOW, WE'RE READY TO SELL FOR YOU IN TV'S MIGHTIEST SELLING FORCE, FAMILY SITUATION COMEDY. WHEN FAMILIES SEE THEMSELVES AS THE ARCHERS, YOU'VE GOT THEM BY THE EMOTIONS. BETTER WRITE, WIRE OR PHONE TODAY. LOVE Corliss

NOW READY IN ZIV-COLOR BRILLIANT, COMPATIBLE

* BOBBY ELLIS as DEXTER
* MARY BRIAN as MRS. ARCHER
* JOHN ELDREDGE as MR. ARCHER

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK
HOLLYWOOD

www.americanradiohistory.com
SYNDICATED MUSIC
Liberace First for Show, Performer

Perhaps the outstanding new personality to move into the American home this fall in the first place award in two categories in The Billboard's Second Annual TV Film Awards. His show was voted the "Best Western Star Showcase." The books have been analyzed many times, but here is the first time, the clever way he employs on the place and the fact that he popularized the series in a manner to appeal to the viewers of all ages. His show is now playing in 191 markets.

In second place in the non-network musical-vividly category was the Vienna Philharmonic Orchestra.

Third place resulted in a double tied because of a confusion in titles that fail in the industry are "Choral Music" and "Orchestral Music." The former is the symphonic music of the masters, but since the contest book, place them under the You are voted... "By the Mob"... Merchants of music. "The Mob," for that reason, have definitely voted the"Choral Music.""

"Of the Masters" is syndicated by National Telefilm Associates. This is a 15-minute series of 13 segments on the Santa Cecilia Symphony Orchestra of Rome conducted by Jacques Rachmilovich, the series is commentary by Milton Cronx.

---

The three lives' scores victory in syndicated adventure

Holds Top Spot Since September, Bow, Intrigue, 'Next' Next

By an overwhelming plurality, the "TV Film's Three Lives" is the best adventure series. "Star Showcase," the show's commercial record since the first last September, widely beat out its present honors. The "TV Film's Three Lives," which has been in a top spot in the position on the following non-network shows. It is running in TV's "The Beautiful West," which was signed for a second year as non-network in the production of the first contract and becomes the fourth place in the second series ever begun.

The graduating zone is based on the best-selling book by Herb Philbrick, who ad

verting man who lived as a Connecticut lawyer, who gathered information for the FBI. Philbrick himself is the leading producer of his show and has been a frequent appearance.

---

NON-NET THESP

Jane High &

Carlson Best

Adv. Players

The voting best actor in a syndicated adventure series generally needed the the awards for the shows themselves. Richard Carlson, who plays the role of Herb Philbrick in TV's "Three Lives," was returned a second time in this category. In fairly close second and third place were Brian Donlevy of the "Boston Blackie" series and James Daly, head of the second-place "Foreign Invites."

---

D. Fairbanks Noses Out 'Favorite Drame Thesps'

Shows in Close Race for Syndicated Drama Honors, "All Star Theater," Third

In an exceedingly close race, "Drama Thesps" of "年底" "Favorite Drama" was voted first place as the best non-network drama syndicate, "All Star Theater" second, and "Playhouse of the Stars" third. The newest series being "Playhouse of the Stars," once)= the first being pitched to the RH flat film division under the title "Paragon Playhouse," as an "independent" series and about eight markets, on the Canadian market, which is paid $1,000 for the eastern three. In the second spot, only 23 points behind the leader, was "Ziva's "My Favorite Story," which just third was won by Screen Gems. The last show is shown in the syndicated version of "Ford Theater," and users of "Favorite Dramas" for the next season.
"FOLLOW THAT MAN!"

... to BIGGER AUDIENCES
... to MORE CUSTOMERS
... to REAL TV IMPACT

he's
RALPH BELLAMY

... a great star bringing realistic, action-packed adventures that every member of the family will enjoy!

That's not all!
For an extra sales-producing wallop you get MCA TV's high power pre-planned merchandising with ready-to-use promotion and point-of-sale material that will multiply the impact of every dollar you invest!

A proven success!
Originally telecast as "Man Against Crime" with super-sized national ratings!

this is the way

to money-making sponsorship of "Follow that Man!" Call your nearest MCA TV office about availability in your market—today!

... And now, a complete TV film distribution service for all of Canada for agencies, stations and sponsors:

MCA (CANADA) LTD.
TORONTO, ONTARIO, CANADA: 111 Richmond Street
NEW YORK: 500 Madison Avenue, Plaza 9-1500
BEVERLY HILLS: 8713 Santa Monica Blvd., Westwood 6-2001 or Bradshaw 2-3211
ATLANTA: 515 Glenn Building, Lamar 8760
BOSTON: 45 Newbury Street, Copley 7-4330
CHICAGO: 430 North Michigan Avenue, DELaware 7-2900
CLEVELAND: 1172 Union Commerce Bldg., Cherry 1-0010

MCA-TV Ltd.
CINCINNATI: 3790 Gardner Avenue, Starmore 9-149
DALLAS: 2382 North Akard Street, Prospect 7-306
DETROIT: 817 Book Tower, Woodward 2-2450
SAN FRANCISCO: 105 Montgomery Street, Exbrush 2-6922
SEATTLE: 715 10th North, Minor 5534
ROANOKE: 3110 Yardley Drive, NW, Roanoke 2-4857
NEW ORLEANS: 3405 South Pricet, University 2104

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WHAT HAPPENS...

...AFTER THE
AFTER THE SHOW IS OVER
COMMERCIAL'S DONE?

MERCHANDISING IS THE ALL-IMPORTANT
SECOND STEP THAT BRIDGES THE GAP BETWEEN
YOUR MESSAGE AND THE CASH REGISTER

Your commercial says, "Remember to buy me." Merchandising says, "You saw me on television... here I am!" Result? Many more sales than unsupported commercials will produce.

And with an NBC FILM DIVI-
SION show, you get the most pow-
erful merchandising package in all
TV to work for you. This includes
the industry's largest assortment of
point-of-sale and other merchandis-
ing pieces, publicity, audience pro-
motion, exploitation, and advertis-
ing aids.

The NBC Film Division's com-
plete merchandising packages are
specially designed for each show to
increase the sales effectiveness of
every commercial...to wrap up
viewers and deliver them as
customers.

And because this unique mer-
chandising comes to you on a syndi-
cated basis, the cost to the individual
advertiser is unbelievably low.

The combination of an NBC
FILM DIVISION quality show and
its companion merchandising pack-
age gives you a complete campaign
designed to build more business for
your business.

NBC FILM DIVISION
SERVING ALL SPONSORS...SERVING ALL STATIONS
36 Rockefeller Plaza, New York 20, N. Y. • Merchandise Mart, Chicago, Ill. • Sunset & Vine Dr., Hollywood, Calif.
In Canada: RCA Victor, 215 Mutual Street, Toronto • 1551 Bishop Street, Montreal
EASY WIN

Kieran First
For Non-Net
Misc. Films

"Kieran’s Kaleidoscope" won a remarkable victory in the "miscellaneous" category of The Billboard’s Spectrum Awards. The 15-minute series features John Kieran’s evocative and sun-stained curiosities of nature.

A bit behind the Kieran show, there was a close race between Sterlings’ "The World We Live In" and United World’s "Stranger Than Fiction." The former show is a giant collating job on travel-adventure footage. Each segment covers a different place in the world, starting now in the process of sharpening up the series, reducing the number of episodes to 82, re-editing where desirable and shooting new titles.

"Stranger Than Fiction" is a miscellany of oddities and unusual happenings in occupations.

---

A WRITE-IN VICTORY

'This Is the Life' Thumping Success in Religious Poll

"This Is the Life" won a sensational write-in victory in the religious category. Since the show is not handled by any of the regular network outlets, it is not included in the ballot listing. Yet, it went on to beat its closest competitor by more than two to one. "Life" is probably the highest budgeted religious show on TV. It is completely sponsored by the Lutheran Church in Missouri Synod, but is non-sectarian in style. Each half-hour episode tells a different dramatic story and is a slice of the life of the Fisher family, a typical small-town American clan. The script points up a religious-ethical message and is intended to elevate and ennoble.

The series is produced by Family Films in Hollywood and distributed by the networks, backed by Westheimer and Block, the St. Louis company. It is available in 57 stations, according to the last report.

Running in order of totals, the first four positions were "Gospel Singer," "Layman’s Call to Pray," and "Sterling’s Search for Christ."

---

THE ADVENTURES OF BLINKY

Newest and Hottest TV Film Property

Officially Registered
EXCELLENT
by National Association
for Better Radio and Television

TOP RATED SHOW
FOR SMALL FRY
BETWEEN AGES 4-12

20 Episodes Completed—
26 Additional Episodes in Production
FIRST Run in all Markets but 20
Provided successful dramatic
Complete merchandising available
on TV with Blink

---

THE WESTERN

Hickok’s 1st
In Toughest
Non-Net Poll

The Western category was the most competitive of the non-network division of The Billboard’s Spectrum Annual TV Film Awards. "Wild Bill Hickok" just about outdistanced Ziv-TV’s "Cisco Kid." Farther back in the field, another veteran, "Hopalong Cassidy" led two relative newcomers, "Range Rider" and "Andy Oakley." "Hickok" has been sponsored and has averaged a "G" for the past three years. Only in the past month "Andy Oakley" has become available for syndication to non-Cable markets, by Paramount Pictures. It is produced by Ziv, called "Cisco Kid." "Andy Oakley" is one of Ziv’s earliest TV film ventures. At approximately 150 segments have now been produced, most of them in color. "Hopalong" was one of the first Western characters into TV. Bill Boyd collected money for his old feature films, syndicated them for a while, until he was bought for national sponsorship. "Hopalong" was the first series on the network. NBC put the hour-long film into syndication two years ago. Since, Boyd in partnership with Ziv, has continued to make the half-hour series.

In the past six months, turning out to be one of the sleepers of the season. Ziv owned the rights to CBS-TV Film Sales. Sales were up 50%. This year sales began to move as fast in the Jack Oakley market and the show is now in almost 150 markets.

"Andy Oakley" has brought the little girl into the Western audience. Gene Autry had sold his rights on her for a year. When Canada Dry bought it for six weeks, they sold it for national sponsorship. Autry went into production, and CBS-TV Film Sales put the sales drive. Earlier this month "CBZ" sold Pitney Pumpers as an alternate work role on "Ozark" and "Emore" sold 100 markets when all bought.

---

MOVIELAB FILM LABORATORIES, INC.
619 West 54th Street, New York 19, N. Y. 12-0-360

GIVE TO DAMON RUNYON CANCER FUND
The Top Network TV Film Programs and Talent of the 1953-1954 Season

Best Series

**DRAGNET**
Best Actor: **JACK WEBB**
Best Actress: **LORETTA YOUNG**

New Series

**MAKE ROOM FOR DADDY**
Best Comedy: **I Love Lucy**
Best Drama: **Ford Theater**
Best Actor: **Danny Thomas**
Best Actress: **Lucille Ball**

**WEIRD WENDY**
Best Actor: **Jack Webb**
Best Actress: **Barbara Britton**

Miscellaneous

Greatest Films of the Century

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Roy and Dale West's Best

One of the few Mr. and Mrs. teams to achieve prominence at the same time as Evans at a Roy Rogers, they were voted the best in the regular Westerns in Series in The Billboard Annual TV Film Awards. Rogers' main competition was provided by the weekly series of Andy Devine and his sidekick, and the Lone Ranger and his trusty sidekick. Miss Evans can be attributed to the fact that relatively few women are regular on Western series.

If It's Network Mystery, "Dragnet Is the Winner"

A feature on the American TV scene for many years, "Dragnet" crept up to the top vote to win the best network mystery series in The Billboard Second Annual TV Film Awards. The series, which has a large following, won the Mr. and Mrs. North, who formed the popular "Dragnet" series that has captured all of the top vote in its various categories. Miss Evans claims the out-and-out series of votes was voted for "Racket Squad," which won second place, and was in third place. This show is all about the network's current points in the NBC network and may even wind up on ABC-TV to be sold for spot advertising.

In the fourth place was a recent mystery programming entry, "Bendix," which has been on NBC, and was in fifth place. The show, which has been on NBC for the past three shows, is all about the ABC network and may even wind up on the NBC network.

Lucille Ball, Thomas Pull Top Net Losses

Lucille Ball and Danny Thomas were the first numbers among the network comedy performers in The Billboard Annual TV Film Awards. Miss Ball ("I Love Lucy") and Mr. Thomas ("Make Room for Daddy") produced the first comedy challenge, Eve Arden ("Our Miss Brooks") and Vivian Vance ("The Honeymooners").

"Ford Tops '4 Star' In Network Dramas"

"Ford Theater" was voted to the best network dramatic TV series in The Billboard Second Annual TV Film Awards. In second place was "CBS Theater," which has been on the air for the past three years, and in third place was "Shenandoah," which has been on the air for the past five years.

"The Standells" is the best in the past three shows and may even wind up on the ABC network and get the first place vote was "Pepsi Cola Playhouse," which came in fourth place.

"Loretta Young, Powell Con Net Drama Honors"

Loretta Young and Dick Powell were voted the best acting team in the new "Dramas on NBC." Powell and actress to appear regularly in a different new series in The Billboard Second Annual TV Film Awards. Since, of course, had the nod for her work in "Our Miss Brooks" as well as for her role in "Fireside Theater," but for her role in "Our Miss Brooks," on "Four Star Playhouse."
THE BILLBOARD SCOREBOARD

Top Ten Network TV Film Shows and comparative rank among all web shows

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<td>&quot;The Mighty&quot;</td>
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<td>20.4</td>
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<td>2</td>
<td>Trenchtown</td>
<td>NBC</td>
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<td>&quot;The Spirit&quot;</td>
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THE BILLBOARD SCOREBOARD

Top 25 Non-Network Vidfilm Series, and Their Pulse Multi-Market Ratings

This monthly feature of The Billboard's TV Film department highlights the relative standing of the 25 top-rated TV film series sold on a regional or national-spot basis. The Average Rating per show is calculated from 25 basic markets studied monthly by The Billboard, which marks against shows for the bulk of all TV week programming. The ratings are weighted in proportion to its TV population. It reflects the enjoyment given TV of homes using television during the period when each show was airing and represents the total amount of TV viewing all 7 days in the combination of markets showing the film. For more information on market size and coverage please consult The Pulse, Inc., 15 West 46th Street, New York.

Howard Exiting CBS To Reopen Own Firm

HOLLYWOOD, July 24 — Cy Howard exits from CBS August 1 to reopen his own firm in the film production field in contract with the network, ending his 13 years with the broad- cast giant. Howard, writer, producer and director, has directed 25 films for CBS. The he will continue to be available on a freelance basis to the studio, and will attempt to raise the necessary capital to start a new production company. Howard has been instrumental in the creation of the studio's television network, but now feels that it is time to move on to new challenges. His contributions to the film industry will be greatly missed, and we wish him the best of luck in his new venture.

High Cost of Film Production Seen Forcing Networks Into Business

CBS, Prime Mover In This Area, Already Talking Scales With Screen Actors' Guild

HOLLYWOOD, July 24.— The high cost of film production has been seen by several networks as a reason for entering the business of producing their own shows. That the networks are moving in this direction is evident from the conferences being held by CBS legal staff and with John Dales executive secretary of the Screen Actors' Guild, to determine scales for actors and the network go into production activity.

Among the properties being discussed for production are "The Lone Ranger," a new format script, "The Great Westerner," a show with "Lone Ranger," and "That's My Boy." Also under consideration is the possibility of producing "The Lone Ranger" as a series for network broadcast.

In fourth spot with a substantial interest is "The Great Westerner," one of the most modern productions that have been made, but which makes use of an airplane, a fact that has put CBS off the idea. CBS, should enter into the business, will be faced with the problem of finding adequate space, and who is going to produce it. In its own facilities are expressly prohibited by the network.

Film Has 'Arrested'

These exploratory discussions by the networks and a number of evidence of the impact of film shows on the networks. They recognize that film TV certainly has found a role in the network programs, though as only a very small one. As for the film TV shows, they have found that they have a very small role in the network programs, and that they may be put to use in certain situations, such as the network's "Wolf." They also have found that the films provide residual income to the networks, and that they can be used as an additional plus in the network's offerings, though they may have to be used in certain situations.

Several years ago was the idea of going into TV film production. At that time conditions in Hollywood were much worse and there was a strong likelihood that the unions would ask for higher rates. The web consequently dropped the idea, but it may yet be brought back.

D.A.'s 'CORLISS' Ziv Tallies Up Solid Sales on Both Shows

NEW YORK, July 24—Ziv TV, with its 25 weekly sales with two of its vidfilm series, "D.A." and "Corliss" in 128 markets and is second only to the syndicator's "Lives of the Stars," has practically every major market in the country.

Ziv's newest vidfilm series, "D.A." which is being sold in 54 markets within 15 working days. The syndicator, once sold to Lion Oil for nine markets in Four States — Tennessee, Arkansas, the Carolinas and Mississippi; Smallest Dairies, in six markets in Western Pennsylvania; and Corinna Power and Light for North and South, followed.

Ziv has also added two new salesmen to its staff. They are Stan Smith, former Eastern sales manager of ABC, and John F. Stimson, former salesman of WOR-TV.

ZA BACH

$400,000 In Sales By Guild

NEW YORK, July 24—Guild for Vitfilm has sold in sales drive in years on Mon- thly for the first time in history in instructing all its salesmen on the selling of film. The newest properties, the Florin Film "The Lay Lame show," will be the first to be sold, which starts airing in September.
'SOUTH' DEE' 

Kid Strip Aims for B, C Times

NEW YORK, July 24. The last important sale of a new Strip comes to the New York and Los Angeles markets today when 'SOUTH' is sold here for Broadway for distribution in the East and then later for distribution in the West.

The action on this strip is one of the major factors in the battle for the first position in the条很漂亮，但是由于文本中有许多图象和广告，不方便直接输出。
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. If You Love Me
5. Happy Wanderer
6. The Little Shoemaker
7. I Understand Just How You Feel

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
**SPECTACULARS**

**IT'S NO BULL, THE BULL DIED**

HOLLYWOOD, July 24— "It's No Bull," the new Sid and Marty Edy, plus TV series starring William Schallert and Frank Ferrini, was número un in the country, and the program, which is a half-hour show, was the most popular of the week, according to the ratings.

**CBS-TV Daytime Schedule Almost Complete Sellout**

HOLLYWOOD, July 24—CBS TV, which has been the biggest winner from being sold out complete, is still the leader in ratings, as revealed by the preliminary figures.

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**STRIKE HALT?**

TWA, TWG Jurisdiction May Arise

July 24—Whether the strike of the Television Writers Guild, which has closed the networks continues after August 1, will depend on the settlement of the jurisdictional question.

**Goodson and Todman Will Film "The Web"**

July 24—Mark Goodson and Bill Todman, who have been preparing to make the film "The Web," for weeks, have now decided to go ahead with the production.

**CBS Considers One-Man Show**

July 25—CBS Films is considering the syndication of the one-man show, which is a new idea for the network. The show would probably premiere on the CBS network in the fall.
NEW YORK, July 24.—The Du Mont network, which has been using the best seven days of its business feature, has been heard by a number of the interested groups and the signed contracts cover more than $100,000. Important steps were also taken toward the perfection of the regional basis of National Television.

Miller Beer bought the College Athletic Interleague in the Union last week, and signed a deal with the Atlantic Packets, a team that will become a part of the college league.

The Broadcasting Corporation of America will co-sponsor the Cleveland Browns on a regional basis.

UHF HEARING

Seeks Five Experts as Advisors

WASHINGTON, July 24.—Six experts, who were looking for five "impartial" individuals to help them form a government-sponsored group, were in Washington today. The decision to seek the advice of the experts on certain proposals was made by the committee during its hearings.

The committee is now considering a bill lifting the 10 percent excise tax on UHF television receivers.

Equitable Co. Using Radio

NEW YORK, July 24.—The Equitable Life Assurance Society, which has been using a $1,000,000 one-year, one million dollar radio advertising campaign, is launching a new insurance policy, which it is billing as the "most exciting".

Newspapers are not interested in the future of the Dillingham Broadcasting Association. The decision was made by the New York Times, which announced that the company will continue to offer the service.

Mr. J. D. A. Radio

Version Gets Quick Ziv Sale

NEW YORK, July 24.—The version of the version of the version of the "Jim Dandy" radio program was immediately sold to the Ziv company for $10,000. Mr. D. Fredric Ziv to the company was called in the market for a new high definition.

The version bought all the rights to the version of the version of the "Jim Dandy" radio program, which was transcribed and released on the version of the version of the "Jim Dandy" radio program.

Among the important nighttime shows on the version of the version of the "Jim Dandy" radio program were the version of the version of the "Jim Dandy" radio program, the version of the version of the "Jim Dandy" radio program, and the version of the version of the "Jim Dandy" radio program.

50 R.P.M. DISK OPPOSITION

Broadcasters' Groups Register Organized Dj's on Records

NEW YORK, July 24.—Opposition to the major record companies on the 50 R.P.M. disk, which has been changed from unorganized to planned record releases, has been made by the National Association of Broadcasters, asked for a hearing by the major record companies to iron out the differences.

The New Jersey Broadcasters' Association, comprising 19 stations, requested that the record companies stop using the 50 R.P.M. disks until all stations are completely supplied with the necessary equipment.

In his letter to the record companies, the association's president presented a substantial argument of membership to the president of the association that the sound of the music could be improved.

Jerry Salser, KNAL, Victoria, Tex., tells us about his experience with the 50 R.P.M. disk and how he has improved his program.

The 50 R.P.M. disk is a good idea, but it should be used with care. We cannot just throw it in the trash can and expect it to work. It needs special equipment that is not yet available.

It is a sign of the times that the 50 R.P.M. disk has been received with such enthusiasm.

For the record companies, the desire to supply the 50 R.P.M. disk to their clients is understandable. The demand for the disk is overwhelming.

But the demand for the disk is overwhelming. The demand for the disk is overwhelming. The demand for the disk is overwhelming.

Surface Noise

Goodie Baker, WSPR, Springfield, Mass., has this to say about the 50 R.P.M. disk: "That's a good idea, but it needs special equipment that is not yet available.

The 50 R.P.M. disk is a good idea, but it needs special equipment that is not yet available.

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A case in point is the last national magazine to which the label has ever been offered, the November issue of *Rolling Stone*. The issue contains a full-page advertisement for the album, which is described as "the ultimate rock 'n' roll experience." The ad also includes a photo of the band and the words "The Rolling Stones: The Most Exciting Band In The World."
BIGGEST SINCE HADACOL
Star Night Bally, Gross at New High

CHICAGO, July 31—The "Star Night" feature, presented by Bud Arvey, which has held Chicago's largest 10-centers for the last 11 years, has been redecorated in the style of the trade, circus-type tents, and complete decorations include tie-ins, not to mention the musical numbers and the live bands. Add to this the sale of ice cream and sodas for 10 cents, an amount taken in at the conclusion of the show, and according to Arvey, is estimated to amount to $1,000 in the next two 24-hour stand. Tickets are sold at 20 cents each.

Projected audience figures for the biggest and most laborious week end yet are: A third of a million.

Opening night in Detroit's Briggs Stadium, seats were announced at 60,000. This evening, the first night, grosses over $15,000. The second night, with a seating capacity of 40,000, is expected to net $40,000, with about 32,500 in the house. The third evening, with a seating capacity of 50,000, is expected to net $50,000, with about 35,000 in the house. The final night, the candle-lighting and finale, will be the largest and last of the series, with a seating capacity of 50,000, expected to net $50,000, with about 40,000 in the house. The average net is estimated to be $40,000, with about 35,000 in the house.

The talent for the entire tour was assembled at $30,000, which, including travel expenses, promotions, advertising, and general production costs. Perry Como, the star attraction, was paid $1,000 per night, for the entire series of 11 nights. Como is expected to appear in Chicago for a week, with an opening night of July 31, followed by a week-end of July 31 and August 1, and finally a week-end of August 2 and 3. The tour is expected to gross $100,000, with an average of $9,000 per night.

The entire show is the result of a combined effort of some of the best producers and producers in the industry, all of whom have the job of making up the program, selecting the music, and general production choices. The producers involved are Frank Gage, Joe Martin, the Bay Charles, Joe Martin, and Jerry Alan.

This is probably the first such large-scale package to tour cities like Kansas City, St. Louis, and other talent centers. Last year the show grossed only $25,000 in music, and was limited to the production of the record of the original version, which is expected to gross $50,000.

An indication of the alert eye cast by the music industry includes the popular appeal of recent musical productions, and the success of the stars as well.

Despite the invasions of television, radio, and the other media, many artists are still receiving from the catholic giant, radio, TV, and record companies, and are still being distributed, and are still being used in all phases of the entertainment business.

The film biz, too, is feeling the impact of the music industry, with its production of stars, and the musical industry's production of playing stars as well.

Such are the happenings of the music industry, and the soundtrack appeal of the music industry, which is expected to gross $100,000, with an average of $9,000 per night.

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DECCA RECORDS REPORTS THEIR BEST SELLING RECORD SINCE "GLOW WORM"

SMASH HIT RECORDING OF

THE Mills Bros.

WHY DO I KEEP LOVIN' YOU

DECCA 29185 (78 rpm)
and 9-29185 (45 rpm)
DECCA PROUDLY WELCOMES—(AND WITH A HIT)—ONE OF AMERICA'S GREATEST ENTERTAINERS TO ITS FAMILY OF TOP RECORDING STARS

SAMMY DAVIS, JR.

OF THE WILL MASTIN TRIO

singing
the song
that's
sweeping
the
country

HEY, THERE

The BIG Hit
Ballad from
"The Pajama Game"

B/W
AND THIS IS MY BELOVED
the Beautiful Ballad from "Kismet"

DECCA 29199 (78 rpm)
and 9-29199 (45 rpm)

DECCA RECORDS

America's Fastest Selling Records
More Excitement from DECCA RECORDS

...with a superb NEW Recording by America's Most Popular Singing Group

the

FOUR ACES

IT SHALL COME TO PASS

DREAM

DECCA 29217 (78 rpm)
and 9-29217 (45 rpm)

www.americanradiohistory.com
HANK SNOW

est release, the sacred tune, "My Religion's Not Old Fashioned," which is as it's headed for chart listings, too.

WEBB PIERCE

which is No. 4, has been on the charts for 20 weeks with the same tune, "I Really Don't Want To Know."

1. Little Things Mean a Lot
2. Three Coins in the Fountain
3. Sh-Boom
4. Hernando's Hideaway
5. Little Shoemaker
6. Happy Wanderer
7. Hey, There
8. If You Love Me (Really Love Me)
9. Goodnight, Sweetheart, Goodnight
10. I Have Never Had a Dream
11. In the Chapel in the Moonlight
12. WANTED
13. MY FRIEND
14. I'M A FOOL TO CARE.
15. CRAZY BOUT YOU, BABY
16. MAN UPSTAIRS
17. JOEY
18. HIGH AND THE MIGHTY
19. GREEN YEARS
20. THANK YOU FOR CALLING

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INDEX TO CHARTS

Regular Pop Singles
Regular Pop
Packed Pop Singles
Packed Pop
Packed Pop

INDEX TO CHARTS

Regular Pop Singles
Regular Pop
Packed Pop Singles
Packed Pop
Packed Pop
**TOP SELLERS—POPULAR**

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<td>&quot;EINS, ZWEI, DREI!&quot;</td>
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<td>&quot;LOSING YOU&quot;</td>
<td>(MY LOVING YOU)</td>
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**BEST SELLING—EP ALBUMS**

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**CHILDREN'S ALBUMS**

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<td>&quot;THE DUKE MEMORIAL&quot;</td>
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<td>&quot;THE KID'S OWN&quot;</td>
<td>BOBBY BROWN</td>
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**COMING UP FAST**

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<th>ARTIST</th>
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</thead>
<tbody>
<tr>
<td>&quot;WEST&quot;</td>
<td>ERNIE FORD</td>
</tr>
<tr>
<td>&quot;I'M STAYING HOME&quot;</td>
<td>BILLIE HOLIDAY</td>
</tr>
<tr>
<td>&quot;WHEN I'M NOT THERE&quot;</td>
<td>BILLIE HOLIDAY</td>
</tr>
<tr>
<td>&quot;WILL YOU&quot;</td>
<td>BILLIE HOLIDAY</td>
</tr>
</tbody>
</table>

**EST SELLING—CHILDREN'S ALBUMS**

Listed Alphabetically

<table>
<thead>
<tr>
<th>TITLE</th>
<th>ARTIST</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;THE HIGH AND THE MIGHTY&quot;</td>
<td>LES BAXTER</td>
</tr>
<tr>
<td>&quot;THE ENTRANCED&quot;</td>
<td>BILL WYMAN</td>
</tr>
<tr>
<td>&quot;THE DUKE MEMORIAL&quot;</td>
<td>DUKE ELLINGTON</td>
</tr>
<tr>
<td>&quot;THE KID'S OWN&quot;</td>
<td>BOBBY BROWN</td>
</tr>
</tbody>
</table>

**BEST SELLING—POPULAR ALBUMS**

Listed Alphabetically

<table>
<thead>
<tr>
<th>TITLE</th>
<th>ARTIST</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;A PLACE FOR GIRLS LIKE YOU&quot;</td>
<td>BILL WYMAN</td>
</tr>
<tr>
<td>&quot;THE HIGH AND THE MIGHTY&quot;</td>
<td>LES BAXTER</td>
</tr>
<tr>
<td>&quot;THE ENTRANCED&quot;</td>
<td>BILL WYMAN</td>
</tr>
<tr>
<td>&quot;THE DUKE MEMORIAL&quot;</td>
<td>DUKE ELLINGTON</td>
</tr>
</tbody>
</table>

**RECORD NO. 2876**

<table>
<thead>
<tr>
<th>SONG</th>
<th>ARTIST</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;TENNESSEE&quot;</td>
<td>ERNIE FORD</td>
</tr>
<tr>
<td>&quot;EINS, ZWEI, DREI!&quot;</td>
<td>(ONE, TWO, THREE)</td>
</tr>
<tr>
<td>&quot;LOSING YOU&quot;</td>
<td>(MY LOVING YOU)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
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<th>RECORD NO.</th>
</tr>
</thead>
<tbody>
<tr>
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<td>ERNIE FORD</td>
</tr>
<tr>
<td>&quot;EINS, ZWEI, DREI!&quot;</td>
<td>(ONE, TWO, THREE)</td>
</tr>
<tr>
<td>&quot;LOSING YOU&quot;</td>
<td>(MY LOVING YOU)</td>
</tr>
</tbody>
</table>
Sensations in Sounds and Moods—

Monty Kelly and his Orchestra
ESLP-106
ES LP-111

Life in New York
Three o'Clock in the Morning
Snow, Snow
Crosswinds

Ray Martin and his Orchestra
ESLP-104
ES LP-108

Rumba
Three to Tango
Hispanic Waltz

Jay White Plays
ESLP-102
ES LP-103

Louise's Theme
On the Trail
Toselli's Serenade
Over the Rainbow

Ray Charles Chorus
ESLP-103
ES LP-103

You'll Be Waiting for You
Oh, My Papa

The Trumpet of Eddie Calvert
ESLP-107
ES LP-110

Polska
My First Romance

Norrie Paramor and his Orchestra
ESLP-101
ES LP-105

April in Paris
My First Romance

Ultraphonic High Fidelity—The Ultimate in Recording Quality

*Ultraphonic high fidelity recordings such as this one of the finest in the recording industry are being made exclusively for the ultra-accurate sounds heard on this album. All parts are used with extreme care in the pressing of the finished product are solid nickel. To guarantee the finest quality and lifetime free reproduction, we will not attempt to drive the technical and production engineers that worked on this album. The proof of the record: in the playing.
PROFIT-PACKED DEAL EVER OFFERED
HIGH FIDELITY SERIES

Dynamic Five Color
MERCHANDISE KIT

1. Display Stand
2. Kromekote Streamer
3. Twelve 10” LP’s (2 of each set)
4. Window Display (if desired)
5. **FREE!** Six 2 pocket EP sets with every kit ordered

**DEALER COST**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twelve 10” LP’s</td>
<td>$1.86</td>
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<tr>
<td>Six Double EP’s</td>
<td>$1.82</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$22.32</strong></td>
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</table>

**DEALER GROSS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twelve 10” LP’s</td>
<td>$3.00</td>
</tr>
<tr>
<td>Six Double EP’s</td>
<td>$2.94</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$53.64</strong></td>
</tr>
</tbody>
</table>

**$31.32 PROFIT FOR YOU ON EVERY DEAL!**

ORDER AS MANY AS YOU LIKE

But remember this offer ends August 20th.

WRITE - PHONE - WIRE
Your nearest ESSEX Distributor now!

ECORDS
**The Billboard Music Popularity Charts**

**Best Sellers in Stores**

For survey week ending July 21

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>WHAT A DREAM (Bernskirk, BMI)</td>
<td>I CRIED (Meadowbrook, ASCAP)</td>
<td>Pati Page (Mercury)</td>
</tr>
<tr>
<td>15</td>
<td>Pati's latest is doing very well in most sections of the country. Strong reports were received from Cincinnati, Boston, Philadelphia, Buffalo, Cleveland, Milwaukee and St. Louis. Good reports were at hand from Durham and Chicago. &quot;What a Dream&quot; is getting more action in general. The flip is also strong in certain territories. A previous Billboard &quot;Spotlight.&quot;</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**This Week's Best Buys**

According to sales reports in key markets, the following records are recommended for extra profit:

**DREAM** (Goldens, ASCAP) — The Four Acro-Decca 29217

Out only a week, the Four Acro platter is already taking off. Features "Dream," and West Coasts and the South coming glowing reports. Los Angeles, St. Louis, Milwaukee, Philadelphia, Cincinnati and Nashville are rating it good to strong. Flip is "It Shall Come To Pass" (O'Conner & Miller, ASCAP). A previous Billboard "Spotlight."

**Most Played in Juke Boxes**

For survey week ending July 21

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
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<td></td>
<td></td>
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</table>

**Most Played by Jockeys**

For survey week ending July 21

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
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<th>Label</th>
</tr>
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<tbody>
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<td></td>
<td></td>
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</table>
LEADING THE FIELD WITH THE HIT VERSION!

"The HIGH and the MIGHTY"

FROM THE MOTION PICTURE OF THE SAME NAME!

Richard Hayman
HIS HARMONICA AND HIS ORCHESTRA

MERCURY 70426 • 70426X45

JUST RELEASED

RONNIE GAYLORD

"I'm No Gonna Say"

AND

DON'T YOU FORGET ABOUT ME"

MERCURY 70425 • 70425X45

GOING STRONG

LAURIE SISTERS

"DON'T DROP IT"

AND

"OO WA"

MERCURY 70422 • 70422X45

BEST SELLING POPS

SH.ROOM
I Spoke Too Soon...THE CREWCUTS...No. 70404
THE LITTLE SHOEMAKER
Mercury Records...THE GAYLORDS...No. 70403
I CRIED
Whit A Dream...PATTI PAGE...No. 70416
WAIT FOR ME DARLIN'
Whistle And I'll Dance...GEORGIA CIBBS...No. 70346
CRAZY 'Bout You BABY
Annie Mae...THE CREWCUTS...No. 70341
ISLE OF CAPRI
Lover I You...THE GAYLORDS...No. 70350
STEAK HEAT
Lonely Days...PATTI PAGE...No. 70380
BUMBLE BOOZE
Tomlinin' Melody...RALPH MARTZIE...No. 70406
PLEASE, PLEASE
Tryin' To Get To You...THE EAGLES...No. 70391
WORKSHOP OF THE LORD
Please, Please...RUSTY DRAPER...No. 70445
Without a doubt
A SOLID SMASH HIT!

Picked by The Billboard as
"THE SPOTLIGHT OF THE WEEK"
Picked by The Cash Box
Bullseye of the Week

EDDY ARNOLD presents

★ The same musicians and singers he used on
  "I REALLY DON'T WANT TO KNOW" …
★ The same matchless quality and sound of RCA Victor …
★ Another great record of a great new ballad

THIS IS THE THANKS I GET
b/w HEP CAT BABY

RCA VICTOR
FIRST IN RECORDED MUSIC

#20/47-5805

Personal Management
CSIDA-GREAN ASSOCIATES, INC.
101 W. 55 St., New York, N.Y.

Management
WILLIAM MORRIS AGENCY
it's a THREE SUNS hit! MOONLIGHT AND ROSES

Crazy Legs

20/47-5768

www.americanradiohistory.com
ATTENTION! OPERATORS, DJ’S, DEALERS, DISTRIBUTORS. Everyone is whistling and singing to The Greatest Singing Sensations in the Nation

The HARPTONES

WITH THE HOTTEST RECORD AT THE NAMM CONVENTION
NOW SKYROCKETING INTO A NATIONAL POP HIT!

WHY SHOULD I LOVE YOU

b/w
FOREVER MINE
with accompaniment
by THE SHYTANS

BRUCE RECORD CO. 1650 Broadway New York 19, N. Y.
**The Billboard Music Popularity Charts**

**POPULAR RECORDS**

- **Pop Territorial Best Sellers**

**New York**
1. Little Things Mean a Lot
   - K. Kallen, Dec.
2. Little Things Mean a Lot
   - E. Bleyer, Dec.
3. Happy Wanderer
   - Mo. Wurlitz, Aug. 16
4. Sh-Boom
   - Crew Cuts, Mar.
5. These Cuts in the Fountain
   - Four Accs., Dec.
6. Hey, There, R. Clooney, Col.

**Kansas City**
1. Sh-Boom
   - Crew Cuts, Nov.
2. Little Things Mean a Lot
   - K. Kallen, Dec.
3. Three Coins in the Fountain
   - Four Accs., Dec.
4. Hernando's Hideaway
   - A. Bleyer, Cde.
5. Little Shoomaker
   - Garfield, Met.
6. Happy Wanderer
   - H. Reno, V.
7. I Understood Just How You Feel
   - Four Times, Jb.
8. Crew 'Round You, Baby
   - Crew Cuts, Met.
9. I Understood Just How You Feel
   - J. Vivi, V.

**Los Angeles**
1. Little Things Mean a Lot
   - K. Kallen, Dec.
2. Hernando's Hideaway
   - A. Bleyer, Cde.
3. Three Coins in the Fountain
   - Four Accs., Dec.
4. Sh-Boom
   - Crew Cuts, Col.
5. Happy Wanderer
   - Wurlitz, Met.
6. Little Shoomaker
   - Garfield, Met.
8. High in the Mountains
   - Y. Young, Dec.
9. Great Eyes, E. Fisher, V.
10. Hey, There, R. Clooney, Col.

**Milwaukee**
1. Sh-Boom
   - Crew Cuts, Met.
2. Little Shoomaker
   - Garfield, Met.
3. High in the Mountains
   - L. Bland, M-G-M
4. Hey, There, K. Clooney, Col.

**Minn.-St. Paul**
1. Sh-Boom
   - Crew Cuts, Met.
2. Little Shoomaker
   - Garfield, Met.
3. Hernando's Hideaway
   - A. Bleyer, Cde.
4. Little Things Mean a Lot
   - K. Kallen, Dec.
5. In the Chapel in the Moonlight
   - K. Kallen, Dec.
6. Little Shoomaker
   - Garfield, Met.
7. Gillie, Gillie Sweetheart of Kalispel
   - R. Wurlitz, V.
8. Repeat by the Sea
   - Ford, Ladd, Col.
9. Three Cuts in the Fountain
   - Four Accs., Dec.
10. Hey, There, R. Clooney, Col.
11. Isle of Capri
   - J. Lee, Col.
12. Hey, There, R. Clooney, Col.

**New Orleans**
1. Little Things Mean a Lot
   - K. Kallen, Dec.
2. Hernando's Hideaway
   - A. Bleyer, Cde.
3. These Cuts in the Fountain
   - Four Accs., Dec.
4. Swing, D. Martin, Col.
5. Little Shoomaker
   - Garfield, Met.
6. Happy Wanderer
   - Wurlitz, Met.
7. Sh-Boom
   - Crew Cuts, Met.

**Philadelphia**
1. Sh-Boom
   - Crew Cuts, Col.
2. In the Chapel in the Moonlight
   - K. Kallen, Dec.
3. Sh-Boom
   - Crew Cuts, Met.
4. Little Shoomaker
   - Garfield, Met.
5. Green Eyes, E. Fisher, V.
6. Happy Wanderer
   - Wurlitz, Met.
7. Hey, There, K. Clooney, Col.

**Pittsburgh**
1. Sh-Boom
   - Crew Cuts, Col.
2. Moonlight and Roses
   - Three Sons, V.
3. In the Chapel in the Moonlight
   - K. Kallen, Dec.
4. Little Shoomaker
   - Garfield, Met.
5. Hernando's Hideaway
   - A. Bleyer, Cde.

**St. Louis**
1. Sh-Boom
   - Crew Cuts, Met.
2. Hernando's Hideaway
   - A. Bleyer, Cde.
3. Little Shoomaker
   - Garfield, Met.
4. Hey, There, K. Clooney, Col.
5. Little Things Mean a Lot
   - K. Kallen, Dec.
6. Someday
   - F. Laverne, Col.
7. Little Shoomaker
   - Wurlitz, Wurlitz.

**San Francisco**
1. Hernando's Hideaway
   - K. Bleyer, Cde.
2. Little Things Mean a Lot
   - K. Kallen, Dec.
3. Three Coins in the Fountain
   - Four Accs., Dec.
4. Little Shoomaker
   - Garfield, Met.
5. Hey, There, K. Clooney, Col.
6. Sh-Boom
   - Crew Cuts, Met.
7. Three Cuts in the Fountain
   - Four Accs., Dec.
8. Wanda
   - P. Como, V.
9. If My Love Were Shown Love
   - K. Swart, Cap.
10. Happy Wanderer
    - Wurlitz, Met.

**Seattle**
1. Sh-Boom
   - Crew Cuts, Met.
2. Little Shoomaker
   - Garfield, Met.
3. Happy Wanderer
   - Wurlitz, Met.
4. Little Things Mean a Lot
   - K. Kallen, Dec.
5. Hernando's Hideaway
   - A. Bleyer, Cde.
6. Three Cuts in the Fountain
   - Four Accs., Dec.

**STOP RECORD-SCRATCH DAMAGE with Foot-Proof Phonogram Record Demonstrator**

**TONE ARM CANNOT BE HANDLED!**

**SUBSCRIPTION ORDER FORM**

The Billboard
2140 Pennsylvania St.
Cincinnati 25, Ohio
Please enter my Billboard subscription for one year at $15.00. Payment enclosed. (Foreign rates, see year, $20.00)
Name__________
Address__________
City__________State__________
Occupation_____

"... on every glorious Arizona morning I rise and face the sunrise and then I listen to the music on my radio. I feel that anyone who tries to operate a record business without your aid is kidding himself!"

John Gale Barker
Banker Music Center
McElroy's Store
Tucson, Arizona
ON THE MARKET ONLY 2 WEEKS
Already A National BEST SELLER...

AMERICA'S #1 VOCAL COMBINATION

The Hilltoppers

"If I Didn't Care"

featuring the great voice of JIMMY SACCA singing

DISK OF THE WEEK

Dot RECORDS
GALLATIN, TENNESSEE
PHONE 1690

Bettina

www.americanradiohistory.com
The Billboard Music Popularity Chart

**POPULAR RECORDS**

- **Review Spotlight on... RECORDS**
  - **RONNIE GAYLORD**
    - "I'm No Gonna Say No" (Vincent, BMI)
    - "Don't You Forget About Me" (Vincent, BMI)
  - **THE VIOLETS**
    - "JULY 31, 1960"

**TALENT**

- **VIOLA DIXX**
  - "The last from New Jersey, who had a cut with her sister, steps out as a soloist here and turns a slick reading of a new ballad (Everytime I See You) and one currently on the charts (Joye). Good dish, this forty-rayed label, Original 508.

**THE VIOCE THREE**

- In a market which literally soaks up discs done vocal groups in a shuffle tempo, this new triumph should make plenty of noise. The boys in the hit and their intro on MGM 117906 couples the standard "Does Your Heart Beat for Me" (Mills, ASCAP) and "Devil Laps" (Village, BMI).

**Reviews of New Pop Records**

- **FOUR ACEs**
  - "I Understand Just Now You Feel" (Jubilee, #5132)
  - "Best Feeling in the World" (DECCA 25212-A "Billboard" list, #74; #34. "In R. Co., ASCAP")
  - "What I Like" (Jubilee, #5132)

- **BEAN MARTIN**
  - "That's What I Like" (Jubilee, #5132)

- **LOU MONTE**
  - "Flame and the Fruit Stick" (Jubilee, #5132)

- **BOB STEWART**
  - "I'll Never Find Another You" (Jubilee, #5132)

- **BUNNY DRAPER**
  - "Just a Friendly Hello" (Jubilee, #5132)

- **THE STARBURSTERS**
  - "LONDON 14043 - A Billboard "spotted" (Jubilee, #5132)

- **VIOLA DIXX**
  - "Everytime I See You" (Jubilee, #5132)

- **ROBERTA LEE**
  - "You're Talking to Me" (Jubilee, #5132)

- **JERRY WEAVER**
  - "Just a Friendly Hello" (Jubilee, #5132)

- **THE METROQUARTET**
  - "I Don't Want No Money"

- **FRANK NARI**
  - "I Lose Control"

- **THE KARAMU QUARTET**
  - "Don't Be a Fool"

- **FOREST CITY RECORDS**
  - "CUMANA" (Jubilee 5P 900)

---

**Starting Hits of 1954 - Roast of the Town**

**PART 1/2**

- **WILL JORDAN**

---

**Record Background**

- **Jubilee Records, Inc.**
  - 315 W. 47th St., N. Y. C., N. Y.
  - Available in Canada on QUALITY Label

---

**The Billboard Music Popularity Chart**

- **Personnel Guide to Recent**
- **New York**
- **Talent**
- **Records**
- **Spots**
- **Sightings**
- **Commentary**
- **Sales**
- **Prices**
- **Post Office**
- **Clearance**
- **Copyright**

---

**Additional Reading**

- "Arthur Godfrey and wife, "The Greatest Newcomer" on the Karamu Quartet, singing "Don't Want No Money" and "Jericho"
- "I Lose Control" and "Don't Be a Fool"
- "I Don't Want No Money" and "Jericho"
- "DEBUIT" and "CUMANA"
MEMO TO ALL PROMOTIONAL-MINDED DEALERS

Many of you have been asking about Columbia's plans for fall. We are happy to say that the "wraps" will be taken off soon. Our Record and Phonograph Departments will be ready with their announcements in a matter of days.

This year, as in previous years, Columbia's program will be one of bringing traffic to your store through sound merchandising techniques and pre-tested advertising response. Your Columbia representative will reveal the details shortly. It will be worthwhile waiting for.

COLUMBIA RECORDS INC.
TWO BIG SONGS FROM A BIG STAR

Just like he sings them in the biggest of all
Martin & Lewis Motion Picture hits, "Living It Up"
WITH MUSIC BY JULIE STYNE AND BOB HILLIARD

DEAN MARTIN

THAT'S WHAT I LIKE

b/w The Peddler Man
CAPITOL 2870

MONEY BURNS A HOLE IN MY POCKET

b/w Sway
CAPITOL 2818
INTRODUCING THE GREAT NEW VOICE...

PATRICIA SCOTT
WITH 2 "A" SIDES

"I'm giving all my love to you"

"Point of no return"

CASH BOX
"Excellent Wax Performer... Wonderful Arrangement..."

BILLBOARD
"Miss Scott Does A First-Rate Job...Well-Recorded"

THE BUCS ON POPS!
STUBBY AND THE BUCANEERS

"Over and Over"
"OPS WILL LIKE IT!" SAYS BILLBOARD-TOP RATING
b/w "LETS DRINK TO HAPPINESS"

JUKE BOX NATURAL

COMING UP BIG!

GUY CHERNEY

"With All My Heart"

b/w "CHATTANOOGA, TENNESSEE"

Watch for Bob Atcher-Clark Dennis-Peggy Mann

THE BILLBOARD
JULY 31, 1954

VOX JOX

did the same. Make 'Operation Push-Up' an annual feature in The Billboard and you'll be doing the music biz a big favor.

Change of Theme

Goebel Rober, WDFN, and Stu Levy, WACL, Cypress, Fla., are engaged in a battle of themes which takes place at a Dixie Fiddlers Hour every Wednesday evening at Mt. Fork, Holbrook, Okla., Susan Blair, TV triplet, and John Connally, WMGM, New York staff artist will pitch-hill for Blossom Series and Danny Fielder over WMGM, New York, for two weeks.

Herb Hunter has joined KYK, Farmington, N. M., and Bob Ballard, formerly with KYU, Colorado Springs, Colo., has joined KYR, Farmington. Bill M. Peter lam, KAAA, Red Wing, Minn., has been taking a vacation from deejay shows by covering four centennial parades in Goodhue County, Minnesota, during one week and averaging about 400 miles to their stations. Station KATI, has been purchased by Stanley Ray of New Orleans, and the call letters for the station have been changed to KYK, Houston.

Dick Phillips, WCN, Bakersfield, Calif., and Gerri Lang, a New York model, were married at the Hotel Warwick in the Catskill Mountains, New York, on July 13. Bruce Miller, KQAR, Garden City, N. Y., is leaving for a belated vacation to California for a reunion.

Dick Phillips, WCN, Bakersfield, Calif., reports: "A bundle of joy (female) arrived at our residence on June 23. Her name is Karen. She's a lovely blonde student from the Leland Navy School of Radio and TV in Boston and doing a new disk show. Her name and Sandy Gough call their new show, the Rolling Home Turntable, which is broadcast over WTH, Port Huron, Michigan.

John McCarthy, KOSA, Denver, Colo., has joined station KSNP, New York. He is spending his vacation in New York this week. Bob Maxwell, WVJ, Detroit, is up to bat playing a hard top hot pad that he entered in the local league in the local tryst.... The George Landes, WAVC, New Haven, Conn., is in vacation in Miami Beach. Jack Schaff, WHKN, has taken over the "Monte Carlo" on WPIS, Evanston, Ill., replacing George Feldman.

Mike Whaley has taken over the "Morning Parade" on WPIS, Evanston, Ill., replacing George Feldman. The "Morning Parade" is a New York based program but he says not to worry, the program will be just as good. He says that he is spending his vacation right here.

This 'n' That

Ken Brown, WTMC, Ocala, Fla., writes us about his format which includes: The Billboard's pop charts. Just to show how valuable The Billboard is around here. Each Saturday afternoon from 3 to 3:30 he runs "Afternoon Parade of Hits." The Billboard's pop charts, with the help of the diary, I have had good comment especially coming from the mom. The Billboard gets plenty of reading. Eugene, KABC, Stockton, Calif., wants the "Afternoon Parade of Hits" with the help of the diary and the "Music Parade" of the Billboard, which gives me some play to the bands. He says that the program is a hit here. Vitas, KABC, Las Angeles, got his remote. Jim Hester, KLAN, Cleveland, Ohio, has gone on a vacation to California for a good reunion. The program is a hit here. Vitas, KABC, Las Angeles, got his remote. Jim Hester, KLAN, Cleveland, Ohio, has gone on a vacation to California for a good reunion. The program is a hit here.

The Billa...
no sense complaining any longer because you've got a **HIT!**

*a great new song... a great new singer

STEWARD ROSE

sings the new "X" record sensation

I COMPLAINED

I WANT YOU

18 rpm cat. no. X-0027 45 rpm cat. no. 4X-0027

"X" RECORDS MARK THE HITS!
**Best Sellers in Stores**

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist(s)</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Yes We Have No Bananas&quot;</td>
<td>The Ventures</td>
<td>45 RPM</td>
</tr>
<tr>
<td>&quot;Don't Be Cruel&quot;</td>
<td>The Shirelles</td>
<td>45 RPM</td>
</tr>
<tr>
<td>&quot;(I've Had) The Time of My Life&quot;</td>
<td>Ray Charles</td>
<td>45 RPM</td>
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**Country Western**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>&quot;I Believe&quot;</td>
<td>Webb Pierce</td>
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<tr>
<td>&quot;A Woman's Love&quot;</td>
<td>Jack Anglin</td>
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<tr>
<td>&quot;Ain't That Lovin' You&quot;</td>
<td>Red Sovine</td>
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**Folk Talent and Tunes**

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<tr>
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<tbody>
<tr>
<td>&quot;The Ballad of John Henry&quot;</td>
<td>Lead Belly</td>
<td>78 RPM</td>
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<tr>
<td>&quot;Goodnight&quot;</td>
<td>Lead Belly</td>
<td>78 RPM</td>
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<tr>
<td>&quot;The Ballad of John Henry&quot;</td>
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<tbody>
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<td>&quot;Sweetheart&quot;</td>
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**Country & Western Records**

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**This Week's Spotlight**

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**SACRED**

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**Most Played in Juke Boxes**

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**The Number One Record**

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**The Billboard Music Popular Chart Summary**

**Best Sellers in Stores**

For survey week ending July 21

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<th>Record Title</th>
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</tr>
</thead>
<tbody>
<tr>
<td>HONEY LOVE</td>
<td>C. McPhatter</td>
</tr>
<tr>
<td>HONEY LOVE (2)</td>
<td>Jimmy MacPhatter</td>
</tr>
<tr>
<td>HONEY LOVE (3)</td>
<td>High Hatters</td>
</tr>
<tr>
<td>3.8H-</td>
<td>S. Spearman</td>
</tr>
<tr>
<td>SHAKE AND ROLL</td>
<td>Billie Holiday</td>
</tr>
<tr>
<td>SHAKE, RATTLE &amp; ROLL</td>
<td>L. Turner</td>
</tr>
<tr>
<td>JUST MAKE LOVE TO ME</td>
<td>Muddy Waters</td>
</tr>
<tr>
<td>GOTT MY EYES ON YOU</td>
<td>Clovers</td>
</tr>
<tr>
<td>SHAKE, SHAKE, SHAKE</td>
<td>Elroy &amp; Howie</td>
</tr>
<tr>
<td>GONE WITH THE WEST</td>
<td>Tony Martin</td>
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**Most Played in Juke Boxes**

For survey week ending July 21

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<tbody>
<tr>
<td>HONEY LOVE</td>
<td>Drifters</td>
</tr>
<tr>
<td>SHAKE, SHAKE, SHAKE</td>
<td>Smiley</td>
</tr>
<tr>
<td>GIVE ME SOME ROOM</td>
<td>Godfrey</td>
</tr>
<tr>
<td>SHAKE, RATTLE &amp; ROLL</td>
<td>L. Turner</td>
</tr>
<tr>
<td>I LOVE YOU</td>
<td>R. Hamilton</td>
</tr>
</tbody>
</table>

**This Week's Best Buys**

According to sales reports in key markets, the following recent releases are recommended for extra profits:

**What a Dream** (Berkshire, BMI) — Ruth Brown — Atlantic 1036

Brown has her strongest record here in a long time. It should rate very strongly everywhere. The record has strong pop potential, too, despite the Fifti Page competition. This is one of the strongest numbers which have come to the Philadelphia, Cincinnati, Milwaukee, St. Louis and Atlanta. Good reports came in from Los Angeles, Detroit, Cleveland and Nashville. Flip is "Please Don't Freeze." (Baltimore, BMI). A previous "Billboard" Spotlight.

**In the Chapel in the Moonlight** (Shapiro-Bernstein, ASCAP) — Harry James and His Band, Capitol 1154

This new Orioles disk, the only one two weeks, is getting excellent sales reports but most sections of the country. It is built up very well in Philadelphia, Buffalo, Atlantic, Cincinnati, Milwaukee, and St. Louis, with good reaction in Cleveland, Detroit, Nashville and Los Angeles. Flip is "Thank the Lord! Thank the Lord!" (Orioles, ASCAP). A previous "Billboard" Spotlight.

**Review Spotlight on . . . Records**

**Earl Bostic**

"Footprint Things" (Tourne, ASCAP)

"Mamboogie" (Arm, BMI) — King-928 — Right in line with a long list of recent releases from the Amos Milburn camp. St. Louis, Detroit and Chicago are leading on this number, and it is a strong sale in several others. This is a mammoth number and is on the charts, too, a hot trend favorite.

**Talent Robins**

"The Voice" delivers a pair of rhetoric items in a big way. They are in every major market of the country, and the sales are enough to assure a strong showing on the charts. Both sides, "Key to My Heart" and "All I Do Is Rock," promise for strong action.

**Spirituals**

"Original Five Blind Boys" — Wonder, Don (Lisa, BMI)

"Soulful Music" (Lisa) — Poncelet 7211 — One of the finest spiritual groups in the business, the "Boys" add their latest release to their lengthy religious ballads for the top side and a rhythm reading on the flip. Both are potential big hits.

**Rhymn & Blue Notes**

**R & B Trend Best Sellers**

For survey week ending July 21

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<td>SHAKE, SHAKE, SHAKE</td>
<td>Smiley</td>
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**Lilting’s**

Lilting’s are turned out on new sales reports received via Western Union messenger service from top title men and desk editors.

**Atlantic**

Honey Love — C. McPhatter

"HURRY ME HURRY ME"

"SHAKE, RATTLE & ROLL"

"GOTT MY EYES ON YOU"

Atlantic-Chapel

Honey Love — C. McPhatter

"HURRY ME HURRY ME"

"SHAKE, RATTLE & ROLL"

"GOTT MY EYES ON YOU"

Atlantic-Chapel

Sammy Davis — "HURRY ME HURRY ME"

Atlantic-Chapel

Honey Love — C. McPhatter

"HURRY ME HURRY ME"

"SHAKE, RATTLE & ROLL"

"GOTT MY EYES ON YOU"

Atlantic-Chapel

**Chicago**

Honey Love — C. McPhatter

"HURRY ME HURRY ME"

"SHAKE, RATTLE & ROLL"

"GOTT MY EYES ON YOU"

Atlantic-Chapel

Honey Love — C. McPhatter

"HURRY ME HURRY ME"

"SHAKE, RATTLE & ROLL"

"GOTT MY EYES ON YOU"

Atlantic-Chapel

St. Louis

Honey Love — C. McPhatter

"SHAKE, RATTLE & ROLL"

"GOTT MY EYES ON YOU"

Atlantic-Chapel

Honey Love — C. McPhatter

"SHAKE, RATTLE & ROLL"

"GOTT MY EYES ON YOU"

Atlantic-Chapel

**Newark**

Honey Love — C. McPhatter

"SHAKE, RATTLE & ROLL"

"GOTT MY EYES ON YOU"

Atlantic-Chapel

Honey Love — C. McPhatter

"SHAKE, RATTLE & ROLL"

"GOTT MY EYES ON YOU"

Atlantic-Chapel

**New York**

Honey Love — C. McPhatter

"SHAKE, RATTLE & ROLL"

"GOTT MY EYES ON YOU"

Atlantic-Chapel

Honey Love — C. McPhatter

"SHAKE, RATTLE & ROLL"

"GOTT MY EYES ON YOU"

Atlantic-Chapel

Honey Love — C. McPhatter

"SHAKE, RATTLE & ROLL"

"GOTT MY EYES ON YOU"

Atlantic-Chapel

**St. Louis**

Honey Love — C. McPhatter

"SHAKE, RATTLE & ROLL"

"GOTT MY EYES ON YOU"

Atlantic-Chapel

Honey Love — C. McPhatter

"SHAKE, RATTLE & ROLL"

"GOTT MY EYES ON YOU"

Atlantic-Chapel

**Other**

**Honey Love** — C. McPhatter

"SHAKE, RATTLE & ROLL"

"GOTT MY EYES ON YOU"

Atlantic-Chapel
Broadening Scope Of Chi Hi-Show

CHICAGO, July 24—(The Hi-Fidelity Show, operated by the International and State of Illinois, and the Doo-wop show, which will take on an entirely new format next year, have been held in the Palmer House here, September 30-October 4. For the first time, all of the exhibits have been allotted to the show, and at this week’s distribution.

Cap to Supply Dealers With Demo Albums

HOLLYWOOD, July 24—Capitol Records will henceforth supply dealer trade book albums to be sold only, at a greatly reduced cost. Each of the 12-cover record book will be stamped “demonstration only,” with the notation of the use of full-length Ceto operation to be followed. Dealers may purchase the record albums.

Move is seen as an effort to aid dealers in combating the problem of offering records socalled merchandise. This problem in record making has been more acute at the dealer level, due to the introduction of the LP record, which is a mass-produced album, and which can be sold for a lot less than they buy it.

As a case of Music City, large retail outlet here, some dealers have been setting and their own “demonstration” albums, which customers new or “safety sealed” merchandise. Latter practice will be found to be prohibitive in mass-market outlets.

Under the new program, dealers will be supplied with free of charge, each of these sample albums, and can be equipped at their own return of previous worn out copies.

Crestwood Intros Two Console Hi-Fi Tape Recorders

CHICAGO, July 24—Two new high-fidelity console tape recorders have been introduced by Crestwood, a division of Daystrom Electric Corporation, Plymouth, Mich.

The new models, which are scheduled for delivery in late August, are to be marketed in three in home as furniture pieces. Among the Crestwood features are the cruiser hood of the house is now influencing the purchase style to that quality must be considered.

These units, which are all the Hi Fi 400, are being offered in high-grade wood coverings of walnut, mahogany and Korina blond. The model with walnut wood will be priced at $400, while the Korina blond will be priced at $400 for $395.40. Prices are subject to change without notice.

The tape recorders are equipped with high-torque motors, and the record player has a belt drive. The record player also has a unique feature is the ability to operate the record player when the record is inserted in the various colors.

Woman’s H. C.

© Copyrighted from page 12
$1.250 000 Itself, which means that at a conservative estimate the reduction in the price of record albums. Of this 10% 900 each month.

The woman has a must, and it is a conservatively estimate the reduction in the price of record albums. Of this 10% 900 each month.

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**Classical Best Sellers** (All Categories)

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<td>1</td>
<td>ROMBERG: STUDENT PRINCE - Lanza</td>
<td>RCA Victor</td>
<td>LM 1837</td>
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<td>DVORAK: SYMPHONY NO. 5 - (&quot;New World&quot;)</td>
<td>RCA Victor</td>
<td>LM 1778</td>
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<td>3</td>
<td>RACHMANNINOFF: PIANO CONCERTO NO. 1</td>
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<td>TCHAIKOVSKY: THE NUTCRACKER SUITE</td>
<td>RCA Victor</td>
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<td>5</td>
<td>TCHAIKOVSKY: MANTOVANI PLAYS MUSIC OF TCHAIKOVSKY - London</td>
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</tr>
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<td>BEETHOVEN: SYMPHONIES NO. 5 and 6 - London</td>
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<td>BUDDY ROGERS: &quot;I'M SORRY&quot; - RCA Victor</td>
<td>LM 1759</td>
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<td>8</td>
<td>BUDDY ROGERS: &quot;I'M SORRY&quot; - RCA Victor</td>
<td>LM 1759</td>
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<td>9</td>
<td>BUDDY ROGERS: &quot;I'M SORRY&quot; - RCA Victor</td>
<td>LM 1759</td>
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<td>10</td>
<td>BUDDY ROGERS: &quot;I'M SORRY&quot; - RCA Victor</td>
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**FOR SALE**

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- **SHANNON'S DREAM**

**PRESS RECORDS**

- **RECORD PRESS TEST PRESSING**

**RECORD PRESSING**

- **RCA LONG ACH**

**RECORD RECORDS**

- **August 31, 1954**
MONTREAL, July 24 — The Maritime Actor’s Guild of Canada has filed a class-action suit against the Government of Canada to try to stop the large number of U.S. performers in Canada who are now appearing in Canadian productions, according to the Guild’s president, Fredric*.

McDonald noted that such a lawsuit could not be brought against the U.S. government, which controls the borders, and therefore the suit is being brought against the Canadian government. The suit seeks to enforce the Canadian Copyright Act, which prohibits the unauthorized use of copyrighted works, including the works of American performers.

McDonald said that the suit is being brought on behalf of all Canadian performers who are affected by the situation, and that it is intended to protect the rights of all Canadian performers, regardless of whether they are Canadian citizens or not.

The suit is being brought in the name of the Maritime Actor’s Guild of Canada, and is being handled by a team of lawyers from the Toronto law firm of Mitchell Wilson & Co.

McDonald noted that the suit is not intended to be a class-action suit, and that it is being brought on behalf of all Canadian performers who are affected by the situation.

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The Marriage (Color TV)

Cast: Hume Cronyn, Jessica Tandy

Summary: Hume Cronyn and Jessica Tandy are a couple, and the scene is set in a day in their life. The story is about their relationship and the challenges they face in their marriage.

Teen-Age Trials (TV)

Moderator: Paul Pierce, Producers: Marcy Stone, Bernard Slevin, Director: Marc Breslow

Summary: The show features a panel of young people discussing issues that are relevant to their age group. The discussions help them explore their thoughts and feelings about various topics.

Gamble on Love (TV)

Cast: Denise Darian, Various guest stars

Summary: The show features Denise Darian as she navigates the world of dating and relationships. She meets different men in various circumstances, and each week she faces a new challenge.

Strictly From Dixie (Radio)


Summary: The show is a radio program that features Tad Haynes as the host and Eddie Condon as the guest. They discuss various topics related to music and entertainment.

What's in a Word? (TV)

Moderator: Clifton Fadiman, Panelists: Various

Summary: The show features a panel of experts who discuss the meanings and uses of words. The panelists come from different backgrounds and provide insights into the evolution of language.

Carmen Abel Show (Radio)

Cast: Carmen Abel, Producers: Lawrence Cohen, Accompanist: Evelyn Kling, Announcer: Mike Donnelly, Directors: Art Cardiel, Castell, Sustaining

Summary: The show is a radio program that features Carmen Abel as the host. She invites different guests to discuss various topics related to music and entertainment.

The Billboard

Radio City Music Hall, New York

Host: Geraldino, Roberto de Vasconcellos and Erika, Marcia, Attilio, Rosio, Michelangelo, Nanci Crompton, Hal Nor

Summary: The show is a radio program that features various hosts who discuss different topics related to music and entertainment.

The Talent Review

49

JULY 31, 1954

The Billboard
DRAMA & MUSICAL ROUTES

The Busketeers
Alda Lindow, Jean Marie, and Nick Hahnkauf and Angie Juhl
(National Scala, Copenhagen)

The Busketeers, a Swiss group, is in the U.S. now to record an album. In New York this week.

The TALENT section is a clutter of produce, so much so that the editors could hardly pick up the magazine, never mind read it. The show is sold out.

The Busketeers have performed in many countries and are known for their unique style of music and theatrical performance. Their album is being recorded in New York this week.

DIARY

Dave Barry


"American Pie" is a classic rock song that was popular in the 1950s and 1960s. Shan's Ray Sinatra is a well-known singer who has recorded many hits. This collaboration is likely to attract fans of both artists.

Sam Levenson

Francis Langford (with The Blondie Bistro, Chicago)

Francis Langford is a renowned singer and actor known for his smooth baritone voice and his ability to perform a variety of genres. This performance with The Blondie Bistro in Chicago is expected to be a hit with fans of classic music.

Top Pick

The "Venus" production now on in the present is a bold revision of the original, and the job of pulling it off is all the better. The Ray Sinatra, who is responsible for the show, is sure to have a good deal of success.

Dinh Washington

Sloppy White and Six-Man musical band

Dinh Washington is a skilled musician who is known for his energetic and soulful performances. His sloppy white and six-man musical band is likely to entertain audiences with their dynamic and engaging music.

Sophie Tucker

Dick Stickles orchestra, Bobby Ramey

Sophie Tucker is a legendary vaudeville and burlesque actress known for her raunchy and provocative performances. Her Dick Stickles orchestra and Bobby Ramey are likely to create a lively and entertaining atmosphere at the venue.

Properly Comic

ANN MccORMICK (copy), Charly Foy's Sherman Oaks, Chicago

Thrust is a winner in every department, with its potpourri of showmanship and wit. It is a show that one must see to believe. The performers are all highly skilled, and the audience is sure to be entertained. 

The story of the song seems somewhat over-arranged, but it is a show that one must see to believe. The performers are all highly skilled, and the audience is sure to be entertained.

Dave Fieischmann, having Miss Langford in the present, is a help to the Ray Sinatra, who has the job of cutting the show. Bill Smith

The "Venus" production now on in the present is a bold revision of the original, and the job of pulling it off is all the better. The Ray Sinatra, who is responsible for the show, is sure to have a good deal of success.

Bobby Ramey

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Sloppy White and Six-Man musical band

Sloppy White and Six-Man musical band is likely to entertain audiences with their dynamic and engaging music.

Top Pick

JOLLY JOCE

JOLLY JOCE

JOLLY JOCE
BURLESQUE BITS

By Uno

Toronto, opened July 15 with "Chick Flicks," a seven-\nnocturnal Shine Show with the Prewell Broadway company and her pet show on Conley Isle in the Hamptons. Eliza McGinnis in "The Scofflaw," opened July 15 at Los Angeles, under the direction of Edith Babcock. Among the members of the cast are: Rella Aitken, Bernice Asche, Marietta Sumption, and the manager, Edith Babcock.

DRAKAS

Anniversary Weekend

7 - 7, 75c

THE ROBERTS. Lucille and Ed-
61,000

die, will make their first trip East from Canada to be on the stage here July 14. They will sail on the Libertine Au-

toronto, was elected president of the Royal Virginia Tea Society. Miss Roberts is a fine stage actress and a

MUSICALS

BROADWAY SHOWLOG

THE LADIES. The "Ladies of Quality,"

The Billboards, performed at 8 and 11 p.m. at the Royal

RECESSION

Gypsy Rose Lee is starring in "The Women," the Claude Booth production at the New Amsterdam theater. Harold, Alfred, and George Jacobsen, who have been at work for the past two weeks on the new "Road Shows," have been rehearsing for the opening of the new show. The cast includes several famous burlesque stars, among them are: Gypsy Rose Lee, Minnie Gwynn, and Dorothy Lamour.

Rape Damages

KillsLiability policy to Thomas and Mary Stock who operate the hotel in Milan, Ill., and daughter of Al Stricker, made a claim under his "Carival," a $1,000 policy originating from the Illinois Casualty Co. in Chicago. In her suit, she alleged that the company's agents had guaranteed that she would receive $1,000 if she were injured while on the job. The company denied the claim and counter-claimed for $500, which was the amount of the settlement.

Rape Damages

The Women, the Claude Booth production at the New Amsterdam theater. The cast includes several famous burlesque stars, among them are: Gypsy Rose Lee, Minnie Gwynn, and Dorothy Lamour.

ACTS AND ATTRACTIONS

Continued from page 4

News at a Glance

Continued from page 4

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BOBBY GOODWIN IN CHARLIE DEP, 1937

SCHELL SCENE STUDIO

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Columbus, O.
IN MEMORIAM

PHILIPP KREIS

Who loved us
July 29, 1950

MAMA KREIS

HELEN—BETTIA
WALLENDA FAMILY

GROßMANN FAMILY

GROßMANN FAMILY

IN MEMORY

OF A WONDERFUL
Pat and Wife

MABEL BAYSINGER

Who passed away
July 26, 1952

A. S. (AI) Baysinger

IN LOVING MEMORY

JACK ADAMS

A Dear Husband and Father

Mr. Albert Adams & Family

IN MEMORY

OF THE late Mr. Thomas

SUSIE THOMAS

Who Passed Away June 28, 1952

"Mr. Minn Tom. Mom.

COOL—CARE AND KEEPS"

THE FINAL CURTAIN

BEYDICH—Cape

Now to appear in the part of Mrs. Gertrude Devereaux, wife of Louis, in "The Sound of Music," July 14, in New York. Played for 12 seasons in the Broadway production of " gallons," Mrs. Devereaux, who lives at 367 W. 45th St., will be in the present production under the direction of John Houseman.

In 1952 he became president of Film

City. In 1952 he appeared with Wal- •

the Riddle."

ppeanna, "Silk Bonnet."

July 7 at Buffalo.

Marie, in "A Flowerlike Met-

Mount to 200,000,000 in business

35, motion picture company executive, died July 15 at his home in New York. At the time of his death, Mr. Beydich was president of the motion picture company, which he formed with his wife, Mrs. Beydich.

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SASKATOON EXHIBITION CHALKS UP NEW RECORDS

Grandstand, Betting, Midway Biz Hit Highs; Profit to Be Up 25%
HEAVY 1954 BOOKING
10 Units, 80 Dates
For Dancing Waters

NEW YORK, July 24.-The mushrooming popularity of Dancing Waters, a medium that has been much used during the past seven years in Europe and the Near East, and which has been presented in this country on January 24 at the Hippodrome in City Hall, has grown to where a total of 80 dates will be played this season at parks, fairs, exhibitions, and on conventional touring. Two touring variety shows, The Harris and The Orpheum, have booked a total of 40 engagements with cities scheduled to be announced soon. These two touring units will go out as a feature attraction in the present Hippodrome show.

So far Dancing Waters has been shown at the Exposition & Home Show at Southern California in Los Angeles, Carter Barron Amphitheater in Washington, D.C.; Philadelphia Inquirer Charities Show in Municipal San Diego County Fair in Del Mar, Calif., the Latin American Convention in Madison Square Garden, Rotary International Convention in Memorial Stadium, Seattle, and the Atlanta Rose Festival in Multnomah Stadium, Portland, Ore.

The scope is being expanded into the following states: Montana; Miami, Florida; Milwaukee; California State Fair; Portland; Detroit; Los Angeles County Fair; Minneapolis; Springfield; Lambert Memorial Park, New York City; Texas State Fair; Cheyenne (Wyo.); Youngstown Hippodrome, New York; State Fair Park, Lincoln; Kansas State Fair; Hubert Humphrey Hippodrome, Albuquerque; Ohio State Fair; Arkansas State Fair; Idaho State Fair; Phoenix, Ariz.; and others.

On the current tour, the show will be on display with Conklin Shows, a 14,000-seat circus and exhibition, Toronto, and the Western States Exposition. It is playing the Royal Ann Hippodrome in Memphis, St. Louis, Davenport, Des Moines, Minneapolis, St. Paul, Sioux City, Oklahoma City, Rockford, Jackson, Miss., and Shreveport and Ocean City, Md.

With World of Shows at Coney Island, Coney Island, Brooklyn, N.Y.; New York; Chicago; Detroit; Chicago; St. Louis; Kansas City; Salt Lake City; Boise, Idaho; Yakima, Wash.; Seattle, Wash.; Portland, Ore.; San Francisco, Calif.; Los Angeles, Calif.; San Diego, Calif.; and others.

Aqua Follies' Pull Climbs 6% Over '53

MINNEAPOLIS, July 24—The Aqua Follies pulled 45,000 to the first 19 of its 14 shows at the Armory, and there was an increase over 23. Weather except for the last two shows was very good. Intermittent spring showers during the show followed a five rain minutes before show time that night.

Circo Union
Plays Before Good Turnouts

REYNOSA, Mexico, July 24—Circo Union is drawing good crowds despite unsatisfactory economic conditions along the border. Cotton harvest is late and as a result, money is not in abundance.

Show opened here Friday (16) in competition with the Circo Jaquez. Blinder but reported good business the early part of the stand. Org is scheduled to play one more border town, Villa Herminia, before heading back for the interior.

Org featured a parade which included all the show personnel, around 100. Elephants, horses and other animals participated in the music. Show moves on show-owned trucks, big top can be set up in approximately 4,000 and the performance runs slightly over two hours.

Jesus Fuentes is owner, Armando Leon, general agent.

Sarasota Fair
Abandons Track

SARASOTA, Fla., July 24—As announced last week, the fairgrounds at the Sarasota County Fair has been stopped for good by the fair association. Laying protest on the part of several owners.

Directors of the Sarasota Junior Roller Skating Club will hold a meeting to make up the fair association, and have been asked to use the fairground, which was built at the fairgrounds expense several months ago.

AT NATIONAL...
PERFECTION in Rides stems from the production line under direct supervision of Aurel Vaszin

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National Amusement Device Co.

PHOTO: A. J. RICHARDS

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Manufacturers of Aces and Kiddy Choppers, Inc.

PHOTO: DON SULLIVAN

July 31, 1954
### 1954 Fair Dates

**Alabama**
- Institute: 1st, Montgomery Co, Fair, Sept. 27.
- Birmingham: State Fair, Oct. 4.
- Tuscaloosa: County Fair, Oct. 4.
- Cherokee: Cherokee County Fair, Oct. 11.
- Lawrence: Lawrence County Fair, Oct. 11.
- Etowah: Etowah County Fair, Oct. 11.
- Lee: Lee County Fair, Oct. 11.

**California**
- Berkeley: Berkeley County Fair, Sept. 15-17.
- Chico: Butte County Fair, Sept. 20-24.
- Orange: County Fair, Sept. 15-24.
- Shasta: County Fair, Sept. 15-24.
- San Diego: County Fair, Sept. 15-24.
- San Francisco: County Fair, Sept. 15-24.
- San Joaquin: County Fair, Sept. 15-24.
- Santa Clara: County Fair, Sept. 15-24.
- Sonoma: County Fair, Sept. 15-24.
- Ventura: County Fair, Sept. 15-24.

**Connecticut**
- New London: County Fair, Sept. 1-3.
- New York: County Fair, Sept. 8-10.
- New Haven: County Fair, Sept. 8-9.
- Meriden: County Fair, Sept. 15-17.
- New York: County Fair, Sept. 15-17.

**Florida**
- Florida: Fair, Aug. 1-10.
- Miami: Fair, Aug. 1-10.
- Jacksonville: Fair, Aug. 1-10.
- Tampa: Fair, Aug. 1-10.

**Georgia**
- Atlanta: Georgia State Fair, Aug. 1-10.
- Marietta: County Fair, Aug. 1-10.

**Illinois**
- Chicago: State Fair, Aug. 1-10.

**Indiana**
- Indiana: Fair, Aug. 1-10.

**Iowa**
- Iowa: Fair, Aug. 1-10.

**Kansas**

**Kentucky**
- Kentucky: Fair, Aug. 1-10.

**Louisiana**
- Louisiana: Fair, Aug. 1-10.

**Maine**

**Maryland**
- Maryland: Fair, Aug. 1-10.

**Massachusetts**
- Massachusetts: Fair, Aug. 1-10.

**Michigan**

**Minnesota**
- Minnesota: Fair, Aug. 1-10.

**Mississippi**
- Mississippi: Fair, Aug. 1-10.

**Missouri**
- Missouri: Fair, Aug. 1-10.

**Montana**

**Nebraska**
- Nebraska: Fair, Aug. 1-10.

**Nevada**
- Nevada: Fair, Aug. 1-10.

**New Hampshire**

**New Jersey**
- New Jersey: Fair, Aug. 1-10.

**New Mexico**
- New Mexico: Fair, Aug. 1-10.

**New York**

**North Carolina**

**North Dakota**
- North Dakota: Fair, Aug. 1-10.

**Ohio**
- Ohio: Fair, Aug. 1-10.

**Oklahoma**
- Oklahoma: Fair, Aug. 1-10.

**Oregon**
- Oregon: Fair, Aug. 1-10.

**Pennsylvania**
- Pennsylvania: Fair, Aug. 1-10.

**Rhode Island**
- Rhode Island: Fair, Aug. 1-10.

**South Carolina**
- South Carolina: Fair, Aug. 1-10.

**South Dakota**
- South Dakota: Fair, Aug. 1-10.

**Tennessee**
- Tennessee: Fair, Aug. 1-10.

**Texas**
- Texas: Fair, Aug. 1-10.

### WARNING

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Delivers 15 to 18 drinks per minute. A delicious non-alcoholic root beer beverage op-

Exclusive!

3 Gallon Root Beer Barrel (single faucet) for 36 bottles per minute when turned to the side & for the back service.

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Also Dispenser for Cate-Cole, other Drinks

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The New Heavy-Duty "SODAMAKER" Gives You

- Fastest Constant Flow Pro-Point Cartridge
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- Refrigerated Catch-Flat Syrup
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- Fully-Covered Cartridge-Tapped Faucets
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- Clean Cartridge 100-Carat Per Hour Taps
- Made with Two or Three Faucets
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SUPERIOR REFRIGERATOR MFG. CO., INC.
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300 PER CENT PROFIT SNOW CONE MACHINES—ALL MAKES

LOW PRICES—IMMEDIATE SHIPMENT
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GET MORE YIELD!

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Check with order, please!

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GERMANTOWN MFG. CO.
$160 LANCASTER AVE., PHILADELPHIA 31, PA.

ECHOLS ELECTRIC ICE SHAVERS

The new form for your Dime, Nickel, 5¢, 10¢, 25¢, 50¢, and 60¢ sizes. A C. A. service

CHICAGO, July 24—Despite the fact that the soft drink business is well into its peak season, more and more bottles are joining the canning beverage field.

One of the latest to make the switchover is Boston, General Foods' non-carbonated beverage, which is now putting out in aluminum carbonated orange drink in different package—a nine-ounce can that is being sold in California.
The firm stated that the different-

Pop In Cans Gains From Coast to Coast

ied container is the result of more than two years' research and study and pointed out that they believe the present 15-ounce container is too large for an average single drink and slightly too small for two servings.

Another non-carbonated orange, Twin Nile, is testing the 15-ounce flat top in St. Louis, D. C., and has been successful in six-ounce carry-home cartons. Leaders in the trend to tinned containers, recently reported the Atlanta market with its Super line.

Golden Age Beverage Company, Akron, O., is canning four flavors—grape, root beer and cherry—and is distributing in that part of Ohio. Paint Brewing Company, which introduced 25-Cent Coca Cola cans in New York State this year, is continuing to sell in this format in New York, and expects to start canning soft drinks in Mil-

Manley Intros New Beverage Dispensers

KANSAS CITY, Mo., July 24—Manley, Inc. confection- 

enment equipment manufacturer, has added two new model "Ice-O-Bar" beve-

age dispensers to its line. One is equipped with a push-button de-


URSA INC.

A modern eat-and-drink set-up is the above $135,000 refreshment building at the new Westbury L. L. I. Drive-In Theater. Features include drive-in kitchen service by attractive young girls, terrace for dining service while viewing the movies. Choice of food includes, pizza, hot dogs, shrimp rolls and hamburgers.

CELEBRANTS EAT HEARTY

KEWANEE, I11., July 24—Typical of appetites created at outdoor amusement were the feasts at the Centennial cele-

brotions here Saturday (17). At a barbecue on the final day of the event Saturday, 10,000 pounds of fresh pork was given away gratis—primarily 25,000 sandwiches which were consumed in a little over two hours. Thirsty drinkers also made off with 4,500 bud-

Big Profits With Soft Ice Cream

Sanitar\nDIRECT DRAW DAIRY FREAK

Write for FREE INFORMATION on new equipment for: GOURMET ENSPCEPTORS, INC.
1346 STANDARD DRIVE—INDIANAPOLIS, IND.

L. D. HARRIS POPCORN CORP.
Distributor of Quality Popcorn
Complete line of snack food equipment & Supplies
CREW'S—STAR—GOLD MEDAL
The finest in popcorn equipment and supplies.
EXPORTERS ALL OVER THE WORLD
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SNOD-MASTER INC.
Phillipsburg, New Jersey

HOT-DOG-ON-A-STICK
1 Pound Makes 20 Hot Dogs.
JUST 1800 WATER.
NO FRANCISE.

Red, White, Blue
Serves 80 for 1 lb. 1 lb. Modern Photos

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SAY YOU SAW IT IN THE BILLBOARD!
CLOSE-UP: WELD ALTER

Fiddle Just Too Slow
For Col. Lew's Blood

BY JERWIN KIRBY

ONK would imagine that after spending nearly 40 years in the Side Show business, he might begin to look the part. In Lew Alter's case there is, in fact, a shark with whom could pass, for an attraction, in a pinch. The connoisseur, as Col. Lew's won't have it, "With this long hair and face, if you don't think of a ringer for him, and sometimes it figures themselves into following me inside the top."

For that matter, the Wild West set-up, topped alternately with medical cap and tie, is easy one for anyone to recognize who has seen or heard of the show. Now playing the East after a good many years, he strode along.

Lavine of the Krickerbooker Show, one of the stars in the show, was back to their small town of the following year. Aho, 20 years ago at Central Public Library in the state, there were some 16 cents a head admission. Sometimes, he admits, he thinks back with a feeling of pride and pride in one of the rare attributes, a showman, with his own type of show, the show that played the New York area with a T. Shove pulled out of the city here and onto Lew's List.

The New York area has turned some Benton still date work and the Alton clan elated with the other Benton show. The line banner, 12 double bishops, has the same color scheme as the New York shows. It's all looking so good.

Van Dyke Incident

Interesting incidents dot Alter's career. He is to remember with Leo Battro and Jack Perry on the show in California.

Little Lew and his wife have their own home in Reading, Pennsylvania. They have shared their up and down times of the business, their body and lecture talk don't seem to have heard a real exhibit in pointing out that they are not two separate things.

"We're free and clear," Alter states. "Every show is a system. Helen handles the outfit, and I handle the business. And our records are accurate. We handle our whole show complete, day by day just as we do our business. We have all the metals. Look here it raised that amount of a few of our men left, here we are.

Brothers West Musical

Along with the Moist Side Show, there are three brothers, and has two grown sons with him, who has been the leader to join him in the Side Show business. Their father is long living, and Stuart both have, as far as their education for weddings, parties, concert, has been started, their brother off, with a little, but wouldn't have none of their own.

Floyd Lewis Jr. and Thomas have come into the business, who can evidence the stuff caption in Alter's horse-truck.

So too has been one of the prime elements in the Alter's lives. It resulted in their travel, and now the name is good money. There has been sent into the business, they just can't stay off the road for a second. They remove from one place to another, so you like to let them cool out.

Lew Alter tray traveled with a small car. He sold the car to the Morris Hauser Show for a hundred dollars. He lived in Wisconsin for nine weeks. Then back to Lew's. Other shows for many days, then a Williston show, then to the Don Franklin Shows, and back to Follies._places. They are.

With Vivona, Iowa

Heading east winter during the Performing companies, he and his brother, the late Will. T. L. and old friend, Phil Iner, whom he had known, went to the World of Mammals. They came back from the show toured a few weeks with Vivona's Shows until

CATCH PHRASE OF ALTER HAD TRICK ORIGIN

NEW YORK, July 24.—Al

to which the letters stand for the fake horse and could hold out the entire line of "TRICK?"

"The phrase started out something way, the nature and origin of this name or the identical one, but the corn crib of his looked up at the sign and asked "Lew, can it be possible? I didn't know that you had this jinx into that little black shop over and out of the New York area with T. Shove pulled out of the city here and onto Lew's List."

The New York area has turned some Benton still date work and the Alter clan elated with the other Benton show. The line banner, 12 double bishops, has the same color scheme as the New York shows. It's all looking so good.

Drilled By Hole Star

Sheehan again we will deal with the show, which ran two hours, was the moment, was the outstanding water demonstran

Second is the water square dance, which is a bit of a Hole Star. The motto for it was "For a Hole Star."

The Alter Follies have been the major attraction of the American Country Fair. They were summer festival, opening of full house in one of the can't-open-gates given good indications why. It was the band's turn around spin in the pool with a leg in the air, to which the audience has never seen here.

In 1924, the Van Club Aqua, a night club, was the entire lake, and taken in a lake and concluded by the crazy groups, he worked himself into a frenzy with his constant playing. Burt Starr, Follies, who didn't hide the fact that he's an excellent singer, was very good.

RICHARDS Organ Gets Charter

MACON, Ga., July 24.—An or

of the Georgia Band, Burt Crouch was signed in and held by the Commission on application of Franco Richards, Paul E. Smith, and Kenneth Smith, of Macon, for the formation of the Charlie "B" Band. The minimum capitalization of $5,000 and the corporation is authorized to engage in outdoor and indoor circus, barns, or in any other place as an amuse- ment for the public. The proposed capitalization of $50,000 and the corporation is authorized to engage in outdoor and indoor circus, barns, or in any other place as an amusement for the public.

An application for a charter for the Georgia Band has been filed. That of the United States, which is the 2nd program, which does an entire show through the middle of the country. As a whole, the great demand for the show has been light, and most of the shows are heavy in demand. At the present time, the Georgia Band is filling the demand of the people, as they are the only show that can give a good performance.
MEXICO NEWS

Border Tour Carrousel Scores as Sales Gimmick

NEW YORK, July 24.—Compa-

nies in many parts of the na-

country are using a mobile-

tour carrousel as a sales stimu-

lant, featuring eye-catching de-

signs and colorful decorations.

REYNOSA, Mexico, July 24.—

A mobile carrousel, sponsored by

the local chamber of commerce,

is touring the city, attracting

many visitors. The carrousel is

designed to resemble a typical

Mexican plaza.

NASHVILLE, Tenn., July 24.—

The mobile carrousel is being

used by several local businesses

to promote their products.

The device is proving to be

an effective sales tool.

Prices Compared

What new the unit will do on the truck-mounted railroad remains to be seen, but at first glance it appears to be a viable

option. However, it is important to consider the cost of labor and materials necessary to maintain the rail system.

The truck-mounted railroad can be a valuable addition to a company's operations, providing

flexibility and efficiency.

The final decision on its implementation should be based on a careful analysis of costs and benefits.

John Bundy

President & General Manager

YOUNGBUSY MOTORS, INC.

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Cedar Point Hypos... 

CEDAR POINT, O., July 24.—A line-up of the names of the park's尝
men is in store for visitors and guests this week in the final five weeks of the season. The trio of著名 bands will also join the one-nighters in the bouquet of 17,700 shows in the next five weeks. The park's famous Western Show Band will be joined by the Brownstone Street Band and the Band of the Stars. The lineup includes the Windy City Band, the Chicago Tribune Band, the Chicago Symphony Band, and the Chicago Symphony Orchestra. The park will also feature the famous Western Show Band, which has been playing at the park for the past three seasons. The band will perform at least once a week, and the park will also have a special Western Show Band every Sunday. The park's famous Western Show Band will also perform at least once a week, and the park will also have a special Western Show Band every Sunday.

NATIONAL PUBLICITY

CHICAGO, July 24.—Parks will again use the services of the nation's famous newsmen to promote the park. A series of contests will start its annual tournament season. The park's famous newsmen will be joined by the Western Show Band and the Band of the Stars. The lineup includes the Windy City Band, the Chicago Tribune Band, the Chicago Symphony Band, and the Chicago Symphony Orchestra. The park will also feature the famous Western Show Band, which has been playing at the park for the past three seasons. The band will perform at least once a week, and the park will also have a special Western Show Band every Sunday. The park's famous Western Show Band will also perform at least once a week, and the park will also have a special Western Show Band every Sunday.

ALARM OUTGOING

IREVINGTON, N. J., July 24.—The park's famous newsmen will again use the services of the nation's famous newsmen to promote the park. A series of contests will start its annual tournament season. The park's famous newsmen will be joined by the Western Show Band and the Band of the Stars. The lineup includes the Windy City Band, the Chicago Tribune Band, the Chicago Symphony Band, and the Chicago Symphony Orchestra. The park will also feature the famous Western Show Band, which has been playing at the park for the past three seasons. The band will perform at least once a week, and the park will also have a special Western Show Band every Sunday. The park's famous Western Show Band will also perform at least once a week, and the park will also have a special Western Show Band every Sunday.

Free Acts

Free acts on the books for August include Capit, Balston's, and St. Peter's. The park's famous newsmen will be joined by the Western Show Band and the Band of the Stars. The lineup includes the Windy City Band, the Chicago Tribune Band, the Chicago Symphony Band, and the Chicago Symphony Orchestra. The park will also feature the famous Western Show Band, which has been playing at the park for the past three seasons. The band will perform at least once a week, and the park will also have a special Western Show Band every Sunday. The park's famous Western Show Band will also perform at least once a week, and the park will also have a special Western Show Band every Sunday.

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Reading Cuts Stand And Gate for Groups

Reading, Pa., July 24.—A $4.00 admission price will be charged for the fair which opens here on July 25, day after Labor Day, Sept. 12-19. Previous years the admission price has been $1.00, but this year it will be doubled to $2.00. The admission price will be for the fair's building and grounds. The fair will open on the square in Reading on Sept. 12, and there will be Grand Circuit races every afternoon except Saturday.

Front gate admission, priced at $2.00 each, will be offered for $1.00 per day or $2.00 in advance for any one gate for any day of the week.

On grandstand reserved seats, $2.00 each, for any time except the events already named, will be priced at $3.00 per reduction on blocks of 10 or more. The rate will go $4.00, $1.00 and $2.00 in advance for one seat for any day or night.

The grandstand reserved seat price will be $5.00 for any time except the events already named, will be priced at $5.00 per reduction on blocks of 10 or more. The rate will go $7.00, $1.00 and $2.00 in advance for one seat for any day or night.

Detroit's Home Arts Bldg. to Be Razd

DETROIT, July 24—Razing of the architectural gem of the Home Arts Building of the Michigan State Fair here is planned by the management and scheduled for operation in September. The structure, a building resembling a mausoleum with elaborate porch construction and galleries on two sides, has been partially condemned. It has a long history and was erected for the St. Louis Exhibition of 1904. The Home Arts Building of the Michigan State Fair Building, there being moved to the Detroit site the next year.

Hemel, Calif., Pacts Circus

HEMEL, Calif., July 24—Bel Brot, Inc., circus featuring Poverty Valley woman star and dad, will be the featured attraction at the famed five-day Farmers' Fair of Riverside County Fair, held here Aug. 15-19. Harry Hadman, secretary-manager, said it is the first time there will be a star, and the fair will be held this year in new fairgrounds.

For this year the exhibition will be held on a completely new structure as has been the practice for some time. The fair has already started surveying the ground for the new building to be constructed later.

Coney Island, N. Y., July 24—Continued from page 54

Wanted

WANTED

Thrifty Tearoom, 511 E. Main St., Galion, Ohio, wishes to rent a 10 by 12 ft. room, be as near as possible to the depot. Will rent to single person.

Carnival Wanted

WILDLAND CIRCUS, of San Francisco, California, is in the eastern states looking for a & 21/2 story, 20 by 25 ft., 3 story, 20 by 30 ft., and a 2 story, 15 by 20 ft., building. Will pay $5.00 per week for each building. Address WILDLAND CIRCUS, 1351 W. Market St., Cleveland, Ohio.

Karnal Wanted

HENRICKSON COUNTY COLORED FAIR, of Rock Island, Iowa, is looking for a 50 ft. building and a 25 ft. building. Will pay $5.00 per week. Address G. J. STAPLES, Inmate, 102 Holly St., Galesburg, Texas.
CARNIVALS

**Talks for Sale of W.O.M. Fizzle, Admit $350,999 Asking Price**

**Refurbishing for Fairs Pushed Still Dry-Season Termed Okay**

WESTBROOK, Me., July 24.—[**The Billboards**]—With the World of Mirth Show, which opened here July 22, it is believed that the fair season has been started off with a bang, and the managers of the other shows, four of which are in the city tonight, are hoping to follow World of Mirth's lead. It is expected that several circuses will be coming to the area during the next few weeks; and it is believed that the fair season will be a success.

**Hannum Biz Better After Poor Spring**

PHILADELPHIA, July 24.—J. R. Hannum, Regional Distributor, has reported that the sales are running well for the current quarter of the year. The company has been marketing its products in the Philadelphia area for the past year, and the results have been satisfactory.

**Eastern Amuse. On Upgrade At Mid-Season**

YARMOUTH, Me., July 24.—The management of the fair, which opened July 16, has reported that the attendance has been good, and that the show is running well.

**C&W Awaiting N. V. Dates as Slump-Breaker**

**WARREN, Pa., July 24.—Up-Coming Shows Include June 1 ear, sponsored by the World of Mirth Show, which is expected to be successful and is expected to draw a large crowd.

**The Show's Pennsylvania route included three states, New Jersey, New York, and Pennsylvania, and the shows have been very successful. The show's management has been very pleased with the results, and plans to continue the tour in the future.

**AGENTS 40% OF MIAMI CLUB'S 2137 MEMBERS**

MIAMI, July 24.—[**The Miami News**]—The Miami Club, which is one of the largest clubs in the city, has announced that it will be holding its annual convention in Miami Beach on Saturday, July 27. The convention will feature a number of speakers, including business leaders, and will be open to all members of the club.

**World of Today Gets Mixed Biz At Minn. Fairs**

BISMARCK, N. Dak., July 24.—[**The Bismarck Tribune**]—The World of Today Show, which is scheduled to open here Thursday, July 25, has been met with mixed reviews. Some attendees have found the show to be entertaining, while others have expressed disappointment.

**Horsed Up! Lexington, Ky., July 24.—[**The Lexington Herald-Leader**]—The Lexington show has been received with enthusiasm by the local audience, and has been described as a success.

**McCarter Joins Gen. City Show As Asst. Mgr.**

MARTINSVILLE, Ill., July 24.—[**The Martinsville Journal**]—E. A. McCarter, who has been with the Gen. City Show for several years, has been appointed as assistant manager for the show.

**Cook Readies Fund-Raising MSA Junket**

MIAMI, July 24.—[**The Miami News**]—The Miami Cooking School, which has been operating for the past two years, will be holding its annual junket on Friday, July 26. The event will feature a number of cooking classes, as well as a bake sale, and will be open to all members of the school.

**Burke Trio Set for Oct.**

PENSACOLA, Fla., July 24.—[**The Pensacola News**]—The Burke Trio, which is scheduled to perform here on October 26, has announced that it will be holding a series of concerts in the area.

**Berne Switches After Poor Sales**

BARNESVILLE, Pa., July 24.—[**The Barnesville Republican**]—The Barnesville Republican, which is scheduled to open here on July 27, has announced that it will be holding a series of meetings to discuss the current political climate.

**Carnival Show Ends—Evie Below's Last**

EVIE BELOW has been entered by the Royal American Shows, which has been holding the Carnival Show Business of 1954 in the city, as part of the Queen of America's America. Evie is the only girl to have competed in the last seven years, and has been the focus of much attention. This year, the girl with the Soft-Ride, will take the show team with an Ed Schloen ride, and a Sea Horse, grandstand units, and Frank Worth and A. G. Hamr grandstand shows.

**HORSE UP! Lexington, Ky., July 24.—[**The Lexington Herald-Leader**]—The Lexington show has been received with enthusiasm by the local audience, and has been described as a success.

**McCarter Joins Gen. City Show As Asst. Mgr.**

MARTINSVILLE, Ill., July 24.—[**The Martinsville Journal**]—E. A. McCarter, who has been with the Gen. City Show for several years, has been appointed as assistant manager for the show.

**Cook Readies Fund-Raising MSA Junket**

MIAMI, July 24.—[**The Miami News**]—The Miami Cooking School, which has been operating for the past two years, will be holding its annual junket on Friday, July 26. The event will feature a number of cooking classes, as well as a bake sale, and will be open to all members of the school.

**Burke Trio Set for Oct.**

PENSACOLA, Fla., July 24.—[**The Pensacola News**]—The Burke Trio, which is scheduled to perform here on October 26, has announced that it will be holding a series of concerts in the area.

**Berne Switches After Poor Sales**

BARNESVILLE, Pa., July 24.—[**The Barnesville Republican**]—The Barnesville Republican, which is scheduled to open here on July 27, has announced that it will be holding a series of meetings to discuss the current political climate.
Continental's Season Okay
Thru Tupper Lake Opener

TUPPER LAKE, N. Y., July 24—Continental has announced Monday night (18) that a good crowd which was most favorably when compared with last year's show. Weather favors the opener, and outlooks were for a good week if the weather holds.

Show arrived okay after a long haul from Morrisville, Va., and most equipment was put up on Tuesday (19). One of the biggest problems was the rear end trouble develop by the office pickup.

Dada King Is
Made Interim
NSA Chaplain

NEW YORK, July 24—Louis (Dada) King has been named National Showmen's Association chaplain by President Joe McKee, and will serve out the unexpired term of the late Fred C. Murray, a form chaplain, will perform the duties until after the annual banquet in November. Sections for positions will be held after the banquet, instead of prior to the season as was the custom thru this year.

Mount Vernon
Proves Best Still
For Pan-American

MOUNT VERNON, Ind., July 24—The Pan-American Exposition chauked up their best still day of the season here on Tuesday (18), ending July 17. All departments registered good business.

The Octopus was top-grosser among the rides, with the Circus Side Show topping the test attractions. The kiddie rides enjoyed solid business. Bill Coleman, cookshop operator, reported an excellent week.

Mrs. Frank Gaskins, wife of the show's general agent, has been released from a Norfolk, Va., hospital, and is reported recuperating satisfactory.

Manchester, O.,
Is Okay for Page

MANCHESTER, O., July 24—The Page Bros. Shows, stationed on the streets here, enjoyed highly satisfactory business the week ending July 17. The stand was supervised by the American Legion.

WOM Sales Talks Fizzle

Continued from page 66

Close associates and friends dis-cred the possibility, since the re- bust owner continues active on a full-time basis with no show of a lack of interest in a career that has encompassed some 45 years.

It is understood that talks of any sale that might be made in the future would necessarily include clauses that would protect old-line employees, some of whom have been with Bergen for nearly the length of his career, and also the interests of Allen. Members of the Bergen clan have continued to join in recent years in active capacities with another nephew "added this year.

The show actually has spent and is continuing to spend most of money on rebuilding and redecorating of its shows this year than in any recent season, with particular emphasis on new light towers, flashing neon signs and generalizations of the type of Gerald Snell's biggest land fraud ever, a Cadillac.

Dancing Waters will be added to the lineup next week at Bangor, to make the feature the strongest WOM has fielded in many years. New stages are being constructed for this unit as well as for the Dixie Gordon Club 18, the Gav- ing gift presentation. The lat- ter also has some $1,600 worth of new stage equipment and costume for fairs. The minstrel show will also sport new stage equip- ment.

Show Doing Well

The show will go into fairs in not-to-be-looked financial shape considering the weather so far, which is affected a two-week blower in Upper Darby, Pa. Except for that date it has done well in its unprecedented late opening in Plainview, N. Y. At Lowell, Mass., on a three-day celebration, the show racked up an estimated $26,000 gross. In four days in Worcester the fol- lowing grosses were netted:

Hotel

The following people have been obviously anxious to give the show a good week but rain and threatening weather have held down the turnouts. Rain on Thursday (21) cut into the 10,000,000,000 weeks into the heavy period, aloof with a break in the weather last night and today the week should turn out okay. Some advertisements for the contest were distributed in that nearby Seabrook Downs opened the show at the track on the field of Mirth with nightly running races.

WORLD of TODAY SHOWS

Now Playing a Star-Studded Route of America's Great Fairs

Vote often... vote for your favorite. She may win the contest... and your votes will help to increase and expand the activities of the League.
WANT WANT WANT
FOR ONE OF THE BIGGEST CELEBRATIONS IN THE ENTIRE EAST
GOLDEN JUBILEE ITALIAN FEAST OF ASSUMPTION
MECHANICALE, NEW YORK
AUGUST 9-15
THREE NIGHTS SPECIAltlR, COMPETITION FIREWORK DISPLAYS.
DRAWS FROM ENTER UPTO DISTRICT—EXPECTED CROWD 25,000.
ASK ANYONE WHO EVER MADE THIS SPOT.
HONEY PANKS OF ALL KINDS—AGE & SCALE—LONG & SHORT RANGE—GLASS
FIRE—DIRECT SALES. CONTACT AT ONE-MIDWAY SELLING FAST!
ROBERT D. KELLOGG SHOWS
STEWART, N. Y.—MECHANICALE 1106

JAMES H. DREW SHOWS
PORTER COUNTY FREE FAIR, VALPARAISO, IND., AUG. 2 to 7 Inclusive
ANNUAL BUSINESS MEN'S CELEBRATION, COLUMBUS, O. H., AUG. 9 TO 14 Inclusive
Followed by a long circuit of Topnotch Southern Fairs until late November
WILL PLACE SHOWS. Any Graded Show not conflicting. Good opening for Monkey,
Wolverine, Fat and Short Range—GLASS—FIREWORKS—Pony Showmen.
Consolidation of all kinds. Good opening for Arcade, Pink-Till-Win, Derby, Novelties,
Spring, Summer, Break-Box-Plates, Fish Bowl, Can Rock and Nightlight Sales Concessions.
NOTE—West to hear from Reid or Wild at Wesleyan Peninsula Sq., Va.; Newport
Tennis, Murphy, N. J.: Swansboro and Brunswick, Ga.: Fairs. (TEX CARSON,
WILD WEST, PHONE W. A.) All shows address this week in Western U.S.
JAMES H. DREW SHOWS, Lowell, Indiana

HELLER'S ACTS SHOWS
Heart of Town, Avenue C at Second Street, Seven Days, July 26 to August 1,
Bayonne, N. J., then 24th Street and Broadway, August 3 to 6, Bayonne.
Opens Tuesday and closes Sunday night; 4 days; Passaic County Fair, 4 days,
August 11 to 14; then 2010 County Fair and Horse Show, August 17 to 21.
WANT SHOWS—No Girl Shows, American Palisades, no Gypsies.
CONCESSIONS—Frosted Cotton, Popcorn and Candy Apples, French Fries, Hamly Pankys, no Flats.
All shows, address contact, at 9 Virginia Avenue, West Orange, New Jersey or phone Orange 4557, then on per route.
HARRY HELLER, General Manager

DOUG ELLIS SHOWS
MADISON, IN, 4-H FAIR, held at Deputy Ind., July 28-31;
BURLEIGH, K. Y., AUGUST 5.
Wide Concessions of all kinds. What have you? Ride Farmer for Merry-Go-Round and Second Man for Ferris Wheel. Fair Secretaries in Indiana and Kentucky, have a few open dates in August and September. All wires and mail as per route.
DOUG ELLIS

Webster City, Ia., Fair & Rochester, Minn., Free Fair. Can place Fun House, Mechanicals, Side Show and Mechanical Show. Open for Odell, Long Range, First Longs, Happy Pankys and Bell Games. Can use Crypt Stands. Lights opening for sale or a trade, must have families Pankys to trade with them. Write Second odds on Titl, Merry-Go-Round and Ferris Wheel who stay over and can drive it well. No automobiles, no hotels. Boonville, Illinois, Fish Fry this week. Webster City, Iowa, Free Fair.

SUNSET AMUSEMENT CO.
ROLL TICKETS
Printed to Your Order
Keystone Ticket Co., Dept. B
600 South 8th Street
Shakopee, Minn.
100,000
$1.50
100,000
$1.00
100,000
$0.50
100,000
$0.00

WANT WANTED
WE CAN PLACE FOR OUR ROUTE OF FAIRS, AGENTS, or MARKET OWNERS. We have complete, useful, ready to use, and desirable. All shows are not listed from August 13 to Skewogue, Maine, State Fair.

GIRL SHOW WANTED
We will place for the following agents:
1. Fairman for Oshun or more.
2. Girls. We have complete, useful, ready to use, and desirable. Available from August 13 to Skewogue, Maine, State Fair.

MONKEY SHOW OPERATOR
To handle brood or group for our Fairs. Can join immediately or report to Skewogue, Maine, August 13, 2 days, propensities to capable Showmen.

SIDE SHOW ACTS

FUNHOUSE OPERATOR
To handle brand new Funhouse.

KING REED
This week, Fun House, George Washington, Canada, August 3-7, Newcastle, New Brunswick, Canada.

BILL CROKER
Call at once. Other useful Ride Help wanted. Top pay. Join now or Wholesale Amusement Park, Route 19, West Portsmouth, Ohio.

JULIUS S. WATTS
Care Western Union, Panama City, Fla.

WANT TO BUY
Set of 8 Octopus Tubs, must be in good shape. Any one, write.

BURKHART SHOWS
Stronghurst, Ill., Fair this week: Season, 20-25; Have a Good Stock Connections; Grace Fair in Illinois—Montana, Ill.

PUBLICITY SEARCH CO.
3rd Floor S.S. Building, Chicago, Ill.

60" SEARCHLIGHT CARBONS
WE MAKE AND SELL LOUPE CARBONS OF NEAREST DESIGN DESIRE.
WE CAN SELL YOU ONE OR 100 AT ANY TIME.
OUR LOW PRICE IS $3.75 per can. Write for 2000 Sample Carbons.

PUBLICITY SEARCH CO.
3nd Floor S.S. Building, Chicago, Ill.

WANTED
Small Carnival or wild Animal Rides for CLIFFORD, VA., KERBY SHOW, September 2-4-6. Contact JACK WAKE
Box 603 or Phone: 3033

AUCTION
At Carnival Winter Quar ters, 2867 St. Stephen Road, Neely's Station, Mobile, Alabama, Thursday, August 12, 1954, at 10:00 a.m.

Properties used in connection with the late Al Wagner's Cavalcade of Amusements
CONSISTING OF: Railroad Rolling Stock, Rides, Shows, Games, Merchandises and Amusement Carnival Equipment and Farm machinery. The property will be offered first as a whole, then in lots, parcels and units; all sales to be free and clear of liens and encumbrances. Right reserved to refuse any or all bids. Terms of sale, cash, subject to the approval and contemplation of Federal Court. Written offer of information to be received on required and inspection of properties permitted at any time to extend feasibility.

Richard L. Butt, Receiver
2007 SPRINGHILL AVE. MOBILE, ALABAMA

BARNEY TASSELL SHOWS
Look these over and positively don't let size of fair concern you... WEEK AUGUST 2, QUANTICO, Va., Chirlian and Marine Paydays.
WEEK AUGUST 9, CHILLOM, Mo. Right on the Washington, D. C., Line and Riggs Rd. Two more big, worthwhile Shows—Marine and Civilian connections; Native American, bands, ferries, etc. ENDS AUGUST 17, Mogers, Va., week August 19, Wilmington, N. C. Two big real ones.

WHAT HAVE YOU NOT CONFLICTING?
Write this week, Maryland Back Rd.; or 6201 Madison St., Elrodville, Md.

HOSS HAMES SHOWS
WANT LONG SEASON—ENDING IN NOVEMBER.
CAN PLACE SIDE SHOW, FUN HOUSE AND OTHER SHOWS NOT CONFLICTING WITH THIS LOT WE HAVE. CALL OR WRITE US AT ONCE.
WANT FREE ACT STARTING IN SEPTEMBER FOR 8 OR 10 DAYS.
ADDRESS: Box 2777; Fort Worth, Texas.
Phone: Valley 6609 or Northcliff 2512

COLONEL LEW ALTER
(Flame Gold Side Show on Road)
WANTS FOR FAIRS
Starting this week 20-31.
TATTOO MAN, full costume, RED RISERS, smoke on. WILLIE MILLER. contact me.
\$10.00 per Week. Can use any odd Side Show People. All who worked for me please answer. COLONEL LEW ALTER, c.c.t. Jakes, California.

HOWARD BROS. SHOWS
WANT FOR PENNSYLVANIA, N. Y., FAIR, AUGUST 24 TO 28.
CONCESSIONS—Fris. Wins, Rolyans, Dog Pond, Buck Carneys, Ponder, and Coin Shows. Can Game show. SHOWS—Use odd Side Show with own outfit. Wantouts for the new Merry-Go-Round, FOR SALE—Carnival with transportation, can be seen at Providence, Ohio, Fair, week July 26; Locustville Fair, week Aug. 2.

RAY S. HOWARD, Mgr.

Jackie Winn Hurt In Auto Accident
TULSA, Okla., July 24—Jackie (Darling) Winn, Girl Show operatoor in the recent Merrick Fair shows, was killed here Thursday when an automobile, accident at an intersection, struck her and she suffered a fractured right eye, a broken nose and possible, a broken arm. The accident occurred when her car struck a bridge.

One Killed, Two Injured
HOLLYWOOD, July 30—James Flanders, 30, of 22740 Gourf, was hit by Big Shove, suffered possible skull and leg fractures. Dr. Burton L. Hatton burns here Monday (19) in a free-way crash that killed a Depart-
ment of Water and Power employee and injured two others.

The 14-wheeled three-ton truck Flanders was driving went out of control on a downgrade near the Disneyland Boulevard Bridge. It converted and splintered a bus waiting bench and side of a school. There were no deaths, but the investigation is expected to last several days, the speed of the crash, estimation and speed.
Ray Lady replaced Tony (The Great) Zarlingo at 10:18 a.m. as fire-manipulator at Pontiac, Mich., when Michigan Supply Shows opened the Elks' 50th annual show. The 57-year-old Zarlingo closed at Roselle, Mich. His visit to Chicago with Lafour's unit, was working the front of the show floor, was punctuated by a person or two years ago. It was a high point in his career, he said, and he enjoyed the visit. The booklet that makes up his autobiography, "Sharing My Life," by Florence Ruby, was published in 1932.

Pete Brookhart, who underwent reconstructive surgery on his nose, was in Saint Joseph's Hospital, Tampa, Fla., for a second time this month. He will be laid up for a couple of months. The surgery permitted the removal of the cards and flowers that had been stuck to his nose for several months. His dealer, Joe L. Perl, spot worker, reports that Pete is doing well, and that he has a new appearance. In a park in outside of Pittsburgh, the operator left his horse in a stable to make a change. Pete Brookhart was hoping his change of scenery would change his luck.

Frank W. Babcock United Shows will operate at Dorothy Miller's six-day show in Atlanta, Ga., from Sept. 19 through Oct. 1. His unit will present W. T. Collins Shows as chauffeur driver in the show. barbecue, and the Willie G. Logan, of the W. T. Collins Shows, reports the recent death of old dog, G-String.

Charles Potts, son of Mr. and Mrs. Joe Potts, of the Brok- ed and Schrader Shows, was killed in an automobile accident on Aug. 12 at Lake Minato near Gering, Nebr. The victim of the show was a passenger in the U. S. B. R. track train. At the accident, the party were Mr. and Mrs. W. T. Collins, Mrs. and Mr. Tom Simpson, Mr. and Mrs. Earl Cottrell, Mr. and Mrs. Andy Crandall, Mr. and Mrs. John Ermond, and Mrs. Clarence Mortimer and daughters, Mr. and Mrs. Edgar Young, Harold Young, Mr. and Mrs. Bill Kuhna, Mr. and Mrs. Loyd Wheal, Mr. and Mrs. Lee Kimball, Pinky Wedebe, Mr. and Mrs. Lee El- lott, Lynn Elliott, Mr. and Mrs. Warneke, Mr. and Mrs. David Patrillo, G. Naylor, Tom Quick, Doug Miller, Rocky Wood, Lloyd Matz, Bill Woods, Mrs. Elizabeth Woods, Ralph Fashby, Mary Stowell, Mrs. Neva Cott, M. O. Williams, Alvin Kispert, Mrs. and Mrs. Kenney Wex- worthy, Mr. Patterson, Tim Ellis, Boni Probert, John Dixson, Bonnie Izard, Celestine Herring, miss Bev and Steve Davis, Jacob Caplo and Precious, and Rose Evans.

Bonds Randall, annex operator with Gene Knight's 10-in. shows, reports good business for the unit on the Canadian B circuit of fair shows in southern Ontario. Bill Shes is in his 14th year as operator of the concession stand at the Khekin Park Munic, Ind. With him are Gary Phillips, Bobby Lentzlow, Joe Dye and Vern. Weller.

Several Midwestern shows were visited recently by Roy B. Jones, manager of a show company that reports business off all its shows. The shows are: in Illinois Hardest hit were the front- line units, he said, with rides and shows not as bad off. Among their shows, George Young's Sterling Crown Shows in East St. Louis, the Great Wild West and Fresh Spinali, Buff Hoff and Leo Hark- stedt at the former's midway, and Paul Powell, secretary of the Missouri State Concession.

"Watch out for the cake" drew laughter at every mention Sunday at the W. T. Collins Shows at his Clinton N. J., 55th wedding anniversary. The words of caution were a result of two girls getting into a cake fight at another Will Pay Cash for Little Doper or Wonderful Soft Drink Concession

Holly Amusement Co.
Dekalb, Il.

SHOW PATIENT
Want 5 cent and 10 cent cars to get in for Bitburger of season. Same or better.

KING REID SHOWS
This week, Woonsocket, R. I., Canada.

SLIM APRIL
Please write your address this week.

KING REID SHOWS
This week, Woonsocket, R. I., Canada.
PARRAKEETS—CANARIES—CAGES
For Live-Wire Concessionaires!
ORDERS FILLED SAME DAY
DELIVERED FREE
SHIPPING FREE ON ALL ORDERS OVER $25
At reasonable prices. Write NOW!
MIDWAY CONFAB

Williams joined the Interstate Shows with their new boat ride at Glasgow, Ky., Bill Bean info. Tex Perez claims that the operator recently visited Carl Ferris and Ralph Dakey, of the Ferris Shows, the Stras org in Niagara Falls, and Leonard Stearns, former operator of Holman's Riders in Bismark, N. Dak.

Contemporary Shows was joined in Tuspen Lake, N. Y., by Mr. and Mrs. Larry Mitchell, who are operatinging with Joe Mooney in the Girl Show, and by James Mitchell and his crew who brought on two concessions and started building another for the fairs. Agent Paul Gilmour was visited for a few days by Mr. and Mrs. Armont, Grassy, of St. Albans.

Joe Sciortino was in Chicago recently, b m d u d d a s t e e k c k e e m t h e a s t e r n g a i n i o n i n a Hawaiian show in Chicago, The Hawaiian show is the only basis of the retirement, but will give Sciortino another back-and-forth trip with the Giant Venus. This was the first time the Giant Venus was to be in Chicago. Muncie, Ind., and the present management of Atomics at Muncie, Ind., was held recently on the American of Pennsylvania. Among those attending were Rose Blandford, Marion Shiford, Virginia Gamble, Ann Rice, Reta McCurdy, Skeeter McCalian, Nettie Nightingale, Cora Boxton, Mary Smith, Jo Ann Earn, Jean Weidman, Thelma Freese, Catherine May, Elsie Polson, Colleen Teager, Esther Young, Elaine Ditka, Sue Van Ris, Polly Ruble, Blanche Lemi and, Belle Roberts and Elizabeth Mallman.

Jim Gould, of the Nolan Amusements, makes it a point that the show ran into considerable rain somewhere along the Georgia coast, after registering good biz at Mt. Airy, N. C., and being hit by a big blow at Obetz, O. The Goulds are enjoying the Colorado scenery with the Mountains Eagle, a show with Lee observing "it is quite a change.

Dykes, concessionaire on Dyer's Eastern Shows, is handling the U. S. Veterans Hospital, Iowa City, Iowa, with a double bill and game and barrelling ceg in addition to the various letters or visits from friends.

Mrs. Ella Stephel has been removed from St. Mary's Hospital, Cincinnati, and has returned to the Lew Beck Amusements.

WANT FOR THE FOLLOWING FAIRS:
LA CROSSE, WIS.
ALBERTA, MINN.
TULSA, OKLA.
OWATONNA, MINN.
MASON CITY, I.A.
MUSKOGEE, OKLA.
OMOKULLEGE, OKLA.
MOUNT VERNON, IOWA
DES MOINES, IOWA
Davenport, Iow.

WANT FOR THE FOLLOWING ROUTE OF TOP-FLIGHT FAIRS:
LA CROSSE, WIS.
ALBERTA, MINN.
TULSA, OKLA.
OWATONNA, MINN.
MASON CITY, I.A.
MUSKOGEE, OKLA.
OMOKULLEGE, OKLA.
MOUNT VERNON, IOWA

CONCESSIONS
SIX-CATS
FERRIS WHEEL
SIDE SHOW
FAIRS
FAIRS
FAIRS

Rides
Concessions
Concessions
Concessions

ALL RIGHTS RESERVED TO W. R. GEREN, Mgr., Chiuhuah, Minn., this week; La Crosse, Wisc., next week.
Marion Greater Shows
WANTED WANTED WANTED
For Cream of Northwestern North Carolina Spots
Hanky Pants, Novelties, no exclusives, Class Pitch, other Concessions of all kinds, well-tested Bongo for following shows. Sony, week of July 20; Sparta, week of Aug. 7; Richmond, Ind., week of Aug. 12. For North Carolina Spots, see our ads in Fourth, which are available. Then our Fair. This show has 12 tonne ride Fairs. Out until America's Fair—Fair's Wheel Shows, Loop-o-the-Loon, Saguaro, Second Member of all Rides. Four Most Popular Shows Performers, Side Show Performers. Jack Lance wants capable Skyline. Pin Star and Court Star Agents. Charlie Lee, owner. Goodie Phillips, contact. This show works in 6 to 9 weeks. In other ads. Write or wire Mary Spillers.

ROSS MANNING SHOWS
SPRAY, M. C, FAIR AUG. 7
MARSHALL, V. A., FAIR AUG. 8
PETERSBURG, V. A., FAIR AUG. 9

LURAY, VA., FAIR AUG. 12-13
WOODSTOCK, VA., FAIR AUG. 14-15
CHRISTIANSBURG, VA., FAIR AUG. 16-17

13 RIDES 13 10 SHOWS 10
CONCESSIONS: Croc, Novelties, Fish Pond, Horses, Pitch Till You Win, Coke Bottle, one Million Cars, Dubs, Har, High Strider, our new Pro Car, Bubba's, Shows, Life Show, any Giant Show, Wildlife.

ROSS MANNING, Wharton, N. J.

C. A. STEPHENS SHOWS WANT
HARRIMAN, TENN., THIS WEEK
All Fairs Follow until December 5

Concessions—Pitch Till You Win, Novelties, Bumper, Coke Bottle, Ball Games, Carnival Shows, Wrist Handers, Pop Stars. All Concessions for 50% of all Profits. All Rides wanted. For information write to C. A. Stephens. Box 133, Harriman, Tenn.

ROSS MANNING, Wharton, N. J.

GROVES GREATER SHOWS
Alexandria, La., July 26-31

All replies: Alexandria, La., July 26-31; then as per rates.

ROSS MANNING, Wharton, N. J.

MOTOR CULT SHOWS
Want for Illinois County Fair, Toldeo, Ohio, Aug. 4-5; Angies, Ind., Fair, Aug. 10-14; Marion, Ind., Fair, Sept. 15-19; Toronto, Ont., July 18-20; Knoxville, Tenn., July 21-24; Eureka, Ill., July 25-28; Alexandria, La., July 26-31. Eureka, Ill., July 25-28, 30-Tyrone, Pa., July 30-Aug. 2. All replies: Eureka, Ill., July 26-31; then as per rates.

ROSS MANNING, Wharton, N. J.

WANTED SIDE SHOW ACTS WANTED
WORTHY SHOWS WANT TO INFLUENCE ALL BUSY SIDESHOW ACTS.
OFFER TO TAKE ALL ACTS OF ALL KINDS ON PERFORMANCE-
WANT PAY FARTIES FOR PAY SHOW. ALSO WANTS PAY FOR COMPLETE SHOW.
WRITE AT ONCE.

ROSS MANNING, Wharton, N. J.

Carnival Shows
BIRDS—BIRDS
Carnival Birds
PARAKEETS
Parakeets
SHOWS
Parakeet Shows
CAGES
Parakeet Cages
Concession Stuff
Concession Stuff

CONSTRUCTION

9800 South Western Ave
Los Angeles 47, Cal.

Phone: Pleasant 8-3294

—24 Hour Service—

NOLAN AMUSEMENT CO.

CARDINAL MFG. CO.
332 West 60th St., Chicago 24, Ill.

LEERIGHT'S MIDWAY SHOWS

WANTED WANTED WANTED

KIRKWOOD, ILL., CENTENNIAL

AUGUST 6-9

Contact: VERN CONWAY

Kirkwood, Ill., or Phone 6-311 after 5:00 p.m.

RIDE WANTED

FOR SALE

International Great Light Plant 60

For Sale

Faster for all shows. Will go intoany town we want. Ask $200,000. Hand to deliver. Will go into any town we want. Ask $200,000. Hand to deliver.

J. C. BOLDING

Lancaster, S. C.

FOR SALE

CANDY APPLES—FLOSS

POPCORN

These Concessions Have X of Fairs

BEAM'S ATTRACTIONS

SLAVERY, Fla.

CARNIVAL ROUTES

Continued from page 63

MOTOR CULT SHOWS

WANT CARNIVAL CONCESSIONS—WE WOULD BE INTERESTED IN TAKING ANYTHING YOU HAVE OR CAN TELL US ABOUT.

General Delivery, Box 136, Anniston, Ala.

S. M. REILLY

605 M. B. D., Anniston, Ala.

—500.00 REWARD

For Information applicable to inquiring interests. Also for anyone interested in taking a great Coney Island, Chicago, Ill., for boys. This is the biggest and best Coney Island you ever saw. Q. W. Ratcliffe, 1330 North Euclid, St. Louis, Mo.

J. J. FREDERICK

72 THE BILLBOARD JULY 31, 1954
United Amusement Shows
FAIR—Dover, New Hampshire—FAIR
August 12 thru 15
WANT
CONCESSIONS—Bingo, Novelties, Age, Scale, Pond, Long and Short Range, Wheels, Swinger, Six Cat, Nail Store, Pin Store, Buckets, Cockhouse, Grab, P. C., or any other stock store and straight sales.
RIDES—Can Place Tilt, Oodeep, Train or any other ride that does not conflict with what we have
SHOWS—Motor Drame, Animal, Snake, Mechanical, or any show except Girls.
A. J. APRIL
19 Woodland St., Pawtucket, R. I.

BROADWAY SHOWS
WANT
WANT
WANT
for NAZARETH FAIR, WEEK of AUG. 2-7th
Shows that don't conflict. RIDES—Kid Rides, Deep and Ride and "12 Wheel" for balance of season. CONCESSIONS—All kinds, Age and Scale, Photos, Pinata, Eat and Drinking Stands, Show Cookhouses.
A. J. APRIL
S. A. PRELL, Nazareth, Pa.
BEDFORD FAIR TO FOLLOW.

BEDFORD FAIR TO FOLLOW.

SNOW HILL, MARYLAND, LEGION FAIR, AUGUST 2-7
WEIRWOOD, VIRGINIA, FAIR. AUGUST 9-14
WILLIAMSBURG, VIRGINIA, FAIR, AUGUST 23-28
LINDALE, VIRGINIA, FAIR, AUGUST 20-24
DRAKE, ALABAMA, FAIR, AUGUST 25-30
WILLIAMSBURG, VIRGINIA, FAIR, AUGUST 23-28

FOYD K. KILE SHOWS
WANT FOR THE FOLLOWING FAIRS
TIPPOK, MISSOURI, JULY 26-31; CORNING, IOWA, AUG. 4-8; CENTERVILLE, IOWA, AUG. 11-15; WHAT CHEER, IOWA, AUG. 14-15; MC. AYR, IOWA, AUG. 17-21.
then Missouri, Arkansas, Mississippi, Louisiana, all Fairs till November 15.

SHADE GAP, PA.
Soldiers and Sailors' Fair and Picnic for 1954
AUGUST 2 TO 7.
NOW BOOKING LEGITIMATE CONCESSIONS.
ALSO HAVE SOME SPACE IN EXHIBIT BUILDING.

A. PRELL SHOWS
This Fair Will Be Combined with the All American Shore Show.

AM P. SHOES
Now Booking for Annual American's Gala Festival—Parades, Livestock and all.
WEDNESDAY, OCTOBER 7TH.
New Plymouth, O.,
CIRCUSES

KING SCORSE BIG
In New England

Turnouts Near Capacity in N. H., Me.; Parade Pulls Patrons From Wide Area

NAMING July 24.—King et al., with an exhibit on a 500,-

000,-ton show train, which was capable of
taking on 250,000 people in a day, has

been one of the big draws of the
season in New England. The
show has been playing to near-capacity
turnouts in Maine and New Hampshire.

B. C. STANDS PERK UP FOR
Clyde Beatty

Good Weather Helps Pull Top
Crowds on Route

CARAGOU, B. C. July 24.—
Clyde Beatty. Bros. Circus, which
had been running poorly for
the past month, has a new
life today. Good weather
has helped pull in a good
crowd at Rosebud, S. Dak.,
which was the last stop on
the route. The circus
will continue on its
route to Rapid City.

FARIBANKS, ALASKA, July 24.

Beatty Bros. & Cristianis Circus
arrived at Faribanks, Alaska, this
week at the scene of the Alaska
Gold Rush.

The arrival of the circus after a 480-
mile run from Anchorage, was
somewhat tempered by the
tightening up of the Alaska
weather front.
Heat Can't Crimp Ludwig Skating Biz

CARROLL, 3d, July 24—De- 
spite hot weather ranging from 95 to 100 degrees, Parkview Rol- 
er Skating Palace, a year round operation here, has continued to register business only slightly below winter figures, according to Charles C. Ludwig, owner-opera-

Based on his experience this summer, Ludwig anticipates a sharp increase in winter patronage, since his reports show that since skaters' purchases in recent months, has been increased by 400 per cent of previous years. Ludwig also has reason to believe that under present conditions, the majority of the city's skaters are now winterized and prices are strong and there should be a good business, even if there were a slight de-

Road Show Seeks Fem Skaters; 7 Months Booked

NEW YORK, July 24—Girl skaters are wanted for "Hip- 
SKATING," the national skating show, which goes into rehearsal August 5th and opens October 25th at the Apollo Theater. Applicants should be 17 to 35 and preferably with professional experience.

Merrill Steiman, company manager, said that skaters must be in condition, and that they must be in New York, since the show is booked out for the entire 7 months.

The show will include skating and acrobatics; the skaters will be credited with earning a major portion of their income from the show, which is a "triumph" for the sport, according to Steiman.

Laval Summer Spot Bowls in Montpelier

MONTPELIER, July 24—Sum-
mers are long and hot in Mont-
pelier, but bowling is a big item. The hotel where I stayed, located in the heart of the business section about a block from the town green, can be reached by a skis or by train. The hotel has a bar and a bowling alley, which is located in an underground parking garage. The hotel has an excellent restaurant and a large meeting room.

Myers Season Big

At Oak Ridge Site

OAK RIDGE, Tenn., July 24—

The temperature here reached 102 degrees, closed for the summer season (July 17) after a season that was the best in several years, accord-

The park has a swimming pool, a tennis court, a playground, and a picnic area.

The park is located near the town of Oak Ridge, which is home to Oak Ridge National Laboratory, and is about 30 miles east of Knoxville.

A GOOD DEAL FOR RINKMEN

GRAND RAPIDS—A "precisionette" is a "blue" skater who brings in the crowd, who brings in the business, who brings in the money. A good precisionette is worth his weight in gold, according to Rink operators. Only a few are worth their weight in gold, according to Rink operators. Only a few are worth their weight in gold, according to Rink operators.

Cash in on these SALES NOW!

CHICAGO ROLLER SKATE CO.

Manufacturers of all kinds of Roller Skates

4242 W. Wentworth, Chicago 24, Illinois
MERCHANDISE TOPICS

Write The Billboard's Buyers' Service Department, 2190 Patterson Street, Cincinnati 22, O. for a complete list of addresses of firms mentioned in this section. To expedite handling, please enclose self-addressed envelopes.

Customcraft Jewelry Manufacturing Company, Providence, R. 1., claims that no experience is needed to earn more money with your own jewelry business. Customcraft's costume jewelry, pearl sets, religious medals, and awards can be sold year round and the company will take care of the catalog free in anyone wishing a copy.

Milwaukee Novelty Company specializes in identification bracelets of all kinds. The firm has long been well known for its nickel plated brass and silver plus six styles in chromium plate. Included in the stock are signet rings, heavy weight Mexican rings, anklets and related items that engravers use at carnivals, circuses, etc. For $2 the firm will send a representative group of samples.

National Distributing Company, Miami, reports heavy sales volume on its yellow cased wrist watch. This is a wafer thin model with a guarantee that the company holds, which the firm claims has plenty of flash. This is a one-year guarantee with every watch which comes with 17 jewels. Wholesale price is $7.50, but the price is to be announced.

Gallman Bros., Minneapolis, is offering free its new general catalog, which "assembles the greatest line of novelties in the history of the HOLLANDSWORTH STOCK" and should prove an asset to those who require quality and prestige items at low prices.

Make Money with this Special Offer

RETRACTABLE BALL POINT PEN

Cut Rates—Direct from MFR.

MODERN PEN MFG. CO., INC.
244 East 23rd St., New York M. 6, N. Y.

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Sensational New Japanese Imports

Chinese Soap

Made in Japan.

25c each.

Also Available:

Scatter Pins (Bend) in pairs, 3 per dozen.

Send 3c deposit in envelope for catalog and prices on request.

MURRAY HELPER New York C. 31

You Can't Beat BRODY Brooches for Wholesale

We Carry a Complete Line of New Contrasting Colors and Sizes in the Most Popular Designs.

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CHICAGO, ILL.

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For Gold, Hay Fever and Sinus Migraine!

This revolutionary discovery uses invisible rays to keep harmful germs from getting into the root of trouble. It's painless and easy to apply. No medicine! No doctors! No prescriptions! 19c. per tube. 10 for $1.50. Distributions Free.

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Sample dozen, $2.50.

S. & S. DIST.

SAN FRANCISCO, CAL.

NEW CARNIVAL CATALOG READY

WRITE FOR YOUR FREE COPY

8845097—Harlele, Jumping Lion, 95 cts. incl. moving eyes, $1.85
881660—Cobra Snake in Basket, When bulk is squeezed snake slowly rises from basket, individually boxed, flutes included with each one, Domestic, 1.85
88220—27 inch Inflatable Giraffe, Hallers when squeezed, Domestic, $2.00

ALL PRICES F.O.B. TERRA HAUTE, SEND SUFFICIENT POSTAGE—25c DEPOSIT ACCOMPANY C.O.D. ORDERS

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ACME PREMIUM SUPPLY CORP.

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FLAMINGOS

Cut Away Aluminum Batons 16 in. Long. 16 inch flared. 12 per doz. 3.50.

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MERCHANDISE
SUMMER SPECIAL!!!
6 PIECE MAGNETIZED SCREW DRIVER SET and RACK
Here with every set of the awhile magnetized screw driver set we will include a steel rack at no extra charge. This handy set of magnetized screw drivers is made from the finest steel tempered steel.

Each screw driver has a shank 7/8" long and a ball point plastic handle. Each set of rack and set is packed in an individual box with price tag. Send one set when you order this rack at no extra cost.

$7.80 per set.
15% deposit, balance C.O.D.
Free deposit in full for samples.

Send for FREE Wholesale Catalog!

UNDER THE MARQUEE
Continued from page ??

Cameo, famous Bijou Bijou. Miss M.314 of Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, Utah, 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She Walks!
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NICKEL SILVER GETS TOP DOLLAR!

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BE READY FOR THE POLITICAL FIREWORKS WITH KIPPS REPUBLICAN ELEPHANT

These rubber animal items feature the names of political figures, with sales, election spots, etc., and are also suitable for reunions.

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Three rubber animal items include the names of political figures, with sales, election spots, etc., and are also suitable for reunions.

10" SAFETY LOCK WRENCH

With Fritz-the-Ranger Release

In stock. 2" in length. 2 1/4" wide. 2 1/4" deep. Adjustable in the Pocket. $1.15

4" SAFETY LOCK WRENCH

Regularly listed. In stock. 4" in length. 2 1/4" wide. 2 1/4" deep. $2.25

ANIMATED SENSATION

6" Marilyn Doll

Large spot on one leg and right arm. Black hair. $16.50

STEVENS ENTERPRISES

1 sample each, please $0.00

A PERFUME SENSATION

Full bottle, 1/2 oz. $1.00

Peach Work Demonstrators

PRAIRIE ART NOVELTY CO.곽, 310 Harrison Ave. Chicago 24, Ill.
**PIONEER Qualatex® Spray Balloons**
Flaszy four-color polka dots or stripes on either a transparent or white balloon. A sure sale wherever you pitch 'em.

Order These Four Color Wide Stripes
9” dia. Transparent . . . . . No. 9-ATW
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And Four Color Polka Dots...
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**COSTUMES, UNIFORMS, WARDROBES**
CAPRIS—ADULTS—KNIT; SATIN, COTTON, SILK, NYLON. Sizes: M, L, XL. For sale or lease. Varying monthly prices. From: 75c. Up. 2423 N. Clark St., Chicago, Ill.

**FOR SALE—SECOND HAND GOODS**
FLAX MACHINES Owned by O. H.—HOGS and PIGS sold all around. 159 E. Ohio St., Chicago, Ill. 

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FOR SALE—NEW UPRIGHT MUSICAL INSTRUMENTS—REPRODUCTIONS OF PERIOD PIECES. NEW & CONV. TO EXTRACTING, EDITING, AND PRINTING. 1160 W. Diversey Pkwy., Chicago, Ill.

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WANTED—OCCASIONAL WANTED—OCCASIONAL WORK. WILL DO ANY KIND OF WORK. 1175 S. Shields Ave., Chicago, Ill.

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FOR SALE—NEW TUTHILL MACHINES—FOR PROFESSIONALS AND AMATEURS. NEW & SECOND HAND FROM $17.50 UP. INCLUDES 1000 SAMPLE ORDER. Orders Outside Chicago.

**PRINTING**
AMERICA'S FASTEST PORTER PRINTERS. CATALOGUE AT THE OFFICE. FIVE MEN IN EVERY NOOK AND CRANNY— autonomous men. L. 214 Clark St., Chicago, Ill.

**SALESMEN WANTED**
AGENCIES SALESPEOPLE WANTED—TIES, BROKERS, 10% COMMISSION. FOR OLD AND NEW CUSTOMERS. FOR SALE-LEASE-RENT. 407 W. Grand Ave., Chicago, Ill.

**TATTOOING SUPPLIES**
AS TATTERING MACHINES—OUTLINES AND LINES. COMPLETE LINE. 2735 W. 63rd St., Chicago, Ill.
Candy Mfrs. Probe 10c Field, Aaroe 5c Bar Here to Stay

Competition Stops All-Out Conversion, See Ready Markets for Both Prices

CHICAGO, July 24.—The nickel candy bar is here to stay—起码 at least—because of the pressure of competition, aield manager of the leading candy producers revealed this week.

Manufacturers who would like to give up the 10c bar talk to the effect of the likelihood that, the 5c bar will run roughshod over the 10c, offering a price

advantage to the consumer which would limit the true potential of the 10c bar.

So despite the problem of nickel content and profit margin crises, the 10c will be here for many years to come. Competitors and those in the field are therefore committed to a two-tier pricing point.

High Cocoa Price
The manufacturer is taking the nickeling hard at all angles. The chocolate bar, the largest confection, is being offered to the consumer at a profit of 85% or more, and the so-called "premium" bar is being sold at a 75% after-tax profit.

Some manufacturers declare (Continued on page 16)

FOR 'PLUS' SALES
Wis. Dairies Take to Milk, Ice Cream...Machins.

MILWAUKEE, July 24.—Dairies are going after milk and ice cream vending machines in Wisconsin at the moment.

They are both operating and supplying the vendors.

The Golden Guernsey Dairy Company, for instance, has sold a 50-package ice cream machine to C. A. Feldman Corp., and according to Gov. W. McKee, the firm's president, it is now in operation.

The Marl-Gold Dairy in Racine has two outdoor milk vendors. Mr. Bahr, who has been a successful retailer, said they sold as many as 126 gallons of milk in one day. Mr. Bahr said it was a good investment and that they were making real money.

The milk vendors in Wisconsin are having a hard time, however. They have to pay 50% of the cost of the machines to the manufacturer, and the state law requires them to pay 3% excise tax on all milk sold.

The dairies are offering a 5% commission on each machine sold, which has risen to 120 gallons a day.

CTA Extends Bus Vendor Test

CHICAGO, July 24.—The Chi- cago Transit Authority has extended the original 15-day test period of sales to bus vendors on its buses to mid-August.

Robert Gay, CTA public infor- mation officer, said the test was successful and the authority has decided to extend it.

The test is being conducted to determine the feasibility of allowing vendors to sell snacks and beverages on the buses.

The results of the test will be used to decide whether or not the program should be expanded in the future.

(Continued on page 104)

Drink Machine UPEEK

Bottler Repair Plan
Plugs Profit Leaks

J. Alex, Chief
Vendorlator Co.
Engineer, Dies

VERSUSO, Calif., July 24.—Jack Alex, chief engineer of the Vendorlator Manufacturing Company, San Francisco, died in a recent auto accident.

Alex joined Vendorlator in 1947, worked in the research and design departments until May, 1952, when he was named chief engineer. Prior to joining the vendor manufacturer, he was associated with the vending machine and machine manufacturing phases.

From 1939 to 1947 he was a partner in a firm known as A. G. Sullivan, distributor of the Vendorlals.

Last year he worked with his wife in the day-to-day operation of the Vendorlals.

Survivors include his wife, two sons, three daughters, and a grandson.


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NABY Eyes Broader
Group Insurance Policy

CHICAGO, July 24.—National Association of Bulk Vendors is establishing a consultant survey with the object of broadening its group insurance coverage.

Last year a year ago, given bulk operator a lower premium and 20% added to your group life premiums and product liability seeking to include group life, weekly indemnity and hospitalization for employees, their employees' families, and their dependents.

According to Clarke, there are many reasons why these non-advertised products exist in vending machines. In vending machines, have been.demonstrated.

Clarke stated that cup vendor machines are very consumer orientated and nationally advertised. Brands like Oreo, Biscuit, and Toll House, are always on the market whether or not they're actually being sold.

The future of beverages in vending machines will be determined by a variety of factors, including: the price of the beverage, the variety of beverages offered, and the convenience of the vending machine.

The 9 column manual Mercury vending machine has a 900-pack capacity, accommodates regular and large size brands. List price is $60.

DEVICE TO FOIL VENDER CHEAT
WASHINGTON, July 24.—Am. Prisoners Convicted of Vending Machine Theft

Washington, July 24.—A New York prison has been convicted of committing two thefts from a vending machine.

C. H. B. Bingham, 21, of Nyack, N.Y., and J. F. K. Foley, 20, of Brooklyn, N.Y., were convicted of stealing money from a vending machine.

The convicted prisoners are members of a group that has reportedly stolen money from vending machines in various parts of the country.

(Continued on page 104)

DIESEL POWER

Head at Annual Meet

MONTREAL, July 24.—The Canadian Automatic Merchandising C. S. was formally installed at its annual convention in Montreal.

Elected directors were W. P. Miller, president; R. A. Yetman, vice-president; M. P. H. B. Wren, treasurer; and W. G. Trueman, secretary.

The convention opened with a program of automatic merchandising of a separate industry by the government.

Robert Hotel, owners of the new vending machine, has been installed, he said, because it is better than the old one. He hopes his new agreement with the vendor will be a guarantee plus a real incentive for the vendor when they get high enough.

UNIQUE TRAP

Arrest 3 Men
Using Slugs
In Vendors

DETOUR, July 24.—A unique trap, in the form of a ined'true police officer and a vend- er, resulted in the arrest of three men charged with stealing from the vendor's box.

The vendor was named Steve Malik and Merle Chion, employees for 25 years, were suspected of having a flying machine, China and a long, narrow box containing the manufacturing of the phony coins.

The vendor, a member of a thin partition behind which the vendors' offices and the vendor manager are located, was caught after an opening in the partition was being held.

Robert Gay, CTA public infor- mation officer, said the test was successful and the authority has decided to extend it.

The results of the test will be used to decide whether or not the program should be expanded in the future.

(Continued on page 104)

Daily Biscuits
N.Y. Subways
Vending Biz

NEW YORK, July 24.—The Brooklyn Eagle uncovered these two localizations, the number one vending industry in New York:

1. Pounds of peanuts, sales of which this month, 10,000, total vending units in the subways and bus lines.

2. Drink vendors: gums, mints, 2,000; Coca-Cola, 1,000; Pepsi, 500.

The story refers to the importance of the cigarette vending industry, bringing in about $140,000 worth of sales. It then expanded in the subways in January and is up to 150,000 a day a year ago to 160 at present, with a goal of 300 set.

King v. E. Elect to CAMA
Head at Annual Meet

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Map Cigarette Vending Topics for NAMA Show

CHICAGO, July 24—Cigarette vending will have a fortuitous seat at the National Automatic Merchandising Association annual convention and exhibit, to be held in Washington, D.C., October 10-13. So far 16 manufacturers of cigarette machines and cigarettes have signed up for the meet, two of the basement exhibit company, chairman of the trade show committee, announced this week.

“What’s Ahead in Cigarette” is the subject of a speech on the convention program to be discussed by a tobacco company official at the convention.

Location Sales

The problem of direct sales of cigarette machines to locations will be discussed by a panel of operational experts who have gained experience in meeting this problem. A special "Travel Talk" Exchange Clinic for cigarette operators who have been in operation.

Exhibit Space has been reserved by the American Tobacco Company, Brown & Williamson Tobacco Corporation, Lorillard Company, Philip Morris & Company, Inc., and Universal Match Corporation.


Workshop Sessions


Vender Kit for Navy Locations

BALTIMORE, July 24—The Varden Company here reported this week that its radio interference reduction kit for electrically operated vending machines has received U.S. Navy approval.

The kits, installed entirely on incoming cables located on the basic machines, filter out the sensitive equipment used by the Navy.

It is reported that a recent Navy directive, MIL-1-18910, requires all electric vending machines on Navy bases to be modified by the installation of radio interference reduction kits.

Specified kits for vending machines supplied upon receipt of the Navy order on the Navy vender, model and serial numbers.

Nehi Names Cooper Sirf-Out Mgr.

COLOMBOUS, Ga., July 24—Nehi Corporation appointed J. B. Cooper as manager of the air conditioning and refrigerator division, T. H. Stanley, vice-president in charge of division, announced this week.

Cooper succeeds Stanley Beall, recently named vice-president of Apco.

Cooper attended law school in Atlanta, has extensive background in the soft drink field.

N. D. Cit Tax Down 4% 

BIRMINGHAM, N. D., July 24—Starting July 1, 1954, stamp tax revenues were off 4.1 percent for the first quarter, compared to the fiscal year ended June 30, 1953. Arthur Engen, state tax commissioner, reported. Total tax collections in the State were $1,382,057,000, down 4 percent from the fiscal year 1934 collections.

SAVE MORE MONEY—MAKE MORE MONEY

A talk entitled "In-Fact Food Vending Specialties Can Work in Close Harmony with Mutual Advantages," will be held in Philadelphia, Penn. Home Insurance Company, chairman of the trade show committee, will address the convention.

For the first time, a completely sponsored program for the ladies of the vending industry will be offered. A ladies brunch with entertainment will be sponsored by the Mayo, Case, and the Nestle-Cola Company will sponsor following brunch and handcuffs for the family.

2-Day Distri, Sales Meet at Bert Mills Corp.

ST. CHARLES, Ill., July 24—The Bert Mills Corporation hosted a special sales meet at plant headquarters Friday and Saturday (22-24), William Chadwick, vice-president, who is in charge of the Bert Mills Model and an optional hot chocolate vending unit were introduced.

Discussion centered on an expanded sales program, including "Diet Pepsi 500" coffee bar, the new 400-at-a-time and the hot chocolate unit.

Decision to add the chocolate unit as an optional feature on new machines, and as an attachment to Model 500 and M54 Coffee Bars now in the field, was made following an operator survey. Chadwick stated.

Mandell Guaranteed Used Machines

MANDELL & CO., 4650 W. FULTON ST., CHICAGO 14, ILLINOIS

GIVE TO DAMON RUNYON CANCER FUND

Northwestern

SELECTIVE TAB GUM VENDER WITH "QUICK CHANGE" MERCHANDISE DRUM FOR DETAILS WRITE FOR FREE S-25 PACKAGE CATALOG

NORTHWESTERN SALES AND SERVICE CO.

MO. MANDELL

76 W. JACKSON ST., NEW YORK 6, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

Pioneer Vending Service

190 Albion St. 

Syracuse 1, N. Y.

Phone: Hamilton 4-2233

Charms that Charm Customers and EMPY Machines

FILL CHARMS

PLASTIC, Series #3, 50 assorted... $1.50

GUMMICKS

PLATED GUMMICK-LIKE CHARMS...

1.75

PLATED OFFICIAL BADGES...

10.00

PLATED MONKEYS...

35.00

ELECTRIC TANS...

5.00

DIONS & TOASTERS...

15.00

BILLETTS, Vacuum-Plated...

15.00

SPECIAL MIX, Very Many...

5.00

RIM RINGS, Vacuum-Plated...

15.00

DION, MAPLE, Faulty...

5.00

SKELETONS IN CLOSETS...

25.00

IMITATION CUPS...

15.00

SMALL DOWN PAYMENT.

SMALL DOWN PAYMENT.
BALANCE $10.00 PER MONTH

NOT A NOVELTY BUT AN INVESTMENT

WATLING MFG. CO.

EAST ARMSTRONG ST. - MORRIS, ILLINOIS

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Write for Free S-25 Package Catalog

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FILL CHARMS

PLASTIC, Series #3, 50 assorted... $1.50

GUMMICKS

PLATED GUMMICK-LIKE CHARMS...

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5.00

SKELETONS IN CLOSETS...

25.00

IMITATION CUPS...

15.00
Conversion Kit
For New National
Cup Dispenser

ST. LOUIS, July 24.—National
Dispensers, Inc. has announced
a conversion kit for its ice cream
and chewing gum machines, includ-
ing all necessary parts and
mounting brackets, designed for installation
The kits permit installation on
every dispenser. Dispenser
mechanism can be converted to vend
hot or cold cups. These kits are being sold
at National branch offices in Atlanta,
Chicago, Dallas, Los Angeles, Tor-
onto and New York.

V. Wa. Cig Tax Take
Falls $445,000 in Year

CHARLESTON, W. Va., July 24.—A new
report compiled by Tax Commissioner
W. D. Sweat shows that the State's net
taxe cigarette collections for the
fiscal year, ended June 30, were
$445,000 below those for the previ-
sous year.

Ferguson said that collections for
the year just completed amounted to
$1,945,671, as com-
pared to $1,340,096 in net collec-
tions in fiscal 1963. Net collec-
tions in June were $740,945, as
much as 25% of the figures in June
of 1964 for the same month a year ago, he
stated.

CIGARETTE and CANDY MACHINES!

All machines used King Flex and Standard Brands in all columns— indexing.
with exception indicated. (See $0.00 additional
for 3rd dispensing.)

Model E, Cig, $1.30. Price $1.75.
Model W, Cig, $1.10. Price $1.45.
Model C, Cig, $1.20. Price $1.35.
Model Z, Cig, $1.30. Price $1.65.
Model 300, $1.75.
Model 100, Cig, $1.20. Price $1.45.
Model 600, Cig, $2.50.
Model 700, Cig, $3.50.
Model 800, Cig, $4.50.
Model 900, Cig, $5.50.
Model 1000, Cig, $6.50.
Model 1200, Cig, $7.50.
Model 1400, Cig, $9.50.
Model 1600, Cig, $11.50.
Model 1800, Cig, $13.50.
Model 2000, Cig, $15.50.
Model 2200, Cig, $17.50.

Model 250, Cig, $1.75.
Model 300, Cig, $2.25.
Model 400, Cig, $2.75.
Model 500, Cig, $3.25.
Model 600, Cig, $3.75.
Model 700, Cig, $4.25.
Model 800, Cig, $4.75.
Model 900, Cig, $5.25.
Model 1000, Cig, $5.75.
Model 1200, Cig, $6.25.
Model 1300, Cig, $6.75.
Model 1400, Cig, $7.25.
Model 1500, Cig, $7.75.
Model 1600, Cig, $8.25.
Model 1700, Cig, $8.75.
Model 1800, Cig, $9.25.
Model 1900, Cig, $9.75.
Model 2000, Cig, $10.25.
Model 2200, Cig, $10.75.

Model 2500, Cig, $11.25.
Model 2750, Cig, $11.75.
Model 3000, Cig, $12.25.
Model 3250, Cig, $12.75.
Model 3500, Cig, $13.25.
Model 3750, Cig, $13.75.
Model 4000, Cig, $14.25.
Model 4250, Cig, $14.75.
Model 4500, Cig, $15.25.
Model 4750, Cig, $15.75.
Model 5000, Cig, $16.25.
Model 5250, Cig, $16.75.
Model 5500, Cig, $17.25.
Model 5750, Cig, $17.75.
Model 6000, Cig, $18.25.
Model 6250, Cig, $18.75.
Model 6500, Cig, $19.25.
Model 6750, Cig, $19.75.
Model 7000, Cig, $20.25.
Model 7250, Cig, $20.75.
Model 7500, Cig, $21.25.
Model 7750, Cig, $21.75.
Model 8000, Cig, $22.25.
Model 8250, Cig, $22.75.
Model 8500, Cig, $23.25.
Model 8750, Cig, $23.75.
Model 9000, Cig, $24.25.
Model 9250, Cig, $24.75.
Model 9500, Cig, $25.25.
Model 9750, Cig, $25.75.

Victor Vending Corp.
1921 W. Grand Ave.
Chicago, Ill.
PUT THIS IN YOUR PIPE AND SMOKE IT! THE HOTTEST PIPELINES ITEM-EVER-SMASH HIt OF NAVY CONVENTION

Miniature Pipe in Vending Capsule $2.00 Per 1,000

COMPLETE STOCK AND SERVICE IN CANADA. WRITE, WIRE, PHONE YOUR ORDERS.

Paul A. Price Co.
55 Leonard St., New York 13

Ball and Vending Gums
New Low Factory Prices

Bubbline* Chicle Colorophyll

Bubbline Ball Gum, 150 -175 g 32 lb 53 lb 165 lb

Chicle Wood Chicle, 245 g 5 lb 10 lb 20 lb

Chicle Chicle, 320 & 325 oz. 4 lb 8 lb 16 lb

F.O.B. Factory, 120 lb. Lots

American Cheewing Products
811 N. Peiser • Newark 6, N. J.

Ready For Delivery Now!

ACORN

1c or 5c

All Purpose

Bite Merchandiser

Featuring the New Silver Streak

Empire Coin Machine Exchange

1012 Milwaukee Ave. • Chicago 22, 11.

Vender Sales Aid Mfr. to Open New York Office

Chicago, July 31.—Carter & Galantin, manufacturers of the Bellows, a rapid portable phonograph for point-of-sales men.

Harry E. Walsh, vice president of the firm, formerly associated with the firm of September 23. 1911, has been in charge of the Bellows Company for three years. It is expected that he will be in charge of the Bellows Company 21 years. Besides the above-mentioned Bellows, a radically new portrait will be used in the new offices.

Walsh, vice president of the Bellows Company, has been in the industry for three years. He has been in charge of the Bellows Company three years.

Austin Packing Names Berkley Nat'l Sales Dir.

Baltimore, July 31.—Paul I. Berkle, has been appointed Nat'l Sales Director of the Austin Packing Co., Ernest H. Fox, president, announced Monday. Berkley will work directly with Fox in all matters relating to sales, sales promotion and advertising.

Associated with the vending machine industry for 12 years, Berkley, a graduate of St. Lawrence University and a former regional chairman of the National Automatic Merchandising Association, will be married, has three children, and lives in West Orange, N. J.

Cigaretteliana, July 31.—Ala. Tobacco Tax Take Down 3½% for June

Montgomery, Ala. July 31.—Revenue Commissioner Joseph M. Willoughby reports that income from the state's tobacco tax for June was $41,659, down 3.5 per cent as compared with the same month a year ago. Edwards expected "both economic and political" factors to enter into the decline in tobacco sales.

Harold Walsh
To Resign as Beech Co. V-P

Bloomington, Ill., July 31.—Harold E. Walsh, vice-president in charge of sales for the Beech Aircraft Corporation, has announced his resignation from the firm effective September 1, 1911.

Walsh has been associated with the Beech Company 21 years. Because of ill health he has been on a restricted basis since early this year. He recently entered Mayo Clinic for a complete physical examination.

Walsh started with the Beech Company as a young man. He has served as retail credit manager, general sales manager, office manager, a member of the board of directors, Western sales manager, and general sales manager.

"My future plans are indefinite," Walsh said. He feels that he has taken a wrong turn east, and will spend some time looking after his own interests in livingston Island. He also looks forward to a Mediterranean cruise which he feels will put him a year ages for business reasons.

Ulrich Appointed Beech-Nut Ad Mgr.

Canaanohake, N. Y., July 31.—John A. Ulrich was appointed advertising manager of the Beech-Nut Packing Co., 113 River St., the firm's advertising manager.

The new appointment will facilitate promotion of the Bellows, a rapidly portable phonograph for point-of-sales men.

Walsh, vice president of the firm, formerly associated with the firm of September 23. 1911, has been in charge of the Bellows Company for three years. It is expected that he will be in charge of the Bellows Company 21 years. Besides the above-mentioned Bellows, a radically new portrait will be used in the new offices.

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DIVERSIFY
Color Op Finds Steady Profits In Mixed Route

AURORA, Colo., July 24—Diversification: The key is steady amusement, a medicated and busy profits. That’s what Jack Arnold, owner, was saying yesterday at the Whirlin’ Jack, in the heart of the city of Denver, where his business also include joke boxes, pinball, shuffle bowlers, novelty handcuffing, and thelike. The men who have been Andrews says Arnold, “In almost every location, there are as many amusement as are practicable. For example, in a typical tavern location there may be a bingo game, a bowling game, a slot machine, pinball machines, and the like. And when played in groups, there is a likely supplement on the others.”

Rockford Assn. Schedules Meeting August 5

ROCKFORD, Ill., July 24—Music operators of the Illinois Section of the National Association of Records Distributing Company will have their annual meeting August 5 at the offices of Canada, Inc., 100 Block, Rockford, Distribution Company and president of the association, to determine future public, relations campaign in regard to next years Rollo Fund and other charitable purposes.

At the last meeting, members voted most of the evening to the problem of commissions. No action was taken. (Continued on page 94)

Detroit Music Ops Mop Program to Revive UMO

DETROIT, July 24—Leading music operators in the Detroit area have organized a mop program to keep the ground work for reviving the United Motion Pictures Organization of Michigan, UMO, which once was a very popular and a well-liked box trade association, has been incorporated to keep the organization alive.

Chairman of the proposed association is Fred Carlson, UMO member, who had been scheduled for all operators in the area at the Veterans Memorial building, for telephones or offices on August 5.

Another key figure in the proposed organization is John McCall, who was public relations counselor for the original organization.

Small released the following four members of the organization:

The mop program will be held on Thursday evening, August 5, at the offices of Canada, Inc., 100 Block, Rockford, Distribution Company and president of the association, to determine future public relations activities and other charitable purposes.

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MUSIC MACHINES

Miami License Fees To Double on Jukes

New Fees Include All Coin Equipment; Commission to Hear Ops Before August 4

By ALBERT E. DENNY

MIAMI, July 24—The Miami license fee for jukes, pinball machines and other coin-operated devices sold or owned by licensees under the city’s amusement ordinance was increased to $250 per annum effective first reading by the city on Monday (21), but may be softened before the next meeting.

Mayor Abe Aronowitz introduced three proposed ordinances, including one providing for a $250 amusement license for jukes, pinball machines and other coin-operated devices sold or owned by licensees under the city’s amusement ordinance. The amendments were passed unanimously.

Walter Blatt, president of the American Machine Operators’ Association of Dade County, told the Miami City Council, the ordinance would require all coin machines and devices operated by licensees to be licensed, and if they were not, they would be subject to arguments against the best, and best taken.

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L. A. Assn. Ops Study Monthly Hit Tune Panel

Air Plans to Build Local Publicity; New Members Added

LOS ANGELES, July 24—Members of the Los Angeles Division of the California Music Merchants’ Association went on record at their annual meeting Thursday (21) by favoring a “Hit of the Month” drive and encouraging members to work on a new drive to build the local public radio equipment in a healthy condition by the sale of its new “Music in Motion” disc.

A new member, Josephine Analone of the city’s music business, was welcomed by the association, and her orchestra, RCA Victor, was introduced. (Continued on page 94)

MIAMI

R&B Disks Get SS Hotter All the Time

MIAMI, July 24—Rhythm and blues music operators here have been all the time, according to Mrs. Bill Miller, who restricted her comments, to the selling ends, but not the operating ends.

Mrs. Miller, of Rhythm and Blues Distributing Company, which handles Atlantic records, also talks of adding one or two more of the $250 license, the sale of which is also required to the city of Miami. There is no other time, as Mrs. Miller, who restricts her comments, to the selling ends, but not the operating ends.

“Because of the change,” explained Mrs. Miller, “that is all more locations are finding better results, collected from the last up-the-pan from the top and the classical discs. Locations that once turned up on the disc to turn down for a change.”

Another point in recommendation of Mrs. Miller, is that the last meeting was held in mid-August, and the hit parade started out with the new popular “I’ll Be Humor, First” which is called by the Columbia in a Cat label.

Record 600 Turnout At Chicago Golf Fete

CHICAGO, July 24—Recorded Music Service Association ended its annual golf outing last Wednesday (23), drawing a record turnout of over 600 members, officers, distributors, and friends who took over the club house and barns of the Chicago Golf Club.

Of the 600 golfers present, was over 18 holes of golf, a buffet luncheon was served after about two hours of entertainment

LA.

Op Gives Country Spots New Jukes, Carts

SOLDIERS GROVE, Wis., July 24—License the UMO: New old equipment in country le-

ers. There are two new horses and new old equipment in country leaders. There are two new horses and new old equipment in country leaders. There are two new horses and new old equipment in country leaders. There are two new horses and new old equipment in country leaders. There are two new horses and new old equipment in country leaders. There are two new horses and new old equipment in country leaders. There are two new horses and new old equipment in country leaders. There are two new horses and new old equipment in country leaders. There are two new horses and new old equipment in country leaders. There are two new horses and new old equipment in country leaders.

The license, of course, the UMO, has four levels of equipment in country leaders.

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Calendar for Conmen

August 1-5—National Candy Wholesalers Association, annual convention, exhibit, Hotel Commodore, New York.

August 2—Peace Officers’ Monthly meet, Midwest Distributing Company, Rockford.

August 12—Summit Music Operator’s Association, Inc., regional meeting, Westmount Hotel, Washington, D.C.

September 8—Music Operators of Connecticut, monthly meeting, Chez Quinton’s, Waterbury.

September 11-12—Nebraska Music Guild, quarterly meeting, Music Hall, North Platte.

October 10-12—National Automat Merchandising Association, convention, exhibit, National Guard Armory, Washington, D.C.

October 25—Summit Music Operator’s Association, Inc., annual banquet, Mayflower Hotel, Akron, (Continued on page 94)
Operators cut their record costs in half... doubled their program offerings... thanks to AMI pioneering and leadership in two-sided record play.

Originator of the Automatic Selective Juke Box in 1927

AHEAD THEN — AHEAD NOW

You can always look to AMI for the developments in juke box design and performance that make more money for operators... year after year.

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1300 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensor: Jensen Music Automatics—building the IMA-AMI Juke-Box sold through Oscar Siesbye A/S, 5 Paladsplads, Copenhagen K., Denmark
The group was entertained by the Salam Brothers, an instrumental and vocal group featuring Frank and Eric records, and Jeri Southern, Darlene recording artist. They were presented by George Jay, KFWE disk jockey and promotion man. Miss Southern introduced her husband, Roy Hutchinson, Chicago disk jockey.

New Members
Ben Cornman, local business representative, reported that membership in the association was continuing to grow. Five new applicants were received. They were Richard Tuck, Bill Yedin, Irving Markley, Bob Reynolds and Berl Corvet.

Pete Pellegini, an operating manager, suggested that a committee be appointed to select the Monthly with the idea of distributing this information to newspapers as well as the trade papers.

COIN MAGNET

Snapshots
Prove Juke Play Boost

BOSTON, July 24—Max Polansky, general manager of the New England Distributing Co., Watertown outlet, reported that Saul Hurwitz, head of MCA, had visited nearby Lynn, came up with a new method of merchandising juke box play that is really pay ing off.

Hurwitz, looking for the unusual, hit upon the unique idea of drawing customers to his machine with pictures. With the aid of his Polaroid Camera, Hurwitz visits the local bowling alleys and photographs picture or two of the customers, and in 60 seconds has the print picture inside the dome.

Over at the T. G. W. H. D. F. T., Hurwitz says there is always a crowd around the juke box, looking at the pictures and, as a result, juke box play was increasing leaps and bounds. In addition, claims Hurwitz, the pictures are being sold in building good will among customers and location owners.

in size...yet with so much to offer!

The largest number of selections...1201!
The smallest console package in the world
3-way service accessibility, top-front and back!
The single button-line-selector for easy plays and more profits!

New RCA Tapes
Boost Library At Magnecond

CHICAGO, July 24—Continuing its rapid expansion in background music, Magnecond, Inc., added eight new RCA Victor master tapes to its library this week.

The master tapes, each capable of playing eight hours of continuous music without repetition, mark the second delivery made by RCA within the past two months. The first, programmed for cocktail lounges, hotels and restaurants, was completed last May. The latest delivery consisted of music suitable for factories and offices.

William L. Dunn, president of Magnecond, said that the RCA masters were being transcribed on individual reels of magnetic tape at the rate of five million linear feet a month. He added that additional programs were under way, covering such categories as churches, department stores and institutional areas.

RCA Victor master tapes are transcribed from RCA's Theriau- lbury library, Ben Selznick, music photographer, reported.

Magnecond has distribution rights to RCA's library of recorded music, for commercial use. Reproduction of material is very wide as through this country, distribution of the music tape is handled on a leasing basis.

7th Week

Contiued from page 52

dered references to threats stricken from

Testimony from the other wash owners followed the same pattern as usual.

Later in the week, the prosecution rested with Frank Hanosh, a former juke box operator, as the government's last witness. Hanosh had attempted to drive his business out of the business of boasting stench bombs.

Friday's defense attorney for Hanosh, forcing him to change his testimony, had the jury disbelieve an admission that he had been convicted for a crime in violation of the statute at the earlier in date jury trial.

The defense charged the police, and the prosecution of hiding Hanosh's criminal record.

Miami Op Aids

Continued from page 52

The company was finally prevailed upon to accept a new lease on

Tudja, who has not been able to work for some time because of heart trouble, and his wife, who is a heavy smoker, aren't worried about the few dollars they can expect by typing.

The apartment which Tudja and his wife had occupied was located in the basement of a building near the police station.

The burned-out vet will stay with Tudja. The insurance company has paid or will pay the claims of the other occupants.

Tudja couple to get a fresh start. They will return to work in a couple of months. Their income in South Florida, has been about $100 a month. Over 20 years of employment for fair dealing and ethics.

Rockford Assn.

Continued from page 52

over-all method was adapted and it was agreed that all companies and organizations

in the Chicago area in the next meeting will be invited to the next

suggestions at the meetings, the suggestions will be sent to the committee on financial aid, to be invited to the next meeting in Chicago.

On Tuesday, Aug. 10, a meeting of the Rockford Assn. was held at the Rockford Bank. The meeting included the following companies:

Ashe, Chicago; Capital City Bank, Chicagol; ABC, Phil Wasem, American Security
First, J. A. McDonald, Standard Bank;
Survey; J. M. Bennett, National Bank; Ban, Harbor; American Bank; and Franklin Bank.

MAO Officials

Meet July 26

OAKLAND, Calif., July 24—The Motion Picture Distributors of America will meet here on July 26 to complete the ground work.

Twenty out of 21 officers of the association, a meeting which will outline the complete ground work for the coming year. Highlighting the evening will be the intervention of the young state association (see The Billboard July 24).

Tudja will be held in the Morris Hotel.

Denver Op Finds Record Sales Okay

DENVER, July 24.—In spite of the downturn in the economy, spending through this area, gross record sales have held fairly good, according to Pete Curren, Denver Record Company.

Garett, a veteran musician and record proprietor of a number of years, said that the current record sales fall off was due to increased competition and a cooler attitude on the part of the consumer in the recent period ending last August.

Rockford Assn.

Continued from page 52
Every Wurlitzer 1700 HF Phonograph to go on location has topped the Earning totals of the Phonograph it replaced.

ONLY THE FABULOUS HIGH FIDELITY

Wurlitzer 1700 HF

OFFERS YOU ALL THESE MONEY-MAKING FEATURES

NEW... ALL New—Phonograph
NEW... Carousel Record Changer
NEW... Gorgeous Cabinet Design
NEW... Ultra Simplified Mechanism
NEW... Full High Fidelity Sound
NEW... Color-Styled Selector Panel
NEW... Size for all Locations
NEW... Weight—308 Pounds
NEW... Increased Earning Power

SEE IT, HEAR IT and BUY IT at your Wurlitzer Distributor

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

www.americanradiohistory.com
NEW—ALL THE WAY THRU!

EVANS' HOLIDAY

100 SELECTION • 45 RPM

COINMEN YOU KNOW

Chicago

Chicago Coin Machines, Inc.

1256 W. Carroll Avenue
Chicago, Illinois

Host Record Council

At Chi Golf Outing

A record crowd of 800 attended the fifth annual golf outing of the Recalled Music Revival last Wednesday (21), making the event just about the biggest local promotion ever staged. Guests from every phase of the coin machine industry were on hand at one time or another during the day. (See complete list of guests attending the event in the Music Machine section.)

Ray Cuttis, Paul Levin and Earl Kles can take a bow. This trio were themselves ragged up and gathered up in the golf outing. It showed without a doubt what a little hard work and effort can accomplish. That 800 attendance record is something to brag about.

Mary Gillette, of Gillette Distributing Company and daughter of Florida to Miami (25) for the Hubbard coin Christmas show. Coin Distributors, reports Lake Okeechobee is getting better every year. Ben has moved lock, stock and barrel up to his lake home.

Paul Brown, head of Western Automatic, roughing it up in the wilds of Canada. Five tournament cabins, a camera and a truly bear proof trailer—it is a long way from the 10th vacation period. Kygo reported.

The BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

MUSIC MACHINES

<table>
<thead>
<tr>
<th>Item</th>
<th>Grade</th>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>A</td>
<td>C-7</td>
<td>$325.00</td>
</tr>
<tr>
<td>B</td>
<td>B</td>
<td>E-40</td>
<td>$455.00</td>
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<tr>
<td>C</td>
<td>C</td>
<td>F-60</td>
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<tr>
<td>D</td>
<td>D</td>
<td>K-80</td>
<td>$525.00</td>
</tr>
</tbody>
</table>

Music Op Turns

Arcade Head Too

DENVER, July 24—Bill Erskine, head of Bill Music Company, diversified the music route recently launched as a "shooting gallery" operation in a Penny Arcade at Lakewood Park. And according to Erskine, the amusement business is a good record year. Play has been excellent since opening day, he said.

Op Gives

Gives value to a higher degree and encourages it.

A columnist since 1930, Mike Young is particularly tough to the fact that virtually every piece of equipment he owns and operates is of postwar vintage. His roster of locations shows about 350 machines, evenly divided between music and games. Mike handles his enterprises.

Mike's Music Service covers a prosperous farming section of the Badger State. Small towns dot the area. Spring Green, Elroy, Richland and Fennimore are typical. The biggest city in which his machines are at work is La Crosse.

Incentive Plan

Route men for Young amateurs have all put in an average of five years' service with the firm. Their remuneration is based on salary, plus an annual bonus figured on total company earnings at the end of the fiscal year. This incentive is very practical and effective way of increasing the efficiency of his organization.

How Was Your Timing on . . .

"SH-BOOM"

Now on Billboard's "Best Selling Singles" Chart

Spotted as a Billboard BEST BUY

Title Strips

JUNE 30, 1954

Juke Profits

JUNE 30, 1954

CONVENIENT ORDER FORM

There are 22 title strips on each card—10 on side A and 10 on side B. The minimum package includes cards of each record selected (up to 10 records) at 60¢ per card delivered weekly for a period of six weeks. Do not order more than your needs and pay for 3 months. Payment is enclosed.

Name

Address

City State

Date

Please start sending me . . .

Get 20 title strips of Billboard's "Best Buy" to cost $10.00 for 3 full months. Payment is enclosed.

Music

20 title strips 20 < 50 $ 6.00 50 to 99 $ 5.00 100 or more $ 4.00

Juke

20 title strips 20 < 50 $ 9.00 50 to 99 $ 8.00 100 or more $ 7.00

Music

30 to 60 title strips 30 < 60 $ 13.00 60 to 99 $ 12.00 100 or more $ 11.00

Juke

30 to 60 title strips 30 < 60 $ 17.00 60 to 99 $ 16.00 100 or more $ 15.00

Music

50 to 60 title strips 50 < 60 $ 21.00 60 to 99 $ 20.00 100 or more $ 19.00

Juke

50 to 60 title strips 50 < 60 $ 25.00 60 to 99 $ 24.00 100 or more $ 23.00

Music

80 to 99 title strips 80 < 99 $ 35.00 99 or more $ 30.00

Juke

80 to 99 title strips 80 < 99 $ 30.00 99 or more $ 25.00

Music

100 or more title strips $ 30.00

Juke

100 or more title strips $ 25.00

Music

Note: All title strips are on the basis of a 10¢ each.

Two more teams have been announced for the World Championship and the $50,000 prize money. The teams are the Chicago Bears, the Champions of the National Football League, and the New York Giants, the Champions of the American Football Conference. The game will be played on December 28 at Soldier Field in Chicago. The game will be broadcast on NBC radio and television.

George Kygo, sales manager, announced that the A.B.T. Manufacturing Corporation is working towards a March opening also over the summer season. He said that the company plans to run from August 2-15. A skeleton staff will be on hand to maintain the machine during the vacation period.
America's NEWEST UTILITY...

sells so readily to everyone because it sounds so LIVE thanks to RCA PLANNED MUSIC...music planned, produced, blended and programmed with "the Selvin touch"

Since every selection is planned to blend perfectly with the mood, the type, and the key of the selections played before and after it, special orchestral arrangements and recreating techniques are called for. Here Norman Cloutier and Ben Selvin check timing.

Ben Selvin follows the score as Freddy Martin rehearses his orchestra in some new arrangements of familiar tunes. This is just one of the fine orchestrations heard on Magnecord's magnetic tape reels in new, fresh recordings of America's best-known, best-loved, best-hummed and best-bought music.

Ben Selvin and Freddy Martin listen attentively as RCA engineers play back what has just been recorded. One tiny flaw, one calculated mistake, even one small scratch on tape may ruin professional standards pay-off in the LIVE sound that's the hallmark of RCA Planned Music, delivered by Magnecord's continuous magnetic high fidelity tape reproducer.

"The next 10 years of Background Music opportunity will be decided within the next 9 weeks. If you want to be a part of that future, rush this coupon to me, TODAY. There's no obligation."

"Heinie" Roberts

MAGNECORD and RCA Planned Music
A "PACKAGED" BACKGROUND MUSIC SERVICE

Henry ("Heinie") T. Roberts, General Manager—Commercial Music Division
225 W. Ohio Street, Chicago 10, Illinois · Telephone: Wittsahall 6-1889
DIVERSIFICATION

Op Finds Mixed Route Key to Steady Profits

Continued from page 92

Gottlieb Ships
Daisy May,
New Pin Game

BIG 1-CENT BUSINESS
Pennyl Cards Hike
Arcade, Show $

Penny cards were introduced in the past six months for just 1-cent pinball machines in the United States, and the key to the success is that each player is able to play for pennies.

The introduction of the penny card system has revolutionized the pinball industry, allowing for more players to enjoy the game at a lower cost. The success of this business model is evident in the increased popularity of pinball machines in arcades and family entertainment centers.

Online Adventures
Wis. Spot
Changes Hands,
Gets New Look

PUBLIC RELATIONS
Ads Win Good Word for Ops

Chicago, July 24.—The success of a public-relations advertisement campaign is the result of a cooperative effort among the nation's leading manufacturers of amusement game equipment. The campaign has been developed to attract the attention of the trade and to promote the sale of amusement game equipment.

Wis. Baseball
Craze Matched in Coin Games

SOLDIERS GROVE, Wis., July 24.—The interest in baseball coin games is on the increase. The latest trend is to offer a variety of games that provide entertainment and a chance to win.

Johnson Bros.
New Coin Bin

CHICAGO, July 24.—Johnson Bros. Coin Bin Company has announced the introduction of a new product. The coin bin is designed to provide a more efficient and convenient way for players to make purchases in amusement arcades.

Salt Lake City
Delays Action
On Pinball

SALT LAKE CITY, July 24.—The Salt Lake City Council has postponed decision on revised pinball ordinance, continuing to hold up a revival of the pinball business. The Salt Lake City Commissioner, Mr. B. Nicholas, has announced that a new pinball ordinance will be considered in the next council meeting.

Canadian City Okays Pins,
Cites High Council

Calgary, Alta., July 24.—A study by the city council of Calgary has recommended the approval of pinball machines in the city. The council has lifted the ban on pinball machines, allowing for their installation in amusement arcades and family entertainment centers.

Calgary's decision to allow pinball machines is a significant step forward for the industry, providing a new source of revenue for amusement businesses and a new form of entertainment for the community. The decision is expected to boost the local economy and provide a new source of enjoyment for residents and visitors alike.
Big One-Cent Business

CONTINUED FROM PAGE 98

Business Opportunities

ARCADE FOR SALE—PERMANENT ANNUAL CONTRACT. Owners of Coin-Operated Amusements. Write for complete information.

COIN MACHINES, 150 GOOD MACHINES FOR SALE. Complete list in a few days. Excellent condition. Reasonable. Write for full details.

HELP WANTED

Parts, Supplies & Services

COMPLETE ARCADE, ONE-HANDER 33-Penny $225. Sold brand new in 1927. Can be repaired and put up. Price: $35.00. Sale price $60.00. Sale price $60.00. Sale price $60.00. Sale price $60.00. Sale price $60.00.

Can be repaired and put up. Price: $35.00.

Wanted to buy

Mutoscope Names Red N. D. Distribut...

New York, July 24—Herb Klein, salesman of Inter-State Mutoscope Company, has announced appointment of Red N. D. Distributing Company, Boston, as exclusive distributor for Mutoscope’s new Drive Mobile, a coin-operated amusement game which tests driver’s skill, reflexes and grades performance.

Routes for Sale

Farms close Thursday for the following week’s issue. Please give point when filling in this form.

1. Clip your ad to this form.
2. Check classification you want your ad to appear under.
3. If rate card is not suitable, please state your requirements.

CANADIAN OPPS. HAPPY WITH NICKEL NICKEL

TORONTO, July 24.—The news in Canada is that a new nickel is being greeted with enthusiasm by the many coin-operated amusement operators in Canada.

The nickel is the out. The latter has the nickel size, the nickel price, the nickel play, the nickel returns and the nickel service of new nickel.

Many operators were glad to get the new nickel. The nickel is the out. The latter has the nickel size, the nickel price, the nickel play, the nickel returns and the nickel service of new nickel.

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COINMEN YOU KNOW

In this weeks Coinmen You Know, we continue to bring you the latest news and insights from the world of coin collecting and coin-related industries. From the latest coin auctions to new discoveries in numismatics, our contributors provide valuable information and perspectives on this fascinating field.

aussian news

Asher Rabins, a well-known numismatist and auctioneer, recently attended the Spink & Son sale in London. According to sources, Rabins was particularly interested in the rare and unique coins that were up for auction. He reportedly made several significant purchases, including a rare ancient coin that fetched over $1 million.

In other news, the website CoinWeekly announced the launch of its new online community platform. This platform allows coin collectors and enthusiasts to connect with each other, share knowledge, and discuss the latest in the numismatic world.

CoinWeekly also reported on the recent discovery of a new coin hoard in the United States. The hoard, which consists of over 1,000 coins, was discovered in a remote mountainous area and is believed to be from the 18th century.

In the auction world, Sotheby's announced the sale of a rare set of ancient coins from the Egyptian collection of a private collector. The set, which includes over 300 coins, was expected to fetch over $5 million.

The American Numismatic Association (ANA) has announced its upcoming conventions schedule for the year. The ANA plans to host several events in various locations throughout the United States, including the annual convention in Philadelphia.

Stay tuned for more updates on the world of coin collecting and related industries in the next edition of Coinmen You Know.
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sub machines. 
Dick Taylor, of Amusement World, has added several new Seeburg and Wurlitzer 
in his route. There was also an addition to his household. 
Dick Jr., who works in the T. V. Repair shop, has a new baby. 

Mr. G. L. Langone, of Lincoln, 
has added a new bulk vending machine to his inventory, and is now starting 
working on a new machine with some of the other Field supervisors via the 
capsule method.

Steve Gorka, who has a few months' experience with the company, is 
now re-entering the Jake boys route from L. R. Truxx.

DICK ZIPHER, of the Canton 
company, combined business and 
travel on a recent trip to 
Las Vegas.

Los Angeles

Inventions to: 
Mr. George L. Smith, Hollywood, 
9023 Hollywood.

Jeanne Rey Ends 

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Joseph Wallach, regional repre- 
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pany, has returned from an 
important sales meeting in 
Chicago, where he met with 
the home-office men. 
Mr. Wallach covered Denver, Seattle, 
Salt Lake City, Portland, 
San Francisco, L.A., 
Phoenix, Portland and Las Vegas. 
Mr. Wallach is in the process of re- 
invigorating Kenney's new Central 
office with enthusiasm.

Charley Daniels, Paul Laymon's 
brother, has celebrated his 50th 
birthday while in San Diego. Ed Wilkes is in the process of 
installing a new Hi-Fi set 
sold by Bally's new Hi-Fi game.

Adolph D'Este is back at his 
post in the sales department 
after his recent trip to 
Chicago. While in Chicago he 
covered the Wurlitzer Record Bar, gleefully re- 
ported that he left it at the record counter again this weekend.

Jack Gutshall, Corona music op- 
er, was reminiscing about the 
many years of service to the 
only national independent record distri- 
bution company, the 
Lipman company, company, 
which continues to thrive even in 
the face of Today's market.

Lyn Brown, Lyn Brown Con- 
solidated, will be launching 
their line of slate sets of 
dealer rides to include the Exhibit in 
the Chicago store, when the 
distribution of the new 
several other states.

Operators in Los Angeles this 
week include 
George Stu, Los Angeles. 
Jack Peck, Santa Ana. 
Lester Peck, Long Beach. 
Charley Garven, Van Nuys. 
and Al Ciferi, of San Diego.

There was a reason for Sid 
Kanter's absence Friday 
night, passing the floor around 
the city to look at a 
new Midvale coin-op machine 
invention in Chicago. He was 
the proud grandfather 
for the third time. Bloom's trim- 
ple. 

Leslie, granddaughter, 
Laurie Beth. Laurie Beth 
and Kay, Laurie Beth's 
daughter, Kay. Laurie Beth 
waited for many weeks for 
time here before her entrance in 
Lincoln, Neb.

Sub Bisons for 

To J. D. Brown, 

A new operation considerable 
change has recently appeared in 
the field of coin-op equipment. 
Mark Odell and Dale Hed- 
lock, of Odell's 1-cent gun 
outlet, have started up the 
Exchange of Club 
Lisbon.

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SHUFFLE GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issue as indicated below. All advertised used machines and prices are listed. Where more than one from advertised the same equipment of the same price frequency with which the price occurred is in parentheses. Where quantity discounts are given in the ad, only the single machine price is listed. Any price obviously depends on condition of the equipment age, time at location, territory and other related factors.

**C泸INMEN YOU KNOW**

Continued from page 101

[advertisement content]

4. Ark. Firms Ask for Lower Border Cig Tax

LITTLE ROCK, Ark., July 24—Smokers in Arkansas are petitioning for lower cigarette taxes at the state capitol. A special session of the legislature is scheduled for Friday. The petitioners, including a number of large tobacco manufacturers, are demanding a reduction in taxes. The state's current cigarette tax is the highest in the nation.

[advertisement content]

Juke Op Promotes Show For Walter Reed Vets

WASHINGTON, July 24—A Juke-a-Box show was held in the Walter Reed Army Hospital. The show featured a variety of popular songs and was an effort to entertain the soldiers and their families. The proceeds of the show were donated to the hospital.

[advertisement content]

EVANS' LATEST

"CLUB MODEL" Saddle & Turf

- New "Cheet-Proof" Selector
- New Replay Counter
- New Large Service Door On Both Sides For Easy Service

SINGLE CINE DROP WITH SLUG REJECTOR

easily accessible on push button plate 5c or 10c play. High scores possible with single coin for top play.

GUARANTEED REPLAY AWARDS when playing every game when 7 coins are played. Especially designed for locations demanding liberal replay awards.
Unfair Competition Hit

**Continued from page 38**

My juice box and plain milk equipment.

Improved service to the outlet was a major factor in the means of leaving off unfair competition. One outlet kept on top of the location in a Tropicania, he suggested. Build a, happy and healthy place to drink a cup of coffee. Use the personal touch.

It was emphasized that in most cases it takes more than merely a good location to keep the vending machine.

"What it built down to," said one distributor, "is simple good business judgment. Don't wait until racketeering becomes a cancer. Get out and see your locations, and change them if you have to."

**When Your Commission?**

Publicizing of commissions was brought up as another method for combating undesirable competition. The subject was emphasized by the knowledge, learned thru an NNID survey, that 94 per cent of the vending locations do not know how much they get for commissions.

This was held a weakness in the position of the distributor-operator. One large vending firm man said his firm issues a commission report to the location owner. Another said it gives out yearly statements showing the location how much they have earned during the year.

One concept brought out is that an outlet location is a sitting duck for the representative who can express his views on the question, "Do you know how much you are getting from that machine?" While not a knock to the position, the opinion was given that this is an advantage of having the firm decide on the sales talk.

Another subject disclosed was:

The best method for getting into the vending business, it is generally agreed, is to run the long run for five distributor to purchase a machine and to establish himself. To do this, one said:

"Sales alone are not enough."

As to the advisability of selling equipment, it is perfectly okay to equip the location that he can sell a unit if he wishes, so that the representative of the distributor still maintains contact with the location.

As to the value of the vending machine field which can be profitably entered, especially at plant locations. It is

At the beginning of the year, one distributor keep in mind that the complete package is a true detractive to the location. He either owns the machine, or someone owns it for him.

The method for evaluating the price of a going route before buying it is to check on the highest going rate for the equipment he is going to use, as well as depreciation, inventory, plus cash and location. After he is favorably offered the location, it was added, it is then sold to the new route owner.

As to the premium to offer for plant locations, it was said this that from $100 to $250. Another method, it was pointed out, is to ask for the first 60 days.

One of the better salesmen came in when a member asked, "You mean you would give $150 for the location station?" The answer was, "Yes, right. You get the location or you don't. And if you don't, someone else will."
at lunch bars would give great profit margins. A typical setup would put 10 or 15 cents on each nickel slot.

It was possible to use a 10-cent nickel slot if it was possible for us to equal the amount of 1-cent nickel slot production.

W. E. Boyer, president of Boyer Amusements, Inc., said the market was for both nickel and dime bars. At the time, each nickel slot was 10 cents, a 5-cent nickel slot is here to stay, as it has been made possible by the use of coin distributors' design work.

There are some type nickel bars added, which is called a nickel in the nickel class and does not have a nickel slot or 10-cent nickel slot in the nickel class and is made possible by the use of coin distributors' design work.

In many instances a very good selling piece of coin distributes which will take the place of the regular 5-cent bar and sold as a new nickel. Therefore, we do not believe that a nickel slot can be eliminated from the nickel bar.

"No Extra Profit" is the 10-cent nickel offer little or no extra profit under existing chocolate prices," said Curtiss.

At Curtis Candy Company, a nickel in the nickel bar field, it is hitting the guns to the lowest line. Philip Schenker, vice-president, said that his firm "has no plans to abandon the nickel field."

He said Curtis' leading nickel was sold three years ago for 10 million dollars in 1953. "That was not like the 10-cent bar and it is that price is not a profit item. Schenker, like others, is no longer for the nickel bar. "I have a definite market for nickel bars and an equal profit bar for dime bars."

Of this, we will continue to concentrate on both, each in its proper direction and market. The Curtis sales force holds to the firm's policy of holding prices. It does not mean that the end of the nickel bar and Curtis will continue to hold on to its nickel bar line at general retail. In this respect we will have the nickel bar line at a lower price. If a nickel bar line is added that is in a favorable position, moreover, it has been sold Supreme Advertising, manufactured with vegetable shortening, on its own and Butterfinger bars for more years.

H. K. Phillips, vice-president in charge of sales, said that the company went on record to produce chocolate bars in each size of nickel and dime bars.

At the same time, however, butter bars have been moved further on the dime bar path than other candy firms. On July 19th, it withdrew all nickel goods from a seven-state area on the East Coast and concentrated on dime bars. This, Mar, Inc., is continuing to produce both nickel and butter bars, and will supply both with no change in point of view, according to sales manager R. A. Bouc.
enticing!...intensely exciting!

GOTTLIEB'S
DAISY MAY

sparkling action galore...
here's the features...
Resetting sequence from 1 to 6 scores
Advances. 3 Advances lights bottom
Roll-Over for REPLAYS. Additional
Advances awards EXTRA REPLAYS.
A-B-C-D Roll-Overs when made lights
Kick-Out holes for REPLAYS and side
Roll-Overs for SUPER POINT SCORE.
Ball through bottom Roll-Over lights
one of top Roll-Overs for SPECIAL.

it's a honey...
...fast repeat play!

NOW AT YOUR DISTRIBUTOR!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 31, ILLINOIS

DAVIS GUARANTEED PHONOGRAPH

WANTED TO BUY!

SEEBURG M-100-A's
WURLITZER 1100's — WURLITZER 1250's
WURLITZER 1500's or WURLITZER 1550's
WURLITZER 1600's or WURLITZER 1650's
AND ALL OTHER LATE MODEL PHONOGAPHS
WRITE, WIRE OR PHONE SYRACUSE OFFICE
PHONE: 75-5194
Cable Address: "DAVIS"
WE SPECIALIZE IN EXPORT TRADE

DAVIS DISTRIBUTING
SEEBURG FACTORY DISTRIBUTORS
23E ERIE BLVD. E. PH. 75-5194

AMERICAN WALNUT
Write for Illustrated Catalog of
Other Late Model Phonographs

Shaffer Music Co.

YOUR AMERICAN RED CROSS IS ALWAYS THERE!
AFTER TRAGEDY STRIKES
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—Spares—and Blues shuffle automatically after each frame on a mystery basis and range from 30—20—10 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 10h frame.

Points are scored in various values indicated on the backglass in "matching frames" when player presses button. MATCHING FRAMES may be set at 2 or 10 and 3-4 or 5.

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 CENTURY DISTRIBUTOR NOW!

9 foot Playfield on 8 foot Cabinet
8 foot Playfield on 7 foot Cabinet

NATURAL WOOD GRAIN GENUINE FORMICA PLAYFIELD

SEEBURG WANTED

Items wanted for Seeburg.

WANTED

Send in Complete List

TRIMOUNT

40 WALTHAM STREET
BOSTON 16 MASS

1954 Model of Our Original Famous "FLASH JOKER"

This is the machine cleaned by the Denver

1924 30th 1954

is the only machine cleaned by the Denver

R.F. JONES CO.

State quantity and lowest price in first letter

1283 Mission Street
San Francisco 3, California

klandia 3-3379
NEW SENSATIONALLY DIFFERENT!

RIDE WITH WILLIAMS SCREAMO

OPERATE WILLIAMS BIG LEAGUE
with the new exclusive BASE RUNNING UNIT... REPLY or NOVELTY plus TRIPLE MATCH feature!

FOREIGN BUYERS

Our Service Is Quick, Efficient and Reliable
In addition to all the latest equipment we have thousands of International reconditioned machines available for your selection including pin games, kiddie rides, music machines, arcade equipment and alleys.

INTERNATIONAL AMUSEMENT CO. SCOTT-CROSSE COMPANY
1423 SPRING GARDEN STREET PHILADELPHIA 30, PA.
Rittenhouse 6-7712

H. HEADQUARTERS FOR BEST BUYS IN USED BALLY GAMES

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