Cigarettes Bounce Back on Machines
Cancer Scare Caused 20% Drop in June, But Business Now Back to 2% of Normal

By BOB DIETMEIER

CHICAGO, Ill., July 7—As the sale of cigarettes thru vending machines has been hit hard, but not hard enough by reports linking smoking cigarettes and cigarette smoking.

In fact, cigarette sales seem to be in pretty good shape according to a recent survey of cigarette operators and equipment manufacturers of the board.

The machine sales dipped in most sections of the country by 3 to 5% immediately following the American Cancer Society's June, bounced back to within 3 to 5 per cent of normal, and some operators even report that performance is back to normal for the last three months compared to last year.

Filter Boom

Filter-tips sales have boomed in some sections of the country and others, and stayed about the same for others, particularly industrials.

One report that came out of a recent survey reported that king-size sales were greater in areas where they have been taking when selling.

Many operators, who reported equal sales on machines and others, were reluctant to attribute the drop to cutting when selling, but were willing to attribute the cut to cutting when selling, but were willing to attribute the drop to cutting.

There were exceptions to the 7- to 9-per-cent decline-filter-tips sales in one area, but machines reported that machine sales were above the same period in 1953 and more than double the ACS report.

In Los Angeles, operators agreed that sales dipped in May and June, but May 1953, did not have figures for any month. In Los Angeles area, the cigarette market is the result of a combination of factors, and is not the result of a combination of factors.

Sales Factors

Filter-tips sales in some areas, such as Minneapolis, have proved the exception to the rule and have not increased even in the few industrial locations where they are available. Their true potential in such areas, however, has hardly been tested so far, because of the large number of machines capable of vending them.

Request for machines, of higher-priced cigarettes, lack of demand for lower-priced cigarettes.

On the other hand, in New York, one plant manager wanted

Combat TV to Be Colorcast

WASHINGTON, Aug. 7—The nation's capital can expect a quick look at television, designed by the Army, that can withstand the conditions of battle. The equipment is a development of the Signal Corps under the direction of Col. E. W. F. Morgan, Jr., who has been working on the project for several years. The first tests were made last week, when the equipment was used in a live broadcast from Washington, D.C., and the results were encouraging. The equipment is designed to be used in combat situations, where it will be able to withstand the effects of shellfire and other hostile action. The equipment is also designed to be used in other situations, where it will be able to withstand the effects of shellfire and other hostile action. The equipment is designed to be used in other situations, where it will be able to withstand the effects of shellfire and other hostile action.

AFM Rejects Proposal to Change Present TV Film Royalty Formula

The American Federation of Musicians rejected the proposal that the formula on film TV shows employing live musicians. This probably means the producers will continue to pay 3 percent of what they pay to other shows to a Music trough.

There was no indication the producers would put up a fight, but it was known that several television bureaus were considering the possibility of making a change.

1953 has been set by Key Role in TV Industry's Advertising Bureau

Adrian Fair Boys' Club, TV Film to Go for Star's Appearance

"Classic Kid," TV film series, has been purchased by the Arizona State Fair, Phoenix, to run 13 weeks before the fair's opening as a lead-in for the annual appearance of the series stars at the fair. Boy is believed to be the first TV film to be played in its original form.

News and Plans from Now and Strange—Take Over Music Field

The national trade magazine, The Billboard, is planning an expansion of its music field, with the addition of a new department covering the music field. The department will cover the music field, with the addition of a new department covering the music field. The department will cover the music field, with the addition of a new department covering the music field.
AFM Rejects Proposal by Film Producers on Royalties
Union Insists on Current Deal; Demands Pact Run Thu Jan., '59

NEW YORK, Aug. 7 — The American Federation of Musicians has flatly rejected the proposal offered by film producers for a new royalty contract, saying that a settlement of the royalty issue is no less than the deal it has enjoyed for 20 years. If the deal goes thru this way, it will mean a second strike against the motion picture industry, a sign that will portray another Music Industry Performance Trust. Federal negotiators were holding out for a performan

At that time, the Justice De-

ment and the agreement looked okay, but lacking in force, the ACME records company has always been able to show a record only partly according to what it wants. Some of the TV film producers under contract to the ACME have been anxious to know if the royalty royalty makes doing business worse, or worse, since first money must be made out of the back, and it makes impossible to raise the music in the production budget.

Coca-Cola Set
On 'Kit Carson'

NEW YORK, Aug. 7 — The Coca-Cola bottlers of New York will sell the beverage on Tuesday 6:30-9:30 p.m., time period on which "Afies," NBC TV program featuring "The Adventures of Kit Carson" in Tuesday. WCTH will continue to program "Afies" to the time period on which NBC "Afies" is to be scheduled. NBC is in talks with an unduly high price for a new royalty, and the contract with "Coca Kit" lapses in November.

CONCERTED ACTION
Major TV Film Distributors Meet To Organize Trade Association

NEW YORK, Aug. 7 — Top executives from five major TV film distributors, including Hollywood studios, were on the scene this week to discuss the formation of a trade association composed of major distributors. The meeting was called upon the distributors to stand together and stem the tide of problems arising from the rapid growth of the TV film industry.

The meeting, held Tuesday afternoon at the office of John B. Zin, president of Zin, was attended by president of Guild Films; Samuel C. Stein, president of Guild Films; Sam Gold, president of Guild Films; and Steve Freedman, vice-president of Zin. It was reported that at the meeting, a discussion was held on the necessity of some sort of organization to get the distributors together to fight for their interests.

In an address scheduled for Thursday, the distributors were asked to get together and form a trade association to deal with the issues facing the industry, including the high price of TV film, the problem of accuracy in billing, and the need for a central organization to handle the various aspects of the industry.

A move to organize a trade association was announced by Zin, who stated that he had already begun to form the association. It was announced that a meeting would be held next month to discuss the formation of the association.

AN 'OSCAR' FOR RAMAR'
Big Merchandising Drive Planned Around Series

NEW YORK, Aug. 7—One of the hardest driving merchandising in the history of television is now underway, as Ramar Corporation, a national syndication firm, undertakes this fall by Ray Potato Chips for its "Ramar" series, 'The Adventures of Captain Midnight.

The campaign calls for an intensive promotion of the series in comic books. The premium distribution is planned for a later stage of the operation. As a result, the Ray Potato Chip Division is blocking out spots in the comic books to be used throughout the country.
The campaign will be expanded to include store cards, newspaper ads, and outdoor advertising.

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Ray Potato Chips, in cooperation with seven top-rated television programs, will offer a "Ramar" premium to children who purchase a bag of "Ramar" potato chips. The premium will be a "Ramar" comic book, which will be distributed through the comic book chain of stores.

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EVERYBODY LOVES CORLISS!

Sponsors, Stations, Agencies... They're all rushing to date America's Favorite Family!

BREAD
HOLSUM BREAD
In Salt Lake City

CANDY
BROWN & HALEY CANDIES
In Pacific Coast Markets

COFFEE
OLD JUDGE COFFEE
In St. Louis

ZIV's FUN-KISSED FAMILY SITUATION COMEDY...

"MEET CORLISS ARCHER"

Based on Characters Created by F. Hugh Herbert

TV's NEW, BIG-HIT SHOW

With a Big PAY-OFF For Sponsors!

MARY BRIAN as "Mrs. Archer"
JOHN ELDREDGE as "Mr. Archer"

Jeepers! Everybody loves family situation comedy... TV's mightiest selling force! When families see themselves as the Archers that's us! You've got them by the emotions! Just look at a few of the many types of businesses we're selling for! Hurry! Let us add your name, just write, wire or phone!
Activity, Growth Cues 3 Roach Appointments

HOLLYWOOD, Aug. 7—The making of three new key personnel appointments at Hal Roach Jr. Productions was viewed this week by Roach as a "stabilization" of his company. Balancing his personnel needs has been his name. Increased activity and production, which means a look toward future growth, were cited by Roach in the making of the appointments.

John Staff, long associated as a writer in the motion picture industry, will be a writer for Hal Roach, Inc. Staff recently left New York for Hollywood after a visit to his home state, to join the Roach company as an associate producer. He will serve as a co-producer for the Roach series called "Passport to Danger." The original title of the film series, which has been serialized recently called "Passport to Danger," is being sold to Roach in New York city. Batten, Thomaes & Brooks, Inc., handled the sale to Roach.

Screen Gems Signs Gallo In Record Sale

NEW YORK, Aug. 7—Screen Gems has bought up its biggest single picture package since it bought the 15,000-foot feature "The Man in the Iron Mask" and a number of the other films in the series, including "The Man in the Iron Mask." The films were purchased at a record price of $1.5 million, making Screen Gems the world's largest movie company.

The deal was announced by Screen Gems West Coast sales and operations manager, John W. Bull, who confirmed that the company has paid a record price for the films. The deal is expected to be completed within the next few days, and Screen Gems has already made plans to exhibit the films in as many theaters as possible.

MTPS Expansion Move to Boost Servicing and Sales

NEW YORK, Aug. 7—Modern Theatrical Printing Service is currently undergoing an expansion of its facilities to better handle its client servicing and distribution requirements. The move will enable the company to handle a larger volume of printing and distribution of its products, including feature films and television programs.

The expansion will include the addition of new equipment and facilities, as well as increased staff and resources. Modern Theatrical Printing Service is committed to providing excellent service to its clients, and the expansion will help it better meet their needs.

Eastman Buys 'Norby' With David Wayne

NEW YORK, Aug. 7—Eastman Kodak, the company that introduced "Norby," the animated character, has announced that it has acquired the character from David Wayne, the creator of the character. The deal was made to expand the "Norby" franchise and increase its market presence.

The purchase will enable Eastman Kodak to develop "Norby" into a new line of products and services, including animated films and television shows. The company is also planning to create a new line of "Norby" merchandise, including toys and clothing, to further expand the franchise.

Laine Film Series Sold to Monsanto

CALGARY, Aug. 7—A new film series, "Laine," has been sold to Monsanto Chemical, the leading agricultural chemical company. "Laine" is a series of short films that will be distributed to Monsanto's clients, providing them with information on the latest developments in agriculture.

The series will be distributed through Monsanto's network of sales representatives, and the films will be shown at Monsanto's trade shows and conventions. The deal is part of Monsanto's strategy to increase its presence in the agriculture market.
On Television Over the Nation

THE BILLBOARD 2ND ANNUAL T.V. FILM AWARD

thanks

DRAGNET
BADGE '74
MARK VII LIMITED
QUICK TAKES

Vincent H. Jaffa, formerly vice-president of NBC's West Coast chain, has been named manager of the network's new west coast policy and communications division, with offices in Hollywood. Jaffa has been with the network for three years.

Robert T. Smith, before joining NBC, was manager of TV program distribution for the Mutual Film Co.

Alois M. Hekking, assistant station manager for KHQ-Seattle, has joined the Herald-Express and is now the manager of the newspaper's advertising sales department.

The west coast NBC affiliate for the television network's community service program is the local NBC station in Seattle, KHQ.

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WHAT TIME IS GREEN?

In color television, the colors on the screen are determined in a special way. A reference signal is sent and then the color signals are compared with it. For example, when the color signal is out of step by 50 microseconds, the color is green; 130 microseconds blue.

For colors to be true, the timing must be exact. An error of unbelievable small size can throw the entire picture off color. A delay of only a few nanoseconds of a second may make a yellow dress appear green or a pale complexion look red.

To roughly translates a thousand miles in the Bell System television network for color transmission. The telephone developed equipment which measures the delay to one-billionth of a second. Points along the network assure that the signals keep on one of the world's most stringent test standards.

This important contribution to color television is part of the continuing effort by the Bell System—where to transmit the television and the industry's needs for color transmission facilities.

Laundry Biz Zooms With TV

For August 14, 1954

Continued from page 7

Miller persuaded my business associates and, with considerable enthusiasm, I was ready to work with a series of new TV commercials.

Well, I guess that started the ball rolling. For weeks we had movies on the air and everyone was very friendly towards the commercials. For a while we were referred to as "The TV Boys" and I even earned a TV. Our business has doubled since then and... if the first two years I never thought I'd be in it.

Elaborating

For 18 years I've struggled with the job of enlarging our radio market, but now it looks like the volume of business. Several thousand dollars which we owned were dropped and a small fortune which we bought. We bought not only the main television channels but also the stations and the equipment and the stations and for the station.

Keep those television sets and remember that we might be proved right at any time. The answer was for us to follow television and expand our territory to keep pace with the constantly-increasing listening area of the station.

Frankly, we underestimated the draw of television by a country mile (except the commercial parts) and we in the television business. We all know that we have under 500 on our program. Today we have over 1,000 men and women working for us.

Technical Talks

Our company's activity is technical talks on dry cleaning and laundry equipment with honey examples. We're the subject of conversations on homes, some friendly, some otherwise. Some have said I talk too long during our commercials, so I try restricting the time. However, I think it's not as nearly effective as I used to do. I never claimed that it was my story.

Reluctantly, U.S.A. has prospered from this—but so has the rest of the dry cleaning business in the country. Pri-

ously, some of our competitors have not admitted that our commer-
cials have a definite appeal. Now, after a few years, all have realized that they never knew before, with the result that they now do their part for everyone. Some other firms have tried to keep up, too, but not on our scale.

As far as laundry products, I think the best product available, but no matter what I say there are letters of complaint. We avoid using the complaints, all with a "message" or which may of effect.

Movie Boys

As for ratings, since we started, the "Masterpiece Theater" every Sunday from 9:30 to 11 p.m., has been at or near the top of local shows and in the first 15 or 20 programs on a local-national ranking.

I said, I've become somewhat of a public figure as a result. I've been accompanied by a gaggle of newspaper men, radio, and television stations. I got the attention of the networks and the jour-

neys, even the networks themselves. Then they started to give me more interest in my work, even though I was on the go. Now the compla-
timent is that I must be ready to work with a series of new TV commercials.

The networks are interested in me. They understand the potential value of television and the fact that television is the future of advertising. They see the potential for growth and the opportunity to reach a large audience.

Two of my associates in the company are continually working with me on several occasions, but they keep the things inside of it. And, they have opened a new vista not only for G.A.K., but for me, too.
GETS APEDOM'S
THESPING PLUM

NEW YORK, Aug. 7.—While J. Fred Muggs has been another big star
and another hip has won his heart as a beautiful young
Zippy, which was seen on the NBC network this week, is be
by producer sol Lester and be featured in the NBC
in the upcoming fall season.

The role of Charlie is said to be a
part of the show that has a
large following among a
new age audience that has
human sympathies.

CBS Radio Set
On Come Seg

NEW YORK, Aug. 7.—CBS
radio this week has
important piece of
business when
Announcer Fred
Finkle, who is a
member of the
station, is being
promoted to
Blackstone, Mass., to
be the general
manager for the
station. This
move will
be a great
gain for the
station and
should help
in its
promotion.

This move will
also be a
great gain for
the station
and
should help
in its
promotion.

WASHINGTON, Aug. 7.—
The FCC has for the first
time released a
statement
that the satellite
networks
which will
be
operating
will
be
able
to
transmit
signals
to
satellite
stations.

The statement
was
announced
by
Commissioner Gar
to
the
fact
that
satellite
stations
will
transmit
signals
that
will
be
available
to
the
public.

This
statement
is
important
since
it
was
designed
to
prevent
the
satellite
networks
from
transmitting
signals
that
would
be
available
to
the
public.

Lentheric Signs
Du Mont Series

NEW YORK, Aug. 7.—Lentheric
pharmaceutical company has
announced the signing of a
three-year contract with
Du Mont Television
Network. The contract
allows Lentheric to
promote its products
on the Du Mont
Network.

This is a
major
step
for
Lentheric
as
it
will
allow
the
company
to
reach
a
broader
audience.

NBC-TV Near SRO on
Daytime, Sells 'Family'

NEW YORK, Aug. 7.—NBC-TV
has announced
that
it
will
be
airing
the
new
series
"Family"
beginning
in
September.

This
is
a
significant
move
for
NBC-TV
as
it
will
be
competing
with
other
networks
for
daytime
viewers.

WABD Grabs Off
Four Fall Accounts

NEW YORK, Aug. 7.—WABD
has
announced
the
signing
of
four
new
accounts
for
the
fall
season.

The
accounts
include
a
major
department
store,
a
bank,
a
retailer,
and
a
department
store.

Reportes in the trade are that
WABD will also
be
participating
in
the
campaign
of
the
department
store.

This
is
a
significant
move
for
WABD
as
it
will
be
competing
with
other
stations
for
viewers.

These
are
some
of
the
key
movers
in
the
industry.

Copyrighted_materials
RATING STRUCTURE

Reappraise, Murphy Tells BMI Clinic

CHICAGO, Aug. 7—John T. Murphy, Crosley Broadcasting Vice-President, criticized the new BMI ratings clinic at the BMI Television Clinic in Chi-
cago Tuesday. Speaking in the BMI's regular radio members program, he said the presen-
tion was a "joke."

The BMI is a music publisher's organization.

"You can't trust the BMI in the music pub-
lishing business any more," Mr. Murphy said.

"The BMI is not in the music business business. It is in the advertising business. It is ac-
tually in the business of making money."

Mr. Murphy said he had been a member of the BMI for several years, but that he had
resigned in protest.

"The BMI has become so corrupted," he said, "that it is no longer a reliable source of in-
formation for the music industry."
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. Three Coins in the Fountain
2. Hernando's Hideaway
3. Little Things Mean a Lot
4. The Little Shoemaker
5. Hey, There
6. Sh-Boom
7. I Understand Just How You Feel

PS. 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
Today" GROSSING $11 Million; Seen as All-Time 1-Year High

Restless People, Revolving Doors

Albie B. Newton has been named assistant media director for the Chicago-Palmyra Company. \(^{(1)}\)

UP DUFF

To Produce Playhouse

On NBC-TV

NEW YORK, Aug. 1—Gorden Dofts, general manager of the Goodyear Playhouse on NBC-TV, has announced that Fred Coe, who next fall will produce only six shows in the series, will produce the entire 26-week season starting Sept. 23. Dofts also said Coe, who has been operating his own playhouse production, has been named as Coe's 26-week NBC-TV series. Dofts also said Coe's program "The Secret of the San Francisco Opera," which has been scheduled for September, will be repeated in October.

Downtown

TV: NBC Has New Convertibility Cut

New York, Aug. 1—NBC- TV is preparing to introduce a new convertibility chart which will enable advertisers to reduce the number of commercials in their programs. The new chart, which was revealed yesterday, will allow advertisers to reduce the number of commercials in their programs by as much as 50 percent.

WOR Boosts 4 Staffers

New York, Aug. 1—WOR and WOR-TV here were promoted yesterday. The two stations have announced the appointment of four new staff members.

Video in Congress

Washington, Aug. 1—Heavy opposition to proposed Senate rules to ban or limit radio and TV coverage of congressional hearings was expressed by a strong array of broadcasters this week in testimony before Sen. John F. Kennedy (D., Conn.) and Sen. John L. McClellan (D., Ark.) of the Senate Rules Committee.

Ward H. Hardy, vice-president of the American Radio Programming Association, radio and TV free enterprise to congressional hearings was dis- crimination. The協會的 freedom of the air, and the practice of "gutting the free-" hearing with access to free speech for all mass media, to be "unwise, unneeded and against the public interest to hear TV reporting," he said.

Talent Notes on Air and Screen

John W. Vandercook, new York, Aug. 1—John W. Vandercook, a three-week vacation starting Monday, is scheduled to resurface for him during that period. \(^{(2)}\)

Lillian Roth, singing star, will make her third appearance on "The Johnny Carson Show" this week for three weeks starting Au.

Offer Closed Circuit TV at $1,000,000 Per Market

NEW YORK, Aug. 1—In a highly competitive field of closed circuit TV to the public, the "Circuits of America" in New York City has paid $1,000,000 for the last $1,000,000 in Circuit TV rights. \(^{(3)}\)

The rate figures are based on the average number of circuit TV ads in Chicago, Los Angeles, and New York City.

APARTMENTS

KRAHAM REALTY

1000 California Avenue, Room 2

20 Minneapolis, Minnesota

1-912

Copyrighted material
COURT RULES MILLS OWNS 'Tzena' RIGHTS

NEW YORK, Aug. 7. — Mills was held owner of the copyrighted song 'Tzena,' in a decision last week by Judge Leibell of the Southern District Court here.裁决 on the infringement suit of Mills against Cromwell Music. The decision, however, is pending an appeal.

The legal battle which has taken the form of a test case for many a song of the '50s hit novelty, which in one form or another has sold 2,500,000 copies. This record, by Gordon Jones and Decca, was the hit of the summer of 1950.

Judge Leibell's decision, a lengthy 79-page document, not only placed ownership of the song in Mills, but also removed any legal question of the question of a record copyright in the hands of the record company.

The melody of "Tzena" was written by a man called "The German Philosopher," an Arab called dehimi, and was sold to Decca by Greg and Decca, on his flip side another record, "Irene." The song was written by Levi Eshel in 1932.

MORTY PALITZ JOINS SHeldon's STRATTON MUSIC

NEW YORK, Aug. 7. — Moe Gale set the first expansion move today when he purchased the Stratton Music Company Publishing Firm, this week, for an undisclosed amount. Morty Palitz, former artist and repertory manager of Stratton Music Organization, Palitz was named president of a wholly-owned subsidiary of Stratton, Stratton Music Publishers, affiliated with Broadcast Music Inc., C. R. Stratton, president.

The firm will operate alongside Stratton Music, which is headed by Goldie Gold.

R & B MUSIC INDUSTRIESEXES, JUKE BOX, STARLING TRENDS

PHILADELPHIA, Aug. 7. — Dave Miller, Essex Records president, is going to Hollywood this week to arrange for photographing a series of 16mm color films which will be entered in the next in the series of filmstrips with mood music albums. His first agreement, the "I Love You" series, has been one of the most popular of the year and is in great demand. The "I Love You" series is now available in all major cities of interest and attention. Miller is touring the country.

MEAGHER REPORT ON 45 PROBLEM

The report reads that there is a real problem that needs to be addressed. The report includes several suggestions for solutions.

ESSEX LABEL HEAD ON HUNT FOR CHEESECAKE

NEW YORK, Aug. 7. — Pop artists and record companies are working on the problem of adding more records to the market. The demand for new records is higher than ever, and the record companies are working hard to meet this demand.

The report suggests that the record companies need to focus on producing more records, especially for niche markets.

COURT RULES MILLS OWNS 'Tzena' RIGHTS

NEW YORK, Aug. 7. — Mills was held owner of the copyrighted song 'Tzena,' in a decision last week by Judge Leibell of the Southern District Court here. The decision on the infringement suit of Mills against Cromwell Music. The decision, however, is pending an appeal.

The legal battle which has taken the form of a test case for many a song of the '50s hit novelty, which in one form or another has sold 2,500,000 copies. This record, by Gordon Jones and Decca, was the hit of the summer of 1950.

Judge Leibell's decision, a lengthy 79-page document, not only placed ownership of the song in Mills, but also removed any legal question of the question of a record copyright in the hands of the record company.

The melody of "Tzena" was written by a man called "The German Philosopher," an Arab called dehimi, and was sold to Decca by Greg and Decca, on his flip side another record, "Irene." The song was written by Levi Eshel in 1932.
SOUND-TRACK ALBUMS

Diskers, Pic Studios Must Merge Minds, $$

By JOE FRIEDMAN

HOLLYWOOD, July 1—Un-
usual for the industry, action picture sound-
motion picture studio comes to a
hasty end. Deeply involved in a
 WWW.AMERICANRADIOHISTORY.COM

SLEEPER

‘Dodger Fan’ Is Popular
In Sudstown

MIWALKEE, Aug. 7—The week-end baseball schedule which
has kept local Brooklyn Dodgers fans out on the
stands has brought about an interesting situation
among the local merchants.

In the first place, it appears
that the merchants have all
been trying to figure out just
what to do with the increased
amount of business which
they have been realizing.

Jacobs Ltd. has taken the
usual step of taking advantage of the increased
business by trying to increase the amount of
merchandise which they offer the public for
sale, but there are other merchants who have
decided to take a different approach to the
problem.

The latter group has decided to
utilize the increased business as an opportunity
to increase the amount of advertising which
they do in order to attract more customers.

The group also includes
the local newspaper, which has
decided to increase the amount
of advertising which it does in
order to attract more readers.

As a result of these
actions, the merchants have
been able to increase the
amount of business which they
have been realizing, and
they are now planning to
continue to increase the
amount of advertising which
they do in order to attract
more customers.

Capitol Winds Up National Dealer Meets

HOLLYWOOD, Aug. 7—Cap-
itol Records winds up its
national dealer meetings this week after introducing a full
program to record dealers
in its attempt to bring
business throughout the
industry.

The meetings, which began
last week, have been a
success, and it is expected
that they will continue to be a
good source of information
for the dealers.

EDITORIAL

The Winner—Nobody!

An argument may be won, but true victory eludes the
winner. This is the inevitable result when interdependent in-
dependent organizations act as coordinated units.

The present state of affairs is such that everyone is
bickerling to cloud an old, mutually satisfactory relationship.

The situation is such that the decision of one market
ment to disregard technological and economic develop-
ments is tantamount to bad faith.

Experience has shown that one market participant
who comes to record manufacturers who stubbornly hold
attitudes only to pi to the bottom line of optical engines
and strike centering around the record manufacturers’ decision
to serve the needs of the industry.

These antagonists—each of whom takes a dim view of
the other’s worth—would agree that
Firstly, they can ill afford an antagonism. Each party be-

James Taylor, “Carrie Nation.” This is
a wonderful album which not only
draws you into the story of the
woman who fought for the
cause of temperance, but also
enables you to hear the music
of the time. The album is
available in both vinyl and
CD formats, and is
highly recommended for those
interested in American history
and music.

Capitol Records Meets In Sudstown

HOLLYWOOD, Aug. 7—Cap-
itol Records has held its
annual meeting in Sudstown
this week, which has been
a success for the company.

The meeting has been
attended by many of the
company’s top executives,
including President John
Johnson and Vice President
Sidney Sheinberg.

The meeting has been
designed to discuss the
future of Capitol Records,
as well as to introduce new
projects and initiatives.

Capitol Records is one of
the major record labels in
the United States, and
is known for its diverse
range of music, from rock
and roll to classical.

Victor Seen Acquiring Dot to Bolster ‘X’ Line

NEW YORK, Aug. 7—Negotia-
tions are scheduled to take
place in the coming weeks
between Victor and Dot Records
in order to acquire Dot’s RCA Victor
music catalogue. This move
will enable Victor to expand
its presence in the market,
and will be a significant step
forward for both companies.

The acquisition of Dot’s
RCA Victor catalogue will
allow Victor to expand
its reach in the market,
and will be a significant
step forward for both
companies.

DEAL BREWS

Cherry May Etch ‘Athena’ Soundtrack

CHICAGO, Aug. 7—Mer-
cury Records has announced
that Cherry, a well-known
composer for film and
television, will be scoring
the soundtrack for the new
film “Athena.”

Cherry, who has
composed music for a
number of films and
television shows,
will be bringing his
unique style to the
soundtrack,
which will
be
available in
the coming
weeks.

Roch-Brown Team
Signed by Emarcy

HOLLYWOOD, Aug. 7—Bobby
Roch and Robert Brown have
signed with Emarcy, a
sub-label of Mercury Records.

The duo, known for
their infectious melodies
and lively performances,
will be releasing new
material soon.

JUKE BOX NEWS THIS WEEK

News of the saleable phonograph business starts on
Page 72. Some of the more important stories in that
section include:

NEW JUKE BOX UNVEILED. Two manufacturers—

B. F. Goodrich and Kalamazoo—announced the
formation of the JUKE BOX COMMERCIAL MUSIC PACK-

AGE. Leading tape film releases background music blueprint

FORKERN PLATTERS PUT OUT JUKE SELECTIONS. Business

in the foreign trade, index of inflations of importers makes changes

on juke boxes.

Never Studied, But Held Job

ATLANTIC CITY, Aug. 7—
Jacob Odor, a 35-year-old,
former soldier who never
studied, was the winner of
the Atlantic City first prize
in the annual “Never Studied,
but Held Job” contest. He
distinguished himself by
a school at the Atlantic City
first prize, and his record
was earned over a period of
years.

Odor was a member of the
army for 20 years, and
never studied during that
period. He was then
employed by a sales firm
in Atlantic City, and
distilled several years
with the firm. He
subsequently
opened his own
business and
was
Electrical Engineer. He
distinguished himself by
a large number of
patents, and
was
awarded a
medal
in
the
record
of
his
work.

SUMMARY.

The

Eugene

C. M. Bums, first

in

the

Atlantic

City

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prize,

and

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work.
RECORDED LAST WEDNESDAY NIGHT!

OVER 100,000 SHIPPED BY COLUMBIA BY FRIDAY MORNING!

THE ONLY VOCAL VERSION

SKOKIAAN

FOUR LADS

b/w WHY SHOULD I LOVE YOU #40306
CONORNELL GAYLORDS

BURN HOUSE MARK

Don Cornel and the Gaylors pooled with the Jerry Fields ork, broke the house record last Saturday (9), as the Evergreen Auditorium. 01 a.m. 11.0. Wash. With a total of 3,920 people pay a new mark for their way into the pictures. The paid take $2,319 of the gross. The band, fronted by Joe Glaser, will close the 9-day run September 8.

ANDERSON-DECCA

PACT RENEWED...

Decca Records has renewed its top Gold Label attraction. Leroy Anderson, for another three-year term with the label. A new Anderson "Pop" concept album is featured in Decca's current package promotion.

HEY THERE GAMBLE

PAYING OFF...

The Rosemary Clooney hit "Hey There" is actually a cover record of a previous hit of the same tune on the same Columbia label. It represents an unusual gamble and an unusual cover by a popular hit maker, Miller. The first Columbia recording of "Hey There" was released with Johnnie Ray. The record did fairly well, but never broke a big hit. Miller then had hit "Hey Roll," and "Hey Jerry," which were for the tune, for the show "The Pin-'O-No," write a new verse for the tune to explain the lyrics. They did, Miss Clooney waxed it, and the disc is fourth on The Billboard's best selling record chart, the thruth's first big hit at a year.

HOLMES, LOWERY

TEAM UP AGAIN.

Leroy Holmes and Fred Lowery teamed up for the first time in 29 years for the Mid-M I-toned of "The High and the Mighty." Holmes was an arranger for Victor Lopes in the 1930's and Lowery then was whistling with the band.

DENNY CREWS

WHITMAN...

A brass band, city officials and local celebrities rolled out the red carpet for Fred Whitman's week here, which returned to Denver four years ago. More than 2,000 guests attended the functions at the Red Rocks Amphitheater while his orchestra, three assistant directors, Roy Basy, was featured soloist. It was the first time in 14 years that the band had played a gala event, according to Pope. More than 8,000 people jammed into the huge amphitheater for the single concert.

BROWN DRAWS 100 IN DETROIT

The Lee Brown orchestra drew 2,000 people at the Edgewater Park Ballroom, Detroit, Saturday (14) at 6:30, a head, in gross ap- proximately $5,000. This was the first name band to play a one-nighter at this major park spot as far as promotion goes. The Baby Mert band was booked in for another engagement.

MARTIN CHALE'S RECORD AT GRAND FUNSPOT

MIDDLETOWN, Oats, — Ralph Martin's ork set an all-time at-
tendance record at Martin Fun-
ders at LeSage Park, Saturday night, Thursday (13), when nearly 3,500 people lined up to attend the show. Don Losich, the manager, estimated that some 500 went away, The Martin la-
draw was some 500 better than the pulled by Woody Herman's crew early in July.

DECCA TO PLAY BING ALBUM

Decca's plush Crosby album will be backed a nationwide plus next Sunday night (15) when ex-
ercised from the first "Life" biography of the Grecian will be played on a special half-hour CBS show. The package, titled "The King's" moves out to dealers next week.

SYD GOLDBERG BACK FROM MEETINGS

Syd Goldberg, Decca general sales manager, is back from a one-week trip during which he held meetings in all five division areas on the promotion. Several long-distance telephone calls made during the trip enabled him to attend the conferences. And Goldberg (4) key company staffers at headquarters were at-
ended a party to mark the company anniversary.

TO HEAR MALEK ON PROMOTION

CHICAGO, Aug. 7.—The results of a band-hall promotion being put on by Joe Malek's Penny Park, Omaha, are being eyed by other bandroom operators across the country who are seeking a promotion to use on a smaller basis. Malek, who will report on the results at the National Ballroom Operators' Association Convention in Chicago, September 25-26, is holding a dance contest at Penny Park and is televising the event over WTV and WGN radio every day of the week. The contest will be open to all contestants, and the winners will be announced on WTV on the previous day of the contest. All contestants in the contest are being entered into a drawing, the winner of which will be announced on WTV. The main attraction is a 2,796 world first 8-track stereo tape which is the prize of the contest.
The Nation's LP Hit Sensation is EXCLUSIVELY on Jubilee

An Album Of
RADIO and TV's
Most Hilarious
BONERS

Pardon My Blooper!

THE HILARIOUS BLOOPERS MADE ON
RADIO AND TV BY THE BIGGEST STARS IN
SHOW BUSINESS. HEAR THEM AS THEY
ACTUALLY "BLOODEO" ON THE AIR

SOME CHARTER MEMBERS OF
THE BLOOPER SOCIETY:

*Harry Von Zell
Uncle Don
Lovell Thomas
Merry Amsterdam
John J. Anthony
Mel Allen
Herb Shriner Show
Galen Drake
"Howdy Doody" Show
plus contestants, actors, announcers on
Texaco Star Theatre
B.B.C.
The U. S. Networks
Monmouth Race Track
Strike It Rich

JUST RELEASED
VOL II

JUBILEE RECORDS

An Album Of
RADIO and TV's
Most Hilarious
BONERS

LP 2
EP 5011

JUBILEE RECORDS

An Album Of
RADIO and TV's
Most Hilarious
BONERS

LP 3
EP 5012

ANOTHER JUBILEE EXCLUSIVE

ROAST OF THE TOWN

WILL JORDAN

 Democratically & Jerry Lewis
Wally Why. Fostered Con
Jackie Gleason

Arthur Godfrey
Groucho Marx
Liberace

Ed Sullivan
Bud Avett

EP 900

JUBILEE RECORDS
PHILADELPHIA, August 7 — The introduction of its first full phonograph line signals Phil- co’s entry into the phonograph sweepstakes with a large-scale promotional and advertising campaign aimed at increasing the sales of a large share of the active market for recording equipment. Philco is known to be aiming main thrust of its campaign at dealers this season. All disk takers are being asked to attend the various regional showings arranged by Philco phonograph radio line.

Three New Distros For Haydon Society

NEW YORK, Aug. 7 — The Haydon Society has set three new records this season — the highest sales, the largest shipment net of exports for the Indo- thaw. The society's new distribu- tion point, 501 N. C. Phonograph Records Dis- tributors, in Chicago and New York City, and in Colorado.

Newnan — The V.M. Corporation announced this week the appointment of the distributor and one field representative to handle its line of record changers, phonographs, high fidelity and tape rec-orders.

Pierce-Pheps, of Philadelphia, Pennsylvania, as a full line record changer in line with the new phonograph line. The line will be handled by the Greek, Italian, Spanish, and English-speaking market and will be under the direction of the managing partner, Joseph G. K. Kline, and the president, Joseph K. Kline, assistant. Sales and distribution of the line will be handled by Burris Radio Supply and the new line will also be handled by Burris Radio Supply and the new line will also be handled by

Milwaukee

Another V.M. Records by JUNE BUNDE

Bucks County Record Company held this week at the Playlinton Hotel, Philadelphia, Pa., a full line of the company's new phonograph line. The line was attended by several hundred dealers, many of whom were interested in the line. Dealing in the new phonograph line and the field representative of the firm, Mike Maitland, district sales manager, will be under the direction of the manufacturer, Joseph K. Kline, assistant. Sales and distribution of the line will be handled by Burris Radio Supply.

Algonguin, the new line will also be handled by Burris Radio Supply and the new line will also be handled by

Cheesecake

Continued from page 12

working out deals with motion picture studios to use the line in its future programs. Eexco Records’ arrange-ments for a total deal of $50,000,000 a year. Chief Morty Kelly is currently selecting songs for the new line. The line is expected to be marketed in the near future.

The recent release of "The Malt Records" line has been very successful, according to the firm. The line was announced at the recent Phonograph Convention in Chicago, and has been well received by the trade.

Morty Paltiz

Continued from page 13

mark. Paltis will seek new material for the radio program, and the conditions which may be moved from the studio. Paltis will start operating the new line next month.

It is also known that Gale has been looking for a new program, in which he may be heard on more than one station. Paltis was most recently with the Board of Education and has been a member of the company's top staff.

Doral also reportedly set for the film.

In addition of continued increasing production costs the film making market, the cost of making prints and the importance of a sound-track album. In the sound-track album, however, the obstacles driving in the fulfillment of orders from the major studios and due to the varied viewing prior to actual picture production.

New IT&T Company

As Research Arm

FORT WAYNE, Ind., Aug. 7 — The International Telephone & Telegraph Corporation, of which the Caprock-Parnsworth is a divi- sion, announced this week the formation of a new company which will expand the research and development and technical production operations. The move was prompted by the increased business at the Fort Wayne plant. The move will be made to concentrate on the increasing de- mand for advanced products, both as black-and-white and color television programs.

The creation of the new company, Fort Wayne Electronic Company, will establish within the I. & T. system another source of supply in the rapidly growing fields of advanced electronics and the applications of these products.

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The creation of the new company, Fort Wayne Electronic Company, will establish within the I. & T. system another source of supply in the rapidly growing fields of advanced electronics and the applications of these products.
Only 137 days to Christmas...

Columbia creates sensational traffic-building program to move your Fall purchases when you want to move them... in September!

1. THE OFFER:

"Priceless Editions." 25 unreleased records by Columbia's top stars in Jazz, Popular and Masterworks. All great new performances! Free to every buyer of a Columbia record (as low as $1.47) choice of one Priceless Edition for each unit purchased!

2. THE MARKET:

Every record buyer in your community! Because the Priceless Edition records cover every category of musical taste. Their appeal is irresistible!

3. THE PROMOTION:

National advertising in all Record Publications. Local newspaper advertising in all major markets. Powerful point of sale displays.

4. HOW YOU CAN PARTICIPATE:

This program requires no work on your part! We send you the customers. All you do is provide each customer with a "Priceless Editions" certificate and a copy of your sales slip as proof of his purchase in your store. Columbia will take it from there!

Call your Columbia salesman NOW for complete details.
Unreleased Recordings
Unavailable Historic Performances
FREE WITH EVERY COLUMBIA RECORD YOU PURCHASE!

EXCITING ‘PRICELESS EDITIONS’ RECORDS—TAKE YOUR PICK
Each record available on your choice of 33 1/3 or 45 rpm.

NEW! UNRELEASED! POPULAR—JAZZ

1. LIBERACE
Concerto in B Flats
The Devil Dance
Frankie sings jazz with an all-star group. Hear him as he likes to sing these great standards.

2. ROSEMARY CLOONEY
The Lady Is A Tramp
King of the popular organists, Ken plays two of his best.

3. ARTHUR GODFREY
Don't Be Mean
Here's Godfrey at his best, singing and playing two of his favorites in a wonderful, lull mood.

4. DORIS DAY
Love Me or Leave Me
Two very special performances by glamorous star of screen and records.

5. FRANKIE LAINE
Steppin Out Of Mischief
I Can't Give You Anything But Love

13. THE PHILADELPHIA ORCHESTRA
Eugene Ormandy, conductor
Soloists: The Famous Eises
A rare moment to record! One of the first recordings by the Philharmonic, made in 1917, coupled with the same music by today's brilliant orchestra.

15. ANDRE KOSTELANETZ and his Orchestra
Tchaikovsky: The Sleeping Beauty—
Preludes
One of the greatest recordings of the famous Tchaikovsky, performed brilliantly by Kostelanetz.

16. ALBERT SCHWEITZER
Bach: Organ Prelude
Erie Fire Band (Des. Gall)
A great favorite of all great preachers, recorded at the parish church in Elmira, Alabama.

21. PHILHARMONIC ORCHESTRA OF NEW YORK
Joseph Strasney, Conductor
Brahms: Symphony No. 5 in C Minor
A rare moment to record! One of the first recordings by the Philharmonic, made in 1917, coupled with the same music by today's brilliant orchestra.

22. CELESTINA BONISSEGNA
Soprano
Bach: Cantate from "Mittwoch"
A great star singing aria that were identified with her name. Recorded 1917-19.

23. MARY GARDEN, Soprano
Jeux d'eau from "Liberi"
A great star singing aria that were identified with her name. Recorded 1917-19.

24. ROSA PONSELLE, Soprano
Mezzo: Nina Vokaln

18. RUDOLF SERKIN, piano
Schubert: Moments Musicaux, Op. 78

19. ALFRED BRIVERT, violin
Beethoven: Violin Concerto

20. ZINO FRANCESCAUTI, violin
Artur Balsam, piano

For a limited time only with your purchase of any Columbia Long Playing or Extended Play record (as little as $1.47) you may have FREE your choice of a ‘PRICELESS EDITIONS’ record.
The Billboard Music Popularity Charts

The music industry's most complete guide to the actual and potential sale of tunes and records in all categories.

**Talent Corner**

Summer has always seemed to be the best time of year for Mercury Records—if not for some other label, perhaps"Mercury Waltz" by The Cracker, for instance, or "I'm a Fool for You" by Overboor Records. The Cracker's "Mercury Waltz" is in the number three position with the Gaylords' version of "St-Bloom" and the Creation's version of "St-Bloom" and the Creation's version of "St-Bloom".

**The Gaylords**

In the business, since this is their second biggest seller of the year. Their "Mercury Waltz" has been a big hit for the Gaylords, but the label's first move into big-ticket classical albums is "Mercury Waltz". Their second hit is "Mercury Waltz". "Mercury Waltz".

**Best Selling Sheet Music**

Tunes are ranked in order of their current sheet music selling importance as they appear above.

**Tunes with Greatest Radio-TV Audiences**

Tunes, listed alphabetically, have the greatest audiences in network nation New York, Chicago, Los Angeles, and Philadelphia. The American Broadcasting Company's Los Angeles radio network station, KAUENFELZ, is the network station.

**Radio**

Alice Mc, My Only Love (R) - Shapiro, Bernstein & ASCAP

Billy Boy (R) - Shapiro, Bernstein & ASCAP

Bob Dylan (R) - Shapiro, Bernstein & ASCAP

Gee Whiz (R) - Shapiro, Bernstein & ASCAP

Green Grass Of Home (R) - Shapiro, Bernstein & ASCAP

Happiness Is A Thing Called Joe (R) - Shapiro, Bernstein & ASCAP

Haven't We Never Used A Ten (R) - Shapiro, Bernstein & ASCAP

Midnight In the Kitchen (R) - Shapiro, Bernstein & ASCAP

Just One More Thing (R) - Shapiro, Bernstein & ASCAP

I Have My Only Love (R) - Shapiro, Bernstein & ASCAP

I'll Have My Only Love (R) - Shapiro, Bernstein & ASCAP

I'll Be Satisfied (R) - Shapiro, Bernstein & ASCAP

I'll Be True In Love With You (R) - Shapiro, Bernstein & ASCAP

I Could Have Told You (R) - Shapiro, Bernstein & ASCAP

I Understand Just How You Feel (R) - Shapiro, Bernstein & ASCAP

If I Give My Heart To You (R) - Shapiro, Bernstein & ASCAP

If You Love Me (Really Love Me) (R) - Shapiro, Bernstein & ASCAP

It's A Game Of Rain (R) - Shapiro, Bernstein & ASCAP

If The Wind Was Right (R) - Shapiro, Bernstein & ASCAP

I'm A Fool For You (R) - Shapiro, Bernstein & ASCAP

Moderate Mamma (R) - Shapiro, Bernstein & ASCAP

Moderate Mamma (R) - Shapiro, Bernstein & ASCAP

The Music Of The Mountains (R) - Shapiro, Bernstein & ASCAP

There's A Woman (R) - Shapiro, Bernstein & ASCAP

I'm A Fool For You (R) - Shapiro, Bernstein & ASCAP

**Television**

And this is My Religion (R) - Shapiro, Bernstein & ASCAP

You Steal Me, You Steal Me (R) - Shapiro, Bernstein & ASCAP

Come Back Down By The River (R) - Shapiro, Bernstein & ASCAP

Forever Forever (R) - Shapiro, Bernstein & ASCAP

Gilly Gilly Don't Tell Me I'm Too Young (R) - Shapiro, Bernstein & ASCAP

It's A Game Of Rain (R) - Shapiro, Bernstein & ASCAP

Just One More Thing (R) - Shapiro, Bernstein & ASCAP

Just One More Thing (R) - Shapiro, Bernstein & ASCAP

I Could Have Told You (R) - Shapiro, Bernstein & ASCAP

I Understand Just How You Feel (R) - Shapiro, Bernstein & ASCAP

If I Give My Heart To You (R) - Shapiro, Bernstein & ASCAP

If You Love Me (Really Love Me) (R) - Shapiro, Bernstein & ASCAP

It's A Game Of Rain (R) - Shapiro, Bernstein & ASCAP

If The Wind Was Right (R) - Shapiro, Bernstein & ASCAP

I'm A Fool For You (R) - Shapiro, Bernstein & ASCAP

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There's A Woman (R) - Shapiro, Bernstein & ASCAP

I'm A Fool For You (R) - Shapiro, Bernstein & ASCAP

**England's Top Twenty**

Based on official reports from England's top music stores American publishers of British music are not included. The report is not published治愈

**INDEX TO CHARTS**

**Popular Records, Singles**

Country & Western

Rhythm & Blues

Other Categories

**Packaged Records, Popular**

**Packaged Records, Classical**
the danceable version --

the BIG version --

by AMERICAS NO.1 DANCE BAND!

RAY ANTHONY

"SKOKIAAN"

as featured on Ray Anthony's "TV'S TOP TUNES"—CBS every Mon., Wed. and Fri.

The only version unanimously picked by BILLBOARD, VARIETY and CASH BOX magazines.

backed with "SAY HEY"

Capitol record no. 2896
NAT 'KING' COLE
sings...and everybody listens!

"Smile"
b/w
"It's Crazy"

Record No. 2897
**The Billboard Music Popularity Charts**

**The Billboard**

**AUGUST 14, 1954**

**Music**

**THE BILLBOARD**

**THE BILLBOARD**

**AUGUST 14, 1954**

**Best Sellers in Stores**

For survey week ending August 4

<table>
<thead>
<tr>
<th>Title of Record</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. SH-BOOM—Crew Cuts</td>
<td>2</td>
</tr>
<tr>
<td>2. LITTLE THINGS MEAN A LOT</td>
<td>10</td>
</tr>
<tr>
<td>3. LITTLE SHOE-DANCER</td>
<td>7</td>
</tr>
<tr>
<td>4. HEY, THERE!—R. Clooney</td>
<td>3</td>
</tr>
<tr>
<td>5. HERNANDO'S HIDAY</td>
<td>4</td>
</tr>
</tbody>
</table>

**This Week's Best Buys**

HIGH AND THE MIGHTY (Wiltmark, ASCAP)

Johnny Desmond—Coral 11394

Four instrumental versions of the movie tunes are already pulling lots of action, but the strength of this haunting opus is still unexhausted. Here is the only vocal treatment, and to get in now moving up into the money. Side has figured on the Chicago territorial chart for the past two weeks and is building very solidly in other areas. Flip side is "Get Me Out of This World."}

IF I DIDN'T CARE (Chappell, ASCAP) The Hilltoppers—Dot 15320

The pretty standard figures as the latest in the group's consistent record of hits. This one is moving in rapidity and shortly after release has moved up as a contender with major sales strength in New York, Milwaukee, St. Louis and Buffalo. The disk is also attracting loot in other areas. Top potential for dealers and juke box operators is indicated by reports. Flip side is "Bettina." (Handy Smith, ASCAP).

**Most Played in Juke Boxes**

For survey week ending August 4

<table>
<thead>
<tr>
<th>Title of Record</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. SH-BOOM—Crew Cuts</td>
<td>1</td>
</tr>
<tr>
<td>2. LITTLE THINGS MEAN A LOT</td>
<td>2</td>
</tr>
<tr>
<td>3. LITTLE SHOE-DANCER</td>
<td>3</td>
</tr>
<tr>
<td>4. HEY, THERE!—R. Clooney</td>
<td>4</td>
</tr>
<tr>
<td>5. HERNANDO'S HIDAY</td>
<td>5</td>
</tr>
</tbody>
</table>

**Most Played by Jockeys**

For survey week ending August 4

<table>
<thead>
<tr>
<th>Title of Record</th>
<th>Chart Position</th>
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<td>4</td>
</tr>
<tr>
<td>5. HERNANDO'S HIDAY</td>
<td>5</td>
</tr>
</tbody>
</table>

**Records are ranked in order of their music store and radio play, usually the most important market area. The results are based on national sales at the retail level. Sales are based on the number of sales and mail orders reported to The Billboard, a moratorium on the matter at the time the disk is on the market. The results are shown in this chart for sales and mail orders to census area stores. The chart is compiled by The Billboard as of the last of each week.**

**This Week's Most Played**

1. LITTLE THINGS MEAN A LOT—K. Kallen
2. LITTLE THINGS MEAN A LOT—K. Kallen
3. LITTLE SHOE-DANCER—L. Paul M. Ford
4. HEY, THERE!—R. Clooney
5. HERNANDO'S HIDAY—R. Clooney

**This Week's Most Played**

1. LITTLE THINGS MEAN A LOT—K. Kallen

Copyright 1954 by Billboard Publications Inc.
BILLBOARD PICKS TWO NEW HITS!

RONNIE

GAYLORD

"I'M NO

GONNA SAY"

COUPLED WITH

"DON'T YOU FORGET ABOUT ME"

MERCURY 70425 • 70425X45

THE TOP Version

RALPH MARTERIE

AND HIS ORCHESTRA

"SKOKIAAN"

MERCURY 70432 • 70432X45

"Marterie Features A Solid Beat" . . . BILLBOARD PICK

* "The Marterie Version Has Drive. Tune Has A Bounce . . .

combination IRRESISTIBLE. Headed For The TOP!"

CASH BOX Sleeper Of The Week

NEWS FLASH!

"Skokiaan" is some big seller in Spungabera, is breaking big in Bulawayo, and is already #1 record on Sumbowanga hit parade. The Most Honorable Mayor of Mutombomukulu, has declared this the official song of that fair city, and record merchants report no record since "Tennessee Waltz" has sold so quickly, as "Skokiaan." The head-hunters of Mazabuka have lost their heads over this hit song. Why, it is even breaking in Cleveland. So, you can see this is not a "regional" hit but a record with wide appeal.

A NEW DAMONE

SINGS

"In My Own Quiet Way"

COUPLED WITH

"Once And Only Once"

MERCURY 70436 • 70436X45
ABSOLUTELY THE WILDEST!!

henri rené and his orchestra

MANHATTAN MAMBO

PLEASE, PLEASE
The Billboard Music Popularity Charts

**POPULAR RECORDS**

**Territorial Best Sellers**

Continued from page 25

Detroit
1. Hey, There, R. Clooney, Col.
2. In the Chapel in the Moonlight
3. Little Shoemaker, Gaylords, Mct.
4. In the Chapel in the Moonlight
5. Little Things Mean a Lot
6. High and the Mighty, V. Young, Dec.
7. High and the Mighty, V. Young, H buffalo
8. Mood Indigo, N. Ferrara, H buffalo
9. Little Things Mean a Lot
10. High and the Mighty, L. R. Bennett, Col.
11. The Moonlight and Roses, Three Sons, V.
12. High and the Mighty, L. R. Bennett, Col.

Kansas City
1. In the Chapel in the Moonlight
2. Little Things Mean a Lot
3. High and the Mighty, V. Young, Dec.
4. Little Things Mean a Lot
K. Kalten, Dec.
5. Goodnight, Sweetheart, Goodnight
McQuire, Bros., Col.
6. Hermano's Hideaway, A. Beyer, Col.
7. Happy Wanderer, L. R. Bennett, Col.
8. Happy Wanderer, L. R. Bennett, Col.
10. The Moonlight and Roses, Three Sons, V.
11. High and the Mighty, L. R. Bennett, Col.

Los Angeles
1. Hermano's Hideaway, A. Beyer, Col.
2. Little Things Mean a Lot
K. Kalten, Dec.
3. Little Shoemaker, Gaylords, Mct.
4. In the Chapel in the Moonlight
K. Kalten, Dec.
5. Little Things Mean a Lot
K. Kalten, Dec.
6. High and the Mighty
K. Kalten, M.G.M.
7. I'm a Fool for You
K. L. Ford, M. P. Field, Col.
8. High and the Mighty, D. Terezova, Col.

Milwaukee
1. In the Chapel in the Moonlight
K. Kalten, Dec.
2. Little Things Mean a Lot
K. Kalten, Dec.
3. Little Shoemaker, Gaylords, Mct.
4. In the Chapel in the Moonlight
K. Kalten, Dec.
5. Little Things Mean a Lot
K. Kalten, Dec.
6. High and the Mighty
K. Kalten, M.G.M.
7. I'm a Fool for You
K. L. Ford, M. P. Field, Col.
8. High and the Mighty, D. Terezova, Col.

Minn.-St. Paul
1. In the Chapel in the Moonlight
K. Kalten, Dec.
2. Little Things Mean a Lot
K. Kalten, Dec.
3. Little Shoemaker, Gaylords, Mct.
4. In the Chapel in the Moonlight
K. Kalten, Dec.
5. Little Things Mean a Lot
K. Kalten, Dec.
6. Goodnight, Sweetheart, Goodnight
McQuire, Bros., Col.
7. Hermano's Hideaway, A. Beyer, Col.
8. City City Goodfella's Kettorosere
Singh, Bros., Col.

New Orleans
1. Hermano's Hideaway, A. Beyer, Col.
2. Little Things Mean a Lot
K. Kalten, Dec.
3. High and the Mighty
K. Kalten, Col.
4. Hey, There, R. Clooney, Col.
5. In the Chapel in the Moonlight
K. Kalten, Dec.
6. Little Things Mean a Lot
K. Kalten, Dec.
8. High and the Mighty
K. Kalten, M.G.M.
9. Three Cuts in the Moonlight
P. D. Martini, Col.
10. High and the Mighty, L. R. Bennett, Col.
11. The Moonlight and Roses, Three Sons, V.
12. High and the Mighty, L. R. Bennett, Col.

New York
1. L. Little Shoemaker, Gaylords, Mct.
2. In the Chapel in the Moonlight
3. Little Things Mean a Lot
K. Kalten, Dec.
4. Hey, There, R. Clooney, Col.
5. Hermano's Hideaway, A. Beyer, Col.
6. Three Cuts in the Moonlight
K. Kalten, Dec.
7. Three Cuts in the Moonlight
K. Kalten, Col.
11. High and the Mighty, L. R. Bennett, Col.

Philadelphia
1. Hermano's Hideaway, A. Beyer, Col.
2. In the Chapel in the Moonlight
K. Kalten, Dec.
3. Little Things Mean a Lot
K. Kalten, Dec.
4. Three Cuts in the Moonlight
K. Kalten, Dec.
5. If You Love Me (Really Love Me)
K. Kalten, Dec.
6. Hey, There, R. Clooney, Col.
7. Hermano's Hideaway, A. Beyer, Col.
8. Little Shoemaker, Gaylords, Mct.
9. Three Cuts in the Moonlight
K. Kalten, Dec.
10. I'm a Fool for You
K. L. Ford, M. P. Field, Col.
11. In the Chapel in the Moonlight
K. Kalten, Dec.
12. Shomaker, Bros., Col.

Pittsburgh
1. In the Chapel in the Moonlight
K. Kalten, Dec.
2. Hey, There, R. Clooney, Col.
3. High and the Mighty, L. R. Bennett, Col.
4. Hey, There, R. Clooney, Col.
5. Little Shoemaker, Gaylords, Mct.
6. In the Chapel in the Moonlight
K. Kalten, Dec.
7. High and the Mighty
K. Kalten, M.G.M.
8. Three Cuts in the Moonlight
K. Kalten, Dec.
9. Three Cuts in the Moonlight
P. D. Martini, Col.
10. I'm a Fool for You
K. L. Ford, M. P. Field, Col.

St. Louis
1. In the Chapel in the Moonlight
K. Kalten, Dec.
2. Hey, There, R. Clooney, Col.
3. High and the Mighty, L. R. Bennett, Col.
4. Hey, There, R. Clooney, Col.
5. Little Shoemaker, Gaylords, Mct.
6. In the Chapel in the Moonlight
K. Kalten, Dec.
7. High and the Mighty
K. Kalten, M.G.M.
8. Three Cuts in the Moonlight
P. D. Martini, Col.
9. I'm a Fool for You
K. L. Ford, M. P. Field, Col.

San Francisco
1. Hermano's Hideaway, A. Beyer, Col.
2. Little Things Mean a Lot
K. Kalten, Dec.
3. In the Chapel in the Moonlight
K. Kalten, Col.
4. Hey, There, R. Clooney, Col.
5. Little Things Mean a Lot
K. Kalten, Dec.
7. High and the Mighty
K. Kalten, M.G.M.
8. In the Chapel in the Moonlight
K. Kalten, Dec.
9. Three Cuts in the Moonlight
P. D. Martini, Col.
10. I'm a Fool for You
K. L. Ford, M. P. Field, Col.

Seattle
1. In the Chapel in the Moonlight
K. Kalten, Dec.
2. Hey, There, R. Clooney, Col.
3. Little Shoemaker, Gaylords, Mct.
4. Hermano's Hideaway, A. Beyer, Col.
6. Little Things Mean a Lot
K. Kalten, Dec.
7. Hey, There, R. Clooney, Col.
8. Hey, There, R. Clooney, Col.
9. Hey, There, R. Clooney, Col.

"MY HEART'S ON A FAST EXPRESS"

c/w "IN MY OWN QUIET WAY"

Cadence 1244

"A KISS SHOULD MEAN WE'RE SWEETHEARTS"

Cadence 1242

"DIM, DIM THE LIGHTS"

c/w "IT SHOULD'VE BEEN ME"

Cadence 1243

Albert Pick Hotels
IN 20 MAJOR CITIES

When your Itinerary includes
another city where we have
a hotel, we reserve your
reservation for all
by each member
RICHARD HOUTMAN
President of Cadence
the original, the best...

the only native South African interpretation

SKOKIAAN

backed by

IN THE MOOD
1491 & 45-1491

BULAWAYO SWEET RHYTHMS BAND

LONDON RECORDS
A Special Report to the Record Industry on

OPERATION

BASIC DETAILS OF OPERATION PUSHPOP

Purpose: PRIMARILY—to build consumer interest in records during the early-summer weeks in order to increase record sales throughout the summer season.

SECONDARILY—to determine what supplementary material the Billboard can make available to the three prime record trade groups for the general welfare of the record industry.

When: The 6-week period from May 28 thru July 3, 1954.

Where: In the 10 record markets: Los Angeles, St. Louis, Pittsburgh, San Francisco, Boston, Cleve-

land, New York, Detroit, Chicago, and San Francisco.

Who: Participating were 1,268 Record Dealers, 492 Disk Jockeys, and 447 Juke Box Operators.

What: Record dealers were furnished with weekly merchandising kits. Disk jockeys and juke box operators received weekly programing kits.

How: 200 high-volume dealers received kits by personal call from a representative of the Reuben H. Donnelly Corporation. The representative not only delivered the kit but also mounted the display material contained in the kit.

Other record dealers—as well as disk jockeys and juke box operators—received kit material via first-class mail from The Billboard's Cincinnati plant.

WHAT THE PROGRAMING KITS CONSISTED OF . . . . HOW MATERIAL WAS TO BE USED . . .

Disk Jockey Programing Kits:

List of Billboard Honor Roll of Hits to 30 positions (to help program the newer hits—to those that would normally show below the 20th position). The Billboard's Spotlight Review Records in advance of publication (to help program the newer releases . . . the coming hits).

National Best Sellers to 60 or more listings (again to help program the new and coming hits . . . only 20 positions published in Billboard).

Dealer, Disk Jockey, and Operator "Pecks" (again the emphasis was on the newer releases, those which trade groups picked to be hits of future . . . not published in Billboard).

Territorial Best Sellers (for comparative programing, in advance of publication in Billboard).

Juke Box Operator Programing Kits:

50 Title Strips on each Billboard Spotlight Review Record (to help operators order the new, coming hits and to encourage programing them).

Dealers, Disk Jockey, and Operator "Pecks" (again to encourage ordering and programing the new, coming hits as picked by trade groups—information not published in The Billboard).

National Best Sellers or Most Played Disk Jockey or Juke Box Records down to as many as 115 listings (to put the finger, once again, on the newer releases that show promise . . . published in Billboard to 20 positions only . . . 39 for Best Sellers).

Dealer Merchandising Kits:

Big 17x22 "Pops Are Tops This Week" Poster covering the Honor Roll of Hits, with emphasis on newest and fastest moving tunes, plus "Best Buys" tunes (today's and tomorrow's hit items to be used as window or store eye-stopper and traffic-builder poster).

Reprints of from 10 to 20 different ads from recent issues of Billboard (featuring current and coming records behind which record companies or publishers were putting special promotion efforts). Attractive, high-color, direct mail pieces used in conjunction with "Tops Are Pops" posters.

10 to 50 copies of The Billboard's Today's Top Tunies each week (for use as direct mail, purchase enclosures, no counters, in record booths, etc.).

Store name and address (imprinted).

5 copies of the Honor Roll of Hits page from the current Billboard (in support of other material and to be used as posters on counters, record booths, in windows, etc).

PROMOTING THE MERCHANDISING-
PROGRAMING CAMPAIGN TO PARTICIPATING GROUPS . . . .

In The Billboard Itself:


June 12 Issue: Full Page Ad in Music Dept.

June 19 Issue: Story in Music Dept. Full Page Ad in Music Dept.

June 26 Issue: 3-Column Ad in Music Dept.

July 3 Issue: 3-Column Ad in Music Dept.

By Direct Mail—

Special letter to Disk Jockeys, Operators and Dealers in advance of mailing of first kit, announcing Operation Pushpop, placing pressure, advising of first Kit mailing and use to which each item in Kit should be put.

Special letter included in first Kit, again explaining details of the Pushpop program.

"How to Use It" manual attached to each Kit item, explaining in detail the various ways in which Kit items can be used and how they can help in programing or merchandising.

HOW SUCCESSFUL WAS IT . . . HOW WELL WAS PROGRAMING AND MERCHANDISING MATERIAL USED . . . WHAT DID PUSHPOP ACCOMPLISH . . . SHOULD PUSHPOP BE CONTINUED . . . HOW . . . WHEN

To get these detailed answers—and an accurate appraisal from the groups it was most intended to help—The Billboard mailed, with the final Kit, a special questionnaire which asked several key questions.

Reuben H. Donnelly representatives were instructed to hand the questionnaire to the dealers they served and to stand by while questionnaire was completed, thus insuring 100% returns from this group.

Following are the answers to the key questions asked of Disk Jockeys, Operators and Dealers who participated in the entire Pushpop campaign.

THE DISK JOCKEYS ANSWER—

(110 replies from 447 questionnaires mailed—a 25% return)

Was Pushpop Used?

66% used material from the Kits for an average of . . .

1 1/2 hours per week . . .

7 programs per week.

How Often Should a Pushpop Promotion Be Conducted?

85% say "all year around."

12% say "seasonally."

3% no answer, indifferent or don't want it.

THE JUKE BOX OPERATORS ANSWER—

(105 replies from 447 questionnaires mailed—a 24% return)

Was Pushpop Used?

76% used material from the Kits.

44% actually bought records from listings.

66% bought records from the title strips.

How Often Should a Pushpop Promotion Be Conducted?

46% say "all year around."

20% say "seasonally."

34% no answer, indifferent or don't want it.

THE DEALERS ANSWER—

(118 replies from 1,268 questionnaires—a 22% return)

Was Pushpop Used?

97% used the material, with . . .

8% making specific use of the "Tops Are Pops" posters.

Other Kit items were used as follows:

3.81 Honor Roll of Hits reprints per dealer per week.

10.04 Billboard ad reprints per dealer per week.

8.69 Today's Top Tunies per dealer per week.

(Dealers who received Kits by mail)

44.67 Today's Top Tunies per dealer per week.

(Dealers serviced by Donnelly reps)

How Often Should a Pushpop Promotion Be Conducted?

78% say "all year around."

17% say "spring season."

5% no answer, indifferent or don't want it.
**PUSHPOP**

—The Billboard's experimental record merchandising and promotion campaign

---

**OTHER INDICATIONS OF EFFECTIVENESS—**

(Based on a comparison of Billboard's National Best Seller and Most Played Charts, with Best Seller Charts in the 10 Pushpop cities)

<table>
<thead>
<tr>
<th>City</th>
<th>Rate of change</th>
<th>Normal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>.96%</td>
<td>ABOVE</td>
</tr>
<tr>
<td>St. Louis</td>
<td>.86%</td>
<td>NORMAL</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>.80%</td>
<td>ABOVE</td>
</tr>
<tr>
<td>San Francisco</td>
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<td>NORMAL</td>
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<tr>
<td>New York</td>
<td>.70%</td>
<td>NORMAL</td>
</tr>
<tr>
<td>Detroit</td>
<td>.65%</td>
<td>BELOW</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>.65%</td>
<td>BELOW</td>
</tr>
<tr>
<td>Chicago</td>
<td>.55%</td>
<td>NORMAL</td>
</tr>
</tbody>
</table>

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**CONCLUSIONS—**

—Pushpop was used effectively by all participating trade groups.

—Pushpop did help disk jockey programing of new records.

—Pushpop did help operators to buy and program new records.

—Pushpop did help dealers promote consumer interest in records during the early weeks of summer.

—Pushpop did help dealers sell more records during the first six weeks of summer (at publication of this report).

—Pushpop did indicate the types of programing-merchandising material that could stimulate real interest and activity on the part of all three prime trade groups.

—Pushpop, in one form or another, should be continued.

---

**GENERAL COMMENTS FROM DISK JOCKEYS, DEALERS AND OPERATORS—**

"I know it helped me a lot. Sure wish it, or something along same line would be continued."

"Since we used your material our sales have been tremendous."

"Entire promotion was most helpful."

"... a big help."

"... it is the punch we need the year around."

"... material was all useful to us."

"Terrific for any aggressive record retailer! Orchids to you."

"Good start on something we need."

"... worked out very well for us."

"Just keep Operation Pushpop coming. Terrible!"

"We're with you all the way for Pushpop."

"... invaluable to me in programing."

"... truly great... tremendous!"

"In bold type if I may: Do not stop Pushpop—terrific!"

"... extremely helpful to me."

"... stimulated quite a bit of interest in the new recordings."

"Pushpop is really moving the records off our shelves."

"There isn't any word in Webster's dictionary that would describe the greatness of Billboard's Pushpop!"

"Pushpop went over big in our store."

"Operation Pushpop was a real help."

"... was the greatest thing to happen to the music business."

---

**QUESTIONS THAT STILL NEED ANSWERING**

—How often should an "Operation Pushpop" campaign be worked? Year-around? During special low seasons like summer or post-Christmas?... Quarterly?


—As successful as this experiment has been, "Operation Pushpop" can be improved. What changes in the merchandising and programing aids should take place? What additional items should be added to make more effective?

---

The Billboard invites comments on any phase of Operation Pushpop from any member of the Music-Record Industry.

Please write:

Operation Pushpop
The Billboard
1564 Broadway
New York 36, N. Y.
nobody but nobody does

LIKE "THE KING" PEREZ PRADO

B/W

THE HIGH AND THE MIGHTY
20/47-5839

The Billboard Music Popularity Charts

POPULAR RECORDS

• Review Spotlight on...

RECORDS

THE FOUR LADS
(Shapiro-Bernstein, ASCAP)

Why Should I Love You (Mdx Way, BMI) - Columbia
40066 - The first lyric version of the infectious African rhythm tune received a potent vocal reading here by the boys. And the "whistle song" on the flip, with a solid shuffle beat, also is handed a strong rendition by the Four Lads. Both sides lack the solid wattage which should pull in all those juke box coins.

THE CAYLODIEs
(Vee Di, Vee Di, Vee Jay, ASCAP) - Mercury 70477

Here's a mighty attractive version of a new pop tune on the Italian Kick by the Cayloodies in the style that has made them hit after hit. A listenable cutting that will get sales and juke box attention. Flip is "A Kiss to Call My Own" (Annes House, BMI).

IF I GIVE MY HEART TO YOU (Miller, ASCAP) - Denize Lea (Majar)

IF I GIVE MY HEART TO YOU (Denize Day, ASCAP) - Columbia
40067

Another one with heartbreak and longings. Polyphonic Lea is featured in this version on the flip of another flipside winner. A record to make one think of a romance. Sales for the flip have more promise than this one.

FOUR KNIGHTS
(De Flop in the Moonlight) - Capitol

CAPITOL 78 - The standard, now undergoing a revival, receives a perversion, nicely placed rendition here by the Knights. But the flip is a new tune, and while the version will probably only shake a small part of the jocks.

RICHARD MALTY ORK
(Mr Louis Nando)

"X" - CAPITOL (ASCAP) - The Mac standard is handed here by the Malty crew on this instrumental setting. It should top the hit list here.

JOE "PENNIES" CARR
Put Another Roll on the Piano Player - Capitol

CAPITOL 78 - thrilling vocal of a favorite, done here at a quicker tempo. A record that could spin the very top of the charts.

NELSON RIDDLE ORK
Song From Call Me Baby

"I Can't Forget That I'm In Love With You" (RCA Victor 27-0007) - RCA Victor (Handy, BMI) - The voice renderings and the song itself are done with great impassioned feeling, but the flip will pull in more at the slow juke box.

RATINGS—COMMERCIAL POTENTIAL

Stamp "X" for BIG record

RICHARD MALTY & His Orch.
ST. LOUIS BLUES MAMBO
Bass, Peno, Re True
"SX-2..." . . ... . . . . . . . 45's 0.00

BOBERTA LEE
TRUE, WE ARE TENDER CARE.
When You Organ Played at Twilight
"SX-2..." . . . . . . . . . . . . 45's 0.00

ANDY WILLIAMS
YOU CAN'T BUY HAPPINESS
Why Should I Cry Over You
"SX-2..." . . . . . . . . . . . . 45's 0.00

NORMAN PETTY TRIO
MOOD INDIGO
Patty's Little Paiku
"SX-2..." . . . . . . . . . . . . 45's 0.00

TERRY FELL
DON'T DROP IT
Truck Driving Man
"SX-2..." . . . . . . . . . . . . 45's 0.00

VINCE CARBON
SUCCENTIC
Mari Lee
"SX-2..." . . . . . . . . . . . . 45's 0.00

A Product of Radio Corporation of America

RECORDS MARK THE HITS!
DEALERS and OPERATORS ALL AGREE
BUSINESS IS SH-BOOMING!

NOW

THE FLIP IS HEADING FOR THE TOP!

‘I SPOKE TOO SOON’

BY THE FABULOUS
CREWCUTS

AMERICA’S HOTTEST SINGING QUARTET

MERCURY 70404 • 70404X45
SUNNY GALE
SMILE
b/w
AN OLD FAMILIAR LOVE SONG
20/47-5836

... and the instrumental hit from England—
Melachrino Strings
SMILE • THEME FROM THE 6 PROUD WALKERS
20/47-5828
### Pops

<table>
<thead>
<tr>
<th>Artist/Group</th>
<th>Song</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE HILLTOPPERS</td>
<td>IF I DIDN'T CARE, BETTINA</td>
<td>MY COW COW 1954</td>
</tr>
<tr>
<td>THE HILLTOPPERS</td>
<td>SWEETHEART</td>
<td></td>
</tr>
<tr>
<td>JAN GARBER</td>
<td>I LOVE YOU BECAUSE HOW LONG</td>
<td></td>
</tr>
<tr>
<td>THE COUNTS</td>
<td>MY DARLING, SHE WON'T SAY YES</td>
<td></td>
</tr>
<tr>
<td>AL LOMBARDY</td>
<td>CROSS YOUR HEART, COLD CORNER</td>
<td></td>
</tr>
<tr>
<td>JOHNNY MADDOX and The Rhythmasters</td>
<td>PIG O' MY HEART, TEDOT BEAT BLUES</td>
<td></td>
</tr>
<tr>
<td>DOTTIE DILLARD</td>
<td>COW COW BOOGIE, OH JOHNNY</td>
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<td>RUSTY BRYANT</td>
<td>CASTLE ROCK, ALL NIGHT LONG</td>
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<tr>
<td>RUSTY BRYANT</td>
<td>PINK CHAMPAGNE, SLOW DRAG</td>
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<td>MR. PERCY</td>
<td>FULL OF MISERY, SOMEBODY HELP ME OUT</td>
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<tr>
<td>THE COUNTS</td>
<td>MY DARLING, SHE WON'T SAY YES</td>
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### Albums

<table>
<thead>
<tr>
<th>Artist/Group</th>
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<tr>
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<td>You Made Up My Mind</td>
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<td>I Keep Telling Myself</td>
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<td>I Can't Lie To Myself</td>
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<td>For Keeps</td>
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<td>TIME WILL TELL</td>
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<td>There Is No Greater Love</td>
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<td>Glad, Glad, Glad, Stormy Night</td>
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<td></td>
<td>THERE IS NO GREATER LOVE</td>
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<td>For Keeps</td>
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<td></td>
<td>THERE IS NO GREATER LOVE</td>
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<tr>
<td></td>
<td>JOHNNY MADDOX</td>
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<td></td>
<td>JOHN LONZO &amp; OSCAR</td>
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<td></td>
<td>TOMMY JACKSON</td>
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<td></td>
<td>LONZO &amp; OSCAR</td>
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<td>TOMMY JACKSON</td>
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<td>THE COUNTS</td>
<td></td>
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<td></td>
<td>THE COUNTS</td>
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</tr>
</tbody>
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**Dot Records**  
**Gallatin, Tennessee**  
**Phone: 1600**  
**The Nation's Best Selling Records**

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- AUGUST 14, 1954
- THE BILLBOARD  
- MUSIC 37

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- www.americanradiohistory.com
The Billboard Music Popularity Charts

**POPULAR RECORDS**

- **Reviews of New Pop Records**

**Continued from page 31**

The excitement of MANTOVANI

with "NOW, WHEN OR WHERE"

1486 45-1486

Announcement:

- **A SPECIAL SECTION COMMEMORATING THE 20th Anniversary of DECCA RECORDS**

... including more than 20 features and lists of interest and value to the entire music-record industry.

---

The August 28 Issue of The Billboard will feature...
The Billboard Music Popularity Charts

Vox Jox

2, 1944, so you can see we're still in the three-corner stage. Thanks for your time and trouble.

This 'n That

Bob Clark, KOWO, Laramie, Wyo, tells us that he has had tremendous mail response—all favorable—to his new Friday evening show featuring The Billboard's Home Roll of Hits.

Henry Sampson, WIBG, Allentown, Pa., observes that three male vocal groups lead our top six whereas a few weeks back we had all girls in the top six. In Kansas City, he tells us that he is currently doing over 60 hours a week on the air with 12 record programs. He writes, "Very soon, I'll handle five different programs, a network of 130 stations, over the country!" Besides all that he is the president of the Federation of Collectors of Discs de Ameritos Latinos (Record Collectors' Association of Latin America).

YESTERDAY'S TOPS—
The nation's top tunes on records as reported in The Billboard

AUGUST 12, 1944

1. Swingin on a Star
2. I'll Be Seeing You
3. G. I. Jive
4. I'll Get By
5. Amor
6. Long Ago and Far Away
7. I'll Walk Alone
8. His Booking Horse Ran Away
9. Time Waits for No One
10. You Always Hurt the One You Love

AUGUST 19, 1949

1. Some Enchanted Evening
2. Paris Again
3. Room Full of Roses
4. I'll Make It
5. Baby, It's Cold Outside
6. You're Breaking My Heart
7. Forever and Ever
8. Bali Hai
9. A Wonderful Guy
10. Maybe It's Because

Gene O'Keonan, KONO, San Antonio, Tex., cannot understand why M-G-M hasn't put any promotion behind "If I Give My Heart to You" by the Wright Brothers. He says, "Reaction to this platter in this territory is weak!"... Bob E. Lindsay, WAZY, New Harmony, Ind., says, "Gene has some advice for jockeys. 'It would like to suggest that deejays who have much time to listen to all the minor labels, make an effort to dig out the Konon recording of 'Do Nothing Blues' by Hal Hopper.'"

Steve Walsh, WHAP, Hope-
well, Va., wonders if other deejays received identical notation to label 'EX' recording by Richard Malaby of "Meadowbrook" and "Black Feathers."... Ray Wal-
ers, WEGO, Philadelphia, was voted "Dad of the Year" recently by his hometown of Audubon, N. J., for his review of "Mama's Cakes."... The big Cincy, Ohio, Civic show, he reports, "Man, have I got a tiger by the tail. The hall and telephone response was im-
mense and expected. And it shows no signs of dissipating. It has opened an entirely new field for me while evidently supplying satisfaction for a sizable segment of an overlaid and music-loving lis-
tenership. It's been a real pleasure for me to meet and inter-
view many of the artists whose mouths and potatoes are directly tied to this medium of taste and blues Americans. Anyway, it's been an enjoyable and lucrative year with R.A.B. and lets hope that other stations will get the call and heed the frantic word. They'd dig this one too!"

Bob Moore, WSGO, Concord, N. H., has a question: "What do most of the deejays around the country think of a Dixieland re-
vival? We have at WSGO now have a 45-minute Dixieland show and the kids seem to love it for a big way. Just wondering how some of the other guys around the country feel about Dixieland if they're programming much of it?"

Theme List

Several weeks ago we published a list of "theme" songs we were hearing us if there was a list of themes circulating among us and the number of times a week each song was broadcast. We received a flood of mail and it is difficult to know what to do with all of it. We have only space to print a few of the more common. The list we are printing here is not complete and is not the only one we have received. From the number of requests to receive our listings in future issues, we decided to run this column weekly. It has been so popular that we decided to run it every other week and of course, we have had a flood of mail and we are just now getting to all of them. We are sorry to have to cut it off to practically nothing. The theme list will be included in our weekly charts every other week. Please write to us if you would like to subscribe to the theme list. We apologize for the delay in sending out the other dejays on the station and we expect to catch up soon. We are not sure if we can make it available to everyone.

"IF GIVE MY HEART TO YOU"

The Singing Star of the Gary Moore TV Show

Over 100,000 sold in just 3 weeks

b/w HELLO, DARLING

Major Record 427

Distributors: Some territories still available—write—wire—phone

Watch for Another Great Performance by TONY ALAMO on Major Disks
The Billboard Music Popularity Chart  

**COUNTRY & WESTERN RECORDS**

**This Week's B-52t Buys**

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

**COURTIN'**

3. Sparkling E.

One week after its release, the hit country song has already grabbed attention. Solid sides by the country singer for the market.

**TOMMY COLLINS**

What A Cartoon Do We Know? (Central Songs, BMI) — For Me (Central Songs, BMI)—Capitol 2923—A lively tune and bright lilt of tunes for the market. The flip is a cover tune by a key country band, the flip is a bouncy rhythm song. Good wax here by Collins.

**C & W Territorial Best Sellers**

For seven week ending August 4

City-origin figures are based on rare reports from one country and western dealer and joke box operators in each of the listed cities.

**Birmingham**

1. Born In Both Worlds, H. Snow, V.
2. I Don't Really Want To Know, H. Snow, V.
3. Sparkling Eve

**Memphis**

1. Born In Both Worlds, H. Snow, V.
2. I Don't Really Want To Know, H. Snow, V.
3. Sparkling Eve

**Nashville**

1. Born In Both Worlds, H. Snow, V.
2. I Don't Really Want To Know, H. Snow, V.
3. Sparkling Eve

**Charleston**

1. Born In Both Worlds, H. Snow, V.
2. I Don't Really Want To Know, H. Snow, V.
3. Sparkling Eve

**Dallas-Fort Worth**

1. Born In Both Worlds, H. Snow, V.
2. I Don't Really Want To Know, H. Snow, V.
3. Sparkling Eve

**New Orleans**

1. Born In Both Worlds, H. Snow, V.
2. I Don't Really Want To Know, H. Snow, V.
3. Sparkling Eve

**Richmond, Va.**

1. Born In Both Worlds, H. Snow, V.
2. I Don't Really Want To Know, H. Snow, V.
3. Sparkling Eve

**Kansas City**

1. Born In Both Worlds, H. Snow, V.
2. I Don't Really Want To Know, H. Snow, V.
3. Sparkling Eve

**San Antonio**

1. Born In Both Worlds, H. Snow, V.
2. I Don't Really Want To Know, H. Snow, V.
3. Sparkling Eve

**El Paso**

1. Born In Both Worlds, H. Snow, V.
2. I Don't Really Want To Know, H. Snow, V.
3. Sparkling Eve

**Washington D.C.**

1. Born In Both Worlds, H. Snow, V.
2. I Don't Really Want To Know, H. Snow, V.
3. Sparkling Eve

**Detroit**

1. Born In Both Worlds, H. Snow, V.
2. I Don't Really Want To Know, H. Snow, V.
3. Sparkling Eve

**Detroit**

1. Born In Both Worlds, H. Snow, V.
2. I Don't Really Want To Know, H. Snow, V.
3. Sparkling Eve

**Cleveland**

1. Born In Both Worlds, H. Snow, V.
2. I Don't Really Want To Know, H. Snow, V.
3. Sparkling Eve

**Chicago**

1. Born In Both Worlds, H. Snow, V.
2. I Don't Really Want To Know, H. Snow, V.
3. Sparkling Eve

**Pittsburgh**

1. Born In Both Worlds, H. Snow, V.
2. I Don't Really Want To Know, H. Snow, V.
3. Sparkling Eve

**Seattle**

1. Born In Both Worlds, H. Snow, V.
2. I Don't Really Want To Know, H. Snow, V.
3. Sparkling Eve

**Toronto**

1. Born In Both Worlds, H. Snow, V.
2. I Don't Really Want To Know, H. Snow, V.
3. Sparkling Eve

**Montreal**

1. Born In Both Worlds, H. Snow, V.
2. I Don't Really Want To Know, H. Snow, V.
3. Sparkling Eve

**Lima, Peru**

1. Born In Both Worlds, H. Snow, V.
2. I Don't Really Want To Know, H. Snow, V.
3. Sparkling Eve

**Best Sellers In Stores**

For survey week ending August 4

**Most Played in Juke Boxes**

For survey week ending August 4

**Most Played by Jockeys**

For survey week ending August 4

**Records are ranked in order of best recent retail sales interest at the retail store.**

- **BIRMINGHAM**: 1. I Don't Hurt Anyone—H. Snow. 10
- **MEMPHIS**: 1. I Don't Hurt Anyone—H. Snow. 10
- **NASHVILLE**: 1. I Don't Hurt Anyone—H. Snow. 10
- **CHARLOTTE**: 1. I Don't Hurt Anyone—H. Snow. 10
- **DALLAS**-**FORT WORTH**: 1. I Don't Hurt Anyone—H. Snow. 10
- **NEW ORLEANS**: 1. I Don't Hurt Anyone—H. Snow. 10
- **RICHMOND, VA.**: 1. I Don't Hurt Anyone—H. Snow. 10
- **KANSAS CITY**: 1. I Don't Hurt Anyone—H. Snow. 10
- **SAN ANTONIO**: 1. I Don't Hurt Anyone—H. Snow. 10
- **EL PASO**: 1. I Don't Hurt Anyone—H. Snow. 10
- **WASHINGTON D.C.**: 1. I Don't Hurt Anyone—H. Snow. 10
- **DETROIT**: 1. I Don't Hurt Anyone—H. Snow. 10
- **Cleveland**: 1. I Don't Hurt Anyone—H. Snow. 10
- **CHICAGO**: 1. I Don't Hurt Anyone—H. Snow. 10
- **PITTSBURGH**: 1. I Don't Hurt Anyone—H. Snow. 10
- **SEATTLE**: 1. I Don't Hurt Anyone—H. Snow. 10
- **TORONTO**: 1. I Don't Hurt Anyone—H. Snow. 10
- **LIMA, PERU**: 1. I Don't Hurt Anyone—H. Snow. 10
- **BEST SELLERS IN STORES**: 1. I Don't Hurt Anyone—H. Snow. 12
- **Most Played in Juke Boxes**: 1. I Don't Hurt Anyone—H. Snow. 12
- **Most Played by Jockeys**: 1. I Don't Hurt Anyone—H. Snow. 12

**End**
**The Billboard Music Popularity Charts**

**Best Sellers in Stores**

<table>
<thead>
<tr>
<th>Record</th>
<th>Weeks</th>
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<tbody>
<tr>
<td>*ILLUS</td>
<td>3.</td>
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<tr>
<td>TIS</td>
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<tr>
<td>*3.5.</td>
<td>5.</td>
</tr>
<tr>
<td>*4.5.</td>
<td>5.</td>
</tr>
<tr>
<td>*SH-Boom</td>
<td>5.</td>
</tr>
<tr>
<td>*4.</td>
<td>5.</td>
</tr>
<tr>
<td>*5.</td>
<td>5.</td>
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<tr>
<td>*FEEL SO BAD</td>
<td>5.</td>
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<tr>
<td>*YOY</td>
<td>5.</td>
</tr>
<tr>
<td>*2.</td>
<td>5.</td>
</tr>
<tr>
<td>*LPOP</td>
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</table>

**RHYTHM & BLUES RECORDS**

**This Week's Best Buys**

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

**MAMMOTH PROFESSIONAL RHYTHM & BLUES BOMB**

Willy and Ruth, Jimmy and Ruth, "I've Got My Eyes on You," Baltimore, MD (EMI-

"I've Got My Eyes on You" is one of the most professional R&B records ever issued. It has a monster-sized sale from Brown, reputedly sold up to a billion copies.

**FATS DOMINO**

You Can Pick Your Suitcase (Commodore, BMI) - Imperial

"You Can Pick Your Suitcase" is a fine record from Fats Domino, a warmup to his next album, "My Little Girl." The record has a powerful new tone. Top side shows off Domino's R&B abilities to full advantage. The rest is a fine album from Domino.

**Reviews of New R&B Records**

**The Chart**

**The Countdown**

Roy Drifters, "A Foolish Thing to Do" - BMI

**Don't You Be So...**

Jimmy Fontenot, "I've Got My Eyes on You" - Atlantic

**The Fifty Five**

"Give It to Me" - Decca

**The Fifty Nine**

"Got That Feeling" - Atlantic

**The Ninety One**

"Tell Me That It's Over" - Mercury

**JIMMY LEGENDS**

I Ain't Drunk - Aladdin

**Maxwell Davis Combo**

"I Ain't Drunk" features a good record of a swing group, the tip-top of the first half. The record has a charm for adults.

**R & B Territorial Best Sellers**

**For survey week ending August 4**

**Atlanta**

1. baby, you're a star - diana ross & the supremes, atlanta, ga (motown)

2. what a wonderful world - louis armstrong, atlanta, ga (cbs)

3. "be my baby" - the shirelles, atlanta, ga (sire)

4. it's gonna be a man o' war - the soul stoners, atlanta, ga (cbs)

5. "i don't want to live here" - the ronettes, atlanta, ga (sire)

**Baltimore-Wash.**

1. "i wish you weren't so sure" - the soul stoners, baltimore, md (cbs)

2. "i love you" - the moody blues, baltimore, md (sire)

3. "why do babies have to cry?" - the shirelles, baltimore, md (sire)

4. "i want you" - the supremes, baltimore, md (motown)

5. "i'm in love with you" - the moody blues, baltimore, md (sire)

**Charlotte**

1. "i need you" - the sun singers, charlotte, nc (cbs)

2. "i can't help but love you" - the sun singers, charlotte, nc (cbs)

3. "i love you" - the sun singers, charlotte, nc (cbs)

4. "i want you" - the sun singers, charlotte, nc (cbs)

5. "i'm in love with you" - the sun singers, charlotte, nc (cbs)

**Chicago**

1. "i love you" - the sun singers, chicago, il (cbs)

2. "i need you" - the sun singers, chicago, il (cbs)

3. "i want you" - the sun singers, chicago, il (cbs)

4. "i'm in love with you" - the sun singers, chicago, il (cbs)

5. "i can't help but love you" - the sun singers, chicago, il (cbs)

**Los Angeles**

1. "i wish you weren't so sure" - the soul stoners, los angeles, ca (cbs)

2. "i love you" - the moody blues, los angeles, ca (sire)

3. "why do babies have to cry?" - the shirelles, los angeles, ca (sire)

4. "i need you" - the sun singers, los angeles, ca (cbs)

5. "i can't help but love you" - the sun singers, los angeles, ca (cbs)

**New Orleans**

1. "i wish you weren't so sure" - the soul stoners, new orleans, la (cbs)

2. "i love you" - the moody blues, new orleans, la (sire)

3. "why do babies have to cry?" - the shirelles, new orleans, la (sire)

4. "i need you" - the sun singers, new orleans, la (cbs)

5. "i can't help but love you" - the sun singers, new orleans, la (cbs)

**New York**

1. "i wish you weren't so sure" - the soul stoners, new york, ny (cbs)

2. "i love you" - the moody blues, new york, ny (sire)

3. "why do babies have to cry?" - the shirelles, new york, ny (sire)

4. "i need you" - the sun singers, new york, ny (cbs)

5. "i can't help but love you" - the sun singers, new york, ny (cbs)

**Philadelphia**

1. "i wish you weren't so sure" - the soul stoners, philadelphia, pa (cbs)

2. "i love you" - the moody blues, philadelphia, pa (sire)

3. "why do babies have to cry?" - the shirelles, philadelphia, pa (sire)

4. "i need you" - the sun singers, philadelphia, pa (cbs)

5. "i can't help but love you" - the sun singers, philadelphia, pa (cbs)
The reviews of new C & W records continue...

**Reviews of New C & W Records**

**Continued from page 40**

**Eddie, Andre**  
**Bowl 'Em Over**  
**Hollywood, Aug. 7—**  
Combination of Eddie Fisher and Andre Previn concludes the Los Angeles Philharmonic season with another success. A total of 30,560 people at 7:45 p.m. Wednesday afternoon. The orchestra played four concerts under the baton of Andre Previn. The conductor introduced the program with a short speech outlining the three principal works: the first by Beethoven, the second by Strauss, and the third by Mahler. The orchestra played with great precision and sensitivity under the direction of Andre Previn. The audience was thoroughly impressed with the performance. The concert was well received by the entire audience, who gave a standing ovation to the conductor and the orchestra at the conclusion of the concert.

**Geo. Pincus**  
**Sets Up Gift Music Corp.**  
**As BMI Affiliate**  
**New York, Aug. 7.—** Publisher George Pincus has set up a new gift music company, known as Gift Music Corporation. It is reported that the company will bring in sales of $500,000. The company will be managed by John A. Pincus, a well-known gift music expert. The company plans to offer a wide variety of gift music items, including records, books, and musical instruments. The company will be located at 1234 Broadway, New York City.

**Also Released This Week**

**Popular**

**By Me**  
Frankie Laine

**The Bluebird (8-1)**

**The Girl With a Piano**

**Bette Davis**

**Caution**

**By Me**  
Frankie Laine

**The Bluebird (8-1)**

**Seth**

**By Me**  
Frankie Laine

**The Bluebird (8-1)**

**Sacred**

**God Own’t I Know He’s Only A Man**

**Artie Shaw**

**The Bluebird (8-1)**

**I’ll Take My Dreams And Go Home**

**My Foolish Heart**

**By Me**  
Frankie Laine

**The Bluebird (8-1)**

**Tennessee Waltz (5-8)**

**Country & Western**

**Based On a Kentucky Truth**

**By Me**  
Frankie Laine

**The Bluebird (8-1)**

**Bible Leas**

**By Me**  
Frankie Laine

**The Bluebird (8-1)**

**Number of Records Released This Week**

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<thead>
<tr>
<th>Label</th>
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<th>Title</th>
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<th>Record</th>
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<td>ANALOGUE</td>
<td>CR-1006</td>
<td>&quot;The Bluebells&quot;</td>
<td>The Bluebells</td>
<td>CR-1006</td>
<td>8-15</td>
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<tr>
<td>CAPITOL</td>
<td>1338</td>
<td>&quot;The Bluebells&quot;</td>
<td>The Bluebells</td>
<td>1338</td>
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<tr>
<td>COLUMBIA</td>
<td>1327</td>
<td>&quot;The Bluebells&quot;</td>
<td>The Bluebells</td>
<td>1327</td>
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<td>DECCA</td>
<td>818</td>
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<td>&quot;The Bluebells&quot;</td>
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<td>MCA</td>
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<td>&quot;The Bluebells&quot;</td>
<td>The Bluebells</td>
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<td>8-15</td>
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<tr>
<td>RCA</td>
<td>735</td>
<td>&quot;The Bluebells&quot;</td>
<td>The Bluebells</td>
<td>735</td>
<td>8-15</td>
</tr>
</tbody>
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**Tennessee Waltz**

By Me

The Bluebird (8-1)

**Vox to Press and Market in Italy**

**New York, Aug. 7.—** Vox Productions has added a major new account in Italy to its growing list of international markets. Vox is now handling the distribution of its records in Italy through a new subsidiary company, Vox Italia. Vox Italia will be responsible for the distribution of Vox recordings in Italy, and will work closely with Vox's existing representatives in the country.

**Victor to Get Dot?**

**Continued from page 14**

**'Opry' Talent**

**Continued from page 14**

**Highlights of the Centennial**

**Continued from page 14**

**Orpheum Theater**

**Continued from page 14**

**Country Music Hall of Fame**

**Continued from page 14**

**Billboard Magazine**

**Continued from page 14**
NEED NEW COMICS, SINGERS
Name Talent Market
For Clubs to Tighen

By BILL SMITH
NEW YORK, N. Y._—New comics with promise and singers with rock and roll records are on the
increase nowadays (but hope to) in greater numbers. The outlook for the fall and winter, chronically
busy, is not expected to be as tight as ever.

This means that major talent agencies are looking to signing new people, building and
adding to their existing stock.

The underlying reasons for this phenomenon are the rapidly increasing number of
clubs and lounges and the tendency to increase the price asked when available.

The mainstays of many masts, according to sources, is the sales of records
in the past few years have been recording artists. New entries will not
tend to crop up, but most of them either have sold out or don't know
how to get on or off the charts and have hitherto been
complacently ignoring the basic and all-important reasons.

Widely reported is the chart of July 28, 1959, 30 artists listed as the new listings of the Variety
Television's regular count. Seven of those artists are recorded by either house bands for the
victory. Obviously, there are not available at all, which would explain the very great varying reasons.

However, the key to the whole story is the number of records who might be expected to make their hit during the coming fall season and out of the running. Kitty Kallen who recorded "Chapel in the Moonlight" on the Columbia list is already available. Her marriage, a young boy, and parents who have been
omitting dates and one other.

Rosemary Clooney with "Hello, Dolly," the actress who is known for her singing to
her concert dates and out of the public availability list. The artist, available to any producer who
wants to "upstage" and "If I Love You," the RKO list and Las Vegas, and that's that.

Les Paul & Mary Ford were never eager to work roles. Now that the baby, the team is certainly
not eager to work roles. Martin would be
never eager to work roles. Now that the baby, the team is certainly
not eager to work roles. Martin would be

AGENTS TO SEEK
RETURN OF LISTS
NEW YORK, Aug. 7—Four artists, all 
orchestra players, are being considered for the purchase of the Statler hotel
from B. F. Harms. All of the artists are being considered for the buyout of
the Statler hotel. It is possible one morning, said one agent. I'm going to

ATTENDANCE RATING
NEW YORK, Aug. 7—At
the Mount Sinai Hospital here
is a heart attack, followed by a
series of gall stone attacks. Small, 46,

showboating among the talent buyers.

SHOWBOWD LoOMS
in APM-AGVA TUFF

THE BILLBOARD
43

NEW YORK, Aug. 7—Paul
Stromberg, a recent addition to
the Mount Sinai Hospital here
is a heart attack, followed by a
series of gall stone attacks. Small, 46,

N.Y. (6)

NEW YORK—Miss Merriel
Abbott, the Hilton hotel talent
talent buyer, becomes the most
wealthy talent buyer in the

NEWS AT A GLANCE

Merriel Abbott Now
Top Talent Buyer

Maike's Walz will start buying for
the Statler hotels, eight, in all, in
the outskirts of New York City. Maike's
buying activities will continue as


"Sea-All," the London

showboat, is a down on between American Federation of
the United States. Agency of

C.L. or Acts of America, AGVA's
recently opened offices.


PATTEN, Janes.

Some Tours with Theaters

This is a show that will be
in the Boston area a little later.

A fad of the show business is
the recent rise of the "day time"
tour. In the Boston area a little later.

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the recent rise of the "day time"
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A fad of the show business is
the recent rise of the "day time"
tour. In the Boston area a little later.
Strictly Informal (TV)
Cast: Larry Finley, Marty degree, Mickey Fields, George F. Duley, Helen Dowling, C. E. W. McDonald, Bessie Howard, Ralph Betts, Elmo Stevens.

Location: A West Coast hotel.

Plot: The show features a series of short sketches and comedies, including a popular segment featuring a talk show hosted by Larry Finley.

The Musical Comedy Show (TV)
Cast: Red Skelton, George Burns, Gracie Allen, Roscoe Arbuckle, Bert Lahr, and others.

Location: A variety show setting.

Plot: The show includes musical numbers, comedy sketches, and guest appearances by famous comedians and singers.

Let There Be Life (TV)
Cast: Billie Burke, Will Rogers, Jr., and others.

Location: A series of short films featuring Will Rogers.

Plot: The films depict everyday life and provide social commentary on various issues.

Now and Then (TV)
Cast: Don DeFore, June Havoc, and others.

Location: A series of short sketches and stories.

Plot: The show includes a mix of comedies, dramas, and musical numbers.

Great Moments in Sports (TV)
Cast: Warner Oland, Paul Muni, and others.

Location: A series of special programs highlighting significant moments in sports history.

Plot: The shows feature interviews with athletes, along with footage of famous games and events.

Betty Madigan
Betty Madigan (1942)
Cast: Betty White, Coachman, and others.

Plot: The show is a comedy series set in a small town in the Midwest, featuring a determined female mayor and her mischievous employees.

Billy Daniles
Billy Daniles (1943)
Cast: Benny Payne, Paul Hebert, and others.

Plot: The show is a variety series that includes music, comedy, and dance performances.

Odette
Odette (1942)
Cast: Vivien Leigh, Paul Muni, and others.

Location: A war drama set in Russia.

Plot: The film tells the story of a Russian woman who becomes a spy for the Soviet Union.

Al Morgan
Vincent Villa's Trio (1942)
Cast: Vincent Villa, Jerome Cowan, and others.

Plot: The show is a musical variety series featuring Vincent Villa's Trio.

Dove Gardner
Dove Gardner (1942)
Cast: Dove Gardner, Sue Butters, and others.

Plot: The show is a musical variety series featuring Dove Gardner.

Karen Chandler
Lou Map's Orchestra
Karen Chandler, blonde singer, and Lou Map's Orchestra perform a lively dance.

Terry Haven
Erna Held, Dorothy Blaine, and others.

Plot: The show features a musical variety series with Erna Held as the host.
BURLESQUE BITS
By UNO

ROSE LA ROSE is back in her New York house from a four-weeks vacation during which, while on a boat trip to Trinidad, he lost his hair. He had his hair cut in New York and had it replaced by a hairpiece. Rose was also visited by Lake Hopatcong, N. J., who had several visits to other summer resorts. Jerry Meyes, manager of the Empire Theatre in New York, spent a week in the Adirondacks with his family. Martha Phillips, attractive model for the past season, left for Los Angeles, Calif., on account of bad health. She will stay in California for two or three weeks, during which time she will be in poor shape. She is expected to arrive in New York the first week in September.

NIGHTY NORTY Marsh opens in featured engagements in the capital on September 22, thru the Miller and Quigley Agency. Nifty is a pianist and songwriter, of whom all those who have engaged him when police went to search the Empire Theatre in Woodland Park, Colo., on account of an escaped prisoner which occurred there a week ago. Nifty and his wife left the city yesterday in a car and arrived in New York Wednesday. Walker is back in the capital and will open here at the Roxy Theatre.

Dawson, "The Cherokee Halflion," closed two weeks at the Casa Bianco, Baltimore, and opened two weeks at the Seminole Theatre, Philadelphia, bringing with her a new routine called "Love in a Teepee" and a special costume for her many props. Marion Lee, who has been the chief star of the Comedy Workshop now in residence at the Plainfield Theatre, was seen at the 890 First Avenue, New York.

COMINGS AND GOINGS

Continued from page 47

The Dukean. Opening. (Cema) 1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27th. (Cema) 1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27th. (Cema) 1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27th. (Cema) 1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27th. (Cema) 1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27th. (Cema) 1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27th. (Cema) 1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27th. (Cema) 1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27th. (Cema) 1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27th. (Cema) 1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27th. (Cema) 1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27th.
CONLIN

1. CONLIN

HARRIS

In merchpl carnavales, Broadway Louts.

Survived her husband, Francis Harris, in New York, and her daughter, Mrs. Olga Harris, in Batley, England. She was the widow of Simeon Harris, a well-known performer of the United States and abroad.

CARETO-Baijnath

In five-week vacation in the United States, the daughter of Mrs. G. Barlow, of London, has been spending her time in New York. She is on her way back to London.

TAPEWOOD

An offer was recently made by the Tapewood Company to buy the Tapewood Building in New York. The offer was accepted by the owner of the building.

LITTLETON-Green...IRVING...WENCES

A small fire recently started in the Irving Theatre, destroying the theatre and adjoining buildings. The fire was caused by a lightning strike. The losses are estimated at $100,000.

BUSINESS

In the business world, the following changes have occurred:

1. John Doe has been appointed as the new president of the Doe Corporation.
2. Jane Smith has been promoted to the position of vice-president of the Smith Company.
3. Robert Brown has been transferred to the New York office of the Brown Corporation.

WEDDING

(DATE)

A wedding was recently held in the Hotel Metropolitan, New York. The bride and groom were Miss Jane Doe and Mr. John Smith.

MARRIAGES

(DATE)

A marriage was recently performed in the Hotel Metropolitan, New York. The bride and groom were Miss Jane Doe and Mr. John Smith.

HENDERSON-Legrant

A marriage was recently performed in the Hotel Metropolitan, New York. The bride and groom were Miss Jane Doe and Mr. John Smith.

HUGHES

A marriage was recently performed in the Hotel Metropolitan, New York. The bride and groom were Miss Jane Doe and Mr. John Smith.

In the marriage of...
WINNIPEG, Aug. 7.—"Dancing Waters" made history with the presentation of W. Randolph Demarest's production of "Dancing Waters," at the Western Canadian "A" Fair Circus, which opened Aug. 6 in Regina, Sask.

This was a project for which the producer had been working for several years, but which was made possible by the generous support of the Canadian Government. The show was presented in six locations, including Regina, and it was a resounding success.

This year, the show was held in Regina, and it was well received by the audience. The producer, W. Randolph Demarest, was pleased with the results and expressed his gratitude to the people of Regina for their support.

Several local businesses and organizations contributed to the success of the show, including the Regina Chamber of Commerce, the Regina Optimist Club, and the Regina Community Fund. The show was held in the Regina Exhibition Grounds, and it featured a variety of acts, including acrobats, clowns, and musicians.

The show was well-received by the audience, and it was a great success. The producer expressed his gratitude to all who had contributed to the show, and he looked forward to future performances in Regina.
Conn. Bazaars
Take Status as Election Issue

HARTFORD, Conn., Aug. 7- Connecticut's volunteer freshmen are awaiting Governor Lodge's return from an overseas Naval Relief trip. The freshmen are interested in this question in him and in his Democratic opponent, ex-Congressman A. A. Ribbins.

"Do you favor permitting charitable and non-profit organizations to hold bazaars and carnivals with games of chance?"

John Moehring, secretary of the State Farm Bureau, the questionnaires are ready and will be mailed when the governor checks into the Executive Mansion here shortly.

"Yes," was the "No" in the question. He voted at the time he was two years ago. He has said he favors it.

Making sure the truck you buy has plenty of power and chassis ruggedness is good business in any man's book. Getting the money-saving extra power and ruggedness of Chevrolet trucks is better business in any man's bookkeeping.

EXTRA POWER MEANS BIGGER SAVINGS

No doubt about it, the extra power you get from high-compression Chevrolet engine makes the job you're going to pay out less for gasoline. Over a year, that adds up to a sizeable savings. Increased power brings time-saving benefits, too—greater acceleration and hill-climbing ability— you'd have faster, get the job done quicker.

New Chevrolet Trucks
deliver more power, more ruggedness, for less money!

250G Revamp for Arena at Richmond, Va.

RICHMOND, Va., Aug. 7-A group of local citizens has raised $39,000 with which to renovate the city's arena. Upon completion of improvements, it will be opened to a newly formed non-profit organization for the presentation of boxing, wrestling, basketball, tennis tournaments, shows and exhibitions. Before scheduled events, the building will be available for roller skating.

It's almost 3,000 miles away from Atlantic City's Steel Pier, but it does do the job. George A. Herold, who has signed up at Long Beach, Cal., as a seating of 70 feet back from Ocean Boulevard. In the background is Long Beach Auditorium. The sign hasn't resulted in any rush of visitors to the Steel Pier, but enough confirmative have been reported, to date, for the purpose of spreading the word.

The state f çünkü at their August 1931 convention. Their executive committee has already approved a bill extending certain welfare programs. Moehring added that the new proposal advocates establishment of a Games of Chance Commission, similar to one recently set up in New Jersey.

THE FAIR SETS CAMP FOR TRAILERITES

NASHVILLE, Aug. 7- Trailer dwellers who play the Tennessee State Fair this year will have to pay Amusement Company will receive top accommodations. L. E. Grinnell, fair's secretary-manager, announced. A regular trailer camp is being set up for their exclusive use on the fairgrounds and arrangements are being made to provide at a nominal cost, he said. Improvements and reservations have already been accepted on trailers located in Columbus, O., for distribution to the personnel.

State & Local
Gate Fees Aim Of PSA Battle

BEVERLY, N. J., Aug. 7-The Participation Sports Association's proposal for state and local amusement taxes which are levied on admission fees at professional sports, while, exempting government-sponsored competitions, has been set by Governor Moore on Monday at the group's meeting at Olympic Lake here. It was decided to submit a proposal to the legislature for a joint meeting.

The National will meet on Monday, August 30, at West Point Park, Lansdowne, Pa., North Wales, Pa. At the federal proposals, of over 75 and 30 cents, already being reviewed, to be one of our most important jobs in behalf of participating sports which are privately owned.

"We are going into this problem in lock, stock, and barrel, and plan to have a well thought-out and basic plan to fight the tax which is in being sought."

The PSA will receive ideas from the November 12 "Horse Sport Fight" in which it is planned to put a motion picture, newspaper, and national sports personalities.

Set Ark. Reunion Dates

LILBURN, Ga., Aug. 7-The first annual Solarium Horse the reunion will be held August 16-21 this year. This dates will be the third of the year.

New CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

"Chevrolet's new "265" engine will provide more power, more ruggedness, for less money!"

GREAT RUGGEDNESS CUTS OPERATING COSTS

Heavier axle shafts and hub wheels on two- and three-axon models; bigger, more durable clutches on light- and heavy-duty models; stronger, more rigid frames on all models. These features pay off in extra-low upkeep costs— extra miles of dependable truck life.

But these advantages aren't all,—by a long shot. You save even when you buy. For Chevrolet is America's lowest-priced line of trucks. Step by your Chevrolet dealer and see the "saving" trucks on the road. He'll show you models ideally suited to your needs with facts to prove you'll get more for your money. Chevrolet Division of General Motors, Detroit, 2, Mich.

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

THREE GREAT ENGINES—The new "265/" engine for extra heavy hauling. The new engine in the "215/" and "255/" models has a displacement capacity of 8,100 cubic inches. Heavy-Duty SYNCHRO-MESH TRANSMISSION— for smooth-shifting, power shifting. HYDRA-REAR—a driving for all on models, TORQUE-LATCH--in driving on two-axle models. DUAL-SHOE BRAKING—greatest holding ability on heavy-duty models. NEW COKE COOLER—gives extra coolness under hot weather. 15-amp. ammeter and dynamo—gives increased load space. COMFORT-MAT/GE—offers greater comfort, convenience and safety. PANORAMIC WINDOWS—nine lights. KALL-GAIA STYLING—easier, safer handling, ADVANCE-DESIGN STYLING—rugged, handsome appearance.

*Optional on some models. Standard on all models.
'Holiday' Acquires Tom Arnold Icers

Inter-Continent Swap of Talent Seen; Briton Cites Health as Sale Reason

NEW YORK Aug. 7—A deal which will result in fluid interchanging of ice performers among British, Continental and American shows was announced last week. It also indicated that the sale of all ice holdings of Tom Arnold, the British impresario, to the U. S. firm Holder on Tom. Arnold productions of the largest ice shows promoters and managers.

Headed by Morris Challen and Ernest Glidden, the "Holiday" promoters put out a touring arena troupe which plays the U. S. and also bankroll a European unit featuring foreign talent. Arnold, probably the top show figure in England, has among his interests a chain of restaurants.

Physically, the Americans are getting portable ice floor tanks, engineering equipment, costumes, and other items which the latter is an important part of the transaction since the Arnold name has attracted top performers and solid bookings.

Palmer Joins Americans

Many of the British firm will be Holiday on ice Great Britain with Challen as president and Gilbert-president. Continuing into the performance season will be Gerald Palmer, top aide to the English firm. The latter has been placed in charge of health as the reason for the transaction, and said he will take a long rest before starting his circus and pedestrian enterprises this winter.

During American theatre months on a talent search, but this trip was not tied in with any sale of the Arnold interests. Indiana went to the show, that there be no immediate changes in any of the Arnold productions which will continue touring in the provinces.

Arnold began his booking activities in 1914 for General Variety Controlling Company in England, and emulated his skating tours in 1898 when he presented Thomas Sullivan and the famed Wooden Floor. Their mock-ice skating tanks were huge and were actually roller skaters. Within five years he purchased portable tanks and was in the ice show business.

Tisk Showtime Lead

With the death 20 years ago of Julian Wylie, Arnold attained prominence in the pantomime field, and between pantomimes, ice shows and his Harringay Circus production, became Britain's most prominent showman just prior to World War I. He is affiliated with Emil Litter.

The British ice shows are geared to a stand of three to two weeks. It is expected that Holiday will be heavy on American talent, to be found within the British ice show concept, and example of this is seen in the speed, variety, and precision routines. Many Americans have been achieved the feasibility of importing a British ice production to this country for the "Holiday".

Holiday on ice was formed in 1915 with Tom Arnold as president, and producer George Tyson. Gilbert and Challen are associated from time to time in individual performances, and are regular partners. Gilbert had been in the American show business for 25 years, and they show business in Texas and also growing interest in stage and ice hockey. Challen put on basketball and hockey policy in Minnesota.

 Arenas Converted

These started with a large, portable risk, but since their early days the feasibility of ice shows as an attraction has encouraged many new areas to convert to where they now have ice systems. As a result only 60 per cent of Holiday's dates now require them to bring their tank.

Holiday's 1935 edition is now in rehearsal in Sioux City, la. and will open September 2 with a special performance in that city. It will start its public run on the Great Plains, under a new name, the next Monday, Holiday last year took a continental unit and toured the Orient with it, scoring successes in Japan and the Philippines among other dates. It managed and promoted a show produced by and featuring Sonja Henie as his centre-piece.

Rodeos Full Big Turnouts

DENVER, Aug. 7—Rodeos in the Rocky Mountain area are drawing good crowds in Cheyenne (Wyo.) Frontier Days celebration passed, over $30,000 in receipts during the week's run with 8,000 riders in attendance and earnings nearly as big as business at the Denver Coliseum. Considering the Rodeo, a four-day affair ending this weekend, filled the 16,000-seat Stadium for the twice-daily show with special teams bringing in crowds from Denver.

TALENT TOPICS

The Williams and Lee revue concluded a three-week tour of South Dakota recently on which the show played to good business. The unit is presently in its fourth week in Montana with good business being reported at Shelby. The show will stay in Montana and Wyoming this week. Line-up includes 18 girls, a four-piece band, and 25 circus acts.

While on a booking trip in the interests of his Denver Rodeos and Western movie horse acts, Roy Bennett, for a few days at Ocean View Park, Norfolk, as the guest of the High Plains of the Flying Valentines act. He then drove through the Carolinas to line up dates for late summer and fall in Florida and said booking until late November.

John Cross has signed a contract with Metropolitan and Son to office to play fair at Lowville, N. Y., at Charlotte and Raleigh, N. C.

always a winner!

colourful ponies with bright, bouncy, operating with much, skillful, directly.

you always win with these ponies! wherever allan herschell's kiddle lugy ride is running it's up among the leaders in the kiddle field, and with action . . . its ponies go prancing around a circular platform to screams of delight from 20 tiny passengers, with the color and brilliance that has real "flash," it always draws steady top name write today!
Detroit Park Shows With Ice Cream Tie-In

DETOIT, Aug. 7—A strong one-day promotion tie-up with ice cream companies bought a crowd of 40,000 people on a Friday to Edge- worth Moisture Amusement Park believed to be the biggest single local park promotion on record according to Manager Milton Wagner.

Preaching was the method that drew the crowd. A total of 200,000 free tickets, each good for five selected rides apiece, were given away by ice cream vendors while working the city streets. A tie-up of similar proportions place in the “Carnival of the Americas” was staged, amusing city-wide interest in the promotion.

A Children’s “Double Dooy” TV program, sponsored by Curnulate at Cumulate plants and in Cumulate cream manufacture, and rated among the top children’s television programs. Cumulate was made that Clarebelle, famed clown of the show, would appear at the park in person. In addition, spot announcements for the show were used on the stations, both before and after the sales drive.

Crown Bites Traffic

The summer’s first big promotion campaign was supervised by Stanley Anderson, president of Anderson’s Inc., for Twin Pop. Result was a crowd that at one time numbered 10,000 at 8:15 a.m., sparking an afternoon of mad traffic on the streets, a situation which continued until 9:15 p.m. Usage was the second and biggest day of traffic for the firm.

Preceded afternoon of Crown’s tie-up had been off this season, running some 25 percent behind the totals to date in 1953, according to Wagner. Local unseasonal weather conditions and a prevalent atmosphere of nearly all retail spending, were principal factors.

However, special promotional events, typical in the one-day tie-up with ice cream companies, have succeeded in不同程度 this trend.

Peanut Supplies

Below ‘53 Figure

WASHINGTON, Aug. 7—The U. S. Department of Agriculture reported the U. S. peanut crop estimate for a total crop of 45,900,000 barrels, an increase of 5,000,000 barrels from the 1962 estimates.

Preliminary reports indicate that peanuts are making economically June 30 than the same dates in 1962 and, in fact, are expected to be used in roasting stock and 1,000,000,000 bushels of peanuts.

Meat Prices Decline

CHICAGO, Aug. 7—Meat prices continue their decline according to the latest market report, and wholesale levels have dipped slightly, more. Prices of terminal price reported in bulk are for the same period last year.

PILL IN GLASS PRODUCES POP

ST. PAUL, Aug. 7—Soda fountain from the Pop-Drop Service Company has been developed by the Pop-Drop Service Company, resulting in the item being offered in a glass.

Some of the pills is dropped into the soda stream and water and the result, according to the manufacturer, is a carbonated, sugar-free soft drink with some root beer, lemon-lime and grape. As the drink tastes, it releases the flavor and carbonation of Abbott Laboratories, it acts more as a flavoring.

These so-called Pop-Drops, were invented by a local pharmacist, and is marketed as a non-caloric beverage.

Popcorn Crop Cut by Prices, Lack of Rain

CHICAGO, Aug. 7—The popcorn crop has been cut this year, it was announced by the popcorn manufacturers at an organization at an emergency meeting of the National Popcorn Manufacturers. The announcement came after a survey of the domestic production of popcorn for the purpose of appealing to the United States for direct aid.

The production, according to the association, said that as a result of this year’s crop, 575,000 barrels of popcorn are expected to be harvested, down from more than 50,000,000 barrels expected last year.

The reasons further reduced because of a lack of modest prices, and the weather throughout the popcorn areas are expected to be harvested, 50 percent of normal conditions with the prospects of good yields. Other areas report the prospects of reductions in the breads to 50 to 60 percent of normal.

Some other areas report the weather brought considerable damage, forcing complete abandonment of the popcorn fields and took place despite uptight in the cost of labor, transportation and merchandising.

COMING EVENTS

Air Calliope

WANTED

Placed by barn or with resale. Cash buyers. Good horse, make, condition, price.

J. L. Graham

P. O. Box 1306

Jacksonville, Fla.

FOR SALE

Minneapolis-Hailer Filer 125-1250, two 1/2-ton trucks. Best offer takes them. Phone 355.

FOR SALE

115-1150, 24 1/2-Mile, model D, and four-stroke engine.

H. W. Terpening

Minneapolis-Haller Filer 24-240, 1/2-ton truck, 24-1/2 mile, good running condition.

Shoofly Galleries

And supplies for Eastern and Western grayscale. For Eastern grayscale, phone 74-1149.

Bend, W. Va.

H. W. Terpening

135-1350, 24 1/2-Mile, model D, and four-stroke engine.

FOR SALE

115-1150, 24 1/2-Mile, model D, and four-stroke engine.

Bend, W. Va.

H. W. Terpening

135-1350, 24 1/2-Mile, model D, and four-stroke engine.
NEW YORK, Aug. 7.—A beverage dispenser that is compact and has five-way service has been introduced by Club-Bar, Inc. Actual mechanical construction, the unit serves soda and any of four flavors at the flick of a wrist. The dispenser includes a stainless steel cabinet, two stainless steel beverage faucets, heavy-duty carbon-beryllium, sealed refrigeration and a water purifier. Dispenser measures 16 1/4 by 16 1/4 inches high. Capacity is said to be 40 steamer glasses per hour at 38 to 40 degrees.-Club-Bar, Inc., 402 East 44th Street, New York 17.

Hanks Holder

Minimizes Waste

MEXASHA, Vt.—A napkin dispenser that is claimed to be unique and economical by providing one-at-a-time dispensing with freedom from tearing is being marketed here. The maker describes the unit as being bumble-free, claiming the unit is heavy and stays put for one-hand use. At regular corner counter speeds, six standard colors in crinkle finished in crinoline. Single cabinet and three-cabinet arrangements are in stock. Also offers its napkins in conjunction, claiming they are soft and absorbent. They are pure white, non-bleeding, and when compact and the dispenser are folded in a one-third size cabinet.—Monarch Corporation, Merriam. (For Full Story, See American Food Service Journal.

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Concession Supply Catalogue

Our 1994 catalogue has been mailed to everyone. We hope you have received it. If you do not please send in the next few days, we will gladly send a very special request.

POP CORN COTTON CANDY TURK HOUSES

SNO - CONES CANDY APPLES GRABS

If you are interested in enjoying the Gold Medal this year and get top quality products for money-saving prices and the lowest price service in the Gold Medal Supply Co. 113 E. Third St. Cincinnati 2, Ohio.

GOLD MEDAL PRODUCTS CO.

ROME APPLES FOR SALE

CANDY APPLES

CANDY APPLES

125 Boxes

\$2.25 Per Box

THE CAVALIER - GULLING - WILSON CO.

NORTHERN OHIO FOOD TOWERS, CLEVELAND, OHIO. PHONE 5200

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BIG MONEY — SMALL COST

Beverage Filler and Mixed Drink Makers. Priced at wholesale. Write for Catalogue.

CONCESSION SUPPLY CO.

7916 SECTOR RD. CONCESSION SUPPLY CO. TOLEDO 13, OHIO.

Of all the trade publications covering all of showbusiness...THE BILLBOARD is the popular one. Read by more people and sold more copies than any other paper with an Audited Paid Circulation.
Chippewa Falls Up 10% at Gate, Stand

ACA's Midway Gross Tops 1953 by 30% First Four Days; Water Show Goes Big

CHICAGO—The W. W. Wil-2-Northern Wisconsin District Fair recently set an attendance record for the fair itself and for Wisconsin fairs as a whole. The attendance was well over 100,000 for the week, and the fair's gross was up 30 percent over the 1953 figure.

The fair's major attractions were the water show, which was a big hit, and the midways, which were more exciting than ever. The water show featured a giant water wheel, a water slide, and a water slide for children. The midways had rides such as the Ferris wheel, the carousel, and the roller coaster. The fair also featured a variety of attractions, including a mechanical bull, a petting zoo, and a livestock show.

Receivers Up At Boonville

Boonville, NY, Aug. 7—(AP)—The Boonville Fair was running in the red, as usual, and the weather was cool and comfortable, perfect for a day at the fair. The fair was a major event for the community, and it brought a lot of business to local businesses.

TWO DAYS OF RAIN CURL CLEARFIELD TURNOUTS

CLEARFIELD, Pa., Aug. 7—Rain on both opening day Monday and Tuesday hampered the Clearfield County Agricultural Fair, but the event still continued to attract large crowds.

Rain on Thursday showed signs of abating, which could mean more favorable conditions for the fair. The fair will run through Saturday.

Barn Added by Turnbridge, Vt.

TURNBRIDGE, Vt., Aug. 7—The Union Agricultural Society of this town has added a new barn to its fairgrounds. The barn is designed to house dairy cattle, and it will be used for the fair's dairy judging.

La Crosse, Wis., Aug. 7—Rain held up the-if you will—development of activities for the fair. The fair is expected to be a success despite the weather, and it will offer a variety of attractions, including a midway, livestock shows, and a variety of exhibits.

Yuba City, Calif., Aug. 7—Rain held up the midway, livestock shows, and a variety of exhibits.

End, Okla., Aug. 7—The Gar-Club (Cherokee) offered a 2,000-seat rodeo arena, with a variety of attractions, including a midway, livestock shows, and a variety of exhibits.

Mississippi Paves, Adds Building

MEMPHIS, Aug. 7—The MidSouth Fair will open in its new home, a $1 million building, with a grand opening that will have upwards of $60,000 in improvements. O. B. (Bill) Wyenne, manager, announced.

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MUNCIE, Ind., Aug. 7—A revised outside polk policy and the addition of two days for a 4-H fair field the Delaware County Fair here to enter the final day of summer's biggest midway receipts than in any re
周五和周六（30-31）期被添加为4-H的fair，并且给在Pike Road展示的show，和concessions，the two added days of play. Patron-
ences, and concessions, the two added days of play. Patrons, night crowds benefited greatly, and overall results thus the week was good for the midway but fair for the fair.
Weather, except for late Satur-
Racing, Independent

HARRINGTON, Del., Aug. 7—The Kent & Sussex Fair wound up its annual event on Wednesday with both attendance and receipts showing a decline of 15 percent below last year. Total turnout for the week was around 2,000.
Fair officials cited four factors responsible for the drop: Heat, running, part-lapse racing and racing in the nearby Delaware County Fair; the Kent & Sussex played the role for several days in a row.
Financially, however, the fair will show a definite success, man-

Peter Heads Nog Org
CINCINNATI, Aug. 7.—Ernest A. Peters, secretary of the 99th annual Greater Cincinnati Carnival Fair, September 15-18, is planning to put on another top-notch show. Under his direction, 12 members of the board of directors were named.
Turning Out Big
Although the attendance was not outstanding, the show was a big hit and the crowd, numbering around 1,200, was larger than the 200 of the last year. Petersburg,
Petershead, is now in charge of the event.
Regina Exhibition
• Continued from Page 1

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NEAAP NOTES
Plenty of Diversion
At Whalom Gathering

FITCHBURG, Mass., Aug. 1—The last performance of the season at the Whalom Park ballroom was in the open-air setting of a New England Association of Amusement Owners annual meeting. A formal program followed a dinner—the card table and bar. The Lincoln Avenue Whalom Park boys got the game going around 7:30 Saturday evening, with time out for the all-important fourth of July parade and fireworks. A tremendous change in personnel kept the proceedings running smoothly.

The opening song was, "That's the younger generation for you," whatever of the younger set commanded the microphone at the last of the four song requests. Why don't you kids go home?" he yelled at them. "And why don't you?" was the shout of the Goes singer, Johnny Bowen, 16, who was born the night the NEAAP met last at Whalom.

Mr. Addison was busy talking it up for Overland's all-stellar Variable Reel Counter, together with Charles Cooper, who will be going on the World of Mirth Shows. They did not mention the talk at the bar with partner John Crock. "We're doing more business here than we've ever done before," he said. "I have to shout the club down."

Alec Whalom commented on the absence of radio stations. "At least we haven't made any trouble for the radio stations with our music."

Worcester, Mass., Aug. 7—White City Park is one of the two local Worcester entertainment centers in its history. Thru this season, White City had run bus service only to 7 p.m. and shut the parks right then. A month ago, new management got into the act. They bought his own bus and added service to the times that are required in other places.

The new management has added an hour of entertainment and game concessions, which have been added to the restaurant and other attractions involving about $100.

Friday night attraction for the opening of the season is Eddie Zuck's hillbilly band.

New Kid Spot, 10-Rider, Set For Outer L. I.

RIVERHEAD, N. Y., Aug. 7— \( \text{New Kid Spot, 10-Rider, Set For Outer L. I.} \)

Auroid Kiddie Spot Inc. is opening its new 10-Rider park on the south end of the Long Island Sound. Mr. Audi is the owner of the park.

The park is located on the south end of the Sound, and is open from 10 a.m. to 7 p.m., daily throughout the summer season.

The park features a variety of attractions, including a large Ferris wheel, a roller coaster, and several other rides.

The park is expected to be a major attraction for children and families visiting the area.

Revere Flood Blamed on Dredge Work

REVERE BEACH, Mass., Aug. 7—\( \text{Revere Flood Blamed on Dredge Work} \)

A flood in Revere Beach this week was blamed on work being done on the harbor.

The flood occurred on Wednesday afternoon, causing millions of dollars in damage to businesses and homes in the area.

The work being done on the harbor involves dredging, which is being done to deepen and widen the harbor.

The work is expected to continue for several more weeks.

Coca-Cola Net Gains in First Half

NEW YORK, Aug. 7—\( \text{Coca-Cola Company and sub- } \)

Coca-Cola Company and subsidiary Coca-Cola Bottling Company New York said today that its net income for the first half of 1954 was $20,952,000, compared with $12,940,000 a year ago.

The company's earnings per share were $1.32 for the first half of 1954, compared with $0.75 a year ago.

Predict Sharp Rise in Amuse Building

WASHINGTON, Aug. 7—\( \text{Predict Sharp Rise in Amuse Building} \)

The building of amusement parks, including theaters, stadiums, and Convention centers, is expected to reach a total of about $500,000,000 this year, a 32 percent increase over last year, according to a recent government Labor Department estimates.

The construction of amusement parks is expected to continue at a rapid pace, with the greatest gain chalked up by any type of building in the amusement park industry.

The Labor Department estimates that the amusement park industry will need about $50 million in new construction during the current year.

Construction of social and recreational buildings for the first six months of 1954 was ahead of last year by 11 percent, with the number of new buildings completed increasing by 10 percent.

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MANNING ORG HOPEFUL South’s Rain Cheers Farmers and Showmen

SPRING, N. C., Aug. 7.—Several agriculturists, with their families, are on the lookout for rain in South Carolina, and are looking forward to the possibility of some relief from the long drought that has been threatening crops which had been at a standstill because of the absence of rain.

"Some corn has been burned, and what is left is not in good shape," a grower in the county said. "Some crops have been killed, but others are still hanging on, only to be ruined by the heat." The grower went on to say that he expected a good crop of corn and beans if the rains continue.

"I've been up since the sun came up and haven't had a moment to rest," a farmer in the area said. "I've been watching the clouds all day, and I'm hoping for some relief soon."

GRAZING FENCEN is the latest addition to the ranks of candid- ate offsprings of the George Shows' new show, which is to be held in the springtime. The show is expected to be a great success, and the organizers are looking forward to a good turnout.

The lock Sunday (July 27) is the last day of the show, which will be held in the springtime. The show is expected to be a great success, and the organizers are looking forward to a good turnout.

The show is expected to be a great success, and the organizers are looking forward to a good turnout.
You can't fool your conscience.

You owe it to yourself to support the

Showmen's League of America.

K. H. Garman

Sunset Amusement Co.

Announce Their Star-Studded Route of Fairs

Stirling at North Platte, Neb., Aug. 14-19 (Six Days and Nights): 35,000 attendance last year; followed by Columbus, Kan., Aug. 23-28 (6 Days and Nights): 40,000 attendance in 1953; then the Big Army Pay Day in Kansas, first week in September, to be followed by the Pay Day in West Texas—Dehne, Williams, Lowland and Las Cruces, and then the Daddy of All New Mexico Fairs—The EASTERN NEW MEXICO STATE FAIR at Roswell, Oct. 3-9.

Will Do Double Rides at Roswell, Also Shows Not Conflicting with Side and Civil Show. Want Bingo Starting at Columbus and Balance of Season.

Edward and Nora Emery, showing the Groom, will be in Cairo, Ill., and other Shows.

Fairs and Dates of Fair会面 the following Fairs: Bunker, Montana; Shreveport, Louisiana; Easter, New Jersey; Lake Park, California; and many other Shows.

No exceptions at our Fairs.森野 for the two sets of Directors of Business, Comstock, Platte, and the Best Shows in the East.

Don't Miss Them. See your local Fair Manager.

Valentine, Neb., Aug. 5-12; North Platte, Neb., Aug. 14-19; then per route.

L.J. The Show

FAIRS

WANT SHOwS: Monkey Show, Snake Show, Animal Show, any Show not conflicting. (McInerney Bros., answer.)

WANT RIDES: Spitfire, Boat Ride.

Ride Help: Ferris Wheel Operator, must be licensed Semi-Trailer Driver.

Show Help: Nathaniel Gray, experienced Circus Girls, Trumpet, Trombone, and Alto Sax for colored Minstrel Show. (Gilbert Scott, Ings, Harley, Frank Dickerson, James Evans, Sam Rosell, contact at once.)


Midway Confab

Joe Lehnhart, Phillips spot worker, who recently worked a spot in North Dakota, is for a Bell Alka Tussell unit, which will have to relocate the address of Pete Stark,

he recently underwent surgery. He was found at Texas, where he is located. He that he may write home. Mail will reach Lehnhart at 3032, North 16th Street, Philadelphia. Later reports that Jim Olson and Rod Decker recently had a good week with a show in a park at Fourth and Lehighton Avenue.

C. Runyon, Newport, Tex., said there is being built a monument at the home of the Newport, Tex., to be called the Newport, Tex., Museum. Runyon, a former Colorado geologist, who is also an active member of the Newport, Tex., Museum Association, will attend the dedication of the monument, which will include a small museum, a few paintings, a few dolls, etc., plus a set of musical instruments.

In the meantime, Runyon hopes to open his museum within the next few weeks.

Beatrice Tarbey, who has been off the road since the death of her husband, has, in 1948, left for Michigan recently to join her daughter, and she is an active member of the Newport, Tex., Museum Association.

Marvin Perry and Paula Bowell, who are active members of the Newport, Tex., Museum Association, have returned to their home in Newport, Tex., after a trip to the coast.

Ruby Hone and Joyce, George and William Hone, who are active members of the Newport, Tex., Museum Association, are looking after the lights and plants at their show. Harold Hone, who took the tour, has burned June 35, causing a loss of $1,500. Mr. and Mrs. J. H. Hone, who also live in the area, are not in the business. News reports that the lights plant and the show are in good condition.

Mrs. Max Shaffer, who is active in the Newport, Tex., Museum Association, has recently ordered a new home on Map Island.

Frances Berger, wife of ACA manager, Louis Berger, is back at home after spending two weeks in the Chicago's Augustana Hospital.

Otto Magendanz, known in the area for his interest in the Newport, Tex., Museum Association, is currently in a tuberculosis sanatorium in Lantana, Fla.

Mary Pickard, formerly in the office of the new dentist, J. D. Jones, is currently working at the Newport, Tex., Hotel, Palm Springs, She spent the winter in Las Vegas, and has returned to her home.

Walter Landbeck, former show operator, who is now in Shreveport, La., has returned to the area. Warren Robins, ca., that he plans to have a show in the area this season. His show is in good condition in Illinois, Arkansas and Georgia.

News from the Dick Wilson Shows indicates George Sterri returns from a successful tour of the West. His trailer is smoking and the smoke is hanging thick. The show was well received, and the show is doing well. Peggie Lattimore, who is active in the Newport, Tex., Museum Association, is currently working on her new show in Idaho.

Bill and Dolly Pursell have bought the old Carl Lechter's 12-ton Cloverleaf Shows. The show does mail, and they are now in Parsons, Kans., replacing Lucy LaRose and Vernon Williams. Their show closed at Des Moines, Iowa, and they are now in Des Moines, Iowa, with a show.

John Houston, owner of the All-World Shows, and Dave Fineman visited the Clyde Beatty Shows during their tour in Edmonton. Joe Pearl, Rip Nienkens and John Camp, all of the Denver Exposition, visited the Clyde Beatty Shows during their tour in Edmonton.

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WANT RIDE MAX RIDE

To start at Lake Zurich, Ill. (2 miles N. of "A" st.; 8 miles S. of "A" st.; 9 miles E. of "A" st.)

For more information, please contact: Weatherford, IL 60095; Phone: 815-771-2121;
Email: weatherford69@comcast.net

For up-to-date information, please visit: www.americanradiohistory.com
WANT FOR CARNIVAL, ILL., FAIR, WEEK COMMENCING SATURDAY, Aug. 15, FOLLOWED BY GREENVILLE, ILL., FAIR, WEEK AUG. 23; THEN THE GREAT IOWA STATE FAIR, DUBUQUE, ILL., AUG. 29 THROUGH LABOR DAY.

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WANT CONCESSIONS FOR CARNIVAL, ILL., FAIR, WEEK COMMEN...
New Strates Coaster Set For Delivery

SALUS, Mass., Aug. 1—Finishing touches are being made on the James E. Strates Show’s new all-steel Variable Speed Coaster, according to Charles Addison, of Overland Amusements, and the ride is just about ready for delivery.

The ride, similar to one operated by Charles Cooper on the World of Mirths show, will require two tractor trailers when transported. One trailer carries and serves as the ride’s platform and power plant, onto which passenger cars are attached. Footage and other construction pieces are taken from the second trailer and laid over the terrain. The ride has six cars seating 18 persons.

Cooper, Addison and his partner, Dick Phillips, attended the summer shindig of the New England Association of Amusement Parks & Beaches last week at Whalom Park, Fitchburg, Mass.


CLYDE E. BYRD, Secretary-Manager 2601 Howard St, Little Rock, Arkansas

RIDE HELP WANTED FERRIS WHEELS AND OTHER Rides REPORT AT Minnesota State Fair, St. Paul, Minn.

August 24

TOP SALARIES AND BEST OF LIVING CONDITIONS ROYAL AMERICAN SHOWS

Carl J. Sedelmayr, Gen. Mgr.

SUNSET AMUSEMENT CO.

DEBORAH, IOWA, FAIR, AND GREAT JONES COUNTY FAIR, MONTICELLO Can place Minnesota, Snake and Wildlife or Monkey Show. Opening for Age and Weight, Custard, Jewelry, Foot Long, Ice Cream, Crank, Roll Games and Hunky Punks. Want older Second Men on Caterpillar, Minnesota Wheel and Jelly-Go-Round. Must drive semi.

Rockford, Ia., Free Fair, this week; Decorah, Ia., Free Fair, next.

WANTED GIRLS WANTED

For big Roving-Type Show, Feature Strip. Can place Girls with or without experience if you can offer Specialty Starlets.

Want you to handle Candy. (Don Kathy, answer.) Long season, top pay and best of treatment.

Wire JIMMY JOHNSON c/o 25th Century Shows Mason City, Iowa, this week; Owatonna, Minn., next week.

TIVOLI EXPOSITION SHOWS

WANT FOR 7 BIG FAIRS IN MINNESOTA AND WISCONSIN AND 7 MORE TO FOLLOW IN THE SOUTH, INCLUDING BLYTHEVILLE, ARK.; WINNEBOW AND EMBC, LA.

Can place legitimate concessions of all kinds, also Shows that do not conflict. Can handle Minnesota or Rock Garden Shows.

Contact: H. V. PETERSON

Camber, Mo. (Fair); this week; Blue Earth and Jackson, Mo. (Fair); two weeks.

MOTOR STATE SHOWS


Contact: JOE FREDERICKS

Artesa, Ind., this week

For GIRLS—HEALTHY LACE DANCERS Experienced and Inexperienced Girls wanted for the 20th Century Fairs.以see Cue's UNIVERSE for Fair Details. Also looking for a second man to drive independent Inter Sales car. Write the Manager, Mr. Jim Fox, 911-28 City of New York, New York.

HAPPY LICK LASSIE, Curly Bob Show Group.

Princeton, New Jersey, this week.
RALEY BROS.’ EXPOSITION

Mr. Showman! Look This Route Over, Think Hard! Can You Beat It?

ARES

WANTED

Bridge

WANT The Show Manager with 2 or more kids, to start at Keller, Va.

WANT Wild Life, Monkey Show, Urkonsc and Snake Show, Man and Wife to manage Cook House; must drive semi.

Wirewood, Va., Fair this week.

WIRE WILLIAM C. MURRAY

RATED CLOBBERS

Vivona Bros.

In Montpelier

CORTLAND, N.Y., Aug. 7—Several bands have been brought to the city what had started up as one of Vivona Bros. Shows for the past week.

Setting up early in Montpelier, the band was put into the theatre on Monday (6) opener. The show was a smacking success and the band played non-stop from 7:30 p.m. to 1:30 a.m. the following morning. A rail fence was put up at 3:00 a.m. and the show continued until 9:00 p.m. The following day the band played the theatre and continued to do so until the show closed. The last show played by the band was at 9:00 a.m. on Friday (10). The show was well attended and the band was well received.

The band is due to play two more shows in the city before leaving for New York.

Rain Clobber

Vivona Bros.

In Montpelier

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Rain Clobber

Vivona Bros.

In Montpelier

EVANS

Streamlined Thunderbolt Bump Racer

Supplies the ordinary rear wheel. Can be run on wheels that are not receptive. Precision built. Rightly nickel plated bell-bearing wheels. No overhead wires. Weight 18 lbs. Complete with bumper posts.

WRITE FOR COMPLETE CATALOG: CARNIVAL SUPPLIES, EQUIPMENT, GAMES

C. E. EVANS & CO. 1958 W. CARROLL AVE., CHICAGO, ILL.

AGENTS

FRIDAY, SEPTEMBER 9TH

SANDY CREEK, AUG. 16-21

LITTLE VALLEY, AUG. 31-SEP. 4

BATAVIA, AUG. 28-31

GEORGE CLYDE SMITH SHOWS

WANTED—Bull Zebras, Duck Pond, Fish Pond, High Striker, Hopscotch, Bachelor Bait, Gem Spinale, Glass Pond, Pitch-10-Toss, Cat Game, Shorty Range, Barrel, Penny Arcade. WANTED—Snake Show, Monkey Show, Wildcat Show. Need Driver. Splitfire Foreman, Chief-Plane Foreman, General Help, Ticket and Trucker Drivers. Agents for office Parks. All replies to

GEORGE CLYDE SMITH SHOWS

Galena, Ill., this week. Scalp Level, Ill., next week.

BILL STACY

Fairgrounds, Argyle, Ill., this week.

WANTED

Children wanted for the Sunday show, age 8. W. G. Olson, Va., 16.

JEMIE SINGH

WALTERS’ THRU TALL CORN

DYER’S GREATER GAMES

SHORTER’S SHOWS

Want a few Forest Parks, one of a kind; call on the brothers.

LEWIS PERRY

CAREY FARM SHOWS

Montpelier, Va., this week. Nottingham Co.

FOR SALE

WANTS

FOR SALE

WANTS

D. S. DUDLEY SHOWS

WANTS

FOR SALE

BINGO AT LIBERTY

Flintsville. Also Goss Fitch and Engraving Jewelry. For private, committee or show, wire or phone this week.

CAREY FARM SHOWS, PAUL, IOWA.

BILL SANDERS

AGENTS-WANTED—AGENTS

For Six-Cats and Bucket. Only one of this size and type on the market. Must have show stick and other requisites.

WILLIAMSTOWN, Conn.

THE BILLBOARD

CARNIVALS

T-E-N-T-S

CONCESSION, CIRCUS, FAIR

AMERICAN ENTERTAINMENT CORPORATION

One of America’s greatest CARNIVAL Shows

201 W. 42nd St., New York, N.Y.

BILL SANDERS

FOR SALE

WASHINGTON

FOR SALE

AGENTS

FOR SALE

WANT CARNIVAL FOR ANNUAL DAISY QUEEN FESTIVAL August 7th, Farmington, Dakota

COMMERCIAL CLEO

PORTLAND, ORE.

WANTED

NICE HIGH ACT

EASTERN MOUND CITY SHOWS

Bill Hughey, Muncie, Ind.

WANT AGENT

With car for one-night show. Lunch must be included.

KELLY E. WHEEL

SOUTHERN VALLEY SHOWS

Huntington, W. Va., Farmington, Youngwood, Pa.

WANT CARNIVAL

Prices

FOR SALE

8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50 pounds.

BILLIE SHAFFER

FREE ACT

Can see agents as far away as Sparta. Get in touch.

Royal Expedition Shows

WANT Wagon. Will Cart, Man other useful Ride help. Concessions.

WILLIAMSTOWN, Conn.

CAREY FARM SHOWS

A. R. (DUTCH) WHITEHEAD

BOSS MARTIN

ROSS MANNING SHOWS

MANASSAS, VA., WEEK Aug. 16

LURAY, VA., FOX WOODS, VA. CHRISTIANBURG, VA.

EMORY, VA.

MADISON, N. C. STATEVILLE, R. C. LAURIN, S. C.

TWO BIG ONES

TO BE ANNOUNCED

CONCESSIONS

TO CAN, Buffalo, Burlington, Marshfield, St. Louis, Kansas City.

RALLY MANNING SHOWS

WANTS CONCESSIONS FROM CAN, Buffalo, Burlington, Marshfield, St. Louis, Kansas City.

LEROY MANNING SHOWS

CONCESSIONS

TO CAN, Canton, Dresden, Stark, Galesburg, Ottawa, Rockford, etc.

RALPH MANNING SHOWS

WANTS CONCESSIONS FROM CAN, Canton, Dresden, Stark, Galesburg, Ottawa, Rockford, etc.

WALTER MANNING SHOWS

WANTS CONCESSIONS FROM CAN, Canton, Dresden, Stark, Galesburg, Ottawa, Rockford, etc.

DUDLEY BARTSOCK BROS. SHOWS

WANTS CONCESSIONS FROM CAN, Canton, Dresden, Stark, Galesburg, Ottawa, Rockford, etc.

NEWPORT, ITHACA, N. Y.

DUDLEY BARTSOCK BROS. SHOWS

WANTS CONCESSIONS FROM CAN, Canton, Dresden, Stark, Galesburg, Ottawa, Rockford, etc.

NEWPORT, ITHACA, N. Y.

BINGO AT LIBERTY

Flintsville. Also Goss Fitch and Engraving Jewelry. For private, committee or show, wire or phone this week.

CAREY FARM SHOWS, PAUL, IOWA.
**ROCKY MOUNTAIN EMPIRE SHOWS**

**Want for**

**GREATER ABANNO COUNTY FAIR, LUTTLETON, Colo.—August 12 thru 14, followed by Goodwood and ST. FRANCIS, KANSAS, FAIRS**

**WYOMING STATE FAIR, DOUGLAS—Sept. 1 thru 4**

**ARVADA HARVEST FESTIVAL—Sept. 9, 10 and 11**

**SAN JUAN COUNTY FAIR, FARMINGTON, N.M.—Sept. 15 thru 18**

**INTERNATIONAL FAIR, the outdoor arena or controlled areas, needless health checks.**

Contact Frank O. Swartz, per route.

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**BOONE VALLEY SHOWS**

**JEFFERSON, IOWA**

August 3-5

**ROCKY MOUNTAIN EMPIRE SHOWS**

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**MIGHTY PAGE SHOWS**

**BOONE VALLEY SHOWS**

**JEFFERSON, IOWA**

August 3-5

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Contact Frank O. Swartz, per route.
Zack Terrell, 74, Dies in Minnesota

Owned Cole, Managed Sells-Floto; Services Monday in Owensboro, Ky.

ROCHESTER, Minn., Aug. 7—Zack Terrell, 74, internationally known circus manager and owner, died here yesterday, Aug. 6. He had been in failing health for several weeks prior to his death, and had been in his home near Owens-

erb. The news of Terrell's death was announced by his brother-in-law, Mydelle Burt-

er, who was at the circus headquarters in Rochester.

In Rochester were his wife the former Mary Burt and their two sons, Walter and John, and a daughter, Mrs. Hilda Burkett.

Among the many members of the Ringling-Barnum staff, who was in Rochester at the time of Terrell's death, was Frank Illes, who was hired by Terrell to return to Circus World in 1935 to assist Cole. Frank entered service to be at

Zack Terrell was best known as the owner of the two largest circuses in the world, the Great American Circus and the Ringling Bros. Circus. He had many years as owner-manager of the Ringling Bros. Circus, and he had been in the circus business and a great proportion of his life, and he would have been 74 at the time of his death.

Begun As 14-Year-Old Terrell was born in 1870 in a farm in Kentucky and grew up in Owensboro. As a 14-year-old boy, he joined the Ringling Bros. Circus, but was back home after a few months. He was again in 1894 at W. W. Irion's assistants on the first of the Ringling Bros. Shows, and he purchased the Famous Robinson Little Big Top and the Ringling Bros. Circus. In 1935, Terrell was the assistant manager of the Robinson Bros. Circus, and he purchased and bought the Royal American and the Lorillard

PLAY DAWSON CREEK
Barnie Cristiani Back From Alaska

DAWSON CREEK, B.C., Aug. 7—The Barnie Cristiani Circus, 1935-1936 season, was pulled in here Sunday (Aug. 6), and played to three capacity audiences.

The stand was sponsored by the railroads of Canada. The Dawson Creek Station and the Walter Ford was the home of the Circus. The talent was a good one, and the audience was well portalized.

The show was seven days in Fairbanks, one day in Coldfoot, one day in Nome, and three days in Nome, and the show was scheduled to leave Coldfoot on the 28th.

The show was seven days in Fairbanks, and was the last week of April. The show was closed on the 28th, and was all well saluted.

An Air Excursion

In a recent incident, the Barnie Cristiani Circus, 1935-1936 season, was pulled in here Sunday (Aug. 6), and played to three capacity audiences. The circus, sponsored by the railroads of Canada, was the second week of April. The show was closed on the 28th, and was all well saluted.

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TWO COUNTY POLICE DEPARTMENTS

PHOTOGRAPHERS ONLY

PROGRAM SERVICES INC.

TAPES & STEEL OF WOOD

CHIRPS

EXPERIENCED LEAPER WANTED

For Flying Art: Male or female. Good earnings. Write.

KLEIN Automatic Action Co.

New Orleans, Louisiana

FOR SALE

NEW LAMINATED MOUNTS:

Norman Anderson

12 Aug 16, Manchester, N.H. 14, Falmouth.

Tableau In Action Co.

Wagner's Fine Arms.

FOR SALE

Two New Jersey browsers.

New Brunswick, Chas. B. Railroad

WEB PHENOMEN

611 North St. Elizabeth, N.J.

PHENOMEN - 611

Richard A. Blake

BILLboards:

- Chicago, Ill.
- New York, N.Y.
- San Francisco, Calif.
- Los Angeles, Calif.
- Las Vegas, Nev.
- Atlantic City, N.J.
- New Orleans, La.
- Miami, Fla.
- St. Petersburg, Fla.
- Key West, Fla.
- New York, N.Y.
- Los Angeles, Calif.
- New York, N.Y.

WANTED - WANTED - WANTED

For Sale ads: F-R-E-A-K-S - GODBLES - WORKING ARTISTS

Must be able to ensure proper services and price to U.S. Citizens.

One man firm. For Sale. No maintenance. For Sale. No maintenance.

For Sale ads. Must be able to ensure proper services and price to U.S. Citizens.

WANTED - WANTED - WANTED

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For Sale ads. Must be able to ensure proper services and price to U.S. Citizens.

Tommy Scott Show Want:

For Sale ads: F-R-E-A-K-S - GODBLES - WORKING ARTISTS

Must be able to ensure proper services and price to U.S. Citizens.

For Sale ads. Must be able to ensure proper services and price to U.S. Citizens.
Big Operator Turnout At RSROA Convention

DENVER, Aug. 7—Operators and managers present at the recent Rocky Mountain Skating Rink Operators Association meeting in Denver called the convention a real success.

Mrs. Oaks Arrondo, of Denver, Colo., was elected president for the coming year.

Under the Marquee

Russell Bice To Riverside

LYONIA, Mich., Aug. 7—Riverside Arena here is reopening and will have a beautiful new installation. The man in charge is Russell Bice, Detroit, who will be the operator.

The rink has a plastic coated floor, one of the larger rinks in Michigan.

ROADSHOW REP

A THOMAS COLLINS writes from Fenton, Ia.: "I have been dealing with a couple of rinks in Ohio and Michigan, and to a man, it had the same show. I think the audience is a little bit fatigued by the same routine. I think it is a mistake, and I bend them down a little. This is the way I feel about it."

Mrs. Quade of Canton, Ohio, has opened a new Skateland in Findlay, Ohio. She will have music and dance as well as skating.

Winfred Crowley has a trailer near the present goings on in the state. He will be back at the school games as usual and doing decent business. He is the 'man in the crowd' and to be back at school games is no small job.

Several parties brightened the engagement of the Four Horsemen, Durand, hard-hand-balancers, at the opening night. Woodstock, New Brunswick, July 31. The fans, held open house. Wednesday night at 11:00 p.m., July 26. At the London '70 year-old retired dentist say that if they could have a few dollars in their pockets they would have more. Then the Oldtimer's party was well attended.

W. C. Fields, the famous Miniature Circus, showing on the east coast. In connection with the New England Fair in Amherst, N. H., a successful show was on hand at the Vermont State Fair in Brattleboro.

At the West Springfield Fair, a successful show was held at the Vermont State Fair in Brattleboro.

A visitor to the Bradley-Cristiana Exhibition, recently, was the former Odeso R. Gardner, who is now a member of the Air Force.

A. L. (Tommy) Thompson re-appeared on the floor. A couple of his acts were as follows: He had several ice acts and his new tricks are on the order of magnitude. He appeared at the Civic Auditorium, Rochester, N. Y., where they were entertained by the Rochester 600 Club, of the American Carnivals. At the end of the show, A. L. and his entourage will then leave for the American Cup. A. L. and his entourage will leave for the American Cup.

Mrs. Howard Gall was killed by a second act, according to a report from the scene. A. L. was killed in a second act.

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Lutton Exhibition, and Fred H. Phillips, outdoor show out writing.

Recent reports from the Midwest: A. L. Thompson has appeared at the Miniature Circus, showing on the east coast. In connection with the New England Fair in Amherst, N. H., a successful show was on hand at the Vermont State Fair in Brattleboro.

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COMING EVENTS

**INFLATABLE RUBBER CIRCUS TOYS**
KIPP'S has imported another SENSATION which is sure to delight and amuse, a new kind of inflatable rubber circus animals that will stay inflated for a week or more when kept out of direct sunlight. The animals are 2 ft. long and are a novelty, great fun for a small price. $3.50 per dozen and up. In stock.

**CIRCUS ANIMALS**
Brilliantly colored stand-up animals, 18" long, with the same accessories as for the Inflate-A-Toys. The animals are very durable and are a must for the children's birthday party. In stock.

**CIRCUS CLOWNS**
Clowns in height of 18" to 24" half tall, 3 sides up, over 30 designs to choose from. Over 30 colors. $4.50-

**NOTICE:** New Wholesale Catalog by request for all stores that are interested in selling circus toys.

**NEW DEPT. 385**
With our New Wholesale Department, you can get these items on C.O.D. orders.

---

**KIPP'S SPECIAL PURCHASE**
Bargain hunter? This is for you. KIPP'S has imported a new line of special bargains that are sure to delight and amuse. The items are all at a discounted price, perfect for the budget-minded.

---

**GLAMOUR STYLE HOLLYWOOD EARRINGS!**
$36.00 pair, $18.00 each. All styles available. They are perfect for the Hollywood fan who wants to look elegant and glamorous.

**PACKARD JEWELRY CO.**
We have a wide selection of Packard jewelry that is sure to make a statement. From earrings to necklaces, we have it all.

**JOHNSON DISTRIBUTORS**
New Products Available. SCATTER PINS (boxed in pairs), $3.25 per doz., or 25¢ each. Extra charge for samples. For P.N.C. or wholesale orders.

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**30" GRIZZLY BEAR**
$28.50 each, 15" 9.75, 10" 7.50. The best taxidermy available. The Grizzly Bear is a powerful animal and a great addition to any collection.

**NEW!** Nothing like it on the Market! 32" WHITE POLAR BEAR. Mannerly and well-behaved. 50¢ extra charge for samples.

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**30" SUPER PLUSH BEAR**
Stunning and realistic. Each bear is 30" long and weighs 24 lb. Extra charge for samples. 24¢ extra charge for samples.

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**PREMIUMS -- NOVELTIES -- GIFTS -- INCENTIVE AWARDS**
Featuring Name Tags, Plaques, Signs, Badges, Medals, and more. Send for your catalog.

---

**K. C. BEAR**
12 to carton. F.O.B. K. C. $24.75.

For size, quality, and colors as listed, add 25¢ per dozen of these prices and you will agree no one can kick them around. We are primarily interested in saving you money and eliminating room for price cutting.

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**SHELLSHOCK**
From Kipp's to your door. Send for our catalog, 10¢.

---

**DOMESTICATED SCHOOL OF LIFE**
Bargain hunter? This is for you. KIPP'S has imported a new line of special bargains that are sure to delight and amuse. The items are all at a discounted price, perfect for the budget-minded.

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**MERCHANDISE**
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**K. C. BEAR**
12 to carton. F.O.B. K. C. $24.75.

For size, quality, and colors as listed, add 25¢ per dozen of these prices and you will agree no one can kick them around. We are primarily interested in saving you money and eliminating room for price cutting.

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**SHELLSHOCK**
From Kipp's to your door. Send for our catalog, 10¢.
CLASSIFIED SECTION

A Market Place for Buyers and Sellers

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph per display. First line set in regular 5 pt. caps.
RATE: 15¢ a word
CASH WITH ORDER

DISPLAY-CLASSIFIED ADS
Ads larger type, up to 13 words per display. Price per word is determined by number of lines and displayed to best advantage.
RATE: $1 per word

IMPORTANT INFORMATION
In determining cost of regular Classified Ad be sure to count name and address when calculating cost of ad.
When printing a Box Number in care of The Billboard allow for six additional words.
On Box Number Ads a special service charge of $2.50 per insertion makes forwarding possible.

BABY DUCKLINGS
Thousands available weekly.
$25.00 per box (100) for Dries Poultry Farm, Zeeland, Mich. Phone 2054.

BRAD BRADFORD
Box 475, International Airport, Largo, FL. 8115 (33706). Carries all of your mail order purchases.

BUSINESS OPPORTUNITIES
ALL FOR 880-ICE SHIVER TANK, $3.00, WOMAN'S DRESS TANK, $3.00, HUMAN ANATOMY (24X36), $5.00.

FRANZI'S HOUSE OF FURS
304 E. 47TH ST., NEW YORK, N.Y.

NEW 4 ELECTRIC MACHINE BAKES, SAVES, FEEDS, CUTS.
FOR SALE IN FLORIDA—SIX HUSKIES.

HOUSE RULES, J. ANNE TAYLOR
4302 Morland Dr., Miami Beach, Fla.

PLANTS, MULBERRY, CRANBERRY
Box 598, Largo, FL.

TAXIDERMY
704 W. 7TH ST, DURHAM, NC.

WANTED 20K GOLD BRACELET
R. HODGKINS
1111 S. 12TH ST., ST. LOUIS, MO.

PITTSBURGH CAMERA
1130 E. 25TH ST., PITTSBURGH, PA.

PICTURE EXPANSION IDENT
No. 900 Domestic photo finish with imported band
Nickel Plate: $1.65
Gold Plate: $1.98
Chrome Plate: $1.15

DEXECO, INC.
FOR ENGRAVERS & DEMONSTRATORS
191 SOUTH PROVENCE, PROVIDENCE, R. I.

PICTURE EXPANSION IDENT
No. 900 Domestic photo finish with imported band
Nickel Plate: $1.65
Gold Plate: $1.98
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DEXECO, INC.
FOR ENGRAVERS & DEMONSTRATORS
191 SOUTH PROVENCE, PROVIDENCE, R. I.

CARNIVAL PLASTER
THOUSANDS OF PIECES ON HAND IN ALL SIZES
SMALL—6c MEDIUM—11c LARGE HOLLOW—17c
Free delivery on orders over $25.00. Charges 5¢ extra for each additional dozen or part.
OPEN 1 DAY A WEEK MON. TO THU. 9—5 P.M.

DESHLER NOVELTY

To Order Classified or Display-Classified Ads
USE THIS HANDY FORM NOW

Type or print your copy in this space:

1. Type or print your copy in this space.

2. Indicate below the type of ad you wish:
   - REGULAR-CLASSIFIED AD—3 words, minimum $1.00.
   - DISPLAY-CLASSIFIED AD—$1 per word, one line.

3. Complete this authorization blank and mail postpaid. Classified ad must be accompanied by encashment in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
1111 S. 12TH ST., ST. LOUIS, MO.

PICTURE EXPANSION IDENT
No. 900 Domestic photo finish with imported band
Nickel Plate: $1.65
Gold Plate: $1.98
Chrome Plate: $1.15
Seeburg Shows New High-Fi 100-Selection Phonograph

Model 100-R Features Different Cabinet, Omni-Directional Sound

CHICAGO, Aug. 7.—A new phonograph, called the 100-R, which is the firm's first directional sound and a new high fidelity model, is being displayed at least at 80 department stores. The new model, which is the 100-R, will be available in different colors and will continue for the next two weeks. Seeburg officials, following their customary policy, refused to discuss the new model until the Liebermann Set To Open Omaha Branch Office

OMAHA, Aug. 7.—Liebermann Music Corporation has opened an office here to serve its customers in the midwest, according to an announcement by H. L. Liebermann. Until now, the distribution center was covering Iowa and Illinois, while the other states were covered by the parent company and earlier with Prest-O-Lite. Liebermann distributes the AM music, including the three major manufacturers of all-music phonographs.

3-MILE LIMIT

Siberia: Spot Sans Juke Box

HARTFORD, Conn., Aug. 7.—The 3-Mile Limit, a walk-in restaurant, was opened in New Haven, Conn., to the delight of the young set. The restaurant is located three miles from the nearest juke box and has a 3-mile driving distance.

L. A. Ops Find State Assn. Answers Needs

LOS ANGELES, Aug. 7.—With both interest and growth in the Los Angeles Division, the American Merchants' Association, this city was held in the state of the present association, and a number of other Los Angeles merchants will be attended by the board of directors. The members felt that the

Mangemord Adds Distrib, Shows Announcement Device

CHICAGO, Aug. 7.—Six additional distributor appointments were announced by Mangemord, the company's high fidelity Continental division. The new appointments announced this week by Mangemord are:

Henry (Teine) Roberts, vice-president in Los Angeles, Southern California and Southwestern California, and to all the territory west of the Rockies.

Eigel Appointed V-P of Buchen

CHICAGO, Aug. 7.—Jack Eigel, long-time account executive on the J. P. Buchen Corporation account, has been appointed vice-president of the Buchen Company. Buchen is Seeburg's advertising agency.
AMl HELPS YOU CUT CORNERS

BY reducing overhead, service calls, saving your time and the time of your hired help.

BY delivering maximum operating hours with biggest intake.

BY winning instant approval of new locations to whom you submit the "E."

BY staying in all locations for long runs, always remaining new looking, fresh, young.

Originator of the Automatic Selector Juke Box in 1927
AHEAD THEN - AHEAD NOW

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the JMA-AMI Juke Box sold through Oscar Stedbye A/S, 3 Paladsgrd, Copenhagen K., Denmark
COIN MACHINE NEWS QUOTE

Did you read these exclusive industry news items published in The Billboard—
and only in The Billboard—last week?

- NATIONAL HEALTH CODE for vending machines is being drafted by the U.S. Public Health Service and National Association of State Health Officials. Has far-reaching effects on over 200,000 bulk and bottle vending machines. (Page 73, The Billboard, August 7.)

- COMMERCIALLS ON JUKE BOXES may be vague if a program outlined by American Bandstand and Music Operators Association of America's executive director, the AMO, is correct. (Page 73, The Billboard, August 7.)

If you missed reading the August 7 issue of The Billboard, you missed these other important music news stories and features. All of these stories were exclusive to The Billboard:

Did you read these exclusive industry news items published in The Billboard—
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- SEEBURG DISTRIBUTORS called to Chicago for a meeting—always the time to pick up news—this week. (Page 73, The Billboard, August 7.)

- COIN MACHINE EXPORTS hit an all time high in April—44.9 million worth of machines shipped worldwide. Biggest customer: West Germany. (Page 83, The Billboard, August 7.)
NEW FULL HIGH FIDELITY SOUND

Takes the Mask Off the Music

and Tempts the Ear with Live Performance Realism . . . and it's Ear-Appeal that Promotes Continuous Play

WURLITZER HIGH FIDELITY SOUND SYSTEM OFFERS

MORE speaker capacity than any other coin operated phonograph.

PLUS Wurlitzer's exclusive Zenith Cobra Stylus and built-in volume level control.

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 Lighter 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
Established 1856
How Was Your Timing on . . .

"CINNAMON SINNER"

Now on Billboard's "Best Selling Singles" Chart

Spotted as a Billboard

B E S T B U Y

July

20, 1954

Sterling Title Strip Co.
2 E. 45th St., New York 17

Date:

Please start sending me—title strip cards of Billboard's "Best Buys" to cost
 admissions for 3 full months. Payment is enclosed.

Name:

Address:

City:

Zone:

State:

CONVENIENT ORDER FORM

There are 20 title strips on each card 10 on side A and 10 on side B. The minimum package includes 2 cards of each side A and B. All prices apply to non-members of ASCAP, BMI and the copyright owner of each piece.

Your local or public relations counsel of UMO, no formal action against the dissolution of the existing association was discussed.

The Board of Directors of UMO has been set for Monday (8) at the Fort Wayne Hotel. Recognition of Department of Justice as a new member of the board was extended by Mr. James Brennan, hotel manager. The board will be asked to provide the membership with the annual insurance premium on the association's insurance policy.

To insure a large turnover at the following telephone campaign was undertaken by active volunteers.

Announcement of the committee to "configure" in addition to the temporary officers reported last month shows that most major segments or factions within the organization are represented.

Lafayette Fisher, Fisher Music Co., of New York, has named A. A. Photograph Co., of New York, to handle public relations regarding the new major and other departments.

William M. Campbell, Campbell Broadcasting, Los Angeles, has been named as the representative in the sale of WICM radio.

Carl Nachtman, Nachtman Music, Los Angeles, has been named as the representative in the sale of WICM radio.

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Convenient Order Form

Please start sending me—title strip cards of Billboard's "Best Buys" to cost $1.50 for 3 full months. Payment is enclosed.

Name:

Address:

City:

Zone:

State:

Copyrighted material
**Today there are 76,900 hotels... prime prospects for you and AMERICA'S MUSIC UTILITY**

In the main dining room... in the coffee shop... in the lobby, garage, guest rooms, recreation rooms... or even in the service areas... throughout any hotel, from the smallest to the largest, from the most modest to the most luxurious, Background Music can play many useful roles.

But to be a true utility, Background Music must meet three conditions:

First, Background Music must be flexible enough to be played right on location. Magnecord's "Packaged" Background Music Service is the only service which delivers RCA Planned Music right on location, regardless of where that location is.

Second, Background Music must be of the right calibre. Magnecord's "Packaged" Background Music Service is the only service that offers you and your subscribers RCA Planned Music... music selected, blended and programmed under the personal supervision of Ben Selvin, Manager of Artists and Repertoire for Custom Record Department, RCA Victor Record Division. This guarantees music that is psychologically correct and professionally right.

Third, Background Music must be reproduced with true fidelity. Magnecord's "Packaged" Background Music Service is the only service that utilizes both magnetic tape reels and Magnecord's own, specially-engineered, continuous magnetic tape playback. This guarantees better quality and truer tone than ever before available in any other background music service.

That's why we call Magnecord's "Packaged" Background Music Service America's MUSIC UTILITY. Whether you offer this service to hotels or motels, retail shops or department stores, offices or factories, showrooms or salesrooms, or any other location, public or private, large or small, you'll find America's MUSIC UTILITY is so easy to sell, so easy to operate, so easy to make money with... 7 days a week, 52 weeks a year, for the rest of your business lifetime.

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**L.A. OPS FIND**

(Fronted from page 72)

Affiliates with CMMA is the answer to their problem of competing on price. Better off to be with us than to stay outside. They feel confident that the move will help them attract customers and increase business.

Walter Hemple, president of the Hemple family chain in the Boston area, who has already launched a viable operation, started CMMA when he saw the need to band together with his competitors. He felt it could do a better job of promoting his business and that CMMA was necessary to the operation of his business.

In addition, several parties are planning to form CMMA in other cities where it may develop and distribute.

"An effective association will be very useful as a business to the industry," said Hemple.

**Juke Exports To Switzerland Hurt by Tariff**

BERNE, Switzerland, Aug. 7—The recently enacted higher U.S. tariff rate on Swiss watches probably won't help the bustling export business currently being transacted between U.S. juke box manufacturers and Swiss operators and distributors. The reason is that the higher tariff is a two-edged sword, cutting both ways, since the Swiss watch expert and the U.S. juke box expert are both necessary.

Swiss operators reason that the higher tariff on watches means a lot of U.S. dollars coming into their country, dollars that would be used for the purchase of U.S. juke boxes.

According to A. J. Girard, executive of the Swiss watch firm, Padovani, there are 600 U.S. juke boxes in the country.

Over the years, the agreement between AMI and the Jensen Corporation, Copenhagen, Denmark, has sped up the delivery of AMI boxes here.

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**ROCK-OLA**

(Fronted from page 72)

Distributing Company for Alaska, Mr. and Mrs. Eli Ross, Ross Distributing Company, Albuquerque, NM; Earl Montgomery and Sons, Dixie of S & M Sales and Allied Products, Inc., Memphis; Dave Stern and Ed Adams, Seaborn Distributing Company, New York; Don Stewart, Don Stewart, Inc., Salt Lake City; Dan Werks, Werks Music Supply, Milwaukee; George Young, Va.; Leon Mron, Wide World Distributing Company; Jack Mulligan, Dixon Distributing Company, Youngstown, O.; and Harry Riedel, Border Sunshine Novelty, Allentown, N. M., viewed the new model the week before, following a meeting of MOA officials here in Chicago.

will, and actually accomplishing something worthwhile. Under those conditions, the group is certainly succeeding.
BULK OF NCWA FIRMS SUPPLY VENDING TRADE

NEW YORK, Aug. 7.—More than half of the 92 exhibitors at the annual meeting of the National Confectionery Wholesalers' Association and related organizations were connected with the vending industry. Largest was the Coca-Cola, whose display was the show's most eye-catching exhibit. The company also sold its own guns and soft drink machines and their representatives told dealers that they would follow (all candy firms except where noted): R. L. Albert & Son, Inc., 225 W. 25th St.; Albert F. Smith, 1200 Madison Ave.; S. & S. Adaline, 106 N. 1st St.; Sidney Singer, Martin Greenman, C. V. Tucker, R. H. Author and Lawrence Alert, American Chicle Company, 155 Madison Ave., Smiley and E. A. Lowender; Benco Packing Co., 220 W. 23rd St.; T. L. Maloney & Ral. Hardin. Paul M. Belk and E. H. Herrold, Blumenthal Bros. Chocolate Co. (Continued on page 88)

MYSTERY SHOAR

Vending Collection Finances $400 Spree for Youngsters

NEWARK, N. J., Aug. 7.—When the operators of the Unit Vendor Manufacturers Association held a meeting in the Sheraton Hotel, they presented one of the firm's employees, James E. Pederson, with a $400 spree, little did the man know that a portion of the cash would be used to finance the purchase of a new car. A 10-year-old son aged 11 to 12, Rafferty was sent to the bank last week by his father who had recently been born and his son. Police are believed to have been operated by the liquor store in the local area which was closed down by the state authorities.

Sked 3 Candy Sessions for NAMA Meet

CHICAGO, Aug. 7.—Candy, a subject that will be well represented at the National Automatic Merchandising Association and other candy shows this year, was the topic of a special meeting on Thursday afternoon, Aug. 1-3. The meeting was held at the unit vendor manufacturers' association headquarters.

Convention program topics of special interest to candy machine manufacturers and confectioners including vending in industry include:

1. A discussion on "In-Store Sales" (Continued on page 88)
Cigarettes Bounce Back on Machines

**Continued from page 78**

...tenders, who agree that the price of cigarettes at times was a few cents a pack for regulars and that they raised the price to $0.30 and $0.35.

According to a recent report, prices in New York City are running about 5 to 10 cents higher than they were at the end of April. However, the report said that prices had begun to decline and that they were down 5 to 10 cents since the end of March. The report also noted that prices in other cities were similar to those in New York City.

Miami. Aug. 7.—Acquisition by the Cigarette Company of South Florida of the April & May routes of 2 & 24 vending Company, consisting of 32 machines, and that this company is now operating in the area. According to the report, the purchase was made for $5,500.

Cigarettes Bounce Back on Machines

Price of cigarettes has increased about 10 cents in the last few weeks, according to the report. The report said that the increase was due to the higher cost of raw materials and that the increase was not expected to be permanent.

Miami. Aug. 7.—The Miami Cigarette Company, which operates the E. H. M. vending machines, has announced that prices of cigarettes will be increased by 10 cents per pack. The company said that the increase was necessary due to higher costs and that it would be effective immediately.

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VENDING MACHINES

ADVERTISED USED MACHINE PRICES

Buy. Not Build
- Contact from page 23

Visit the Problems of Food and Beverage Vending.

Penny Nall
NEW Sample
AUGUST 14,

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AUGUST 14,
SALT LAKE CITY BANS PINS AFTER 20 YEARS

Mayer Cites “Growing Tendency of Pinball Gambling Problems”

SALT LAKE CITY, Aug. 7—Pinball games, which have been operated in public places, were outlawed in Salt Lake City by the city commissioner in a special mission, following a motion by Mayor G. G. Mayer.

The order repealed an ordinance becoming effective six months ago, and came despite a recommen-
dation of the city commission and a suggestion by Free Bryce. The law makes it illegal to sell, rent, gift, or give away pinball machines. It also requires that the owners keep cards or other records of the players. A separate council meeting will be held this week to consider the question again.

WILLIAMS BOWS DARTY DERBY, NEW 5-BALL UNIT

CHICAGO, Aug. 7—A new pinball game featuring centurions and their hounds while the "gay" pool across the back box, was announced by the Williams Manufacturing Company. The game is called "Darty Derby," and was nationally selected at the start of the season. It has been a popular game in recent years, and literature would be reviewed by the full city council on Monday.

Because of the 45-day grace period provided by the effective date of the new law, the game will be on display until the end of the month. Following is the full text of Mayor Mayer’s motion:

"For a number of reasons the city’s courts cannot be given to the time of the day’s motion.

MILWAUKEE, Aug. 7—"Grab Bag”—a premium board set up that operates pinball players with high scores, is up here playing again, reported private eyes, a member of the Historical Society of Milwaukee.

Here’s how it works: A ball of a pinball machine, going out-of-automat
come, the players get a number amount of money has been played into the machine. The player, who has hit the total on the table, then delivers the ball, receiving a prize from the "Grab Bag" President. The game is going to be a big hit.

Prizes usually small, interesting, and occasionally a purse wrapped in bags and placed on the table.

Historically, Milwaukee auth-
ori
des have shown a different interpretation on methods used to stimulate machines. These are going to be installed.

The City Public Utilities Com-
mittee reports that the new policy will be put into effect immediately. It has been the policy for years that pinballs be taken from the city, and they will be returned to David Cleaver.

Something additional for adults—illegal borrowing of legal, accidental insurance policies—also are planned for the terminal.

MURCENI JOINS MINTHORNE MUSIC

CHICAGO, Aug. 7—Frank Murceni, a veteran pinball machine man, has been appointed to the position of sales manager for the Chicago Coin Machine Company, Los Angeles.

The appointment was made effective August 1.

Prior to joining Chicago Coin for the current fiscal year, Murceni was associated with the firm of Gottlieb and Company, Chicago, for the past four years. Murceni is a native of the Los Angeles area and is widely known in the industry.

MURCENI WILL MAKE HIS HOME IN CHICAGO

Murceni will make his home in Chicago, where he plans to remain for at least a year. The company has announced that Murceni will be in charge of sales, and that new sales manager has not yet been named.

PUBLIC RELATIONS
Community Service: Op’s Key to Success

WINSTON-SALEM, N. C., Aug. 7—To be truly successful, an operator must give extensive back to the community in which he is conducting his business.

Thus states T. R. Styles, owner of the Styles Pinball Company, operator of 100 pinboxes and 50 other arcades, on his experiences in handling his firm model, summing up his philosophy of community service.

Stressing in 23 years in the business, that public relations based on cooperation with the community and law, he believes that community service and cooperation between operators and between operators and distributors, will greatly benefit coin machines in the community and projects.

Civil War

"The operator would spend more time in community and civil service, and try to establish a relationship between himself and the community. Thus he can disavow any conflict with the community, and operators concerned in the business in general with the community.

Stressing himself as a good example of what the operator can do, Styles points out that during the past several years, much of Styles’ time has been devoted to public service.

CIVIL WAR

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Stressing himself as a good example of what the operator can do, Styles points out that during the past several years, much of Styles’ time has been devoted to public service.

Bovilise Band

The item has been located in a fund for the purpose of helping the Springs High School Band. The item wasanic financial support, which brought the band new uniforms and a special trip.

Stykes also has served on the general committee of the Springs High School Band, and recently was reappointed for a five-year term.

Stykes is a resident of the community outside the area served by the Springs High School Band, but he is not without the need for protection, he organizes a fine fire department and a community organization that he has served as president.

A WEIGHTY PROBLEM
Heft 7½ Tons to Test Penny Scales

KANSAS CITY, Mo., Aug. 7—A pinball machine, weighing on of any of the 50 scales in the city, and having on hand only 50 pounds of ball, was given a thorough test to determine if it was worth its penny’s weight.

To carry our test, the chief inspector in the five different divisions of Exhibit Supply Co., Kansas City, had the ball machine, which is a popular one in the city, and is widely known. The new salesman had not yet been appointed.

WOMEN OF WOMEN

Politics Seize Bell Fruit in Pinball Drive

COLUMBUS, O., Aug. 7—A motor police officer was caught between a rock and a hard place in the search for amast, as he was caught in the middle of the intersection. As he tried to make his way through the intersection, he was stopped by the police officer.

The police officer had been searching the area in an attempt to find the man who had stolen the machine. The man was spotted and the officer proceeded to the scene.

CHICAGO, Aug. 7—D. Gottlieb & Company hosted 21 of its distinguished guests from the United States and Canada at a reception held at their offices today.

Alvin Gottlieb said the main purpose of the event was to discuss plans for location of the new company. During the reception, he said that the meeting was the first of its kind in the company’s two years and that the company had given a tour of the factory to get together for a general dis-

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Gottlieb Hosts Policy Meeting of 21 Distrits

Bally Holds S. C. School

CHICAGO, Aug. 7—More than 75 operators and servicer men attended the first annual meeting of the South Western Electric Association.

T. B. Holland, president of the firm, said that the meeting was the first of its kind and that the company was proud to host the meeting in Chicago.

The company held the meeting to discuss future plans and the company’s role in the industry.

The meeting was attended by the following operators.

Joe Ash and Frank Ash, Active Pinball Operators; Phil Ester, Las Vegas, NV; Joe Maggio, Allin Amusement Co., Phoenix, AZ; Phil Ester, Las Vegas, NV; and Jack Man, Golden Ved, Chicago, IL.

The meeting was held at the firm’s headquarters, where the company’s future plans were discussed.

Gottlieb will not sell any pinball games until the company’s future plans are announced.
Community Service Op's Key

Continued from page 57

dent for two years and was re-Continued from page 57

elected as county chairman of the Forsyth County Recreation Committee, helping to bring a needed recreational program for youngsters into the school system. His other activities include membership in the Forsyth County Zoological Society, Wildlife Society, National Rifle Association, the Winston-Salem Auxiliary Police, and the Winston-Salem Athletic Club. The Carolina operator thinks the Carolina dates are "of great use to the operators, the equipment, high operating costs, and the work of the three or four U.S. News and World Report. That's because the machine business is a very infrequent source of income." he said. "Such an attitude would result in an improved relationship with the local operators and would certainly do much to improve feelings of the operator toward the coin machine operators. The distributor should be a cooperative body, as prospective purchasers, those interested in the coin machine business, to cooperate and to offer more to the coin machine industry. So, basically, we need the coin machine industry working together, as the Carolina operator thinks, to make it a more enjoyable business." The distributor is in charge of the distribution of the coin machines to the various operators, but his job is not to sell the machines to the operators, but to take the work of those who go to too many different places. The Carolina operator feels that the coin machine business is a very infrequent source of income. "They are not working the coin machine business as if it were a business," he said. "Such an attitude would result in an improved relationship with the coin machine operators and would certainly do much to improve feelings of the operator toward the coin machine operators." The distributor should be a cooperative body, as prospective purchasers, those interested in the coin machine business, to cooperate and to offer more to the coin machine industry. 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## Advertised Used Machine Prices

<table>
<thead>
<tr>
<th>Location</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlantic City (NY)</td>
<td>$155.00</td>
</tr>
<tr>
<td>Atlantic City (MD)</td>
<td>$109.00</td>
</tr>
<tr>
<td>Atlantic City (NJ)</td>
<td>$85.00</td>
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<tr>
<td>Atlantic City (PA)</td>
<td>$75.00</td>
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<tr>
<td>Atlantic City (WI)</td>
<td>$45.00</td>
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<td>Atlantic City (OH)</td>
<td>$35.00</td>
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<td>Atlantic City (IL)</td>
<td>$25.00</td>
</tr>
<tr>
<td>Atlantic City (VA)</td>
<td>$20.00</td>
</tr>
<tr>
<td>Atlantic City (AZ)</td>
<td>$15.00</td>
</tr>
</tbody>
</table>

*Note: Prices are subject to change and may vary based on the condition and model of the machine.*
NAMA Movie

Continued from page 18

premiered at the NAMA convention to be held in Washington, D.C., October 10-13, and will be sequentially distributed by NAMA for showing on TV in service and civic groups for operators to use in contacting potential locations.

The film is now being shot in hundreds of different locations—factories, airports, zoos, and other beauty parlors—whereby products are sold to thus vending machines. It will even show such remote places as a canoe trip, to reveal an ancient type of vending machine known as manual machines of past years.

A typical American community will also be visited, where views of vending machines will be shown currently covering locations in several communities and States around the film.

The story to be told in the movie: Development of the vending machine goes back at least a quarter of a century, how it has grown into a major method of marketing for various every-day products, how the operator renders these services.

By September 1 a rough cut of the movie will be previewed by the NAMA Motion Picture Service Committee, and following a final cut, the film, which will be shown at the convention, will be released around the nation by a nationally known news service.

Shooting of the film started this spring at the request of the NAMA committee which serves as producers of the project, William Finis, chairman; William KING, former president of the Harry Ford, Inc., after a trial and several stages showed the film.

Frank Hart Dies; Headed Eamco

UNION, N. J., Aug. 1—Frank Hart, 62, former president of Eamco, Inc., a Newark, N. J., company engaged in the manufacture of coin operated devices, has died of a heart attack at the plant Thursday (9). He leaves his widow, Nina; a

NAMA Meet

Continued from page 78

trium, illuminated lighting and a shutterproof glass panel.

Can Vend Assessment

Trays for the unit are available in two sizes—4 by 4 by 11/4 inches, and 3 by 3 by 1 inch. The vendor can handle an assortment of candy, cigarettes and other items.

According to Richard, as well as Vern Mace, NCWA spokesmen, the candy wholesalers are looking more and more toward vending machines as a practical, practical form of industrial location—as a means of achieving a steady, high volume.

Moreover, many candy wholesalers and retailers (in terms of 250 to 75 percent of the active vending machines), are more and more toward vending machines as a practical form of industrial location—as a means of achieving a steady, high volume. New Operators

An NCWA spokesman estimates that about 7 to 8 per cent of the distributors at the convention operate vending equipment of some sort. A year ago it was a lot less and next year it’s going to be a lot more.

The same source that has pushed the tobacco distributor into first the tobacco vending machine, and finally candy and diversified vending, are apparently working with candy distributors in the opposite order.

NCWA has no figure on the exact number of distributors involved in vending, but it is evident that the vending need for new markets is on the rise and that is gaining them more and more vending machine distribution.

Not Candy Alone

As in the tobacco industry, it is evident that new locations will be held by candy alone, and that diversified operations must follow.

The vending trend ‘n the industry is new, but if the interest generated at the convention is any indication, it may be due for some healthy growth.

Mrs. Walter Lindsey, hillside, N. J., and two brothers, Robert, west Palm Beach, Fla., and Charles, Morgan, N. J.,

Salt Lake City

Continued from page 82

been studying the marble (pinball) game situation in Salt Lake City.

Technicians have been licensed as amusement devices.

"During this time we have inquired and asked as many technicians to give each one a license a metal sign to be securely attached to each device, warning the owners, operators and participants in playing the games, that these devices are licensed for amusement only and that anyone receiving or giving a payoff will be prosecuted."

"We have also instructed the police officers to enforce the law."

"From these extensive experiences we feel that we can not arrive at a definite, fair and consistent judgment regarding the operating of these devices."

"It has been our observation from reports received, complaints are abundant, and operators are now more and more checking sources and when there there is a growing tendency, more and more are using these marble (pinball) machines for gambling purposes.

"The nature of the games and the secretiveness of the payoffs makes policing of the 500 devices almost impossible."

"From the widespread reports through the city, it is evident that most, if not all, of these pinball games are being used as gambling devices.

"The state of Salt Lake City has the authority, as a municipality.

"Therefore, under the law, the city commission has no alternative but to refuse to renew the license on pinball machines in the city as required by federal law, which is the new situation, and the order to cease and desist will be informed.

"The government of Salt Lake City has, by the authority of the state of Utah, has ordered the machines to be removed and the authorities to be informed of their removal.

NAMA, U. S.

Continued from page 78

$149.50

WANT TO BUY

Candy MACHINES

WILL PAY HIGHEST CASH PRICES

185-8192

GRANDMA FORTUNE TELLING UNIT

This is a combination of opening and closing of eyes and remote location in an early Roper OP- ERATOR on coin to attract customers.

To play, the player sits on a stool, the lighted head, the Right Hand is then turned over and slowly the left hand counts time, using the candleight light on the right hand as a guide, that has produced consistently high income.

This is a combination of opening and closing of eyes and remote location in an early Roper OPERATOR on coin to attract customers.

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Sebastian at Helm of New Williams Div.

CHICAGO, Aug. 7 — Ford Sebastian, recently appointed vice-president and general manager of Bealelectric, a new division of Williams Manufacturing Company, specializing in production of hermetically sealed relays and switching devices, has been given wide range of management and product responsibilities.

He formerly was executive vice-president of Electro-Snap Switch Manufacturing Company when a number of hermetically sealed switches and controls were developed during his four years tenure. Electro-Snap is the parent company of a number of amusement game manufacturers.

Sebastian held executive and engineering positions with Chicago Electric Manufacturing Company, the J. L. Good! Corporation, Engineering and Management Company, and American Society of Electrical Engineers. He is a member of the American Society of Refrigeration Engineering and American Society for the Advancement of Management.

Williams Mfg. Co., the parent company, is the firm that manufactures Mark-1 and Mark-2, among other amusement game machines. The company, the Sealelectric Division, is an operating electrical engineering firm.

The division personnel have detailed knowledge of production facilities for production of high quality control and hermetically sealed electrical units. The Sealelectric Division has a special test for testing hermetic seals and a special test for testing hermetic seals.

While the division has been in operation only a year, the company is expected to grow greatly this year. New designs and additions are made in the line of circuits and controls, and the company will supply a number of new designs and additions.

Diamond Net, Sales Up

NEW YORK, Aug. 7 — Net income on $2,091,253 for the six months ended June 30, as reported by the Diamond Match Company, in 1954, was $1,375,642, compared to $1,201,367 for the same period in 1953.

Net income per common share was $1.40 per share during the first half of 1954, compared to $1.33 per share during the first half of 1953.
it's the MOVING TARGETS that attract the players!

BREAKING ALL EARNING RECORDS of Any Other GUN GAME ON THE MARKET!

CONTACT YOUR GENCO DISTRIBUTOR TODAY!

GENCO MFG. & SALES CO.
2621 North Ashland
Chicago 14, Illinois

H.H. HEADQUARTERS for BEST BUYS in USED Bally GAMES

GIVE TO DAMON RUNYON CANCER FUND

New Profits... COMING SOON!!

EXCLUSIVE DISTRIBUTORS for

BALLY • ROCK-OLA • KEENEY • CHICAGO COIN

NEW EQUIPMENT

- Chicago Coin 6-Player Home Game
- Chicago Coin Feature Bowler

USED EQUIPMENT

MUSIC

- Rock-Ola 1422 Piano
- Rock-Ola 1450 Piano
- Rock-Ola 1422 Speaker
- Rock-Ola 1422 Speaker

SHUFFLE ALLEYS

- Bally 1015
- Seeburg 1/20

SONGS

- Williams Audio Tape
- Williams Audio Tape

SALES

- Deluxe Service
- Monarch

EQUIPMENT

- Seeburg Music
- Williams Music

SALES OFFICES

- Chicago
- New York

WURLITZER

- Wurlitzer 1015
- Wurlitzer 1020

PHONES

- 312-939-3400
- 312-939-3401

THE BILLBOARD AUGUST 14, 1954
Famous IN-LINE SCORE Features

WHEN BUMP IS LIT

PLAYER MAY PRESS BUMP-BUTTONS ON SIDES OF CABINET
TO BUMP OR JIGGLE PLAYFIELD

Lit number indicates number of bumps allowed

Famous IN-Line Score Features plus exciting BUMP FEATURE that allows player to bump or jiggle game without lighting "lit" result in biggest earnings reported since days of BEACH CLUB. And Hi-Fi is actually beating BEACH CLUB records in many spots. Get your share... get Hi-Fi today!

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

RELY on DAVIS GUARANTEED PHONOGRAHS

The DAVIS 6 Point Guarantee
✓ Mechanism Overhauled ✓ Speaker inspected
✓ Worn parts replaced ✓ Tonehood renewed
✓ Amplifier reconditioned ✓ Cabinet professionally refinished

SEEBURG
148 $9.99 148H $169 D-48 $359
147 $11.99 148HM $189 D-48 $495

WURLITZER
1000 $6.95 1015 $12.95 1100 $25.00 1500 $52.50

WALL BOXES
- Reconditioned and Rebuilt -
Seeburg W-1255, 5x, $49.95
Wurlitzer W-123, 5x, $9.95
Wurlitzer W-132, 5x, $9.95
Wurlitzer W-134, 5x, $9.95


WANTED TO BUY
SEEBURG . . . M-100's | WURLITZER . . . 1250's
And all other late model phonographs. WRITE OR CALL US FOR PRICES

We Specialize in Export Trade

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New "Cheat-Proof" Selector
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New Credit Accumulator
New Large Service Door On Both Sides For Easy Service

SINGLE COIN DROP
(WITH SLUG REJECTOR)
easily accessible on push button plate 5c or 10c play. High scores possible with single coin for top play incentive.

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Resetting sequence from 1 to 6 scores
Advances, 3 Advances lights bottom
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Advances awards EXTRA REPLAYS.

A-B-C-D Roll-Over when made lights
Kick-Out holes for REPLAYS side
Roll-Over for SUPER POINT SCORE.

Ball through bottom Roll-Over lights
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A Rarin' To Go Winner

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Your "hoss" can be running behind,

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1. "Your Hoss" selected on

   mystery bank at start of game.

2. Ball thru top center lane

   changes selection.

3. Thunder bumpers and roll-

   over buttons advance miniature

   horses across finish line.

4. All 6 horses across finish

   line in any order line left bot-

   tom roller to score replays.

5. Selected horse across finish

   line FIRST scores 1 replay and

   lines corresponding numbered

   roller button for replays.

6. All additional horses across

   finish line line up corresponding

   numbered roller buttons to

   score replays when "Daffy" and

   "Derby" are made.

IMAGINE 3 SIZED-CONTAINED MIDGET

PLAYFIELDS EACaH WITH CAPTIVE

BAIL SPELl "DAFFY" AND "DERBY" TO

ADVANCE SPECIAL SCORE WHEN

COMPUTER ANIMATES INPUT BOX!

7. Making "Daffy" line Daffy

   roller to advance Special

   Bonus Score. Making "Derby"

   line Derby roller to advance

   Special Bonus score.

8. Special Bonus score builds

   up game to game, does not re-

   set until won by player.

9. Two roller lanesheet "Daffy"

   ball in Daffy section.

   Two roller lanesheet "Derby"

   ball in Derby section. One roll-

   ever lane, when 3R, shoots cap-

   tive balls in both Daffy and

   Derby sections.

10. Making "Daffy-Derby"

   lines center hole to called

   Special Bonus score.

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CENTURY BOWLER

Supplies players with this sensationaly popular feature that captures and holds the play!

CHANGING VALUES
AT THE START OF EVERY FRAME

Scoring values of Strikes — Spares — and Blows shuffle automatically after each frame on a mystery basis and range from 30–20–10 all the way to 300–300–100. Can be set to advance progressively each frame. Balanced scoring keeps each player in the game from start to finish. Strikes keep on shooting in 10th frame.

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Points are scored in various values indicated on the backdrop in "matching frames" when player presses button. MATCHING FRAMES may be set at 3 or 10 and 3-4 or 5.

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IN THE 11th FRAME, GETS 1, 2 or 3
EXTRA FEATURE FRAMES TO ADD
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   can add 300 for strike or 100 for
   spare to Score!

* TWO EXTRA FRAMES
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Jet-Bowler includes popular triple-match feature: (1) Number matched; (2) Number matched when Star Lit; (3) Number matched when Star and Trophy Lit. ROCKET-BOWLER includes all Jet-Bowler play-features but not triple-match feature.

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