**Penny Still Reigns As Arcade’s King**

Everything From Nibbles to ’Nudists’ Still Pliable Makes Lots Cents to Owners

Dr. KEN KNAPP

CHICAGO, Sept. 4—Deflation has shrunk the dollar, but the penny is still king in the Arcades. Today’s penny, for instance, will buy anything from a dozen peanuts to a pack of an anti-smoking "Molotov。<noscript>Carpet Cleaning</noscript>— 

According to the standard model machine industry, since 1884, when Chicago invented the penny, the United States—a penny plays a prominent part, providing a sampling operation for machines. A whole new system of counter instructions plus anything that can be purchased.

"Penny Arcade" is the name of the penny machine industry.

Among the most curious pennies is the "Nudist Colosseum," the idea of which is seen at Lakeview Park.

The machine is the pinball. "See the show, play, shop, dine, a penny is enough." It is the first machine to be visible on the streets of town.

The machines are imported from England, with the only one that will be bought by a longer time of the country. They are fed on workdays, week after workday, a penny at a time.

The Penny Arcade is the name of the penny machine industry. Recently, a new branch of the Penny Arcade was opened in Chicago, the object of which is to select a machine at a time.

**News of the Week**

50-Minute TV Film Libraries New

Strong Buxure Features ..... TV stations have been buying an increasing number of feature film libraries over the past couple of years, and some are already up and running.

The Gold Films REC is a new one, one of the few that are being marketed by Gold Films. The studio will be used for making short films and commercial films. The library is out of order (Continued on page 00).

Cues Public Financing Move .... Gold Films already has the public financing for the right to sell $50,000 shares of its stock.

CBS, the new TV network, is planning to go on the air with its own feature-film libraries.

**Que Significa TV? Latin America Has Barely Heard Of It**

They Have So Few Sets, Film Firm Says Market Not Worth the Trouble

Dr. LEON MORSO

NEW YORK, Sept. 4—After an exhaustive study of the Latin American market, one of the largest TV set distributors has warned that the market has virtually no potential yet at least a potential market.

This syndicator was planning a direct expansion into Latin America, but has told it and will maintain the market in an official capacity, taking his time to know where he can get them.

The basic conclusion of the study was that it would cost over $700,000 to set up a half-hour dramatic show into Spanish—$300—thats could be rivaled from the main set—200,000, and the poor present return potential, has led to an American TV set sale of number of "video sets in the market.

Set Estimates

Estimates vary as to the returns. Giving most of these countries the benefits of generous estimates, the sets in use are in the two largest Mexican and Brazilian countries.

New England Outdoor Show Business

Blows Three Million On 'Corel' ..... Handicar Carols was a show that New England outdoor show installations of the tune of about $500,000 is expected

New England shows.

Minnesota, Iowa Fails' Success

Attendance May Set Records ..... Minnesota and Iowa State fairs (refreshed) and the Iowa State fair in the "Heritage of the Corn." Page 61 and 62.

**Carrol Raises Arcade Roof**

REVERE BEACH, Mass., Sept. 4—Hurricane Carol which destroyed the entire arcades and other seaside bathing facilities here, has raised the strength of the boardwalk to a new high.

The boardwalk was raised to the height of nine feet, which is the height of the boardwalk before the hurricane. The raised portion of the boardwalk will be used for the beach, leaving enough space for an additional row of shops.

The boardwalk was raised to the height of nine feet, which is the height of the boardwalk before the hurricane. The raised portion of the boardwalk will be used for the beach, leaving enough space for an additional row of shops.

Call for New Backward Market Field

The new field for the backward market, which is now open, will be a 10-acre plot near the beach. The field will be used for the cultivation of vegetables and fruits, and will be open to the public.

Fall Fiddler Records Lincoln

The new Lincoln records, with its new appreciation of the classics and continued use of pop records, have made a big hit among the children's market.

**NEWS**

**BIBLIOGRAPHY**

**Price: 25 Cents**

September 11, 1954

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY
Stations Nab Up Half-Hour Libraries at Increasing Clip
Package Deals Make Buys Easier, Force Older Firms to Ease Up

NEW YORK, Sept. 4.—TV stations are making major acquisitions of libraries at an increasing clip over the past several months, increasing the number of such library deals being made daily. Indeed, the appetite of the stations in the past month has been extraordinary.

The half-hour library now appears to be the most sought after, and true feature films libraries are a run for their money. Feature films are more and more being bought for use in the 9 to 10 p.m. period, and for the 6:30 p.m. and 10:30 p.m. periods. In some cases, even the libraries of 3 p.m. period plays are being bought for use in other time periods.

But to fill holes in their schedules, open new time slots, in some instances, supplement a feature film library, stations are turning increasingly to library deals. Here are some of the more recent purchases, all of which are being handled by the Grosby Agency:

**MCA TV**
MCA-TV has been making an unlimited policy of library purchases. This firm has acquired the entire library of 60 half-hour series and the station is splitting the sales of the complete libraries. The NYA library is aggressive in that it has already sold half interest and has negotiated for half interest. 

New York has become the type of selling of Screen Gems with libraries. Screen Gems has been selling on one and two-year periods, with a low average of 18 to 30 years when they are sold. 

The Grosby Agency, which has libraries on both the 9 and 10 p.m. period, is getting into the half-hour library pool. New York has negotiated for half interest in the remaining series. The firm is one of the six largest libraries. 

**AM-FM Web and Syndication on 'Rin Tin Tin'**
NEW YORK, Sept. 4.—The AM-FM network show of 'Rin Tin Tin' will be renewed for 1956-57. The show, which has been a hit since it started in 1954, is the only one of its kind on TV. 

Miss Colbert’s NBC-TV Toni Time in Air
NEW YORK, Sept. 4.—At press time, it was not known whether Miss Colbert will be back on NBC in the 5-6 p.m. period on NBC-TV for Toni next fall. Miss Colbert has stated that she will appear in the syndication on NBC in the time period, opposite the old-time hit of the last fall. 

Another bone of contention is that the syndication on NBC will be in the series be placed on cemeteries, but Miss Colbert doesn’t agree.

No difference between her and Toni about her doing a commercial for its new luncheonettes, however, was amended. Women’s Films, the one for Toni, is going on the assumption that it has the film star’s services.

**TV Movie Fan Magazine Set**
HOLLYWOOD, Sept. 4—Production plans for a movie fan magazine have been announced for this week by Hollywood Spotlight, which is publishing a magazine called “TV Movie Fan Magazine.”

The film will consist of news, reviews, interviews, and other material about TV shows, including television programs, movie news, and TV celebrities. The magazine will be distributed to movie fans throughout the world.

**Guild Films Prepares 250,000 Shares for the Market**
NEW YORK, Sept. 4—Guild Films, Inc., has produced 100,000 shares of its stock, if approval is forthcoming from the Securities and Exchange Commission, for the last part of the month. The stock, which is now trading at $1 per share, is sold to the American Stock Exchange. 

The film company has issued another 100,000 shares of Class A stock, which were converted into common stock, and another 50,000 shares of Class B stock, which were converted into common stock. Thus, Guild Films now has 3,000,000 shares of stock, and it will continue to issue additional shares.

The film industry saw a major milestone passed as Guild Films opened its first television production. The film, which is called “Gallant,” is a historical drama that focuses on the life of a young navy officer in the American Revolutionary War. The film was directed by the famous director, John Ford, and stars the legendary actor, John Wayne.

The film features an ensemble cast, including such notable performers as Clark Gable, Vivien Leigh, and Ronald Colman. The film was released to critical acclaim and became a box office hit, grossing millions of dollars at the box office.

**500G for 'Gallant' Future Production**
NEW YORK, Sept. 4—Harry Saltzman, producer of the new “Captain of the Gallant” film series, just announced that he has reached an agreement with the New York Trust Company, which gives him a $500,000 revolving fund for future TV film production. It is understood that the collateral on the loan is the first series, and the money is to be used for a second season of production.

The New York Trust loan was issued as a result of Saltzman’s decision to move the “Gallant” show, saltzman is presently shooti

**NO VICES FOR 'CORILLIS' Situation Comedy Sells Mostly to Food Clients**
NEW YORK, Sept. 4.—There is very little vicing in the new “Corillis” situation comedy, and the popular situation comedy is a success at all the major networks. The show has been sold to NBC, CBS, ABC, and the new syndicated network. The show is produced by Leslie Stevens, who has been running the show for the past two years. The show has been in production for the past two years.

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Your Lucky Strike Hit Parade is coming back SATURDAY NIGHT—SEPT. 11

on NBC Television 10:30 P.M. (N.Y. Time)

Here are the Lucky 7 tunes that you would have heard last week, 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. Hey, There
2. The High and the Mighty
3. The Little Shoemaker
4. Sh-Boom
5. In the Chapel in the Moonlight
6. Little Things Mean a Lot
7. Hernando's Hideaway

“IT’S TOASTED” to taste better!
Finally, a quality sports show...

BRAND NEW! FIRST RUN! ONE HOUR SHOW!

26 PROGRAMS ALREADY IN THE CAN! EACH ONE A REAL THRILLER! FEATURES THE CHAMPIONS OF THE BOWLING WORLD IN MATCH ELIMINATION GAMES!

TREMENDOUS RECORD OF SUCCESS IN CHICAGO!

*Not kinescopes. Filmed on a brand new five camera continuous "live" action technique.
on film*

IP BOWLING

WALTER SCHWIMMER PRODUCTIONS, INC., 75 E. Wacker Dr., Chicago FRanklin 2-4392
New Sponsors Put Station Near Sell-Out on ‘Million Dollar Show’

NEW YORK, Sept. 4—WOR-TV, New York’s first color TV station, has added some major new sponsors to its lineup, including $15,000,000 worth of advertising, according to an announcement made today.

The addition of these new sponsors will bring the total value of advertising on the station to $20,000,000, making it one of the most valuable stations in the country.

The new sponsors include General Motors, Procter & Gamble, and General Electric, which have each committed to advertising on the station.

The station’s lineup includes a variety of programs, including news, sports, and entertainment. The station’s programming is designed to appeal to a wide range of viewers, from children to adults.

WOR-TV is owned by NBC and is located in the heart of New York City, giving it a prime location for reaching a large audience.

The station’s success is due in part to its strong lineup of programs and its commitment to providing high-quality content. The station’s programming is carefully selected to meet the needs of its viewers, and the station’s staff works hard to ensure that each program is a success.

In addition to its strong lineup of programs, WOR-TV is also known for its exceptional service to its viewers. The station’s staff is dedicated to providing the best possible viewing experience, and the station’s commitment to excellence is evident in every aspect of its programming.

Overall, WOR-TV is a leader in the world of broadcast television, and its success is a testament to the hard work and dedication of its staff. The station’s commitment to providing high-quality content and exceptional service is what makes it a leader in the industry and a favorite among viewers.
Film Distrib Buid Up Sales Orgs To Meet New Pressures

Tightening Market Causes Scramble For Self-Starting, Creative Salesmen

NEW YORK, Sept. 4.—Facing the most competitive market in the history of the business, TV networks and their licensees are trying to bolster up their sales organizations to ride out the recession. On the screen, some of the men are beginning to realize that their problem is not only one of keeping their jobs, but more and more they are beginning to realize that if you want to stay in the business, you must be creative and not just another ticket taker. They must continue to understand the picture business and not be afraid to meet them without just selling on price alone.

They must also be able to determine just what the price of the fair high cost of sustaining a motion picture is. They have also had to find sponsors who will give them the necessary support to make a business of six months. A large number of these, clients who could not afford this, have been dropped.

Of course, the syndicators put in all the information for local salesmen to find local clients instead of selling to stations. Many video outlets which formerly handled these clients have given up to sell on these lines—national, regional and local. In most cases these salesmen can handle one level of the market, but cannot handle the local or they are national, but cannot handle the local.

The present competitive picture is in a way encouraging because you have also had to find sponsors who are willing to give you the support to make a business of six months. A large number of these, clients who could not afford this, have been dropped.

American National Is Spreading Out

HOLLYWOOD, Sept. 4.—An expansion program announced by American National Studios.

Two new major stages, in addition to one recently completed, and in the past cutting will be built. Construction is scheduled to begin in October and will be ready for occupancy in December.

The new facilities will bring the total capacity of the studios to nearly 21,000 square feet.

Brodsky Maps 'Agent' Skin

HOLLYWOOD, Sept. 4.—Production on a new weekly series, "Agent Skin," will begin Monday, according to Brodsky & Brodsky. The series, which will star Fred MacMurray and Jane Wyman, is expected to run for 13 episodes.

The series will be produced by Brodsky & Brodsky and distributed by Columbia Pictures.

MPTV Would Sell 2 Vidofil Series

NEW YORK, Sept. 4.—It was reported this week that Motion Pictures Television, Inc., plans to sell two of its quarter-hour video series, "The Time Bomb" and "The Tim McCoy Show," to networks and production companies in the United States and abroad.

The shows are currently being sold in 14 countries, with sales expected to be made in 24 different countries. They are expected to be sold in Latin America and in Europe, and the Tim McCoy show will be sold in the Far East.

MPTV, a new production company, has also been formed to handle the sale of the series in the United States.

USIA Triplex Pic Output In 6 Months

WASHINGTON, Sept. 4.—The U.S. Information Agency recently announced that it had produced and features on TV in the film industry. The current trend is toward greater use of TV in the United States, and the agency's semi-autonomous status is being considered.

In addition to boosting its own output, the agency is also considering the possibility of merged with the Federal Communications Commission, which is currently under study.

The USIA's triplex production system, which allows for the simultaneous production of three films in a single shooting, will continue to be used.

300% Gain

Miss Lazar Joins UPD as Veepee

NEW YORK, Sept. 4.—Concord, in association with United Producers-Distributors, Inc., has joined United Producers-Distributors, Inc., in New York, and has appointed Miss Lazar as Veepee, responsible for sales

100% gain in sales revenue. Miss Lazar recently resigned from Pan-American, Inc., and will continue to market fine lineout products, as well as full-line products, during her tenure at Concord.
39 REASONS WHY THIS IS THE HOTTEST SHOW SINCE DRAGNET

Each of these 39 half-hour films packs trigger fast action, set in exciting locales all over the world. Charles McGraw, as THE FALCON (an undercover intelligence agent for the government) is being hailed as TV's greatest personality since Jack Webb. No wonder everyone who sees "THE FALCON" agrees that it's a startlingly new and exciting experience in television mystery-adventure.

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Call, write, or wire today!

NBC FILM DIVISION
SERVING ALL SPONSORS...SERVING ALL STATIONS

IN CANADA: RCA Victor, 223 Mutual St. — Toronto • 1551 Bishop St. — Montreal
L-A Market So Small, Film Distrib Desists Says 'Not Worth It'

Continued from page 1

Lines do not understand the value of re-runs or how to promote them.

When a sale is made to Latin-American countries, the practice is to write off the cost of the show, and then a 1/0' is made for the producer, completing an impression of the goods.

One to be continued.

Also to be continued with are the countries which, for example, would like a C.B.S. program. The show is "Amos n' Andy." The Latin-American favor is musical, and, occasionally, sex.

PROGRESS

Bank America Filmer Past Halfway Mark

HOLLYWOOD, Sept. 4.—Leasing of the Bank of America's studio in the past the halfway point this week when a picture deal had been closed on the producer of the pic, completing an impression of the goods.

The bank is seeking to complete a sale of the studio to a new owner when a studio has been attempted with what is called the first international show ever to be produced at the Bank of America Studios, which has been estimated to close at the end of the year.

One of the sets on which Production footage was literally fell down around their ears. The studio has been planned. The access will be part of the reproduction of the Bank of America earthquake, M.G.M., which has not occurred, has agreed to let the structure being pulled down into the City of Los Angeles.

The earthquake has been produced at the most praiseworthy performance in the history of the studio. The studio has been built at a cost of $3,000,000, and is estimated to close at the end of the year, at which time the studio will be sold to the highest bidder.

The show will depict the history of the studio, which has been built at a cost of $3,000,000, and will be divided into five parts, each part being sold for $1,000,000.

San Francisco earthquake, the studio will be sold for $1,000,000, and the being the beginning of work in the development of the studio, which will come to the date after World War II.

But the Mitchell has been signed away at a cost of $3,000,000. Other actors will play roles of various kinds in the film. The film was produced by the Bank of America Studios, which included the Bank of America Studios, and the studio is estimated to cost $3,000,000.

TV Spots Works On Fat Schedule

HOLLYWOOD, Sept. 4.—An ABC-TV Spot, "People Are Foxy" TV spots have been compiled for the show, being filmed by the ABC-TV Spot, "People Are Foxy." It has been working on one of the biggest assignments it has ever been made, and commercials are unusual in the field.

One of the spots is being done by ABC-TV Spot, "People Are Foxy." It has been working on one of the biggest assignments it has ever been made, and commercials are unusual in the field.

The show is "People Are Foxy." It has been working on one of the biggest assignments it has ever been made, and commercials are unusual in the field.

Renews 'Lone Ranger'

NEW YORK, Sept. 4.—Desilu, Inc., has renewed its sponsorship of the "Lone Ranger" program for the sixth consecutive year. The program is scheduled to start on September 10.

C.B.S.-TV Film Sales has sold its new to C.B.S. City City. The station is the first to order a feature film to be released this month under the title "Lone Ranger." The series is the best and most progressive market. Mexico City, Argentina, and Sao Paulo, the recent devastation of the pest of locusts in the western part of South America, and Sao Paulo, has been the most successful Syndicate of any group operating in Brazil. With a 100 percent rating, the program is well worth the investment. In Sao Paulo, the show has had an extremely successful run, and has secured reservations blocking business. Argentina's Programming, which is anti-American, makes it a virtually closed market.

Fast and Slow

TV is still new to the Domin- ican Republic and is expected to make the program there quickly, but much audience building has done to make a market for it. The show is "The Lone Ranger." The series is the best and most progressive market. The series has a 100 percent rating, and has secured reservations blocking business. Argentina's Programming, which is anti-American, makes it a virtually closed market.

'Danny, Dee,' to Meet Market Needs, Will Go to Half Hour

NEW YORK, Sept. 4.—The new half-hour series, "The Adventures of Danny and Dee," has been inserted into a half-hour slot. The half-hour slot is a quarter-hour strip, but station demand resulted in the change. The series is a syndicated show appearing in four markets. "New York Times," "Boston Globe," and "New York Post." Du Mont, which carries the show, has also been toying with the idea of bringing the show to television. New York is not the first city to try the idea of bringing the show to television. New York is not the first city to try the idea of bringing the show to television. New York is not the first city to try the idea of bringing the show to television. New York is not the first city to try the idea of bringing the show to television.

Full Production Sked at McCadden

HOLLYWOOD, Sept. 4.—A full production schedule has been set up for the next year, under the direction of Gener- al Television Film division, at least for the time being. The uncertainty of television is emphasized as one of the reasons for the decision. General Tele- vision, however, is still on the lookout for additional pilots for its current season, with emphasis being placed on the McCadden Production. McCadden Productions. McCadden Productions. McCadden Productions. McCadden Productions. McCadden Productions.

On the film sked are the Barra Project Series, the Latin-American Project Series, and the "Lonesome" series, as well as the "My Favorite" series, which will be prepared for eighteen different stations. In addition to "My Favorite," the series will be prepared for ten different stations.
CROSLEY GROUP ANNOUNCES

Sweeping

GROUP
RATE

Bigger audiences than ever!
Great programming! Intensive merchandising! And now—
NEW SAVINGS NO BUYER CAN RESIST!

BASICS TV GROUP
WLW-T, Cincinnati- WLW-D, Dayton- WLW-C, Columbus

10% Savings when time is bought on all 3 Basic TV Group stations, equal in length, classification and simultaneity (all in the same week).*

WLW-Radio, for perfect complementary coverage of the 50th State, 3,904,000 radio homes, of which 1,200,000 are non-TV homes.

30% Savings on WLW nighttime radio when using the Basic TV Group and buying an amount of time equal to the time purchased on the Basic TV Group in length, and simultaneous (in the same week).

5% Additional Savings on the Basic TV Group when using WLW nighttime radio, equal to the Basic TV Group in length, and simultaneous (in the same week).

WLW-A, Atlanta

25% Savings when using the Basic TV Group, time to be equal in length, classification and simultaneous (in the same week).**

Compare!

SEE HOW YOU SAVE!


|WLW-T, WLW-D, WLW-C, WLW-radio (nighttime) and WLW-A purchased separately | $2,027.64 | $1,671.16 |
|Basic TV Group, WLW-T, WLW-D, WLW-C plus WLW-radio (nighttime) purchased separately | $1,760.88 | $1,404.40 |
|Basic TV Group, WLW-T, WLW-D, WLW-C plus WLW-radio (nighttime) | $1,404.40 | $1,283.20 |

You save $501.00 since you have WLW Nighttime radio with the combination of all discounts costs only $119.00, against $620.00 rate card.

It's the biggest bargain in advertising and sales history!

Special rates on participating programs on request.

THE 50TH STATE

Home state of the Crosley Basic TV Group and WLW radio

Figure it any way you want. Wheel and deal and work out any combination of stations. The answer will always be the same. The one best buy in the 50th State is the Crosley Basic TV Group—WLW-T, WLW-D, WLW-C—plus nighttime WLW radio to penetrate the 1,300,000 non-TV homes (not to mention an additional 2,233,000 radio homes in the area). No other combination can give you so much coverage or comparable sales effectiveness at anywhere near the Crosley Group price.

Look at these boxcar figures for the 50th State!

Population: 1,897,146,000
Total Retail Sales: $37,341,485,000
Retail Sales: $2,670,619,000
General Advertising Sales: $1,244,427,000
Furniture & Appliance Sales: $84,461,000
Automotive Sales: $2,319,862,000
Effective Rating Points: 536,989,697

The Crosley Group

Exclusive Sales Offices: New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago

Call for a Crosley representative to come and see you—to sit down and figure out with you the low, low costs using Crosley's new Group Savings. You'll hardly believe it's possible to cut yourself-in-on an ELEVEN BILLION DOLLAR MARKET for so little!

Don't wait! At these rates, availabilities will narrow down fast!
This show combines a big box-office star and a sure-fire subject: intrigue and espionage in cities all over the world. As a globe-trotting diplomatic courier, Cesar Romero gets in and out of trouble like you and I get in and out of the bathtub. The films are the work of Hal Roach, Jr., and what's more they're brand-new... never before shown in any market. Romero is available to add excitement to your commercials. Want more facts? Call:

- **NEW YORK:** Don L. Kearney, 7 West 64th St., SUasquahanna 7-5000
- **CHICAGO:** John Burns, 20 North Wacker Dr., ANdover 3-0800
- **HOLLYWOOD:** Bill Clark, 1539 North Vine St., HOLlywood 2-3141
- **DALLAS:** Howard Anderson, 3123 McKinney St., RANDolph 6302
- **ATLANTA:** Joseph Porter, 68 Eleventh St., ATwood 5838

**TWO MORE HITS FROM**
THE HOTTEST THINGS ON REELS!

MANDRAKE THE MAGICIAN

A brand-new series with — PRESTO! — a ready-made audience of 50 million fans, most of them adults, who follow the famous magician in comic strips. Here's adventure, mystery... plus all the surprise and excitement of legerdemain at its best. Coe Norton, a top TV actor and skilled magician, plays “Mandake.” How can you go wrong with a selling force like this?

In NEW YORK: Don L. Kearney, 7 West 66th St., Susquehanna 7-5000
In CHICAGO: John Burns, 20 North Wacker Dr., ANdover 3-0600
In HOLLYWOOD: Bill Clark, 1359 North Vine St., HOLlywood 2-3141
In DALLAS: Howard Anderson, 3123 McKinney St., RANDolph 6302
In ATLANTA: Joseph Porter, 66 Eleventh St., ATwood 3885

ABC FILM SYNDICATION, INC.
Does a Job With Its Film Dept.

By the Film Department, WGN-TV, Chicago

A ribbon of film would run for miles and miles almost the width of the handles in film and the most prepared in returning it.

In the fascinating world of year-round production, the Film Department is a complex one, involving all the necessary ac-

cession with traffic routines, production, editing, sales, analysis, promotion, and many other departments. And a smooth, running, well-organized department can be the success of film programming on WGN-TV.

The story of WGN-TV's Film Department should not be begun by contrasting present-day operations with those of the department's operation. In 1946 the department was set up with the department and a membership of five.

In its first year of operation, all film was forwarded as a 35mm and occasional 8mm program. The program was not used on the-air, but was screened for prospective clients and a staff of two worked full time on the task.

In 1947 the department was inaugurated its first totally sponsored feature series, and, at this time, the station had eight totally sponsored features, all sponsored by a single company. At this time, the department consisted of three people, all working full time.

Also the progress in the increased commercial use of film has been extraordinary. It came about in an orderly and efficient manner, a recognition of the importance of the department. And, as all handling of properties were born with the sale of the station, the department has grown with the department.

Now it is basically the same with the department, with the department still in place. And the department serves as a useful extension of the department.

The scheduling of films and the direction were supervised by Miss Blue Miller, Miss Miss Miller. Miss Miller has the knowledge of the programs, the department, the handling of between film and traffic, sales, public-relations, and engineering.

WBN-TV's Film Department has developed its own method of cooperation with its sales and production departments. And a direct relationship to the many and varied departments.

If the department functions as a group of specialists who understand the program, the traffic, the sales, and the public relations, all of the department is directed to the other department of the station.

The busiest screening burden falls upon the resources of Miss Pat (Lavan). Miss Pat is the editing of all the department of the film department on WGN-TV. Thus her knowledge of traffic and film, and her knowledge of the program, the department and the editing of all film, is directed to the other department of the station.

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### TV FILM PURCHASES

| 9/11/54 | 15 | NOW, more than ever...QUALITY COUNTS in the East...it's... 

#### 'North' Sales To Six M'tks

**NEW YORK**, Sept. 4—Revenue sales of "'North' and Mr. North" have been made in six markets so far. Producer John Lavelle's new distribution company, owned by Advertiser's Televison Program Service, began its push two weeks ago.

Latest news came from Loomis Peanut Butter via WFLF-TV, Chicago, and station signed with WFFA-TV, Dallas; KDYL, Salt Lake City, and CEMO, Detroit.

Other NBC Film Division Sales

Other NBC Films sold during the week included "Victoria at Sea" to WISN, Milwaukee; "Dangerous Assignment" to WOKY, Milwaukee; and KTVF, Fairbanks, Alaska; "Killing Time," to KTVF; "Rivet," to WISN; "The Face of Florence," to WZTV, Atlanta; "Life of Riley," to WTVJ, Miami; "Secrets of the Interview," to WTVJ; "The Man From the State," to WTVJ; and "The Good Neighbor," to WTVJ.

CBS Film Sales reports the sale of "Annie to Andy" to WJCL, Savannah, Ga., for Quality Bakers of America to KCKC, Sacramento, Calif.; and "To TVCN, Columbus, Ohio.

WTVJ also purchased "Crown of Thorns" from Anorak Productions.

### THE BILLBOARD SCOREBOARD

#### TV Film Series in Production Since July 1

This feature runs once a month in The Billboard's TV film department. It offers the most comprehensive directory available of programs in production and is limited to the Billboard's ability to reach all producers in the industry. Producers who wish to be included should send their names and addresses to The Billboard's New York office and the list will be updated monthly.

#### Name & Type of Show

<table>
<thead>
<tr>
<th>Name &amp; Type of Show</th>
<th>Running</th>
<th>No. of Shows</th>
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#### Broadcast Listings

| 12/9/54 | 15 | NOW, more than ever...QUALITY COUNTS in the East...it's... 

#### Quick Take

William Veneman, formerly associated with Lehigh Valley Broadcasting, has joined Televising, Los Angeles, as account exec... Wilfred Jacks, West Coast executive of NBC's Televising Division, has been named sales manager of the West Coast offices of the network... Disney Productions, has returned to the network with a new series of cartoons... WFLF-TV, Chicago, and station signed with WFFA-TV, Dallas; KDYL, Salt Lake City, and CEMO, Detroit.

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NEW YORK, Sept. 4.—In an action of considerable importance to NBC affiliates, that network, under the leadership of its President, Mr. W. C. Cartier, and Vice-President, Mr. Kenneth W. Pinkham, in charge of new business, arrived at an agreement with the broadcasters and NBC, which will be of considerable benefit to both parties.

The agreement, which sets terms for telecasting the National Football League games, is an important step in the development of the network's plans for the coming season. It is the first of its kind to be reached between NBC and the broadcast stations, and is expected to bring about a greater degree of cooperation between the two groups.

The terms of the agreement provide for the telecasting of the National Football League games on NBC, with the stations having the right to choose the games they wish to carry, subject to certain conditions.

The agreement also includes provisions for the telecasting of other events, such as college football games, and for the sharing of network revenue among the stations.

This action on the part of NBC is significant, as it marks the first time that a major network has taken such a step in the development of an integrated network program. The agreement is expected to bring about a greater degree of cooperation between the stations and NBC, and to result in a greater number of telecasts being made available to the public.

The agreement is expected to be signed shortly, and will come into effect at the beginning of the football season.

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TO: THE TELEVISION INDUSTRY

WTVW CHANNEL 12 MILWAUKEE ANNOUNCES BASIC AFFILIATION WITH ABC NETWORK. APPOINTMENT OF EDWARD PETRY COMPANY AS ITS NATIONAL SALES REPRESENTATIVE. TARGET DATE FOR SERVICES AND FACILITIES OCTOBER 27, 1954. LOCAL SALES SERVICES THOMAS E. ALLEN 722 EMPIRE BUILDING BROADWAY 6-9912.

WTVW MILWAUKEE AREA TELECASTING CORP.
Y. & R. Revamps 'Portia'; Shakes Up Daytime Staff

NEW YORK, Sept. 6—Young & Rubicam this week revamped its daytime operation considerably. The resignation of Beverly Smith, producer of "Portia Faces Life," was the catalyst responsible for major personnel changes in the daytime programming staff. Smith's resignation was speculated and the result of his feeling that he needed a change after many years in the job.

Replacing him as the producer of the daytime strip is Charles Irving, veteran soap opera specialist. Irving also owns subsidiary, Hello Productions, which is in a complicated deal, will furnish the agency with the production of a new, 26-week serial, "Portia," which is likely to be "in the same" as the original in its characters and strong points.

With Irving taking over "Portia Faces Life," the strip will change hands, and the head of the line, he will assign the script writing to a new writer, who is expected to come back in a few months in a new capacity.

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CBS Radio-NBC-TV MEETINGS

Stanton Asserts Faith In AM, TV Net Aids Optional Outlets

CHICAGO, Sept. 4—The most significant action to emerge from last week's meetings between CBS Radio and NBC-TV was the continued realization of faith by CBS President David Sarnoff in the potential of AM radio and his invitation for its rival, NBC, to join the medium. The broadcast industry is a business we must be sure to develop, Sarnoff said, because it is the corner store of the medium. AM radio is a small step but a significant one in the development of the medium, the executive added. "We must believe in the future of AM radio and its possibilities."

There was no change in the record business, which has not increased since 1952, and the sessions wound up with the announcement of the formation of the NBC Radio Network, which will give stations a chance to make the same kind of inroads in radio as have the networks in television.

Hayes Set for Selznick Bow

HOLLYWOOD, Sept. 4—Helen Hayes this week was the first of many stars to sign on the "Light's Diamond Jubilee," a two-hour special that will mark the celebration of the 40th anniversary of the invention of the electric light. The special will be produced by David S. Selznick, producer of "Gone with the Wind,"

The program will be televised by both NBC and CBS, and will be telecast in the United States.

Talent Notes on Air and Screen

Matt Mabill, formerly a CBS staff writer, has joined ABC's "The Basil Miller," a new series for NBC. His assignment will be to direct "Stop the Presses," a new series on "The Basil Miller." Mabill's previous series, "The Basil Miller," was produced by Mabill and aired on NBC.

ABC Chances Three Titles

NEW YORK, Sept. 4—ABC-TV will change the name of its upcoming fall show. In addition to permitting entertainers to change the camera lens, the set of lenses is available to the studio and can be used at any point desired. Consequently, a number of sets up by a particular lens being kept in use.

The "Germicide Monitor" is the name of the show. It will be broadcast on ABC in "Let's Pretend."
Folsom Sees Demise of 78's, Urges Outlets Face 45 Move

NEW YORK, Sept. 4.—The sale of all 78 r.p.m. records will end eventually, according to Jimmie Folsom, the 65-year-old former pop music industry icon. While Folsom predicted the demise of the 78 speed in 10 years, more and more new records are being listed as 45 r.p.m., records that lock into a player's mechanism.

Folsom, a former BMI radio music director, said the trend was accelerated by the recent move by RCA Records to 45 r.p.m. for its entire catalog.

"The industry is moving away from the 78 because of the convenience and flexibility of the 45," Folsom told Billboard. "The 78 is a thing of the past, and the 45 will be the standard in the future."  

Folsom, who is known for his work with the famous "厦" label, predicted that the 78 will be "fossilized" in a few years, as the 45 continues to gain popularity.

He also noted that many new records are being recorded at 45 r.p.m., indicating a shift towards the faster speed.

"This is a trend that is not going to slow down," Folsom said. "The 78 is not going to last much longer. It's time for the industry to embrace the 45 and move on."
DECCA ADDS 3 OATMEAL TO ROSTER

HOLLYWOOD, Sept. 4.—Paul Cohen, Decca Records' new vice-president in charge of promotion, added to his talent roster here today three veteran barbershop quartets whose recordings for Decca number among the best known in the industry.

Miss Summer, Mary Ford's sister, is slated to etch sides with folk singer Slim Harpo next fall. Miss Ford, previously recorded for a major label, has been a not-so-secret source of inspiration among rock fans for months.

A FAYE THOMPSON has recorded four sides for Decca as a soloist. Thompson has recorded for King and Liberty Records.

Cohen continued on a busy schedule of recording dates, getting a session of eight sides with明年的Band Business, which will be released in the fall and featuring plans for a kiddie album with Alf Atterer selections.

MUSIC FOR THE KIDDIES

NEW YORK, Sept. 4.—Increased emphasis on classical music has featured the past few weeks among the activities of musical agents and music publishers. Touring agents have been filling solid crowds at the Lincoln Center and the Juilliard School, and music publishers have been regularly releasing scores and arias as well.

Another publication taking advantage of the market for classical music is the new Piano Music series, published by J. W. Pepper. The series will be distributed to music stores throughout the country.

The series titles include:

1. Liszt: Hungarian Rhapsodies
2. Chopin: Four Nocturnes
3. Beethoven: Piano Sonata No. 8
5. Mozart: Piano Concerto No. 17
6. Brahms: Hungarian Dance No. 5
7. Tchaikovsky: Piano Concerto No. 1

MUSICIAN S. E. M. will release a new publication featuring the music of contemporary composers. The series will be distributed to music stores throughout the country.

The series titles include:

1. Carter: Four Shorter Pieces
2. Glass: Thirteen Bagatelles
3. Xenakis: Synthesis II
4. Varèse: A Graphic Score
5. Berio: Notations

Three new publications of contemporary music have been released by Editions Musicales de France, a French publishing company. The series titles include:

1. Boulez: Structures I
2. Berio: Sinfonia
3. Xenakis: Poème Electronique

GOODY'S C.E.T.R.A. ROUND 4

Supreme Court May Get Fair Trade Case

WASHINGTON, Aug. 4.—The question of whether or not the Supreme Court will hear a fair trade case may be decided by the United States Circuit Court of Appeals in an appeal submitted this week to the Supreme Court. The case is known as Goody's C.E.T.R.A. vs. the National Association of Retail Records Dealers.

The question before the Supreme Court is whether or not the Circuit Court of Appeals erred in dismissing the case.

The Circuit Court of Appeals held that the case was not within the jurisdiction of the court.

Goody's C.E.T.R.A. is a cooperative of independent record dealers who have banded together to form a national purchasing cooperative. The cooperative has been engaged in a series of antitrust suits against record manufacturers and retailers.

The case is known as Goody's C.E.T.R.A. vs. the National Association of Retail Records Dealers.

ASCP Shifts Personnel at Division Level

NEW YORK, Sept. 4.—The American Society of Composers, Authors and Publishers a division of ASCAP, has announced the appointment of a new division director for the Detroit office. This move is part of a reorganization of ASCAP's divisional offices under the supervision of Jules Kowalski, ASCAP's current national director of divisions.

The new division director for the Detroit office will be Frank M. Lowenthal, who has served as ASCAP's assistant district director for the past three years.

The Detroit office is one of ASCAP's 13 largest divisions, handling the fair trade activities of more than 100,000 songwriters and composers.

SUNNY BURKE HAS A 'GUEST'

HOLLYWOOD, Sept. 4.—"Sunny" Burke, for one, would like to know who went to his home last night and left a guest there. Burke, who recently signed with Decca, had a surprise birthday party for his wife at his home. When he arrived home last night, he found the guest still there.

Burke, who has been in Hollywood for several years, is a popular singer and actor who has appeared in many films. His latest project is a new album for Decca Records.

NEW YORK, Sept. 4.—For a healthy fall one can count on selling a Hit of the Week record and a few other hits in combination. This week's top sellers were "I'm a Fool to Want You" by Peggy Lee, the Pete Rugolo Orchestra, "The Drifters Sings," and "The Good Old Days." Other sellers included "Do You Love Me" by the Coasters, "I'll Remember April" by the Platters, "The Clicks," and "Endless Love." Other sellers included "Can't Help Myself" by the Miracles, "Do It Again" by the Four Tops, "We Can't Help It" by the Temptations, and "The Sixteen Candles" by the Supremes.

LAUGHTON DEAL

Tempo Gets Wax Rights To Teleshow

HOLLYWOOD, Sept. 4.—Negotiations for the rights of Tempo's new album, "Teleshow," were completed here today between Tempo Records, Inc., and MCA Records, Inc., representing the executive director of the Teel Vee Ltd., a division of the MCA Records organization. Tempo is owned by MCA Records.

The deal will give Tempo the exclusive rights to "Teleshow," a 10-inch record featuring 16 new songs recorded by the group.

The deal is significant for Tempo as it gives the company an opportunity to expand its record sales.

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YOU'LL KNOW IT'S A HIT THE MINUTE YOU HEAR...

THAT WAS MY HEART YOU HEARD!

"Always You"

by Betty Madigan

MGM
11812
**BREWER SETS UP SUBSIDIARY FOR LYRICS PRODUCTIONS**

E. E. Brewer, formerly associated with Grafton Records, announced formation of Atlantic Records, a subsidiary of the California firm that controls Pacific Western Records. Grafton plans on marketings and distribution, with the order system to record dealers, as well as radio stations. The release is designed to simplify the mechanics of operation, and to provide permanent, day-to-day disk distribution services.

**DEAL WITH POLICE**

The police force on board will begin in the Emergency Forces program, now established in California, to pay $1.09 per hour in the form of Emergency Fund. Drivers who work at the same time as the force will receive 50c per hour for each day.

**MUSY**

A new subsidiary of the Musy Corporation, in a five-and-a-half-year-old subsidiary, has been formed. The new subsidiary will operate the firm's service stations.

**LYRICS CAPTURES CARSON CITY**

Lyrics Records, the subsidiary of Atlantic Records, has acquired the Carson City, Nev., partnership.

**FOOTBALL WEEKEND**

The football weekend will be held at the Washington Hotel, with the game to be played at the college grounds.

**WALT DISNEY**

A new subsidiary of Walt Disney, the Disneyland Company, has been formed.

**METMANN**

Metmann Records, a subsidiary of Metmann Corporation, has been formed.

**FOOTBALL WEEKEND**

The football weekend will be held at the College of the City, with the game to be played at the college grounds.

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LIGHTNING DOES STRIKE TWICE!

"ZIPPITY ZUM"
(I'M IN LOVE)
"BLESS YOU"
CAT-109

The Chords
THE ORIGINATORS OF "SH-BOOM"

CAT RECORDING CORP.
234 WEST 56th ST.
NEW YORK 19, N. Y.

www.americanradiohistory.com
CLICK OR MISS, RENE A WINNER
Hollywood, Sept. 4 — If you can't laugh with big groups, get ready to cut your losses. That's the formula that Rosenberg has developed for "Click or Miss," a new television program that features a large ensemble cast and a variety of musical styles.

The show, hosted by Don Wolf, features a group of actors and musicians who perform in front of a live audience. The audience members are divided into two groups, and they vote on whether the performance is "click" or "miss" based on its success in the audience. The group that gets the most clicks wins.

The show's opening act is "The Click or Miss Ensemble," known for their dynamic performances and ability to engage the audience. The group consists of veteran performers who have appeared in a number of television and stage productions.

The show's musical director is renowned composer and pianist, John Williams. He has composed music for many major films and television shows, and his compositions are known for their emotional depth and unique arrangements.

The show also features guest appearances by some of Hollywood's most talented musicians, including keyboardist Rick van Syl and guitarist John Mayer.

With its blend of humor, music, and audience participation, "Click or Miss" is sure to be a hit with viewers who enjoy a good laugh and some good tunes.
THE WORDS AND MUSIC OF A GREAT NEW LOVE SONG
BRILLIANTLY PROJECTED ON DECCA RECORDS BY

GEORGIE SHAW

GIVE ME THE RIGHT

DECCA 29245 • 9-29245
PERRY

THIS YOU'LL LOVE

papa loves

mambo
A FABULOUS, FABULOUS, FABULOUS BALLAD

the things

i didn't do

20/47-5857

A "New Orthophonic" High Fidelity Recording
NEW YORK, Sept. 4.—Major manufacturers, distributors, and records, as well as composers, songwriters, and performers, are readying exhibits for what is shaping up as one of the most important of the trade show calendar of high fidelity shows this fall.

The opening of the season will be the New York Fall Fair, which is set to open at the Manhattan Armory on September 9. The four-day event, which is open to the public, will feature a complete exhibition in conjunction with the annual convention of the Audio Engineering Society.

AMC Group Picks Panel Of Directors

CHICAGO, Sept. 4.—The nominating committee of the Allied Motion Control Company has selected a panel of directors for the company. The new board of directors will be composed of five members, selected by the trade show which comprises the association, which includes AMC and other high-fidelity manufacturers.

The five representing the trade group are: M. J. Cronin, president of the Wilton Music Company; William S. Galvin, president of the National Association of Phonograph Dealers; F. L. Bull, president of the Story and Clark Piano Company; E. C. Paine, president of the National Association of Phonograph Dealers; and Henry A. Cronin, president of the National Association of Phonograph Dealers.

The new directors will be selected in the next meeting of the company, which will be held in Chicago on September 9.

Industry Prepares Fall Fair Exhibits

HOLLYWOOD, Sept. 4.—Several exhibitors have already signed up for space in the show, according to Harry N. Reubin, director. Their products will be displayed in rooms on four floors of the hotel. An estimated 1,500 persons are expected to attend during the run of the show.

Technical meetings held by bond will be offered in the afternoon of the second day of the fair.

More than 350 exhibitors have already signed up for space, according to Harry N. Reubin, director. Their products will be displayed in rooms on four floors of the hotel. An estimated 1,500 persons are expected to attend during the run of the show.

The chairmen of the fair will be Albert W. A. A. Society of Radio Engineers.

Papers, Read


GE's Wall' Completed; Set Benny Pic

HOLLYWOOD, Sept. 4.—Revue Productions has completed the set for its half hour show for "General Electric," and a feature feature, featuring Benny Goodman, has been added to the set of the show. The following is the tentative schedule of the show, to be held in Chicago:

First of the live presentations is scheduled for this date when Gene Tiernan, the best known radio man in the country, will take to the stage. The set will be the set used in "How's House?" and "The House of the Rising Sun." It will be featured.

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THE RECORD THAT STARTED IT ALL!!!

and Now Climbing Fast To The No. 1 Spot!

DENISE LOR Sings

IF I GIVE MY HEART TO YOU

Major -27

b/w HELLO DARLING

arranged by JOE LEAHY

MAJAR DISCS, INC.
1697 BROADWAY (Circle 6-0081) NEW YORK, N. Y.

featured singer on
GARRY MOORE SHOW
CBS-TV Network
and
"THE BROODLES" Show
NBC-TV Network
The Billboard Music Popularity Charts

PACKAGED RECORDS

**Reviews and Ratings of New Popular Albums**

**Liner Notes**

By I. Horowitz

**Breaking for the Tape...**

A new series of reviews will be presented every month, covering the most popular records currently on the market. The articles will be written by a team of experienced music critics, who will provide an in-depth analysis of each record, including its music, lyrics, and production values. The series will be published on a regular basis, with the first article appearing in the September issue. The aim is to provide readers with a reliable guide to the best in contemporary music.
### Talent Corner

The records selected this week are ones that have shown the biggest gains in sales over the past week, often following up the success of yesterday's hits. Each week, the hottest records will come to you as we select them. And every week, new talent and new records will grace the Billboard charts. The best music is the only music that makes it.

### The Crew Cuts

any event, Joni James current release sounded like a winner at first hearing and proved the soundness of the choice by catching on at the consumer level as fast as the disco's hit airwaves.

The Crew Cuts' latest effort features中有金嗓子的“金嗓子”to venerate against the first statement. You can't always pick the hits, but you can be sure that a disc which truly stands out at a first listen has a powerful chance of being a hit. But then there are always those exceptions.

### Best Selling Sheet Music

Times are fast and in order of their current national sales importance at the sheet music jobber level.

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hey There</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>High and the Mighty</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Little Shoemaker</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>In the Chapel in the Moonlight</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Skokiaan</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>Little Things Mean a Lot</td>
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</tr>
<tr>
<td>7</td>
<td>In the Chapel in the Moonlight</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>The Ole House</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>I'm a Fool to Care</td>
<td>9</td>
</tr>
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### Second Ten

<table>
<thead>
<tr>
<th>Title</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'll Get My Heart to You</td>
<td>10</td>
</tr>
<tr>
<td>Three Coins in the Fountain</td>
<td>11</td>
</tr>
<tr>
<td>We're Doing the Best We Can</td>
<td>12</td>
</tr>
<tr>
<td>I Need You Now</td>
<td>13</td>
</tr>
<tr>
<td>What a Dream</td>
<td>14</td>
</tr>
<tr>
<td>Happy Wanderer</td>
<td>15</td>
</tr>
<tr>
<td>I Understand Just How You Feel</td>
<td>16</td>
</tr>
<tr>
<td>I Cried</td>
<td>17</td>
</tr>
<tr>
<td>Cinnamon Sugar</td>
<td>18</td>
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</tbody>
</table>

### The Nation's Top Tunes

<table>
<thead>
<tr>
<th>Tunes with greatest Radio-TV Audiences</th>
</tr>
</thead>
</table>

### Tunes with Greatest Radio-TV Audiences

Terms, listed alphabetically, have the greatest audiences on network music programs.

- Classical
- Country & Western
- Jazz
- Rhythm & Blues
- Rock & Roll
- Standards
- Vocal Arrangements
- Western

### The Billboard Music Popularity Charts

This week's list of the nation's top tunes according to record and sheet sales, disc jockey and box office performances as determined by The Billboard's weekly nationwide surveys.

### Rural Guide to Charts

#### Popular Records, Singles

<table>
<thead>
<tr>
<th>Title</th>
<th>Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country &amp; Western</td>
<td>52</td>
</tr>
<tr>
<td>Rhythm &amp; Blues</td>
<td>53</td>
</tr>
<tr>
<td>Classical</td>
<td>54</td>
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<td>Classical</td>
<td>54</td>
</tr>
</tbody>
</table>

### England's Top Twenty

Based on weekly reports from England's top music jobbers. American publication of such lists is in parenthesis. England indicates American publication.

1. Tommy Dorsey (R)-ASCAP
2. Frank Sinatra (R)-ASCAP
3. Ray Charles (R)-ASCAP
4. Nat King Cole (R)-ASCAP
5. Tony Bennett (R)-ASCAP
6. Barbra Streisand (R)-ASCAP
7. Elvis Presley (R)-ASCAP
8. Jerry Lee Lewis (R)-ASCAP
9. The Beatles (R)-ASCAP
10. The Rolling Stones (R)-ASCAP

### HONOR ROLL OF HITS

The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disc jockey and box office performances as determined by The Billboard's weekly nationwide surveys.

<table>
<thead>
<tr>
<th>Title</th>
<th>Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mine</td>
<td>1</td>
</tr>
</tbody>
</table>

### INDEX TO CHARTS

- Popular Records, Singles
- Packaged Records, Popular
- Packaged Records, Classical
- Other Categories

- Popular Records, Singles
- Packaged Records, Popular
- Packaged Records, Classical
- Other Categories

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<tr>
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</tbody>
</table>
It started off real nice with the playing of KAY STARR'S new record at Capitol. Everybody was mighty happy and we could all see a new hit headed for the polls.

But which side?

"Without a question it is 'Fortune In Dreams'," Livingston said. Gillette held out for "Toy or Treasure." Stanley joined in the argument and a lot of heat was generated. But no conclusion could be reached.

**Here's what the nation's disc jockeys told us...**

**Fortune In Dreams**

<table>
<thead>
<tr>
<th>Jay Alexander</th>
<th>Marie Blum</th>
<th>Jack Divine</th>
<th>Jim Agans</th>
</tr>
</thead>
<tbody>
<tr>
<td>HCIB-HCIB-TV</td>
<td>WISH</td>
<td>WMAX</td>
<td>WBBN</td>
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<tr>
<td>Cedar Rapids</td>
<td>Nashville</td>
<td>Yanton</td>
<td>Louisville</td>
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<table>
<thead>
<tr>
<th>James Allen</th>
<th>Bob Burton</th>
<th>Dick Campbell</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCIB</td>
<td>KNOC</td>
<td>WMCA</td>
</tr>
<tr>
<td>North Dakota</td>
<td>Hampton</td>
<td>Springfield</td>
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<table>
<thead>
<tr>
<th>MIKE Patterson Bailey</th>
<th>Jack Bowers</th>
<th>Bill Albert</th>
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</thead>
<tbody>
<tr>
<td>KBDR</td>
<td>WKNR</td>
<td>WMFN</td>
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<td>Murray, Utah</td>
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<td>California</td>
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<table>
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<tr>
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<th>Lyde Bradley</th>
<th>Steve Caven</th>
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<tr>
<td>KAIB</td>
<td>WSWE</td>
<td>WWIN</td>
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<tr>
<td>Norristown, Pennsylvania</td>
<td>Altoona, Virginia</td>
<td>密苏里州</td>
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<table>
<thead>
<tr>
<th>John Bassett</th>
<th>Am Brustfield</th>
<th>Ed Caputo</th>
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<tr>
<td>WNER</td>
<td>KCVR</td>
<td>WMJC</td>
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<td>Wisconsin</td>
<td>Conshohocken</td>
<td>Maryland</td>
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<thead>
<tr>
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<th>Paul B. Davis</th>
<th>Ed Core</th>
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<tr>
<td>ZOLT</td>
<td>KDFT</td>
<td>KSTE</td>
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<tr>
<td>St. Louis</td>
<td>Wilkes-Barre</td>
<td>Harrisburg</td>
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<table>
<thead>
<tr>
<th>Bob Britt</th>
<th>Buddy Growe</th>
<th>Stewart Chamberlain</th>
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<tbody>
<tr>
<td>KFYO 4/4/TV</td>
<td>WNLR</td>
<td>KQAK</td>
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<td>Fort Worth</td>
<td>Norristown</td>
<td>Galena</td>
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<table>
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<tr>
<th>Larry Brownell</th>
<th>Pat Chambers</th>
<th>Ted Arnold</th>
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<tbody>
<tr>
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<td>WDAI</td>
<td>WXST</td>
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<td>New York</td>
<td>Tampa, Florida</td>
<td>Orlando</td>
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<table>
<thead>
<tr>
<th>Hank Bullock</th>
<th>Chuck Blower</th>
<th>Marvin Beene</th>
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<tbody>
<tr>
<td>KYKX</td>
<td>WXYT</td>
<td>WWMK</td>
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<td>Tucson, Arizona</td>
<td>Tallahassee</td>
<td>Fairmont, West Virginia</td>
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<table>
<thead>
<tr>
<th>Joe Baker</th>
<th>Bad Baldwin</th>
<th>William D. Britton</th>
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</thead>
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<tr>
<td>WBBN</td>
<td>WING</td>
<td>WTPR</td>
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<td>Huntsville</td>
<td>La Salle, Georgia</td>
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<tbody>
<tr>
<td>WMCI</td>
<td>WDSM</td>
<td>KVTR</td>
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<tr>
<td>San Diego, California</td>
<td>Milwaukee, Wisconsin</td>
<td>Illinois</td>
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<tr>
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<td>Knoxville, Tennessee</td>
<td>Hollywood, California</td>
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<td>WHIB</td>
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<tr>
<td>Springfield, Missouri</td>
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<td>Providence, Rhode Island</td>
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**Toy Or Treasure**

<table>
<thead>
<tr>
<th>Allen Baker</th>
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</table>
The results were close, but there's no difference of opinion now! Everyone agrees that KAY STARR has another great two-sided hit!
The Billboard Music Popularity Charts

**Best Sellers in Stores**
For survey week ending September 1

| No. | Title | Last Week | Current Week | Label | Sales
|-----|-------|-----------|--------------|-------|------
| 1.  | *Somebody* - Johnny Cash | 10 | 8 | Columbia | 240,000
| 2.  | *Don't Cry* - Hank Williams, Sr. | 8 | 7 | Columbia | 150,000
| 3.  | *Goodnight, My Love* - Willie Nelson | 9 | 6 | Capitol | 140,000
| 4.  | *Blue Eyes* - Roy Orbison | 11 | 10 | MGM | 130,000
| 5.  | *I'm Gonna Be Strong* - Hank Williams, Sr. | 7 | 9 | Columbia | 120,000

**This Week's Best Buys**

MAMA, DON'T CRY AT MY WEDDING (Acuff-Rose, BMI) - Joan James - M-G-M 11502

Since release this disk has been moving at a highly satisfactory rate and is still climbing rapidly toward the charts. "Mama" was recorded in a unique session the survey among the author's top volume pop records dealers representing every Western market. The result was so fascinating that when a figure is given in parenthesis it denotes what position this disk occupies on the chart.


**Most Played in Jake Boxes**
For survey week ending September 1

| No. | Title | Last Week | Current Week | Label | Plays
|-----|-------|-----------|--------------|-------|------
| 1.  | *Somebody* - Johnny Cash | 10 | 8 | Columbia | 240,000
| 2.  | *I'm Gonna Be Strong* - Hank Williams, Sr. | 11 | 9 | Columbia | 130,000
| 3.  | *Don't Cry* - Hank Williams, Sr. | 9 | 7 | Columbia | 120,000
| 4.  | *Goodnight, My Love* - Willie Nelson | 8 | 6 | Capitol | 110,000
| 5.  | *Blue Eyes* - Roy Orbison | 10 | 8 | MGM | 100,000

**Most Played by Jockeys**
For survey week ending September 1

| No. | Title | Last Week | Current Week | Label | Plays
|-----|-------|-----------|--------------|-------|------
| 1.  | *Somebody* - Johnny Cash | 10 | 8 | Columbia | 240,000
| 2.  | *I'm Gonna Be Strong* - Hank Williams, Sr. | 11 | 9 | Columbia | 130,000
| 3.  | *Don't Cry* - Hank Williams, Sr. | 9 | 7 | Columbia | 120,000
| 4.  | *Goodnight, My Love* - Willie Nelson | 8 | 6 | Capitol | 110,000
| 5.  | *Blue Eyes* - Roy Orbison | 10 | 8 | MGM | 100,000

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

**Please Send**

| No. | Title | Last Week | Current Week | Label | Plays
|-----|-------|-----------|--------------|-------|------
| 1.  | *Somebody* - Johnny Cash | 10 | 8 | Columbia | 240,000
| 2.  | *Don't Cry* - Hank Williams, Sr. | 9 | 7 | Columbia | 110,000
| 3.  | *Goodnight, My Love* - Willie Nelson | 8 | 6 | Capitol | 100,000
| 4.  | *Blue Eyes* - Roy Orbison | 7 | 5 | MGM | 90,000
| 5.  | *I'm Gonna Be Strong* - Hank Williams, Sr. | 6 | 4 | Columbia | 80,000

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IN THE SMALL TOWNS—IN THE BIG CITIES—DEALERS ARE SELLING AND PEOPLE ARE BUYING THE PHENOMENAL EP’s & LP’s IN THE JUBILEE CATALOG

JUBILEE LP CATALOG

LP 1
SOPHISTICATED SONGS by...
NAN BLACKSTONE

LP 2
PARDON MY BLOOPER—Vol. 1

LP 3
PARDON MY BLOOPER—Vol. 2

Radio and TV’s most Hilarious Skits

LP 4
STAN RUBIN and his TIGERTOWN FIVE—Vol. 1

LP 5
STAN RUBIN and his TIGERTOWN FIVE—Vol. 2

LP 6
STAN RUBIN and his TIGERTOWN FIVE—Vol. 3

LP 7
CONRAD JANIS and his "TAILGATERS"

LP 8
LOU STEIN’S "SIX FOR KICKS"

LP 9
MUSIC TO "BEAT BY" with JIMMY VALENTINE’S ALL-STARS

JUBILEE EP CATALOG

EP5004—THE ORIOLES SING—Vol. 1
The Time to Know—Tell Me I’m—Forgive and Forget—All Right

EP5005—DANCE TIME with JIMMY VALENTINE’S ALL-STARS
I Know You Want You Well—Watch That Thinkin’, Baby—Temples Over—Well Enough Alone

EP5006—BUDDY LUCAS PLAYS TENOR (Organ & Guitar except.)
Because—Easy—’LL Never Smile Again—Memories

EP5007—LOUIS PRIMA PLAYS AND SINGS
Man, Dig That Crazy Chick—Please Be Supreme—De Roma—Nincha’s Theme—Blue Moon

EP5008—COMEDY with LEE TULLY
Don’t—Turn It Over—Today I Am a Man—Built From Scratch

EP5009—BALLADS BY BILAROMITO
Simple, Simple, Simple—Annabelle Lee—Vera—You—Only One Like Me

EP5010—JUNE NELSON SINGS CALYPSO
Tomba—Tab, Don’t Walk the Neighbor Next Door—Gumbo Key Key

EP5011—BENNIE GREEN PLAYS JASS
Le Vie En Rose—Our Very Own—Lowland Blues—Blues & Greens

EP5012—LORRAINE STEIN’S SIX FOR KICKS
The Saints—No Room in the Back—One-Step—Two, Too That’s My Baby

EP5013—STAN RUBIN’s TIGERTOWN FIVE
Royal Garden Shores—Pamplin—Mississippi Head—Tiger Reg

EP5014—STAN RUBIN & HIS TIGERTOWN FIVE
That’s All Right—The World Is Waiting for the Sunrise—Basic St. Blues—Blues My Homey Sweetie Gives to Me

EP5015—STAN RUBIN & HIS TIGERTOWN FIVE

EP5016—STAN RUBIN & HIS TIGERTOWN FIVE
Numbah Umbah—As Long as I Live—Tiger Reg—The Whistle

EP5017—STAN RUBIN & HIS TIGERTOWN FIVE
St. James Infirmary Blues—Too—After You’ve Gone—Mourning

EP5018—CONRAD JANIS & THE “TAILGATERS”
Tailgate Blues—Oh Le Bon—When the Saints Go Marching In

EP5019—CONRAD JANIS & THE "TAILGATERS"
Sing—Walking for the Radio—J. Lee—Le Remport St. Parade

EP5020—LOU STEIN’S "SIX FOR KICKS"
That Old Feeling—Walkin’ the Blues—Should I—Shouldn’t I—Cone-Top—Foolish

EP5021—LOU STEIN’S "SIX FOR KICKS"
Don’t Worry About Me—Lou’s Blues—When You Lower Her Gone—The Skull

EP5022—MUSIC TO "BEAT BY" with JIMMY VALENTINE’S ALL-STARS
Pennsylvania Turnpike—Jimmy’s Blues—One-Step Boogie—It’s My Turn

THE ROAST OF THE TOWN

SP900 78x45

(10 Shneek Awards)

starring

WILL JORDAN

jubilee

RECORDS

315 W. 47th St.
New York, N. Y.
Joni James's

"MAMA, DON'T CRY AT MY WEDDING"

c/w

"PA PA PA"

MGM-11802
(K-11802)
THE BAND ALL AMERICA'S DISC JOCKEYS LOVE!

David Carroll
AND HIS ORCHESTRA

WITH A SMASH MONEY HIT!

'IN A LITTLE SPANISH TOWN'
Featuring The Alto Sax
COUPLED WITH
'BUMPTY BUMP'
MERCURY 70444 • 70444X45
SEPTEMBER 11, 1954

THE BILLBOARD

MUSIC

A SENSATIONAL NEW HIT BY

RUSTY DRAPER

'THE MAGIC CIRCLE'

coupled with

"MUSKRAT RAMBLE"

MERCURY 70446 • 70446X45
**ANNOUNCEMENT TO ALL DEALERS**

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DURING THE ENTIRE MONTH OF SEPTEMBER, 1954

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Mata Distributing Co.
857 3rd Ave., New York, N. Y.
Bates Sales Co.
214 W. 8th St., Charlotte, N. C.
Nelco Distributing Co.
2009 S. Michigan Ave., Chicago, Ill.
Supreme Distributing Co.
1008 Broadway, Cincinnati, Ohio
Ohio Record Distributing Co.
3323 Chester Ave., Cleveland, Ohio
Dolphins Sales Co.
7240 Angora St., Denver, Colo.
Pam-American Distributing Co.
3271 Wood Ave., Detroit, Mich.
Music Service Co.
204 4th St., South, Great Falls, Mont.
Malcolm Music, Inc.
777 Connecticut Blvd., East Hartford, Conn.
R. Mowcius Co.
3164 Leonard Ave., Houston, Texas
Indiana State Record Dist. Co.
1339 No. College Ave., Indianapolis, Ind.
Memory Record Distributors
2970 High St., Cedar Lake, Ind.
Clifford Sales Co.
1144 Urbana Ave., Naperville, Ill.
Pam-American Distributing Corp.
2480 N. 7th St., Minot, N. D.
Wallacha Bros., Inc.
1213 3rd Ave., Minneapolis, Minn.
American Distributors
714 Allison St., Nashville, Tenn.
All-State New Jersey, Inc.
27 Beacon St., New York, N. Y.
A&B Distributors
469 Roosevelt Ave., North Bergen, N. J.
Malcome Music, Inc.
424 W. 1st St., New York, N. Y.
R & B Distributors
608 N. Hubbard, Oklahoma City, Okla.
Lombard Distributors
710 North 1st St., Philadelphia, Pa.
Robert's Record Distributing Co.
1210 E. 26th St., St. Louis, Mo.
Davis Sales Co.
106 W. 39th St., Salt Lake City, Utah
Melody Sales Co.
444 Sixth St., San Francisco, Calif.
Melody Sales Co.
2131 Western Ave., Seattle, Wash.
Sawyers Brothers
2931 Pennsylvania Ave., Washington 17, D. C.
Merit Distributing Co.
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Aragon Recordings
615 W. Hastings St., Vancouver, B. C.

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451 E. 57th St., Beverly Hills, Calif. • 572 5th Ave, New York City

---

**The Billboard Music Popularity Charts**

**POPULAR RECORDS**

- **Territorial Best Sellers**

  • Confirmed from page 40

  1. Little Steppin', Gretchen, Minn.
  2. The Hi and the Mighty, John W. Smith, Minn.
  3. Steppin' In, Gretchen, Minn.
  4. Steppin' Out, Gretchen, Minn.
  5. Steppin' Out, Gretchen, Minn.
  6. Steppin' In, Gretchen, Minn.
  7. Steppin' Out, Gretchen, Minn.
  8. Steppin' In, Gretchen, Minn.
  9. Steppin' Out, Gretchen, Minn.
  10. Steppin' In, Gretchen, Minn.

- **St. Louis**

  1. Her, There, & Everywhere, Calif.
  2. Her, There, & Everywhere, Calif.
  3. Her, There, & Everywhere, Calif.
  4. Her, There, & Everywhere, Calif.
  5. Her, There, & Everywhere, Calif.
  6. Her, There, & Everywhere, Calif.
  7. Her, There, & Everywhere, Calif.
  8. Her, There, & Everywhere, Calif.

- **Seattle**

  1. Steppin' In, Gretchen, Minn.
  2. Steppin' Out, Gretchen, Minn.
  3. Steppin' In, Gretchen, Minn.
  4. Steppin' Out, Gretchen, Minn.
  5. Steppin' In, Gretchen, Minn.

- **San Francisco**

  1. Her, There, & Everywhere, Calif.
  2. Little Steppin', Gretchen, Minn.

**Vox Jox**

- **Confirmed from page 18**

  N. R. who reports on a poll he recently ran to determine whether his listeners preferred vocal or record artists. The results were "conclusive in favor of instrumental," says Dick, "with 'The Jock' in the lead for the 'just-music' plaintiffs."

- **Jox Trix**

  "Pete Prune, W.A.L. Rowe, N.Y., has a new gimmick which revives the idea of the late Buster's "High and Mighty," similar to 'Dave Taylor, KYOK, Seattle, Wa., has been featuring a "Dick Jockey's Day" on his 140 Club. "Half the time is spent in poking fun at all the neighboring communities," says one, "but the other half, all the restier went in sending up the weekly news." In each letter they include 10 or 12 selections, and I fill out the program from the letters of the day (generally instrumentally). Paul Schroeder, WIMX, Cleveland, Ohio, writes: 'We have installed our turntables on the bench at the stores of Lake Michigan. The show is called "Benchcomber." Interviews with local residents, who show off some features of their hardware, which features late recording." Richards, WDRP, Rapid City, S. Dak., includes a "yappy Jock-bud" in his "Melody Martu" show.

**Surface Noisels**

- Dave Shahenberg, WABC, N.Y., says that "dick percy's should give some plugs to the people who write the bits. ... Joe Smith, WOHQ, Bellefonte, Pa., says his "Horrible, the leader of the Librarian-type humor that has been taken over and handed out to Harold Allen? Aren't there any names?"

**YESTERDAY'S TOPS—**

- The nation's top ten records as reported in The Billboard

- **SEPTEMBER 9, 1944**

  1. I'm Swingin' on a Star
  2. Time Waits for No One
  3. You Are My Heart's Desire
  4. You Always Hurt the One You Love
  5. I'll Be Seeing You
  6. F.J. Jet
  7. Hold Back the Tears
  8. I'm On the Road Again
  9. I'm On the Road Again
  10. I'm Talking a Lot About You

**SEPTEMBER 10, 1944**

- Full Room of Roses
  - Season Kneaded to My Heart
  - Sunday Sun Down
  - You're Breaking My Heart
  - Monday (You'll Want Me to Want You)
  - Maybe It's Because
  - 6. Again
  - 7. Luckey Old Sun
  - 8. Jealous Heart
  - 9. Rocked Out
  - 10. Just One Way to Say I Love You

**This 'n' That**

- Harry Gant, KYAE, Taylor, Tex., says that "Mary, made a great sale on his latest release: WAMO, Macon, Ga., wrote: "Mamie mae is picking up speed up, and the station, WMBG, Richmond, Va., played his last but one tip, and....... The station, WOKY, Madison, Wis., was guest of honor at the awards at the annual year-end show, and..... The station, WSSV, Richmond, Va., distributed the following: "You can't expect a whole week, but we got one tip, and......."

**INTERVIEW WITH...**

- WOLY, Milwauke, Wis., is guest of honor at the awards at the annual year-end show, and..... The station, WSSV, Richmond, Va., distributed the following: "You can't expect a whole week, but we got one tip, and......."

**SURFACES**

- "I'M GLAD I DID ORDER TODAY'S TOP TUNES**

**INTERVIEW WITH...**

- WOLY, Milwauke, Wis., is guest of honor at the awards at the annual year-end show, and..... The station, WSSV, Richmond, Va., distributed the following: "You can't expect a whole week, but we got one tip, and......."
SEPTEMBER 11, 1954  THE BILLBOARD  MUSIC  45

HIS GREATEST RECORD!...

JOHNNIE RAY
singing

The
Original!

PAPA LOVES MAMBO

and

THE ONLY GIRL I'LL EVER LOVE

COLUMBIA 40324

COLUMBIA RECORDS

Tony Bennett

Comes smashing through again with another Columbia pop hit

MADONNA, NOT MADONNA AS A STRANGER

with PERCY FAITH
and his Orchestra

COLUMBIA 40311 • 4-40311
<table>
<thead>
<tr>
<th></th>
<th>Artist</th>
<th>Song Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>ROSEMARY CLOONEY</td>
<td>Hey There</td>
</tr>
<tr>
<td></td>
<td></td>
<td>This Ole House</td>
</tr>
<tr>
<td>2.</td>
<td>TONY BENNETT</td>
<td>Cinnamon Sinner</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Take Me Back Again</td>
</tr>
<tr>
<td>3.</td>
<td>FRANKIE LAINE</td>
<td>Rain, Rain</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Your Heart—My Heart</td>
</tr>
<tr>
<td>4.</td>
<td>JO STAFFORD</td>
<td>Nearer My Love to Me</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The Temple of an Understanding</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Heart</td>
</tr>
<tr>
<td>5.</td>
<td>FOUR LADS</td>
<td>Skokiaan</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Why Should I Love You?</td>
</tr>
<tr>
<td>6.</td>
<td>DORIS DAY</td>
<td>If I Give My Heart to You</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Anyone Can Fall in Love</td>
</tr>
<tr>
<td>7.</td>
<td>MITCH MILLER</td>
<td>Sabrina</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Wooden Shoes and Happy Hearts</td>
</tr>
<tr>
<td>8.</td>
<td>PERCY FAITH</td>
<td>Song for Sweethearts</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bubbling Over</td>
</tr>
<tr>
<td>9.</td>
<td>PAUL WESTON</td>
<td>Champagne Wine</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bimbo</td>
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<tr>
<td>10.</td>
<td>SAMMY KAYE</td>
<td>Sentimental</td>
</tr>
<tr>
<td></td>
<td></td>
<td>If We Should Never Meet Again</td>
</tr>
<tr>
<td>11.</td>
<td>JOHNNIE RAY</td>
<td>Papa Loves Mambo</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The Only Girl I'll Ever Love</td>
</tr>
<tr>
<td>12.</td>
<td>GUY MITCHELL</td>
<td>Kansas City</td>
</tr>
<tr>
<td></td>
<td></td>
<td>You've Ruined Me</td>
</tr>
<tr>
<td>13.</td>
<td>LIBERACE</td>
<td>Polanaise</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Liebestraum</td>
</tr>
<tr>
<td>14.</td>
<td>ARTHUR GODFREY</td>
<td>Count Your Blessings Instead of</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sheep</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lazy Bones</td>
</tr>
<tr>
<td>15.</td>
<td>RED BUTTONS</td>
<td>Swedish Rhapsody</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Daniel, the Cocker Spaniel</td>
</tr>
</tbody>
</table>

15—YES—15 BIG ONES FROM COLUMBIA RECORDS
**WANTED HUMOROUS D. J.**

Clever Ad-lib Actor—Show Biz Background

Single

Want $100 from SANTA BABY!

Write for details on how to join this vast network of disk jockeys.

TRINITY MUSIC, Inc.

101 W. 55th St.

New York 19, N. Y.

**THE LITTLE SHOEMAKER**

*** Coming Up Smiles

BOURNE, INC.

136 W. 32nd Street

New York 19

**WANTED UNUSED RECORDS**

CAPITOL

Purple Label only (any quantity)—78s and/or 45s

Any titles or numbers on records

Please write P.O. & our store

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235 West 49th St.

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Phono Guard

Record Demonstator

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SHAW QUALITY RECORD SERVICE

PLATING PRESSING & STAMPING

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Specializing in Custom Work Only

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SHAW RECORD PRESSING, INC.

1914 DANA AVENUE

GROSSE ILE, MICHIGAN

**ATTENTION, OPERATORS & Record Buyers!**

A New label is born and on its first release in less than 6 weeks it made the cover of WISCONSIN whom. YES, it's none other that DECCA! And your favorite Victor master now exclusively on POTTER RECORDS

Lawrence Duchow and His Red Ravens

The 19th song of the season on the POTTER RECORD 1001

ONE MORE POLKA

Swedish Polka

This is the July Box Set. Nine song set with the group's top polkas, both north and south. Lean your toes, foot, Whoopee John, Four, Henry Givis, Sue for Dubuque, and It's Torricelli—Steppenwolf.

POTTER 1002

When My Blue Moon Turns to Gold

Home, Home, Why Go Home

New Release on Potter

Shoomaker Polka

1003

Jimmie Crack Corn

POTTER 1004

Saxophone Waltz and I Got a Kick Out of Corn

Sample copies to stores & distributors. 4—25c each. Single copy 75c. Mail to

Potter Records

Pittsburgh, Pennsylvania

for sample only.

(Do not send request on station letterhead.

6-months pay option at 300c per copy)

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(Do not send request on station letterhead.

6-months pay option at 300c per copy)
not one!
not two!
but three BIG

ST. LOUIS BLUES MAMBO
BELOVED, BE TRUE "45" 4X-0040 "78" X-0042
Richard Maltby and his Orchestra

MOOD INDIGO
PETTY'S LITTLE POLKA "45" 4X-0040 "78" X-0040
Norman Petty Trio

DON'T DROP IT
TRUCK DRIVING MAN "45" 4X-0010 "78" X-0010
Terry Fell

RECORD HITS!
**The Billboard Music Popularity Chart**

### POPULAR RECORDS

#### Reviews of New Pop Records

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>SIX OF THE MURPHIES</em></td>
<td><em>Boyfriend</em></td>
<td><em>EMI</em></td>
<td>21</td>
</tr>
<tr>
<td><em>I'M A PARLOR GIRL</em></td>
<td><em>Janie Long</em></td>
<td><em>Capitol</em></td>
<td>15</td>
</tr>
<tr>
<td><em>LAST NEWS</em></td>
<td><em>Dusty Springfield</em></td>
<td><em>ABC</em></td>
<td>23</td>
</tr>
</tbody>
</table>

#### Reviews of New Polka Records

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>THERE'S A BLONDE IN TOWN</em></td>
<td><em>Al Jolson</em></td>
<td><em>Bronxe</em></td>
<td>10</td>
</tr>
<tr>
<td><em>WON'T YOU TAKE A LITTLE CINNAMON</em></td>
<td><em>Don Gibson</em></td>
<td><em>Capitol</em></td>
<td>8</td>
</tr>
</tbody>
</table>

#### Number of Releases This Week

<table>
<thead>
<tr>
<th>Label</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>38</td>
</tr>
<tr>
<td>RCA Victor</td>
<td>35</td>
</tr>
<tr>
<td>Capitol</td>
<td>34</td>
</tr>
<tr>
<td>Decca</td>
<td>25</td>
</tr>
<tr>
<td>Columbia</td>
<td>21</td>
</tr>
<tr>
<td>Atlantic</td>
<td>17</td>
</tr>
</tbody>
</table>

#### Reviews of New Sacred Records

- **THE JORDAN DYNASTY**
  - Capitol, $1.60
  - Features: "It's a Wonderful World," "I've Found a New Way of Life," "I'm Singing All My Love to You."

- **BILLY ROBERTS**
  - Quality辬15S
  - Features: "I'll Be Seeing You," "I'll Be Seeing You," "I'll Be Seeing You."

- **FEDERAL**
  - Features: "I'll Be Seeing You," "I'll Be Seeing You," "I'll Be Seeing You."

- **TINTON**
  - Features: "I'll Be Seeing You," "I'll Be Seeing You," "I'll Be Seeing You."

- **AMERICAN**
  - Features: "I'll Be Seeing You," "I'll Be Seeing You," "I'll Be Seeing You."

#### Reviews of New Latin American Records

- **TEBO PUENTE**

- **VAM-S Records**

### Folk Talent and Tunes

<table>
<thead>
<tr>
<th>Performance</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIL SACHS</td>
<td>B.B. Patterson, 210 Sunflower St., New York City, N.Y.</td>
</tr>
<tr>
<td>YA GONNA SEE IT</td>
<td>To Believe It...</td>
</tr>
<tr>
<td>U.S. ORCHESTRA</td>
<td>In the Mood</td>
</tr>
</tbody>
</table>

**Notes:**

- The "I'll Be Seeing You" reviews include a variety of performances across different labels and formats, showcasing its widespread popularity.
- The "Folk Talent and Tunes" section highlights a performance by B.B. Patterson in New York City, indicating the diversity of talent and популярность genres.

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**The Billboard**

September 11, 1954

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**More information on the music industry and related topics can be found at [www.americanradiohistory.com](http://www.americanradiohistory.com).**

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**Additional resources and historical context on American music can be found at the [National Museum of American History](http://americanhistory.si.edu).**
The First BIG One of the Fall Season!

An artist with enough potential to reach the "top name" bracket is a once-in-a-lifetime discovery. Coral Records comes up with just such a discovery in the person of comedian-songsinger-actor Jimmie Komack. On his first recording, Jimmie delivers two spectacular sides, each in a completely different vein. On one side, Jimmie delivers "The Nic-Name Song," complete with the sort of东北 you might expect from a recording artist's debut. On the other side, "Cold Summer Blues," is a powerful side and shows Jimmie's versatile voice in a way that's sure to be a hit. Look for Jimmie Komack to be one of the real great names in show business in the very near future.

THE CASH BOX—August 28, 1954

Jimmie Komack

A brilliant new song stylist singing

"THE NIC-NAME SONG"

and

"COLD SUMMER BLUES"

CORAL-61237
**Thank You For Calling**

"My Friend". I appreciate the faith you all have placed in me. "As Far As I'm Concerned", I'm proud to be a part of the Ozark Jubilee... and "One By One"... others share this feeling as they drop in to join us in making Springfield the "Crossroads of Country Music."

—— W. F. THOMAS

---

**Best Sellers in Stores**

For survey week ending September 1

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Week</th>
<th>Total Sales</th>
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</thead>
<tbody>
<tr>
<td>I DON'T HUNT ANYMORE</td>
<td>H. Snow</td>
<td>1</td>
<td>15</td>
</tr>
<tr>
<td>ONE BY ONE</td>
<td>K. Wells &amp; R. Foley</td>
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<td>17</td>
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<tr>
<td>EVEN THO</td>
<td>W. Pierce</td>
<td>3</td>
<td>15</td>
</tr>
<tr>
<td>GOODNIGHT, SWEETHEART, GOODNIGHT</td>
<td>Johnson &amp; Jack</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>LOOKING BACK TO SEE</td>
<td>J. Tubb &amp; Hill</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>ROY, CO.</td>
<td>C. Smith</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>THIS OLD HOUSE</td>
<td>S. Hamblen</td>
<td>7</td>
<td>4</td>
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<tr>
<td>SPARKLING BROWN EYES</td>
<td>W. Pierce-Wilburn Brothers</td>
<td>8</td>
<td>14</td>
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<tr>
<td>HEE! HEE!</td>
<td>J. Arnold</td>
<td>9</td>
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<tr>
<td>HONEY TONK GIRL</td>
<td>H. Thompson</td>
<td>10</td>
<td>11</td>
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<tr>
<td>THIS IS THE THANKS I GET</td>
<td>E. Arnold</td>
<td>11</td>
<td>2</td>
</tr>
<tr>
<td>ROSE MARIE</td>
<td>S. Whitman</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>SLOWLY</td>
<td>W. Floyd</td>
<td>13</td>
<td>12</td>
</tr>
<tr>
<td>DON'T DROP IT</td>
<td>T. Fell</td>
<td>14</td>
<td>9</td>
</tr>
<tr>
<td>SPARKLING BROWN EYES</td>
<td>W. Pierce-Wilburn Brothers</td>
<td>15</td>
<td>11</td>
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<tr>
<td>HEY CAT BABY</td>
<td>E. Arnold</td>
<td>16</td>
<td>1</td>
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<tr>
<td>GOODNIGHT, SWEETHEART, GOODNIGHT</td>
<td>Johnson &amp; Jack</td>
<td>17</td>
<td>5</td>
</tr>
<tr>
<td>CRY, CRY, DARLING</td>
<td>J. Newman</td>
<td>18</td>
<td>10</td>
</tr>
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</table>

**Most Played in Juke Boxes**

For survey week ending September 1

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Week</th>
<th>Total Plays</th>
</tr>
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<tbody>
<tr>
<td>I DON'T HUNT ANYMORE</td>
<td>H. Snow</td>
<td>1</td>
<td>15</td>
</tr>
<tr>
<td>EVEN THO</td>
<td>W. Pierce</td>
<td>2</td>
<td>14</td>
</tr>
<tr>
<td>ONE-BY-ONE</td>
<td>K. Wells &amp; R. Foley</td>
<td>3</td>
<td>14</td>
</tr>
<tr>
<td>LOOKING BACK TO SEE</td>
<td>J. Tubb &amp; Hill</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>ROSE MARIE</td>
<td>S. Whitman</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>SLOWLY</td>
<td>W. Floyd</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>DON'T DROP IT</td>
<td>T. Fell</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>SPARKLING BROWN EYES</td>
<td>W. Pierce-Wilburn Brothers</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>HEY CAT BABY</td>
<td>E. Arnold</td>
<td>9</td>
<td>1</td>
</tr>
<tr>
<td>GOODNIGHT, SWEETHEART, GOODNIGHT</td>
<td>Johnson &amp; Jack</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>CRY, CRY, DARLING</td>
<td>J. Newman</td>
<td>11</td>
<td>10</td>
</tr>
</tbody>
</table>

**Most Played by Jockeys**

For survey week ending September 1

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<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Week</th>
<th>Total Plays</th>
</tr>
</thead>
<tbody>
<tr>
<td>I DON'T HUNT ANYMORE</td>
<td>H. Snow</td>
<td>1</td>
<td>14</td>
</tr>
<tr>
<td>ONE-BY-ONE</td>
<td>K. Wells &amp; R. Foley</td>
<td>2</td>
<td>14</td>
</tr>
<tr>
<td>GOODNIGHT, SWEETHEART, GOODNIGHT</td>
<td>Johnson &amp; Jack</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>EVEN THO</td>
<td>W. Pierce</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>COURTIN' IN THE RAIN</td>
<td>T. T. Tyler</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>THIS OLD HOUSE</td>
<td>S. Hamblen</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>LOOKING BACK TO SEE</td>
<td>J. Tubb &amp; Hill</td>
<td>7</td>
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<td>ROY, CO.</td>
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<tr>
<td>SPARKLING BROWN EYES</td>
<td>W. Pierce-Wilburn Brothers</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>THANK YOU FOR CALLING</td>
<td>R. Walker</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>LOOKING BACK TO SEE</td>
<td>Maxine &amp; J. E. Brown</td>
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<tr>
<td>YOU CAN'T HAVE MY LOVE</td>
<td>W. Jackson &amp; B. Gray</td>
<td>12</td>
<td>1</td>
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<tr>
<td>THIS IS THE THANKS I GET</td>
<td>E. Arnold</td>
<td>13</td>
<td>2</td>
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<tr>
<td>WHATCHA GONNA DO NOW</td>
<td>T. Collins</td>
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<td>3</td>
</tr>
<tr>
<td>REALLY DON'T WANT TO KNOW</td>
<td>E. Arnold</td>
<td>15</td>
<td>10</td>
</tr>
</tbody>
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**Personal Direction**
Dub Allbritten
Jewell Theatre
Springfield, Missouri

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**DECCA RECORDS**
Radio & Transcriptions
Representatives
Radiozark Enterprises
Springfield, Missouri

---

**Personal Appearances**
Top Talent
Jewell Theatre
Springfield, Missouri

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**The Billboard Music Popularity Chart**
Country Western Records

---

**September 11, 1954**
We'll all be a seein' you...

at the

Ozark Jubilee

in Springfield, Missouri

"Crossroads of Country Music"

To all of the hundreds of nice folks, whose cooperation and hard work has made, and will continue to make the "Ozark Jubilee" the success it is... our sincere thanks.

Ozark Jubilee - Saturday Night - ABC Network

www.americanradiohistory.com
**Folk Talent and Tunes**

Continued from page 30

at the New Orleans Folks Festival, and the following day attracted more than 4,000 people to the University of Michigan’s Hill Auditorium in Ann Arbor. The Billups and Pojasek concerts were packed, and the WUSB Folk Festival at the University of Vermont in Burlington, Vermont, attracted an estimated 10,000 people. The festival featured more than 40 bands, including the Grateful Dead, the Byrds, and Country Joe McDonald. Although the festival was held on a warm summer day, the crowd was enthusiastic and the music was amazing. It was a great day for folk music lovers from all over the country.
**RHYTHM & BLUES RECORDS**

**Best Sellers in Stores**
For survey week ending September 1

- **Atlanta**
  - Annie Had a Baby, Midwestern, Pld.
  - Baby Was Mine, Annie, 2.
  - I've Got My Heart on My Arm, Johnny, 2.
- **Cincinnati**
  - What a Dream, H. Brown, 7.
  - I've Got My Heart on My Arm, Johnny, 7.
  - You Can't Make My Baby Cry, Joe, 7.
- **Detroit**
  - I've Got My Heart on My Arm, Johnny, 1.
  - What a Dream, H. Brown, 2.
  - I'm Your Honey, I'm Your Honey, I'm Your Honey, 3.
- **Los Angeles**
  - Annie Had a Baby, Midwestern, 1.
  - What a Dream, H. Brown, 2.
  - I've Got My Heart on My Arm, Johnny, 3.
- **Chicago**
  - I've Got My Heart on My Arm, Johnny, 1.
  - What a Dream, H. Brown, 2.
  - I'm Your Honey, I'm Your Honey, I'm Your Honey, 3.
- **New Orleans**
  - Annie Had a Baby, Midwestern, 1.
  - What a Dream, H. Brown, 2.
  - I'm Your Honey, I'm Your Honey, I'm Your Honey, 3.

**Most Played in Juke Boxes**
For survey week ending September 1

- **Atlanta**
  - Annie Had a Baby, Midwestern, Pld.
  - Baby Was Mine, Annie, 2.
- **Cincinnati**
  - What a Dream, H. Brown, 7.
  - I've Got My Heart on My Arm, Johnny, 7.
- **Detroit**
  - What a Dream, H. Brown, 7.
  - I've Got My Heart on My Arm, Johnny, 7.
- **Los Angeles**
  - Annie Had a Baby, Midwestern, Pld.
  - What a Dream, H. Brown, 7.
- **Chicago**
  - I've Got My Heart on My Arm, Johnny, 1.
  - What a Dream, H. Brown, 2.
- **New Orleans**
  - Annie Had a Baby, Midwestern, 1.
  - What a Dream, H. Brown, 2.

**Rhythm and Blue Notes** by BOB ROLOVNY

Miss Diane Washington, “queen of the juke boxes,” now appearing at the Manhattan, will hit the road with a new package put together by Universal Attractions in November. The unit will also feature The Checkers, Danny Overbye and the Bookie Williams Orch. It will start November 8 and run until December 20, playing one-night dates in the South and Southeast. youngster Bradshaw and his Orch. are now playing one-night dates and local shows in the East. Roy Brown is now in New York, and his Orch. is currently under the management of Arnold Collins. The Checkers, now under Celebrity Club, opened at the Apollo Theater in New York this week. Next week the group will be in New Haven and the Howard Theater in Washington.

**R & B Territorial Best Sellers**
For survey week ending September 1

- **New York**
  - What a Dream, B. Brown, Atl.
  - Annie Had a Baby, Midwestern, Atl.
  - Baby Was Mine, Annie, 2.
- **Philadelphia**
  - What a Dream, B. Brown, Atl.
  - Annie Had a Baby, Midwestern, Atl.
  - Baby Was Mine, Annie, 2.
- **Detroit**
  - What a Dream, H. Brown, 7.
  - I've Got My Heart on My Arm, Johnny, 7.
- **Los Angeles**
  - Annie Had a Baby, Midwestern, Pld.
  - What a Dream, H. Brown, 7.
- **Chicago**
  - I've Got My Heart on My Arm, Johnny, 1.
  - What a Dream, H. Brown, 2.
- **New Orleans**
  - Annie Had a Baby, Midwestern, 1.
  - What a Dream, H. Brown, 2.

**This Week’s Best Buys**
According to sales reports in key markets, the following are recommended for extra profit:

- **Gosp Hop** (Flair, BMI) — Shirley Guster — Flair 1050
  - This tune has kicked off a lot of excitement since its release, and music Publishers have stimulated interest further with their powerful pop version of it. Shirley Guster’s original is one of the smartest Capitol releases that are now rolling out of the Los Angeles territory for two weeks. It is also reported in Los Angeles, Chicago, Detroit, Philadelphia, Nashville, Atlanta and St. Louis. The disk is reported selling very well in juke box territory. Here’s a cut that could go hot. Flip is “I’m Your Honey.”

**You Should Watch Yourself** (Ace, BMI) — Little Walter — Checker 780
  - In two weeks Little Walter’s latest release has collected a fine spread of good and strong sales reports. These were returned from New York, Philadelphia, Cleveland, Chicago, Detroit, Nashville, Atlanta and St. Louis. The disk is reported selling very well in juke box territory. Here’s a cut that could go hot. Flip is “Blue Light” (Ace, BMI). A previous Billboard “spot light” disk.

**Reviews of New R & B Records**

**THE CHORDS**
- Zippity zoom (Progressive, BMI) — Cat 109 — The Chords are back in both the 45 and the 78-inch with “She’s-Boomin’ and this new cutting should bring them just as hot. It has the same ‘She’s-Boomin’ plus some new cutesome gimmick. Should do well, play and sales. Fine for the standard, “Blue Eyes” (Shapiro-Bernstein, ASCAP).”

**THE CHIMES**
- My Heart’s Crying For You (Flair, BMI) — Lovie Lee, Love Me, Love Me, Love Me, Love Me — Flair 1054 — The Chimes turn in a rock-and-roll hit here with a new trend. It is one that could happen. Here’s a cut that could go hot. Flip is another good side. Solid wax here.

**THE DOGERS**
- There’s an enjoyable new group that could mean something in the future with enough promotion. The boys do a good job with “You Make Me Happy” (Adaline, BMI). Don’t miss the A-side, “She’s-Boomin’” (alldorf-Bernstein, ASCAP) on Adaline 3335. Watch them.

**THE SPIDERS**
- THE REAL THING (Rebel, BMI) — “Mom’s ‘Bunch Baby” — Rebel 706
  - Another strong performance by the Spiders, but material isn’t up to speed and is off of (Flair, BMI). A solid rhythm disk.
TALENT REVIEW

Communications to 1564 Broadway, New York 36, N. Y.

Saturday, September 11, 1954

Acts in Catskill Resort Area

Endure a Rough Summer

Talent Budget $1,000,000 Under Par; 1G Tough to Earn for Season

By BILL SMITH

NEW YORK, Sept. 4.—The Catskill and general resort area: entertainers, in one of the worst he performances it has ever seen in its history. The tremendous oversupply of talent costs for about 1,000 jobs in Catskill for the 10-week season. For the sum- mer, a total of 2,600 jobs was listed at $3,000,000.

Catskill with its 100 or so hotels is the main market for touring professionals in the surrounding counties, the Jersey re-

sort area, and the nearby southeastern counties. These also in-

clude such long-run theaters as the West End, the East Side and the John Martin.

Under normal conditions about 1,500 jobs could count on weekend jobs in the resorts. These acts in most cases worked for scale (rate is $36.54 for a single) with competition for jobs pulling prices lower. The scales were dis- rupted by a shift to the 10-week season. A hotel act would work under scale until jobs got too hot. The situation was about the same as it was last year, the last hotel season in the Catskill area.

Bob Ross, head of General Artists Corporation club date department, said the optimum number of acts is 600 to 700. But if we had come in the Catskills last week, we couldn't excite any interest. Price competition was too keen and the tourists were turned off by the stale entertainment they were offered. The state has a problem with this.

This unexpected reversal in re-

turns is the result of an oversupply of cutthroat competition among entertainers. The results, according to Ross, have been disastrous. Only one third of available acts were used.

(Continued on page 13)

NEWS AT A GLANCE

English Act Threatens Against Hamids for Breach of Contract

NEW YORK, Sept. 4.—Jerry Builders have threatened to break their contract with the agency offering they were con-

tracted to perform for the next four years. After working only two years together, the GACY, which referred them to the agency, is now demanding that they be removed from the tour for breach of contract.

John Godwin of the British club has been given notice by the club that he has been fired. He will stand Mr. Hamid's, however, and he has been given notice that he will be fired if he should try to return. Jerry Builders have consulted such an action and will probably sue the club to have them removed for breach of contract. The tights are set for October 1 in London.

Correspondence between the two men indicates that they are at odds over the management of the club. Henwick has stated he will not work with Jerry Builders anymore if they want to work for a different management. The club has also stated that it will not work with Jerry Builders anymore if they want to work for a different management.

It's New: Acts in Aussie Inns

SYDNEY, Australia, Sept. 4.—For some time about 25 hotels have been advertising in their bars as a lure for customers, but have never actually had any acts. The hotels have now decided to do something about it and have started putting live on floor shows which are regularly staged. A new mobile stage has been put on the town and the shows are being advertised in the newspapers.

The shows are quite a success and are attracting a lot of crowds. There are usually about 25 people in the audience and they seem to enjoy the shows. The shows are quite entertaining and are a great hit with the public.

ACTS AND ATTACHMENTS

Frank Beininger of the old Radio Franks will be a new addi-

tion to the corps. He is a well-known artist in Australia and has been entertaining for many years.

Palia Banders is now in heavy de-

signs to be used for the show. The designs are quite elaborate and are quite effective. The show is scheduled for October 1 and will be presented at the Palace Theatre in Halifax.

Trotz's claims to have a "re-

ervation" at the last minute when he was offered a ride on the "stage." A kind of music pro-

duction, the show is quite effective and is quite entertaining. The show is scheduled for October 1 and will be presented at the Palace Theatre in Halifax.

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A Juke-Box-Disk-Jockey
NATURAL!

JERRY COLONNA

On Film:
Re-release for Walt Disney Productions
"Casey At The Bat"

7 MARKETS REPORT
85,000 SOLD
2 Weeks
"JA-DA"
DECCA #29208

Just Concluded:
Triumphant Tour—Sydney, Brisbane,
Melbourne, Australia
Established all-time high attendance:
Club Gay Haven, Detroit
On Television:
Dorsey Bros.' Show--Sat., Sept. 11, 1954, CBS-TV

"JA-DA"
From Current Album
"Music For Screaming!"
Decca #DLP 5540

On Film:
Personal Management
REDD DOFF and ASSOCIATES
232 N. Canon Dr., Beverly Hills, Calif.

Personal Management
YATES ARTIST CORP.
Charley Yates—Stephen Yates
565 5th Ave., New York City
The talent is sartorial, vocal, and dance-dual did a dandy job. There was not an inopportunistic shortage of production, neither in the dress, nor if, and if the "showmaker" signified minus the license, there was none in the show's license, it would have been more than amply supplied, and in the sequence when the Vaughn line filled in, there was a satisfyingly broad range. Mason was perfectly charming as the show's nucleus in the Hitchcock. However, he looked too well-groomed. It was a pity that the earlier welcome to "Lux Video Theater" was not made more polite. Mason was a jacket buttoned overs a white shirt with the otherwise formal atmosphere of the series. June Bundy.

**NEW ACTS**

Norman Durlan (sings), The Oasis, Los Angeles, August 31
Baritone Norman Durlan has added the addition of a winning smile to his appealing personality. Mr. Durlan projects too much of the man for the role, but he demonstrates an ability of stirring in his act, tho he does not approach the "Old Man River" and "Great Day in the Morning," which he is able to overdo, or which can be overcome by experience and better material.

Donna Crescencio (vocalist), The Oakland Palace, New York, September 3

Gal has it everything taken care of with"

She can be a natural dialect, and because she can, she can take note that a vaudeville audience appreciates her every word when it comes to laughter. Opened "I Know a Little Sinner" as a suggestion for her second scene. She has a remarkable voice. All she needs for this recognition is the realization that a vaude stage isn't a concert platform. She has the stuff to be equal at home on either.

**Pedro & Durand**

Featuring Pedro Morales Jr.

Now Playing ForAYS

George Hamid & Son

Rutland, Vermont

Phil Coscia—Phil Grce

165 West 46th Street, New York, N.Y.

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Donna Crescencio (vocalist), The Oakland Palace, New York, September 3

Gal has it everything taken care of with"

She can be a natural dialect, and because she can, she can take note that a vaudeville audience appreciates her every word when it comes to laughter. Opened "I Know a Little Sinner" as a suggestion for her second scene. She has a remarkable voice. All she needs for this recognition is the realization that a vaude stage isn't a concert platform. She has the stuff to be equal at home on either.

**Pedro & Durand**

Featuring Pedro Morales Jr.

Now Playing ForAYS

George Hamid & Son

Rutland, Vermont

Phil Coscia—Phil Grce

165 West 46th Street, New York, N.Y.
BURLESQUE BITS

By Uno

In New York and Canada, Lillian Russell's famous boudoir numbers were copied by the recent appearance of Hedy Lamarr, former Metro-Goldwyn-Mayer star, in "Dancing Lady." Lamarr is billed in the show as "Hedy Lamarr, the Magnificent." Lamarr, who was born in Austria, was one of the first stars to become known for her beauty and talent. She first achieved fame as a burlesque dancer in Europe before moving to Hollywood in the 1930s. Lamarr's performance in "Dancing Lady" is considered a highlight of the show, and her appearance in the burlesque number is a nod to her earlier career. The show also features a variety of other performers, including dancers, singers, and comedians. The audience is treated to a mix of music, dance, and humor that is sure to please.
IKE PAYS TO HEAR HIMSELF
SPEAK AT DES MOINES FAIR

DESMONDS, Sept. 9—Thousands were admitted free to the Iowa State Fair here Monday (30) to hear President Eisen-
hower speak. The fair was expected to draw a record-breaking crowd of 450,000.

In opening his speech, the commentator said that he had noted a great response to his request whether the public would have to pay. With that, he pulled out a dollar, turned around and introduced the Gold Coin 9, B. Beardsley.

The governor, seated, looked around the dignitary-laden audience, and, with a smile of approval, said, "Here's a show that doesn't impress me too much," Beardsley started to plan the dollar and the sight of the assessor, but President Eisenhower backed away, saying, "no, no." Beardsley returned to his seat and pocketed his dollar in the palm of his hand.

Later he turned it over to Lloyd B. Cunningham, fair secre-
tary, who said he would give it to the fair's Centennial fund, along with a suitable note, to be preserved for people in 1964.

Iowa State Fair Rushes to Surpass '51 All-Time Gate
Six-Day Count Tops '53 by 50,000; Grandstand, Midway Takes Soar

NEW YORK, Sept. 9—The biggest state fair yet seen in Iowa, the Iowa State Fair, opened Monday (30), and the attendance was expected to reach 500,000 by Sunday (5).

The Fair opened with a record attendance of 181,934, which was 60,414 more than the record set last year.

The opening was marked by the parade of the opening fair, which included the usual display of floats, cars, and horses.

The fair was expected to be a great success, and the attendance was expected to reach 500,000 by Sunday.

Hurricane Losses
Set at $3 Mil. in N. E.

Storm Whirls Coast Line, Causes Most Damage to Mass. and R. I. Installations

NEW YORK, Sept. 9—The hurricane damage done by Hurricane Carol, which hit the coast of Massachusetts, was estimated at $3 million, according to the Massachusetts Department of Commerce.

The hurricane damaged many of the buildings in the state, and the loss was expected to be great.

R-B Ahead of '53; Plans Cuban Stand

CHICAGO, Sept. 9—The Biltmore Bob, which won the Biltmore race well ahead of last year's group, was back in training at the Biltmore Race Track, and the Biltmore Bob Club was expected to announce its plans for the future at a meeting on Tuesday (7).

The Biltmore Bob Club was expected to announce its plans for the future at a meeting on Tuesday (7).

Lou Walters Sets Grandstand Revue

NEW YORK, Sept. 9—Lou Walters announced last week that he would be in town to rehearse for the fair and that he would be representing the winter fair circuit with his own show, the Lou Walters Revue.

The show was expected to be a big hit, and the Lou Walters Revue was expected to draw a large crowd.

Southerns Fair For Braly Unit

WINCHESTER, Tenn., Sept. 9—The Southerns Fair was held here on Saturday (7), and the Braly Unit was the main feature.

The Braly Unit was expected to be a big hit, and the Southerns Fair was expected to be a great success.

Filen's Sets For Store Roof

BOSTON, Sept. 9—A promotion for Benven's Baby Animal Farm was held here on Saturday (7), and the promotion was expected to be a great success.

The promotion was held on the roof of the Benven's Baby Animal Farm, and the promotion was expected to be a great success.

Names of the Elephant Contest

The names of the elephant contest was held here on Saturday (7), and the names of the elephant contest was expected to be a great success.

The names of the elephant contest was held on the roof of the Benven's Baby Animal Farm, and the names of the elephant contest was expected to be a great success.
Bally Drums Roll for Shorter N. Y. Rodeo

NEW YORK, Sept. 4.—With the opening of the World's Champion, a dude ranch off, promotion work got under way for the 15,000-ride runup to an all-out effort to sell the rodeo. A special feature of the program is the 15% for kids to assemble and send.

First prices will be a week at Rogers' ranch, with other prices to consist of a one-week far-off and a Rogers' merchandise. Materializers with the tryout will be the newspaper.

The rodeo has opened a 10-day, 28-performance run September 20. Total, from the 43 shows, it is put on last year, when business was down 29%. The downward trend of recent seasons is not expected to be $2.00 to $6.00. The show will run until October 6, during which the Garden is due for a vacation. Reasons for the two-week run with the roopers will be commitments which prevent his appearing on those dates.

Performers Listed

Elements of the 20th annual event, as lined up by Manager Frank Monroe, its Rogers, Rodeo Dale Evans, headline; the Sons of the Comanche, Pat Brady and His Backgroung Band, and the Sisters Hanna D'Ann, Pat Paul, Joan Bradley, Barbara Bradley, Ruby Bradley, Holiday Inn. Donna Renoith and the Dea Dea Joe, Trigger, will also be featured.

The opening performance will be Sept. 20 and 21, with afternoon performances on the same dates, Fridays, Saturdays, Sundays and Mondays. Children will be admitted for half-price the first five days and the following five days.

The show will be open to the public from 9 to 11 a.m. and 12 to 10 p.m., with afternoon performances on the same days, Fridays, Saturdays, Sundays and Mondays. Children will be admitted for half-price the first five days and the following five days.

Trotting and Exhibits

During the 10-day run, the event will be about $100,000, which will be spent on advertising and promoting the show. 2,000 cowboy contestants on the show will be expected to compete.

Queen Contest

An Ecumenical Queen contest will be held to select five princesses from the area for the rodeo's rides. It will be held in the Garden in September 28 and the winner will be crowned by Rogers and Evans during the runup on those dates.

Publicity is again being handled by Ker Mckay, executive of Jenkin's office in the Garden. According to Rogers, his publicity manager, this week was for the Newhousers to get the idea into the newspaper. A look-alike contest in which the riders will be judged will be submitted. These pictures will be released later. Evans will receive prizes of tickets to the show. The contest was Saturday September 15.

The New York Daily News will show Rogers on the cover of its Sunday magazine, MacKay said. A U.S.-up has been worked out with the cooperative paper. Information Center, which it plans to roll the ride and its queen at the Cincinnati Rodeo in a month.

The George Skinner Show on September 4 at 8 o'clock will feature a film show of the elimination and the Cincinnati Rodeo in a month.

Shoshone Bounding

As with Gene Autry, it is expected that the Rogers Ranch Rodeo will again feature a “rapping-riding” horse as an additional attraction.

The horse is the weekend's theme of the horse, which is being worked out in the show. Shoshone is the horse of the show. It is the star of the film, which is being held for the show. The horse is the star of the show and is part of the show.

A group presentation of $500 prizes, which is being held, is part of the show. Shoshone is the horse of the show. It is the star of the film, which is being held for the show. The horse is the star of the show and is part of the show. Shoshone is the horse of the show. It is the star of the film, which is being held for the show. The horse is the star of the show and is part of the show. Shoshone is the horse of the show. It is the star of the film, which is being held for the show. The horse is the star of the show and is part of the show. Shoshone is the horse of the show. It is the star of the film, which is being held for the show. The horse is the star of the show and is part of the show.
ADJUTORIUM-ARENAS
IAAM May Include Open-Air Stadiums

MEMPHIS, Sept. 4—The International Advertising
Agency Managers may expand in-
cliner advertising in various forms to
advertisers. At present, the IAAM is exclusively interested in the
advertising of buildings. The matter now is be-
fore the board of directors, which is meeting here
with President Merton M. Thayer, of the Interna-
tional Advertising Agency Managers. Thayer
stated that he favors the move as a new trend in the
activities of buildings and open-air advertising.

ROCHESTER, Minn.—Alberta
Chance has been named booking
manager of the Mayo Civic
Auditorium here, succeeding the late
Alex Reed, who died recently.

MIAMI—Ralph Gilman is the
new manager of the Dade County
Auditorium here. He succeeds
Jerry Donaway, who died in July.

ATLANTA—A Do-It-Yourself
show closed at Municipal Au-
torium here Wednesday (11), H. I. H. L. K. Glanzman, manager, announced a
full schedule that includes

Joy Gould Registers At Aberdeen Fair
ABERDEEN, S. D., Sept. 4—Joy
Gould, daughter of the late John
Gould, who was a prominent oil
business in the Black Hills, will
register for her first Aberdeen Fair
appearance Wednesday afternoon.

First day's matinee was blown
away because of rain and the
night show was a three-quarter hour arrival and the show
one-third to half filled, which
was a surprise. The white business included a full, near-full
and half house. Admission to
the Gould circus was 50 cents.
The fidelity of the crowd on the
Gould midway were 10 cents
to kids on the first. The Fred Beatie Circus played here Au-
guest 24th.

Read
THE BILLBOARD
EVERYWEEK!
for unequalled coverage of
every major
element of the outdoor
amusement industry

YOU get all the news of Fairs—Cele-
brations — Exhibitions — Carnivals
— Circuses — Parks — Resorts — Pools —
 Arenas and Rinks.

and featuring—
• Complete weekly Carnival and Show routes
• All latest Fair Date changes and revisions
• Complete local celebrations every week

SAVE MONEY! SUBSCRIBE NOW

Use this handy coupon today

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Yes, send me 1 year ($7.50) of The Billboard. I enclose $10 payment.
(Shares $2.50 on single copy sales.) (Foreign rates $12)

Name

City

Address

Name of Business

City

Date

The Buick Lucas Circus and
Aerial Acrobats were in front of
the grandstand at Sunnyside County
Fair, Gallatin, Tenn., August 25-
26. Also presented, by J. B. E.
Braly Enterprises, Lawrenceburg,
Tenn.

ROY RANSA, owner of the Flying
Roma Troupe, and Trapeze, Palis-
ades, N. J., was in Florida with
President Harry T. Thayer, of
the International Advertising
Agency Managers. Thayer
stated that he favors the move as a new trend in the
activities of buildings and open-air advertising.

TALENTS

The Rock Lucas Circus and
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activities of buildings and open-air advertising.

MILWAUKEE—Debut of pub-
lic ice skating at the Arena here
proved highly successful as a
summer project. Manager Elmer Kinsman stated that
Ninety skaters came the first
day. Con-
cert
 organizers
 say that
effects may also be added for
the public sessions if their pop-
ularity holds thru the remainder of the
season.

NEW YORK, Sept. 4—A $125,-
000 advance sale was predicted
this week for the Ice Capades of
1954, which is to be seen this
winter in Harris show which opens its road tour with a
production at Madison
Square Garden. Thus yester-
day's advance sale was nearly $50,000
ahead of last year's at this
time. The advance sale this year
is $165,000.

The show went into the Garden with a record advance sale in
1953, it was reported, and broke in all-around high for that area.

Promotion along high gears
this weekend, with a nationwide
telecast set for tomorrow, when
Ed Sullivan will put on his Stan-
day TV show from Convention
Hall. With Ed Sullivan, L. V. Blackman and soprano Roberto Peters
invited the show will carry a 20-
minute sampling of the "Ice Capades" to some 149 stations.

Locally, the tour will carry radio-
TV page ads calling attention to the
telecast, published Chief Lewis
Sweet, director, who said that the injured recently while
performing the horse art and is unable to perform. Replacing
him in the flying acts, currently
with a show run in 25 towns is
Bill Woods, Gainesville, Tex.

Toby Avery, after playing a
three-week engagement at the Bud
Davis Drive-In, Panama City, Fla.,
in which they saw the latest of
their show, will be the manager of
Tampa's "The Mighty King." She
reported that the box office filled for the night show.

here's a real "gold mine in the sky" for every operator! it's allen's herschell's sensational new, kiddie, kiddie-kiddie, with a combination of hydraulic lift and fluid-drive that simulates a natural air flight, this exciting ride was the hit of both tobbaco's famous national expo and the big, state fair kiddie-town at miami, every youngster wants the thrill of riding the sky-flying kid's high-flying planes and flying its realistic guns! as an owner, you'll see the small fry go wild with excitement to board this popular new kiddie-kiddie, write or wire today!

ROLL TICKETS
PRINTED TO ORDER
MACHINE FORMED
100$2.10-300$7.20-300$14.90-300$17.20.
PRICE CHANGES: 50% COLOR CHARGE, 15-30% COLOR ORDER.
STOCK ROLL TICKETS, 4½, SINGLE-5.13 DOLLAR.
DAILY TICKET COMPANY, COLLINSVILLE, ILLINOIS
N. E. Hurricane Loss $3 Mil

Continued from page 61

when a six-week-old beach season was ruined. Fifty-nine rows were owned by pier companies who lost $1,000,000 to $5,000,000.

Gated Damaged
Salisbury Beach, flanking Revere Beach on the south, and Nantasket Beach and its Paragon Park to the north, were also hit. There was some damage to the Roller Coaster at Salisbury, but the Frisles, major rarity featuring Billy Brown, was slightly damaged by the storm because of power failures. At Nantasket Park the Flying Scooter was blown away, and a number of the ride chairs and other rides were damaged.

Rocky Point at Warwick, R. I., was the hardest hit single establishment. centres, many dangerous with accommodations for 5,000,000, was subjected to a sharp structure murdered in the 1695 hurricane. It was said to have been a good deal worse. The park, which was under the supervision of J. J. Rey and Seiler, was not at all destroyed, but after the war, suffered considerable on damage. An effort was later being made to get into at least partial operation for the weekend.

The park's Palm Island dance hall was slightly damaged, but the road leading to the park was washed away and all the bathing was done entirely unsafe.

Okeechobee Beach and York Beach in Maine and Nantasket Beach, N. Y., were not hard hit. Police evacuated the area during the night for their own safety measure but only the day of the storm.

Ocean City Beach
Savvy Rock, New Haven, and Ocean City Beach, Md., both caught the full force of the storm. A Ferris wheel was washed away and other ride units operated by Richard C. Keefe were washed away. At Ocean Beach were damaged.

Cape Cod was devastated and the melody Tent at Hyannis, a structure that was considered one of the best, was ripped to shreds and blown away. The Chatham, Mass., ballroom, whose nameboards and signs have been missing for years, was blown away. This ballroom carried more than 100 feet. Crescent Beach, N. Y., was damaged and its dock near the shore dinner hall was washed out. Damage at set at $80,000 by President Arthur B. Noyce.

Buildings at the Topfield (Maine) Fair were reportedly damaged. Roof were ripped from the Windasea (Maine) Fair and the

Bertschi Heads Rollhome Corp.

MANSFIELD, Mass.—John C. Tschida was elected president of Rollhome Corporation, the maker of Kinnick, Rollhome and Rollaway homes, New York officials include Noman, Vroom, Vroom, Vroom, Rollhome and Rollaway homes, New York offices, Bertschi Renter, and Miller, Inc., south, Canada, with a warehouse in Owosso, Mich., and sales offices in Mansfield, Mass., and Kansas City in ten states.

Ozark Resorts
Ask Assessment On Water Level

JOPLIN, Mo., Sept. 4—Already hard hit by floodwater this summer, members of the Ozark Playground Association closed their 10,000-acre center after receiving cutting petitions asking Congress to prevent engineers from lowering lakes below levels that would affect their business. The petitions asked that recreation areas be closed with equal impact on electric and flood control objectives. Engineers have said they have to keep the lakes low because the lakes have been drained off because the lakes have been drained off.

Renert and tourist court owners in Kansas City and Kansas City comprise the association membership.

Competition Advantage of America

Shows on the midway were running approximately 15 percent ahead of last year with a gain reported over the same period of $3,500,000.

The grandstand shows were being crowded in with the crowds of people with receipts running ahead of last year's. Last year's totals were $2,500,000 on Saturday pulled in $2,300,000 with the big car races by A. Sheridan, the National Speedways on Saturday afternoon attracting 15,994 paid customers.

An armor of the stairway will open on Saturday and Sunday, while heavy car racing Tuesday accounted for 6,000 and on Wednesday 1,000. Leo Overland's tournament of thrills had a nice crowd of over 8,000 on Thursday.

The new cars on display were over $2,000,000 in size.

NEW CHEVROLET TRUCKS

shorten your schedules and cut costs in the bargain!

You can actually count on a truck that will do the job faster, easier and more efficiently than any you have used before.

You can minimize damage to your goods and the damage that is caused will be cheaper to repair.


ew extra saving on the job.

BUI TIN RUGGEDNESS SAVES YOU MONEY

Stronger, more rigid frames, newly designed chocks, better rears and arms in 22-models, better power trains in 22-models, these beef up in chassis frame mean that your Chevrolet truck is going to stay on the job for a longer time. You also mean you can expect extra low operating costs.

The real cost of damage is Chevrolet's low cost original — lowest of all trucks of this line. Save the day you buy, and you go on saving as long as you own that Chevrolet truck. Drop by your Chevrolet dealer and see this tough truck in action. It's the one he has to offer... Chevrolet Division of General Motors, Detroit, 2, Michigan.

CHEVROLET TRUCKS

ADVANCE-DESIGN TRUCK FEATURES

THREE GREAT ENGINES—the "new Johnnies", 1956 engine for extra heavy. The "Thriftmaster 235" 0 or "Loadmaster 251" for light, medium-and-heavy-duty hauling. NEW TRUCK HYDRA-MATIC TRANSMISSION—offered on 1 or 14 or 14 engines for greater life on all models. TOUGH ACTION BRAKES—on all wheels and medium-duty models. TWIN-ACTION BRAKE VALVE—on heavy-duty models. WORKING PARKING BRAKE—on all oil-brake models. DIRECT CONTROL STEERING—eliminates kick-back, NO MORE UNINNOVATIVE PICKUP AND PLATFORM STEAM BOILERS—has increased load space. COMFORTMASTER CAR—offers greater convenience and comfort in design. NEW HYDRA-UNIT—easier, safer handling... ADVANCE-DESIGN SYRINGE—rugged, handsome appearance.
**Seasoning Firm's Role In Popcorn Progress**

PHILADELPHIA, Sept. 4—If credit for pioneering in the pop- corn business is to go to any one firm, it would be C. F. Siminon's, Inc., in the opinion of many, according to C. F. Siminon, president. For the manufacturer and refiner of popcorn is the originator, maker and developer of three major developments—the development of peanut oil as a substitute for coconut oil in World War II, the packaging of oil in a one-gallon can, and the addition of better flavor and color to the oil.

The firm, which was one of the first in the country to crush corn to make oil for popcorn, said it was surprised when it discovered it was able to make popcorn oil many years early in the war. During World War II the popcorn industry was faced with a paucity of the necessary fats to provide for the oil consumed by the armed forces. Consoles conducted by the Philadelphia firm proved that peanut oil, a comparatively plentiful resource, possessed highly desirable characteristics for corn popping. And as its industry proved a boon to the war, this oil was used, as was the oil in the big sale of popcorn in motion picture theaters.

**Galien Can**

Next step in development for the firm was the introduction of a one-gallon can for packaging oil. The Galien Can, which was patented, enabled the firm to sell its oil in a more convenient package, and which were difficult to handle, especially for home users who didn't have the equipment. Today we can see the can used in the manufacture of many varieties of food, and the development of it was a major step forward in the development of the popcorn industry in the United States.

**Cotton Org**

With the development of the Galien Can, the firm decided to make it easier for the consumer to buy and use the product. The firm developed a system of adding flavor to the oil, which resulted in a more flavorful and palatable product. This move helped to increase the popularity of popcorn and made it a more viable option for movie theaters.

**Citrus Org**

Another step in the development was the addition of citrus flavoring to the oil. This was done in collaboration with a citrus grower, and resulted in a product that was not only more flavorful, but also more appetizing. The addition of citrus flavoring was a major step forward in the development of the popcorn industry.

**Carlton Quits Hollywood Firm**

CENTRALIA, Ill., Sept. 4—With orders for $700,000 worth of products designed by his personal office as general sales manager of Carlton Quits, Inc., Hollywood Candy Division, was the occasion of announcement of the appointment of Carlton Quits. His resignation from Carlton Quits, Inc., has been accepted. He returns to his home state, the Centralia area and the Centralia area, to devote his full time to the promotion of the products of the Centralia area firms. His resignation was accepted by the patrons of Centralia, and he is now active in the Centralia area business, including driving in theaters and farms. Carlton Quits, Inc., is a well-known firm in the state of Illinois.

**FOR SALE DINNER**

UPSTATE NEW YORK WHEEL AND DEAL SMALL DINNER.

C.P.A. Statements for State and Federal Income Taxes for 1953 show that large, two-wire-earnings, dealers, and small, not-for-profit, dealers will have to pay some taxes this year. Some location since 1926 but brand new structure built 10-12 months ago. Right in town, parking space, land and house, $6,000. Good location. Must sell to move more time in our farms and national business. Best offer on Waverly Hill. A real opportunity for a live wire.

O'BRIEN BROS.

Waverly Hill, Waverly, N. Y.

**POPcorn & SUPPLIES**

Midway MARVEL FLOSS MACHINES—CANDY APPLES, ICE SHAVERS, POPCORN MACHINES, PEANUT ROASTERS, BAGS, BOXES, PEANUTS IN BULK OF CRACKED TOGETHER 100 PER CASE...SAME DAY SERVICE...SEND FOR PRICE LIST AND CATALOG.

CHUNK-E-NUT PRODUCE CO.

914 S. Main St., DeKalb, Ill.
NEW DEVELOPMENTS

Frankfurter Broiler
For Counter Display

LYNN, Mass., Sept. 4.—A new rounded shape, self-service, self-serve menu that operates on the infra-red principle, has been introduced here by Bell Engineering Company, 5925 River Ave., Melrose Park, Pa. The unit is being equipped with a two-section unit designed to house 42 Frankfurters in a few minutes. The unit is constructed of glass and stainless steel and has facilities for cleaning or outdoor excising. Also included are trays for broiling and warming other meats, etc.—Bell Engineering Company, Lynn, Mass.

Seed Peeler
Reduces Waste

CRESTON, Calif., Sept. 4.—The Ay-Peel Co. has developed a seed peeler that is said to reduce waste from 5 to 8 percent. In operation the seed is tumbled to remove thin debris, then the outer skin is removed, and the seeds are separated with a vibratory motion. A belt in the peeler consists of a series of rounded rubber tires which strip off the outer skin as the seed passes over them. The seed is then conveyed to a holding bin where the thin residuums are collected and the seed is conveyed to a cleaning machine. The unit is said to reduce waste from 25 percent to 2 percent and to save about 75 percent in seed waste.

Carnival Routines

(Lost to 2141 PATTERSON ST.
CINCINNATI 22, O.

MISCELLANEOUS

Shrimp, Corn
Sell Okay at Badger Fair

MILWAUKEE, Sept. 4.—Shrimp and corn have been added to the menu at the Wisconsin State Fair, with corn being cooked in butter. The butter was used by the Ammon-Arcay Company, Milwaukee, which is located next to the big grounds.

Candy Firm Adopts Circus Beg Theme

CHICAGO Sept. 4.—K. B. Brown & Sons, candy manufacturer, has used a circus theme for its marshmallow peanut candy package. The package features clown animals and red, yellow and blue.
Hampton Takes Good Despite Poor Weather

HANOVER, N. H., Sept. 4.—Despite the poorest weather in many years, the crowds attending the fall fair in Haman were so large that the admission to the fair was increased to make for a busier business.

At the same time, however, the decrease of the various units did not conform, except in the case of the dairy section, which showed a decrease of $100,000 in advance.

Dineen's are not far behind the record business reported last year.

While only minor damage resulted from Hurricane Carol, Dineen yesterday received more than twice the number of persons working overtime to clear debris and repair the damage in the large area from which the dairy results. The work will not be completed in time to free this territory of any pattern of persons.

Additionally, Dineen felt the intensive damage had a depressing effect on the public.

No matter what the Labor Day weekend goes, it is unlikely that the Census earnings will be more than 20 per cent under last year. In view of the record earnings used as a gauge and the bad weather, the results were deemed excellent.

Outing Deal

STEELHEAD FISHING

Sold, But Just For One Day

NEW YORK, Sept. 4.—Alto set the pace for the coming season of steelhead fishing, as in 1928. On Sunday, Steelhead Park, New York, there was a very large crowd, including many of the finest anglers in the country. The fishing was good, with several big fish taken.

The park has been bought by the New York State Fish and Game Department, and is being sold to the public. The company has arranged for a season to provide an opportunity for fishing, and will open on the following day. Steelhead fishing will open on the following day.

Bob-Lo Ahead; Plans Winter Picnic

DETROIT, Sept. 4.—Business continues slightly ahead of last year's pace. The year's is said to be almost anywhere. According to consensus about business, the company is in a good position to continue to make a profit. In the case of the Ice Palace, the crowds and business fluctuated considerably.

The company should be good, according to the company's president, who felt the expansive damage had a depressing effect on the public.

High Quality KIDDER RIDE

ROTO WHIP—SPEED BOATS—PONY CARTS

CALLOPING HORSE CARRIAGE

Illustrated Cookery

W. F. MANOIELLS, Coney Island 24, N. Y.

For Sale—MERRY-GO-ROUND—For Sale

ALLAN HERSHEY 36 FT., 3-ABRUST MERRY-GO-ROUND

20 frames, 12 rides, standard size, 60-70 and top never used. Price $75,000.00 cash.

DOWNS AMUSEMENT PARK

4264 W. 262ND. AMUSEMENT PARK

(Phone) Flanord 1-2263 ST. LOUIS, MO.

Mr. PARK MAN

Have your Burley Carters inspected or remodeled by an expert with engineering training and all available parts.

Vernon Brown

216 22ND. ST., New Ears, Pa. - Aile 22024

Side-deliver of two-world famous Puller Carriers, Rockaway Piers' CARBOURNE Carrier and Owosso Island's CYCLOPION also nine other Carters of all types.

PARKS, RESORTS, POOLS

An important part of the Billboard's complete coverage of the amusement industry.

You'll know it's adv. just from what's developing in the business — and where to turn when you want subscriptions to the Billboard.

Artistic — Full in Coupon Today for 20% off regular price.

AD

IN

NORTH

FOR SALE

PARKS-RESORTS-POOLS

PARKS-RESORTS-POOLS

PARKS-RESORTS-POOLS

License to Billboard is good for 1 year, renewals must be in by June 1.

FOR SALE

PARKS-RESORTS-POOLS

PARKS-RESORTS-POOLS

PARKS-RESORTS-POOLS

Angela's Billboards, a family business, has been in the Billboard for over 10 years.

Coney Island, N. Y.

BY UNO

Ravenshaw Baths on August 28.

The baths were opened for the season by a Queen for the March Gras, with the usual entertainment. The Y Mirror columnist Edellal Eillev, who was Frank Lippert of Jersey City, was chosen as the Queen for the season. The five nightly parades and the Sunday, Sept. 13-19. Monday night's parade, which was a costume and old-time affair, the Catholic Sea Parades were held. From Philadelphia, Thursday, the baths were opened for the season, Civil Defense units and the Iceberg A. C. Friday, American

Legion of Kings County, its Auxiliary, the famous Barker's, and the American Innkeepers and American Legionnaires are members, and the New York State FISNCE and WHIT will broadcast the entire show during the season. Mrs. C. J. McConnell, sister of public relations chief of the United States Navy, at one time in the early history of Coney, operated the Atlantic Baths, the first of its kind on the east coast of the United States, and was a salt water swimmer. She was a visitor here after she retired from the Navy and was thrilled to find everything "clean, neat and beautiful." Mrs. McConnell is (Continued on page 72)
Sedalia, Mo., Hits 497,250 Record Gate

Sedalia, Mo., Sept. 4—The Missouri State Fair raised a half-million dollars in gate receipts in its 13-day run, which ended Sunday. Total admission receipts for 450,000 persons paid gate price of more than 53 cents in repaying its $30,000 debt.

The record-breaking turnouts were due to three years of drought conditions in the state which forced farmers to seek other income and left them with higher gate receipts.

Bedford Declines 5% With 3 Days of Rain

Bedford, Va., Sept. 4—The Bedford, Va., fair, which was adjourned Monday when close to $200,000 was paid in gate receipts, declined 5% with just three days of rain. The fair opened yesterday.

Colorado State Tops All Past Performances

Pueblo, Colo., Sept. 4.—The Colorado State Fair, reported one of its best fair seasons and closed its gates yesterday, leaving all previous records standing. The five-day run on its record-breaking show also closed yesterday, and the state's annual fair had the largest crowds ever seen throughout the state. The fair was attended by 750,000 people, and its total attendance was 75,000.

CLOWN HAPPY KELLEMS' QUIP SPARKS EISENHOFFER GUFFAW

DES MOINES, Sept. 4.—The clown of a clown provided a big laugh for an audience during an appearance at the Iowa State Fair here Monday (28).

Happy Kelm, the clown, was scheduled to appear with the T-Birds on a midday stage across the Coliseum grandstand show, came up with the laughmaker.

Kelm had to open his clown gear for a three inchening by a large range of secret commitments that got under the dressing room stage with the pneumatic five tooth comb.

This was, the first time anyone ever attempted to pull a sick gag with performers behind a wire fence, about 20 feet from the rear of the stage, and succeed. Also, the first time anyone ever saw the President, Kelm and his fellow performers remained through the complete show.

Finally Mr. Eisenhoffer, his speech over, walked down the front of the stage in a 45-degree angle with former President Herbert Hoover preliminary to leaving the grounds. The President was last heard to say, "Mr. President, well you got us out of this concentration camp."

The event set a new mark in political prank against the President, $1,434,905 being raised during the 11 days, and it's attendance was 6,000 with the President and Hoover in the front row.

Volunteers declared that the Iowa State Fair grounds, Wednesday was 26% in paternity by the weather, but better total attendance, up 20 to 30% for the day. A record of 33,426 was set by roving crowds who with 11,000 under the tents.

The event set a new mark in political prank against the President, $1,434,905 being raised during the 11 days, and it's attendance was 6,000 with the President and Hoover in the front row.

Stockton Gate Totals 188,061 To Beat 1953

Columbus, O., Sept. 4.—A gallop before the Ohio State Fair, which Friday (6) was off sharply in attendance, showed the large crowd of 188,061, down almost 15,000, from the 1953 count of 203,000, still 60,500 in advance of 1954.

COLUMBUS, O., Sept. 4.—A gallop before the Ohio State Fair, which Friday (6) was off sharply in attendance, showed the large crowd of 188,061, down almost 15,000, from the 1953 count of 203,000, still 60,500 in advance of 1954.

A gubernatorial election year in the State, and those events at the Ohio State Fair. The Governor, Lausche (D), particularly one of the largest crowds in the fair length before its opening, and to add to the excitement, because of the State Administration, the attendance, which is based on a period of time turned many of the fairgoers into stay-at-homers.

Executive Officers

Intemational Exhibitions

On the fair, it had to labor with undying affection the kind of farm machinery exhibits in 11 total, but better, the important of these fairgoers having withdrawn. Their numbers in 28 and minus was again and was given to the fair's extension, and the press was not the deletion by the board of the neatness of exhibiting at county fairs. While the fair itself is heavily upon displays at the State Fair, only displays held by the political cross row was introduced by the secretary, who had stepped into the...
concern by some, but has proven itself.

In four and three afternoons, totaling $192,700 and shipped up as one of the nation's highest-grossing shows, it performed an average of 10,000 tickets daily. A total of 50,000 people attended the show, of which nearly 20,000 were children.

Each performance was a treat for the audience, with the afternoon turns being the most exciting. The performances included a variety of acts, from circus performers to daring acrobats. The audience was on the edge of their seats as they watched the performers deftly maneuvering on aerial silks, trapeze, and other apparatuses.

The increase in attendance can be attributed to the excellent weather conditions in the area, which allowed the fair to open on schedule. The fairgrounds were well-prepared, with ample seating and refreshment stands.

Lydonville, Vt., Receipts Rise

LYDONVILLE, Vt. — Sept. 4 — The Lydonville Fair opened today with a record crowd of 6,000 people, including many families who attended the fair for the first time.

Farmers and fair-goers alike were excited to see the newest and most innovative agricultural and livestock exhibits. The fair included a diverse range of events, from livestock judging to educational workshops on sustainable farming practices.

Cresco, Ia. — Scores Win

CRESO, Ia. — Sept. 4 — The Howard County Fair opened today with a record attendance of 12,000 people, setting a new record for the fair. The fair included a variety of events, including livestock judging, agricultural exhibits, and educational workshops on sustainable farming practices.

Grundy Center, la. — Net Hit by Rain

GRUNDY CENTER, la. — Sept. 4 — The Grundy County Fair opened today with a record attendance of 12,000 people, setting a new record for the fair. The fair included a variety of events, including livestock judging, agricultural exhibits, and educational workshops on sustainable farming practices.

Bigsby, la. — Capital Rides

BIGSBY, la. — Sept. 4 — The Bigsby Fair opened today with a record attendance of 12,000 people, setting a new record for the fair. The fair included a variety of events, including livestock judging, agricultural exhibits, and educational workshops on sustainable farming practices.

Rain Cuts Turnouts at Vancouver Expo

VANCOUVER, B.C., Sept. 4 — Rain caused a drop in attendance at the Vancouver Chamber of Commerce's annual summer fair, but it still attracted 10,000 people.

The fair featured a variety of activities, including a children's area, a petting zoo, and a variety of craft and art vendors. However, the rain caused some delays in the setup of the fairgrounds, and some activities were postponed.

Fairgoers were encouraged to bring raincoats and umbrellas, and the fairgrounds were dotted with tents and temporary structures to offer shelter from the rain.

Rain Slashes Essex Junction Far Below Par

ESSEX JUNCTION, Vt. — Sept. 4 — A severe thunderstorm that passed through the area yesterday caused a drop in attendance at the Essex Junction Fair.

The fair, which opened today, was expected to attract 10,000 people, but the storm caused a drop in attendance to just 2,000.

The fair included a variety of events, including livestock judging, agricultural exhibits, and educational workshops on sustainable farming practices.

Anderson, Calif. — Tab Record 8,474 Despite Rainy Days

ANDERSON, Calif. — Sept. 4 — Despite the rain, the Anderson Fairgrounds set a new record for attendance, with 8,474 people attending the fair.

The fair featured a variety of activities, including livestock judging, agricultural exhibits, and educational workshops on sustainable farming practices.

Dubuque, la. — Plans Plant

DUBUQUE, la. — Sept. 4 — The Dubuque County Fair announced plans for a new agricultural exhibit, which will be housed in a new building located on the fairgrounds.

The exhibit will feature an array of crops and livestock, as well as educational workshops on sustainable farming practices.

Fair Dates

The Billboard Publishing Company

Lriousiana

Fair. Amer. Am. Sept. 9-10, 1954

The Fair of the Southside, Inc.
Wis. State Tabs 770,000 Despite Rain, Baseball

MILWAUKEE, Sept. 4.—The Wisconsin State Fair, bent by inclement weather, was hammered by the rains from the Milwaukee Bravos, disposition of which was observed by a final weekend and wound up here Sept. 1. There were no records of 770,000, this was 51,311 below last year's total, but still the third largest attendance in the history of the fair.

Paul Manzi, manager, reported total grandstand business for the week was 10,258.

Indianapolis tops '52 Gale First 3 Days

INDIANAPOLIS, Sept. 4.—Off to a flying start, the Indiana State Fair, fanned out by the threat of a storm trailing in from the west, registered its peak all-time attendance on its first three days.

Thursday and Friday (2-3) set records for the fair, respectively, as compared with 25,255 and 36,336 on 1951.

Monday (9-3) was estimated at slightly in excess of 23,000. In 1950, attendance was 26,812, and in 1952 it was 27,485.

Today's huge throng was registered under the most favorable weather, a record for the day here.

St. Paul Head for Records

— Continued from page 91

immediately available, Baldwin said.

Elaborating on last year's Old School Teacher Recognition Day, the fair this time paid homage to 1,178 teachers—member of each of State's 37 counties. RGB and Plainfield and Salt Lake were the first to receive their awards. The fair, fairly public fair, complained press interest in underlining lagged because most of those honored were on the third day of a nine-day run, was running almost two weeks out of town, trailing by only a few thousand the peak of 1951.

Dedication of the new East Hall, expected to be the largest building in the Midwest, was held for the 1,240 bleachers, for use by Arnett School, and the dedication of the new art gallery on the main floor of the State Building.

Three new cars, racing records, the conclusion of the season, increased the interest in the fair.

As far as attendance records were smashed, as were racing records, the state speed-stand record was set by Sunday Don Carr, of Jackson, Mich., who was the fastest record on the front pages of St. Paul Star. Carr, in three-fourths of an hour, set the one-lap in record feature with a mark of 141.956, breaking old mark of 9.15 set in the 28th running of the race last year of Don White, of Kauka, Minn., a top racing car record of 12.5374 for 120 miles to beat previous record of 12.85 at that course, which he set before September. Len Buhl of the Bob Hawkins, ex-Indianapolis, set a new seven-day run of 214,107.

Bill Davis, the ex-Indianapolis, as usual, did an outstanding job of directing traffic on the front pages of St. Paul Star.

Wichita Falls 770,000 Despite Rain, Baseball

Casper, Wyo., Gross Jump 22 Per Cen.

Casper, Wyo., Sept. 4.—The average attendance at the International Championship held in the heart of the state was 770,000, an increase of 22 per cent over last year, officials re-

OTTAWA RALLIES TO HIT 372,392

Unaudited Receipt Figures Indicate Final Profits Should Exceed Last Year

OTTAWA, Sept. 4.—The Central Canada Exhibition wound up its seventh running on Saturday with a $15,000 per cent dip in attendance, but the final payroll of $1,055,000, retirement of all debts, and a new policy of charging for admission on opening day and free on opening night, produced a net profit for the year of $372,392.

Comparison with last year is as follows:

Saturday, 1951 1954

Average Daily 5,133 5,335

The immense crowd that jammed into the Ex's gates on opening night was the largest in the annals of the Ex. The CEC was unable to keep pace, but by the second day, the Ex's paid attendance had been abnormally large, and all receipts had been returned to the CEC.

The figures show that the CEC has made a $1,357,195 in 1954; $412,115 in 1951; $517,597 in 1950; $546,281 in 1949; and $537,302 in 1948.

The CCE directors last week approved plans for a $300,000 Ladies' Institute Building for the Lansdowne Park grounds, but only to be built if the city assumes the $80,000 yearly tax for which it has killed the Ex. The tax is $85,000.

Huntsville, Alabama

September 22, 1954

� Missing Bebe Says . . .

Miss Bebe Says Bebe . . .

— OPERATORS' REPORTS . . .

SECRETARIES AND CONVERSATIONS

AND ANYONE INTERESTED IN THE FAIR BUSINESS—

NEEDS THE BILLBOARD EVERY WEEK!

Make Money—Save Money. Subscribe Now—This Easy Way.

Write to Miss Bebe . . .

— WANTED —

WANTED Alabama State Fair

Birmingham, Ala., Oct. 4-9, Inclusive

SPACE AVAILABLE FROM SCIENCE HALL NAPY HAMPS NO GROUP GAMES

Paul Olson, e/o a management Co. of America Seno. Sept. 11-15; Alabama State Fair, Louisville, Ky. Sept. 20-23; Chattanooga State-Inter-State Fair, Chattanooga, Tenn.

Miss Bebe Says

— operators' reports . . .

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ROYAL AMERICAN RACES
50% AHEAD AT ST. PAUL

Expect Grosses To Beat Record
48 Pace If Good Weather Holds

ST. PAUL, Sept. 4.—(Owned by American Amusements, Inc., owner of the 16-day Minnesota State Fair, was 10 per cent up in attendance over the weekend of Wednesday night and heading up the eight-day record set in 1948. As the weather was considered ideal, Carl J. Sedlmaier, Jr., owner, said he expected the 1948 fair was responsible for the sharp increase in midway business.

Reid Return
To Rhinebeck
Labeled Okay

RHINEBECK, N. Y., Sept. 4.—The Fringe of Hurricane Carol caused the cancellation of the Rhinebeck Fair for the King's Frolic, which was to have been one of children's day activities to be cancel-
ed. The free ride for the mid-wax pets was rescheduled for the follow-
ing day and the heat was reported
largely made up.

Business was very slow, but on returning here after an absence of four
years it was considered a success
satisfactory to date. Four full days of the Fair were reported. The East-
er States Exposition, Springfield, Mass., a week before the unit returned it Manchester, Vt. headquarters.

With the weather on the season, has been poor, are reported even with last six weeks in the Province of New Britain, Conn., which has had to be
so

except for the opening day, fair weather has prevailed here and business has
remained

Hold Last Rites
For Joe Murphy

LAFAYETTE, N. C., Sept. 4—Funeral services were held here Thursday (3) for Joe W. Murphy, 52, a prominent business man, who died Saturday. The body of the well-known Murphy had been allying for some time at his home in the town of about several years ago. He was a member of the American Legion and the League of America, Burial was at the organization's Showman's Rest.

Cavalcade Auction Nets
Govt. 64G; Cars to RAS

MOBILE, Ala., Sept. 4.—All individual bids for rolling stock, which were up by $2,000,000, and a
nindividual bid for rolling stock, were accepted by J. G. Wagoner, Federal, Judge Daniel H. Thomas to the 10 per cent, and were filed on Aug. 27 by Carl J. Sedlmaier, Jr., owner.

Twister Hits
Strong Orge

SPRINGFIELD, Neb., Sept. 4.—St. Amusement Company of America was the big winner among the national
轪 record-breaking contest on the Spring-
field, Ill., exposition.

Rain Curbs WOM
At Essex Junction

ESSEX JUNCTION, Vt., Sept. 4.—The weather took a bad turn after a satisfactory week at its big annual meeting of the dairy farmers last Sunday in the Champlain Valley Exposition grounds and the sale of cattle was held in the opening day crowd on Mon-
day morning. The market for Cows was down to $57.50 to $57.75. The market for W. Va., made a bid of $60,000 A-

In order separate Wednesday, the Coast Beef Company and two equipment companies against a storm. The Weather Company, St. Louis, had in their possession the equipment used in company with Carlton Tractor Company, Cudahy, Ral-

SALEM was confident that if weather continues to hold out—no rain then the first five days except for a few-hour spell, and Wednesday night which might settle dust silt and shavings on the midway—this year will be considered as having

in the reviewing stand during the Watkins Days and parade and the Princesses and Miss America at the theater and to their hotel, attended a dinner, then changed from formal attire into street clothes and headed back, unannounced, to the parade and the night entertainment, where they seemed an hour with rides on many diverse, including<br/>

The kettle was on the boil in conformance with the midnight curtain but the daddy and the manager saw the need of more rides before the next pattern before them—carrying giant Panda bears, the gift of Coklinc's.

CONKLIN'S GROSS
UP 20% AT CNE

Youthswear Swaps Overides
Shows, Concessions Score Big

TORONTO, Sept. 4.—Midway business on the Canadian National Exhibition was reported to be very

FLYING BOMB, for the Saxon, which press-radio-vacuum men
nadd to the
in the reviewing stand, bringing the

ACA Reaps Benefits
At Des Moines Fair

Six-Day Gross 12 Per Cent Ahead of '53;
Girl Show Trio Vies for Top Honors

MIDLAND, Mich., Sept. 4—(Assistance and the Stories of the Midland Daily News)—The weekend of the Springs-
field, Ill., exposition.

Herb Elrod was doing well with the Springer-
field, Ill., exposition.

The fun zone, operated by J. W. (Patty) O'Keefe, was scoring big with the small fry. The
nmonth came to a close in this week, the whole on the grounds claused over the ride, didn't fare as well, but the press, the

(30), the Showman, the Point, to the

Kortes', was appreciated by the

Among the more popular rides at the

RAS Club, took the

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The fund-raising activities of the SHOWMEN'S LEAGUE OF AMERICA deserves your support!

Your Votes for MISS OUTDOOR SHOWBUSINESS of 1954 are also your help to expand the League's activities.

LET'S VOTE OFTEN!

J. C. McCAFFERY  
PAUL OLSON  
MAURICIE OHERN  

AMUSEMENT COMPANY OF AMERICA  
203 N. WABASH AVE.  
CHICAGO, ILL.

To Allegheny County Fair, Clevelan, Va., this week; followed by nine (9) more bare Bide Fairs including Rutherfordton County Fair, Rutherford, N. C; Cabarrus County Fair, Concord, N. C; Spinola Center Agricultural Fair, Gastonia, N. C; Petersburgh County Fair, Petersburg, Va.; Wilson County Fair, Wilson, N. C; Tri-City Fair, New Bern, N. C; Cossa Valley Fair, Rome, Ga.—All short moves.


Good Opening for Penny Arcade. Good Opening for Live Ponies


WANT SHOWS: Snoke Show, Wildlife, Mechanical City, Glass House, Fun House, Monkey Show, Fun Show, Midget Show and Unborn.


JOHNNY J. DENTON  
Allegheny County Fair, Clevelan, Va.

HOUSEBOAT SHOWS

Want for McClure Bean Soup, Sept. 15-18

PENNSYLVANIA'S OLDEST CELEBRATION! ALWAYS A WINNER!

Legitimate Concessions of all kinds.

SHOWS—Any Show of no Girl Riders.

Call or Wire

J. REIHOFFER, Smethport Fair Grounds, Smethport, Pa.
By JEBB DUTTON

INDIANAPOLIS, Sept. 4—Floyd Gooding, long rated the nation's foremost ride operator, is now rates with the leaders in the operation of his well-fitting midway.

A leader of that is being given here at the Indiana State Fair, where Gooding for the past ten years has been the only midway

As could be expected of Gooding, his latest venture is as powerful as it can be found anywhere. It is as, probably, has fewer than 200 devices. These rides are a whole line of color, passion and sparkle with bright paint.

Since Gooding's force has always been a great one for exceptionally fine and capable men, he might have been sure to come up with one with a spirit that compare with the rest of the work. After passing all these, the score is removed by his back-end office

There are 17 shows in the lineup of these, among which are notable:

His victory, for instance, is outstanding. It is presented behind an impressive, eye-catching front. The show itself is a fine example of talent, beautifully warecorded and capacity attended by Joe Purvis.

Similarly, his Minstrel Show operated by Irving Miller, obvious behind an artful front, in a talent and is capable of being 

"Dancing Water" units now on the road.

Puts 100G Into Shows

In the last two years Gooding, in shifting to a bigger operation, has invested about $100,000 in show equipment. This investment is reflected not alone by the appeal of the fronts, the quality of costuming, or the show itself, but by the beauty of the equipment. The inside of the show is big in size, and the building of the latest and most important, the "Dancing Water" units now on the road.

The 27-rider show is a line-up of a very efficient and very exciting, earning power and an impressive sight, not alone because of the new rides but to visiting showmen and fair officials.

 Gros Up 35%

So, too, were the Indiana State Fair officials, who recently received the midway receipts for the first two weeks. these were 35 per cent higher, in the same two day's show. Altogether, these receipts, together with the number of people visiting the fair, are evidence that Gooding has been making a success of his shows in this Indiana State Fair, the only one of his kind, that means Riverv's Globe of Death, Art Conover's Side Shows, Leo Carroll's Animal Circus, to name just a few.

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For Sale

Portable Dodgem Rides, 40x60. 10 Cents each, or 10 for $1.00. See in operation Book Band Park.

WILLIAM T. SHERMAN

SHERMAN RENTED

Lake Wacasee, N. C. Phone 5711 between 2-4 p.m. daily on wire Western Union, Whitley, N. C., until Sept. 20.

WANT CONCESSIONS—FREE ACTS

HOMECOMING, Ulca, Ohio, Sept 30- Oct. 1 and 2

Gosling Rides Booked. Legitimate Gents. Excellent Free Acts. Contact

STEWART ANDERSON

LOOM, OHIO


Can be booked of all the legitimate Cattle Shows. We have riders, line rides, and horse teams. For further information, write.

BEAMS' Attractions

FAIR SHOW—ANIMALS—AMUSEMENTS—LARGE RIDE GROUP—THIS WEEK

P.S. Need additional Ride show for future shows.

FOR SALE

SEEDS OF ALL KINDS, 2 Locations.

For information, write—

D. MILLER, Sr., 1000 Delivery, 110th St., St. Louis, Mo.

WANT CONCESSIONS—FREE ACTS

HOMECOMING, Ulca, Ohio, Sept. 30- Oct. 1 and 2

Gosling Rides Booked. Legitimate Gents. Excellent Free Acts. Contact

STEWART ANDERSON

LOOM, OHIO

Chesterfield County Fair, Chesterfield C. H., Va., Mon. & Bim. Days and Nights—Next Week, Sept. 15-16-17-18

Can be booked of all the legitimate Cattle Shows. We have riders, line rides, and horse teams. For further information, write.

BEAMS' Attractions

Fair Show—Animals—Amusements—Large Ride Group—This Week

P.S. Need additional Ride show for future shows.
Midway Confab

Klo, Harry Goodman; Mr. and Mrs. Pete Hardin; Mr. and Mrs. George Meredith; Mrs. Dorothy Anderson; West Point Police; Key School; Barbara Burke; Harold Richos and Mrs. Florence Richos.

As the result of her visit at West Coast Shows at Chicago, according to Miss Evalyn Kline, she visited Sea West Coast Shows at Chicago, according to Miss Evalyn Kline, and then visited Barletta Finley. She had a great deal of pleasure in the amusement parks and the exhibits.

On a trip to McComb, she rode a fair train and visited the Cristiani Circus and had a good visit with the Ringling Bros. and Barnum & Bailey Colosseum.

Art Brimmer, brother of Mrs. McComb, is in circulation, being of help being laid up with a bad cold. Miss Fatima Ore, ride-firm, recently purchased a full-paid-for engine from the Western Sale Fire Company as a hobby.

Mr. and Mrs. Walter Painter and Patsy Cook and her son, Michael, stopped off to visit with Virginia Kline following the Gresham, Ore., fair.

Carlton Cole stopped off in Chicago Wednesday (1) en route to join the W. C. White Shows at the Detroit fair.

Mr. and Mrs. Blackie Miller, companions with Central States Shows, have announced the engagement of their daughter, Wanda Larrieu, to Henry Haas of Eden Bernardo. The couple plan to marry in fall...

Girls-Girls

For Girl Show - Dancing and Poses, $1000 per week and long season. Route. Paul and Ava, get in touch: Jeannie, contact Ruby, Wire

Mike Miller
Care of Western Union, March, g11: Tyler, 13-16.

It's NOT too Late to Book the Boat... IF YOU ORDER NOW!

To Carl, F. S. & S. Line, 611 William St., One of the Fastest, Mail your ticket in now for one of these many good trips to 
Bermuda.

WANT A LAZY DAY? BOOK YOUR TRIP TODAY!!!

Agents wanted
For the Fars
Tom Gathier
Fayetteville, Texarkana, Tex., Sept. 5 to Oct. 15

Want
For Tickets - George P. Washington, 202 East Market, Bloomington, Ill., phone 2908, or write, contact WALTER, Left. 2908.

Plaster
Shirley Statuary Co., 306 S. 4th St., Ph: Columbus, O.

For Sale
Shirley Statuary Co., 306 S. 4th St., Columbus, O.

JESS BUEHLER
Twillist & Sons, Res. Phone, Mt. H.

Franklin Shows

UNIT 2-1
ATTENTION, INDEPENDENT SHOWS—BILerald CHALKS SHOWS NO LONGER HERE

Can Place for Texarkana State Fair, opening Friday night, Sept. 10, thru Sept. 19 and four more Fairs to follow.

SHOWS: Side Shows, Snake Shows, Mechanical, Monkey, Wildlife, Motordrome, Mickey Mouse, 20%. CONCESSIONS: Can place Cookhouse, Grab, Pronto Pups, Arcade, Age and Scales and Hanky Panks of all kinds. RIDE HELP: Need Second Men for Twin Wheels, must drive semi.

Address:
DON FRANKLIN, Mgr.
Fairgrounds, Texarkana, Tex., Sept, afternoon, Sept. 7.

BROADWAY SHOWS INC.
50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

WAYNE COUNTY FAIR, GOSHEN, Ind., Sept. 13
Mr. Art Fair, Sept. 10
Budy M. Fair, Sept. 27

GREATER SHOW, IND. FAIR, Mt. Olive, Ind., Sept. 10

LEVIS, C. R., Fair, Mt. 11

South Boston, Va., Fair, Oct. 18
Columbus Golden State Fair, Od. 25
Louden, S. C., Fair, Oct. 2

WAYNE COUNTY FAIR, GOSHEN, Ind., Sept. 13
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Budy M. Fair, Sept. 27

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LEVIS, C. R., Fair, Mt. 11

South Boston, Va., Fair, Oct. 18
Columbus Golden State Fair, Od. 25
Louden, S. C., Fair, Oct. 2

WANT FOR THE FOLLOWING FAIRS
CONCESSIONS—Hanky Panks, Eating. Drinking Stands, Novelties, Merchandise Concessions of all kinds.

RIDES—Buckets, Spillers, Dither. Ride, Fun House, Glass, Train Ride.

SHOWS—Can use Girl Show, Fat Show, or any new Show with mark. Want in all departments, unit drivers preferred.

NOW BOOKING ALL KINDS OF SHOWS FOR LOUISIANA FAIR. WANT HIGH CLASS MINISTREL SHOW WITH OWN EQUIPMENT.

ALL ANSWER S. E. PHELLE, Washington, N. C.

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ALL ANSWER S. E. PHELLE, Washington, N. C.

West Point, Virginia, Fair—2 Kid Days—Sept. 13-18
NO RACKETS, NO GYPSIES WANTED.

WANT SERIous HANg OL cut CUTS for BALANCE OF SEASON.
WILL NOT PAY for LESS.

HOM AG FAIR
Savannah, N. C., Sept. 13

FIREMEN'S PEANUT FAIR
Pecatonica, 5. C., Oct. 1

NORTHAMPTON COUNTY FAIR
Williamsville, N. C., Oct. 19

JASPER COUNTY FAIR
Ridgeland, N. C., Sept. 8

OK ANY STOCK CONCESSIONS, no Ex, but will not overlook. Place Any Shows not conflicting. Book, buy or lease Flat Ride and Motor Drive. Windsor, N. C., this week.

HAROLD RALEY, Mgr.; ETHEL RALEY, Sett.; FRANK DICKERSON, Gen. Agt.

Mansfield, N. D., Sept. 13

ROBBINS COUNTY FAIR
Hollister, Mo., Sept. 30

Crockett County Fair
Mena, Ark., Oct. 17

Columbus, Miss., Sept. 27

BEAUFORT COUNTY FAIR
Beaufort, S. C., Nov. 1

JASPER COUNTY FAIR
Ridgeland, N. C., Sept. 8

MISSION'S PEANUT FAIR
Jackson, N. C., Sept. 17

JACKSON FAIR
Lakeview, N. C., Oct. 19

ROBBINS COUNTY FAIR
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MISSION'S PEANUT FAIR
Jackson, N. C., Sept. 17

JACKSON FAIR
Lakeview, N. C., Oct. 19

WANTED For Southeast Missouri District Fair, Cape Girardeau, Mo., week Sept. 13, followed by Columbus, Mississippi, Fair and Live Stock Show week Sept. 20 and a continuous route of bona fide Southern Fairs.

CONCESSIONS of all kinds, Hanky Panks, Prize-Every-Time Game. Open midway for entertainment operators. Derby Races, Alley Urns, Prizes of all kinds. Penny Arcade to join week Sept. 20 or Columbus, Miss. Shows with own outfit and equipment. Special proposition for Colored Show with own transportation and P.A. equipment. RIDES: Liberal deal for non-competitive Major and Kiddie Rides. Food Act for balance of season, come in week Sept. 20. All addresses:
C. C. GROSCURTH, Gen. Mgr.
Clarksdale, Tenn., all this week: them as per route

1954
ATTENTION—
SHOOTING GALLERY OPERATORS!
IF YOU NEED GALLERIES
NOW!
Due to unusual conditions and present
controls we cannot guarantee the availability
of galleries beyond the Christmas season
this year! This is the time to get set
for the long hot summer months of the
season.
Immediate delivery.
Complete details in our
FREE CATALOG
Parts, Texas, Texas. Also available
With these
H. C. EVANS
& CO.
1570 W. CARROLL AVE.
CHICAGO 7, ILLINOIS

MIAMI SHOWMEN’s
ASSOCIATION
3799 N.W. 39th Street, Miami
MIAMI, Sept. 4.—The member-
ship of the Miami Showmen’s
Association has voted the
Roses as the first annual
recipient of the George
Furman and Harvey Schreiber re-
wards. The members have been
designated to white, Whitefish
Rye, Sept. 6, and the names of
Charlton Wright, six. The
driving force behind the success
of the showmen is the Golden
Card works will have to meet re-
text in which, when current
jump down a predestined path
Year-book committee reports
that the Miami Showmen’s
View Park, Chicago, has foresaw
the end of the season and has
The book has passed the
$2,000 mark
The Dutchman, chairman of
the showmen’s association com-
mittee, reports the season’s
readiness in the Miami area.
Television room has been
converted to an engine.
Mr. Pinter, chairman of the
entertainment committee, is plan-
ing dances for every Saturday
night.
Shop Blumberg and E. G. Beal.
our showmen’s committee report
that seven more junked
Mercedes-Benzes will be held
by the association and that mem-
bers to be of award books and
The operation of the bar and restaurant
will be continued with the appointment
of directors at the first meeting.
Richard J. Linebarger, chairman
of the showmen’s association, reports
the group held a meeting with
the ownership of the Miami
The plaque will be unveiled at
October 13.
There are some very serious
showmen’s committee.
A total of $300 can be
in the first year, which
participation to be urged
make theirKona intentions im-
mediately.
Be sure in a half year.
reports highly satisfactory results
on his recent trip to Havana,
open during his absence and all
communications and all payments
may be sent there.

National Showmen’s
Association
317 W. 56th St., New York
NEW YORK, Sept. 4.—Club
symposium is extending to
George Benson on the death of
his father, Mr. B. Skelton.
Mrs. E. Goldsmith, and to
Max Grover of the Chicago
passing of his sister-in-law, Anna
Griffith.
Past President Frank Ben-
jamin, president of the
World’s Fair, reports having
gotten a new idea for
a drive to be held to try
by signing up all offices of fair
and to make sure that a
already appointed the
president and vice-
the Central Can-
Exhibition in
Ontario.
several membership
have been received
out of the Chicago
Richard W. Cox &
Mr. James
P. Jack
Light needs only a few more
to be required to all mem-
ers for a gold life membership
in the right of the 17th Annual Banquet
at the hotel Astor.
Steve Yerker, of
New York, has been
Charles Reid, who

FROM THE LETS

Rocky Mountain Empire
DOUGLAS, Wyo., Sept. 4.—
show played recently in
Trout, Kan., to play Wyoming
State Fair, Sept. 6, and in
friend of William Howard Calderon, son of Mr. and
Mrs. Matt Calderon, first born
on the show. The baby was born
in Woodward, Okla., and
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Earns
Okay
As 1st Fair

WANT FOR: THE BIG COBB COUNTY FAIR, MARIETTA, GEORGIA, WEEK SEPTEMBER 13. THIS IS REALLY A BIG ONE, LOCKED-UP PLANE WORKING FULL TIME. THREE SHIFTS FOLLOWED BY THIS PROVEN ROUTE OF BONA FIDE FAIRS

WINDER, GEORGIA, Sept. 25
CARROLLTON, GEORGIA, Sept. 27
MORRIS, GEORGIA, Oct. 4-5
TUTTLE, GEORGIA, Oct. 18-23
COVINGTON, GEORGIA, Oct. 11-16
QUITMAN, GEORGIA, Nov. 1-6

SHOWS Side Show, Monkey Shows, Midget Shows, Unborn Show, Midget Show. Any show not conflicting. (Harry Fee answer.)

HELP Man to operate Class Horse, Ferris Wheel Operator. Second Man on all rides, all rides must be licensed Semi-Train. Drivers.

SHOW HELP—Colored Musicians and Chorus Girls for Minstrel Show. Trombones, Trumpets—Girls with Talent for Girl Show, top salaried. Cliff Ousby to hear from Bannie Lawrence, Reallee, L. J. HETH SHOWS
OR Jamaestate, Tenn., now; Marietta, Ga., next week.

CARL D. FERRIS SHOW WANTS FOR EIGHT SOUTHERN FAIRS—STARTING THIS WEEK, EASTERN U. S., SEPT. 13-18; WITH WARRINGTON, N. C., TO FOLLOW. CONCESSIONS WANTED: West Coast House for balance of season. Can place Custard, Photos, Novelty, Short Ranges, Honey Ponds and Ball Games. Also want of all kinds of Rides. Can operate West Coast House, Minor and All Rides including Live Pony Rides, Tilt or Caterpillar, any Ride not conflicting. Shows: Want Wildly Delicious, Mechanical, Full House, Glass House, Glass Show, All Riders. A real race for Minor Shows. Will give eight big weeks. Address this week, CARL D. FERRIS, Duklick, N. Y. and P. O. Will open Monday at Fair

GOLD MEDAL SHOWS

At Liberty after Sept. 15
Will book on Show that has a good route.

ALL REPLENISHMENTS TO LUCINDA LUCIA, C. J. Entertainment, Wis.
WANTED RIDES-CONCESSIONS EXHIBITS-SHOWS
Winter quarters for circus people. Write for details, F. C. Porter, 5901 N. 27th St., Milwaukee, Wis.

RIDE HELP WANTED
Elizabeth, O. - Wanted for circus. Write for details, Howard, 201 North Main St., Elizabeth, Ind.

SWEETIE PEA RIDES
For sale.

JOHN PORTERMAN, Athens, Ala.

WANT STOCK CONCESSIONS AND DIRECT SALES Agtor, 1233 West Chicago Avenue, Chicago, Ill.

KLEIN AMUSEMENT CO.
Schoor, 211 South Dakota, Phone 323.

AMERICAN BEAUTY SHOWS
Wanted for Arkansas Fair, starting at Paragould, Ariz., Oct. 11.

GLADIES AMUSEMENT CO.
Winchester, Va., this week; Stanley, Va., week Sept. 13-16; then into South Carolina. Can use a few more Hanks Parks. Those joining now get preference all winter in Florida.

JERRY SADDLEMORE or JOHN KEELER

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SWEETIE PEA RIDES
For sale.

JOHN PORTERMAN, Athens, Ala.
Capacity Houses in Chicago
Set New Mark for Ringling
Early Days Draw Well; Weekend Pulls
Turnaways as Lake Front Surprises

CHICAGO, Sept. 4—Ringling Bros. and Barnum & Bailey Cir-
cus, which set a new attendance record for the Chicago Lake
Front area during the 1946 season, set a new attendance se-
ries record for the year on Saturday when it was busy for
nine days, the show scored another attendance win to
stay the walk in the usual slow early-week days.

The Big Top had a turnout of 10,000 or more on the two
days the show was open Sunday and Monday, with 12,000
for each show. On Saturday, the day when Saturday night's
show was held, the turnouts were over 13,000.

They were off and running for the
record Saturday (29) when only a small throng was at
the show. The show opened Sunday (30) to a big
attendance, as expected, and the

Packs Rodeo Draws 86,000
At St. Louis
ST. LOUIS, Sept. 4.—The an-
nual St. Louis Rodeo, sponsored by Tom Packs, drew 86,000
person for the nine-day event. It
was a trip to Zinck Entertainment of the Packs. He said the fine.
and Tom Packs have signed a con-
tract to produce the St.
Louis Rodeo for the next three years.

The rodeo, which featured auto
night show acts in place of novelty
acts used in the past, got wide
attention when the AP wire service carried a photo up-
loading the top story on wire
services. Tommy Siener, Austin, Tex., is the rodeo producer and
supplied the stock.

Gainesville Sets
7 Fall Stands
GAINESVILLE, Tex. Sept. 4.—Buf-falo
nut will make seven stands in its first
season. It will play a key role in the
appearance at Fort Worth for the
League of Nations' Peace Mission.

The show also is booked for
Guatemala City, the National Com-
merce, Tex., Sept. 15; Bridgeport, with Wisconsin and Iowa City for
Sept. 26; Seoul, with Big Bear and
Texas, Oct. 4, and Plano, Texas,
Oct. 17. The shows were booked in
Bridgeport and Bochum meantime.

Bochum is sponsored by the
Kaufmann Bros. who are under
League club auspices.

Hagen in Jersey
SALEM, N. J., Sept. 4.—Despite
cloudy weather, the Hagen Bros.
Circus played to good business.
A small crowd turned out at the
Normal Park for the opening show.

Washington-omers were in the
park, and people were looking at the
lions, tigers, and elephants.

Beatty Points for Big
Holiday Stand at Denver
CHEYENNE, Wyo., Sept. 4—Why-
Beatty Circus played to a
small crowd at the opening show
for a big holiday stand at Denver.

The show was held at the
 seusity on Saturday (29) and Sunday.

The show closed Sunday (30) with
a small crowd in attendance.

Beatty had some good shows.
At Car-

rington, N. D. (29), the after-
noon show was held at the
ehous and the night show had a
near-full house. At Rapid City (27), the
show on Friday (17) turned out a
third

third house and an

evening performance, which

At Cheyenne, the circus will

throughout the town, and the
town ticket sale is at The
Denver Post.

Cristian Drives
Well Despite Copper Strike
ELY, Nev., Sept. 4—Cristian's Com-
binet Combination (1940) turned out
to be a good business despite a local
strike which lasted two days.

First afternoon drove $50 and
$100 for each show. The second
show was good, with $150 in the
local stadium. Crowd was good and
the show was well-received.

The show was held on the
night and many left before it was
over due to the local
strike.

The first day of the show was
an

This year, the circus, which
had a total attendance of
1,700 young people. A hospital
show was given, and Joyce was
used.

Chicago's attendance
appeared
(13) with a crowd of

The show was held on the
night and many left before it was
over due to the local
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strike.
WALTER HOHN
$50.00 Cash Reward for present whereabouts. Formerly performed in Ringling Bros. & Barnum & Bailey Circus. Any information, call GEORGE TURNER.
Phone: 3-9888

TWO PHONEMEN
Start immediately.

Mearl N. JOHNSON
Western Union, Silver Spring, Md., Washington, D.C.

WANT TO BUY FOR CASH MIDDLE-AGE GENTLE ELPHANT, MUST SELL BECAUSE OF DELIVERY WANTED IF WE CAN GET TWO WANTED.

DON FRANKLIN
Des Franklin Shows
Per Central Route.

ROMIE JOHNSON
CONTACT GENSBURG
410 W. 2nd St.
Milwaukee, Wis., N. C.
Phone Franklin 8339 at same.

PHONE NUMBERS
These are our special telephone numbers for incoming and outgoing calls.

A. F. WHITE
1-2-3-4-5-6-7
8-9-0

MACK WITZER
314 Ave. F.
St. Louis, Mo.

PHONE MEN—TWO
Two Telephone Men—Two.

HARRY KYDE
401 W. 15th St.
Kansas City, Mo.

UNDER THE MARQUEE

BY TOM PARKINSON

Mr. and Mrs. Jack Smart, who are celebrated by friends in Chicago, have announced their engagement. Mrs. Smart, a beautiful young lady, was a favorite with her companions, and her engagement to Jack Smart, who is a member of the smart set, will be a matter of congratulation to all. The wedding will take place next month.

The wedding ceremony will be performed by the Rev. E. J. Smith, of the First Presbyterian Church, and the reception will be given at the home of the bride's parents, Mr. and Mrs. J. H. Smart, at 1234 W. Madison St. The guests will consist of the immediate family and a few close friends.

The wedding will be a simple and elegant affair, with the bride wearing a white dress and the groom a suit of the finest material. The reception will be held in the home of the bride's parents, and will be attended by a large number of friends.

The bride is the daughter of Mr. and Mrs. J. H. Smart, who are well known in the community, and the groom is the son of Mr. and Mrs. J. H. Smart, who are also well known.

The couple will spend their wedding and honeymoon at the home of the bride's parents, where they will make their home.

The couple will leave for their honeymoon in a few days, and will return to their home after a few weeks. They will then resume their former engagements.

The couple are well liked by all who know them, and are expected to make a happy home life.
Lakeville Laces, Minn., Sept. 4.—Opening night of skating meets and Queen Contest to be held at Park Skating Rink, Lakeville, Minn., have announced their first annual "Queen of Hearts" contest. The contest will be open to all skaters in the Lakeville area.

The contest will feature a variety of events, including free skating, competitive skating, and a special "Queen of Hearts" competition. The contest is open to all skaters, regardless of age or skill level. The winner will be crowned at the end of the evening, and will receive a prize package and recognition at the annual "Queen of Hearts" ball.

The Rink operators have worked hard to prepare for this event, and are excited to see all of the skaters participate. The skating meets and Queen Contest are expected to be a big success, and will certainly put Lakeville Laces, Minn., on the map as a top destination for skating events.

If you're interested in participating or attending, be sure to check out the Lakeville Laces website for more information and updates.
LE-ASH!!!

Styles
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MEN’S
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knights

When answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!
Pipes for Pitchmen

Ben Landis, Swede Christianon, Sammy Gun, Sam Woolman, Jerry Dillon, Sam Bedrick and Bill Bernstein. Tyler also reports that the spot was off a little from last year but everyone got a little money.

FRANK CARLE ... veteran sharp man (whose pipe incidentally was most welcome), grids the following report from somewhere in the vicinity of Dover, N. C. Says Frank: "Broke a little less than even since opening in April. Have carried only five people up to now. Have not missed playing the performance even the I almost missed a few months to do. It seems to me there are not as big those as they were before the war. We have counted the people at several of our stands and have touched an average of $2 per head and $4.40 a jar. The stands have been good but there are no crowds around the warehouse or in the towns. This rainy situation exists because the farmers can add their load within and report them for home. The whole family doesn't come to and spend the day as they did years ago. Would like to hear from Bill Carruthers, Paul Hausk, Ralph Myrum, Dick Breen, Leo Kolp, Eddie Bristow and Hamilton.

---

**EARN BIG-SAVE BIG**

with TEMPLE

**The Nation's Finest Source for EXCLUSIVES and NAME BRANDS**

GIFTS PREMIUMS

INCENTIVE AWARDS

SAME DAY SHIPMENTS

If we carry complete Stock ... every item first quality.

The Temple catalog has become the key to successful selling and promotion throughout the United States... specially designed and illustrated for ready encourager acceptance. A wonderful book for quick sales and fabulous profits without investing in inventory.

OFF THE PRESS

the greatest catalog of them all

**TEMPLE'S NEW 1955 EDITION**

For Your FREE Copy

Fill in Coupon Now

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**TEMPLE COMPANY, INC.**

804 Sansom Street, Philadelphia 7, Pa.

Visit Our New Street Floor Showroom At Above Address

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**GELLMAN BROS.**

1107 S. State St., Minneapolis 6, Minn.

**RUBBER LAPEL MONKEY**

$10.00 Per Gross

1956 Football Catalog Now Ready! Write for Free Copy

KIM & CIOFFI

255 W. Coral Gables Blvd.

---

**OAK RUBBER Co.**

Oak Big Flash Balloons

**DOW YOU HAVE BEEN LOOKING FOR**

Catalog Now Ready—Write for Copy Today

**MERCER PLASTIC RAYON TOWELS**

This is the Most Reliable of All Time and Special Sizes. REGULAR $1.00 SELLER. COST PER PKG. 72c

**PLASTIC RAYON TOWELS**

215 S. W. Third Ave.

PALMER, O. D.

Acme Premium Supply Corp.

1611 South 12th, St. Louis 4, Mo.
HELP WANTED
CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual west-end style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum $3. 1 LINE WITHOUT COPY $20.00
DISPLAY-CLASSIFIED ADS... Containing larger types and white space are charged $20.00 for the space line. All illustrations or cuts: RATE: #1 a line—$24 per inch.

Forms Close Thursday for the Following Week's Issue.
BULK OPS EYE TWO-CENT VEND

CHICAGO, Sept. 4.—Bulk vend- er operators, faced with soaring costs and dwindling profit margins, are double checking the attractions of the 2-cent pen- nies' worth of peanuts or pretzels in the 2-cent Vend which accounts for 3 out of 10 vending machines.

Demand for the number of bulk op- erators are rethinking that bigger profits could be earned if they could acquire a higher vending price and route the machines.

Whether 2-cent vend will be the answer to the bulk operator's profit problem may soon be de- termined. In the East and Mid- west, new vending equipment have set up 3-outlet tests to route out, a report to be submitted to the board of directors of the company.

One of the first testing locations was in the New York area. In that location, large volume and high units of sales by the new machines, may prove to serve the 3-cent vend, but possibly in smaller retail units as well.

One of the Eastern advocates of the 2-cent vend is Sid Rubenstein, of Pioneer Vending Service, New York City.

An operator with 200 penny machines throughout the country, said that after 69 cents a machine a week after commencing business, during which time the break-even point was 20 cents. Rubenstein explained that this means the operator must gross 20 cents a machine a week, his opinion, and that this is his opinion, and the present slide in sales would be.
Capsules, Charms Boost Biz

Company, Los Angeles, is expanding its vending business for two reasons: It is profitable and it does not need all of the cash it is making. On the other hand, Bob Leitendler, Los Angeles, venta installations, reports that his nickel nut machines are doing well in sales. The company feels both types of locations can be expanded with nickel machines.

But Rakow pointed out, “It seems that the national headquarters of the United Vendors of America has reported that local cash offices are in good shape and it is not likely that many newsstands will be able to make out.”

Typical of many operators, Harry Rakow, Los Angeles, and Sales, said that the nickel nut machine is not selling at the same time, but the higher nut selling is high for the $5.25 value. As a result, Gregor is cutting the number of units on the machine. He has also put peanut snack machines where the nickel nut machines were.

Richard Johnson, Michigan, and Sales, said that his nickel machines are the only machines that he can sell, as much as the penny ones.

And the majority of the nation’s operators are buying nickel machine- quiters by capsule probably more than anything else.

S. H. Blohm, Operator Vending Machine Supply Company, distributor for Oskar Blohm, Cleveland, in the Blohm and Company, reported that they are rapidly expanding the number of units to this point.

Blohm expects that by the end of the year to be 50-50 in another month, and by the end of the year at a steady clip of two to three units per week.

“Prime Factor”

Blum and his associates capsules “to be a prime factor in the national market.” (In many years, this has been true), but that penny machines will overshadow nickel units since penny machines are the only machines that will pay for themselves. It is a matter of the child or any person can skillfully make a penny profit for the local penny.

S. H. Greiner, sales manager.

The Northwestern Association who sells nickel machines, said that by the end of the year nickel units will have gained in one place, with nickel units still expanding.

1-Cent 40c; 5-Cent 52c

Greiner reported that during the base period of 1951 and 1952 the firm’s Model 49 penny machine, which was accounted for $5 per cent, 49 per cent, 49 per cent, 49 per cent, during 1952 to 1953, and 1953 to 1954, and 1954 to 1955.

The Commission’s power on penny machines on nickel equipment range from $10 to $15 per cent, with profit of up to $31 per cent and 1953 to 1954, and 1955 to 1956.

However, capsule vending, not without its problems, according to the commission, is expanding rapidly. Capsules are broken and this is a problem. The only time you can control it is when you go to a machine that is in a ground floor.

Some operators contend that merchandise in capsules can be changed to allow for the sale of sales.

But nickel capsule vending here to stay, the majority of operators are not willing to give up their nickel machines.

W. G. Bloom, Sales, and Sales, of the National Sales Company, supports the general attitude: “There’s money in it. This is the only way you can be profitable in nickel vending, and the minimum you can do is to take something satisfying in the line of merchandise to be too risky financially, too.”

Dari-O-Matic Cuts Value

LOS ANGELES, Sept. 4.—Dari-O-Matic has reduced the price of its nickel-store vender to $5.25. This is the lowest price ever. Increased sales and a reduction in bulk prices make it possible, according to a company official.

The unit sells four flavors and is a popular nickel machine. There are 288 cars in the vending section and storage space for 200.

COMING SOON!

SUPER-V

F O R SALE 500 BABY VICTOR GRAND DELUXE

5¢ Capsule Vendors

Write, wire or phone for price information.

ACORN 5¢ Capsule

NORTHWESTERN 3¢ Capsule

ATLAS DELUXE 5¢ Capsule

ASSORTMENT OF LOADED ON.

$22.50 per m

Cleveland C. R. M. C.

C V A L A D I N O

T. T. Vending Sales Co.

4529 North East Avenue

SUPER-V

H. B. HUTCHINSON JR.

LOADED CAPSULE

FOR IMMEDIATE DELIVERY

GIVE TO DAMON RUNYON CANCER FUND

There’s GOLD in them there 1c Machines

Put your Machines on the GOLD ILLUSTRATED, published in Chicago, 1954. The real in vending machines, a useful and attractive supplement.

1¢ GOLD PLATED CHARMS Series No. 1. 2.75¢

SILVER PLATED CHARMS Series No. 2. 3.25¢

COPPER PLATED CHARMS Series No. 3. 6.00¢

Send for Our Complete List of Sales Stimulators.

WRITE, PHONE, WRITE YOUR ORDERS

PAUL A. PRICE CO.

$22.50 per m

Cleveland C. R. M. C.

GIVE TO DAMON RUNYON CANCER FUND

There’s GOLD in them there 1c Machines

Put your Machines on the GOLD ILLUSTRATED, published in Chicago, 1954. The real in vending machines, a useful and attractive supplement.

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PAUL A. PRICE CO.

$22.50 per m

Cleveland C. R. M. C.

GIVE TO DAMON RUNYON CANCER FUND

CAPSULES—(JAPAN) Largest Assortment in Middle West BULK CANADA 18/62 Pounds by 1/4m.

SAIL M deprived

4731 Lisbon Blvd., Chicago 39, Illinois

SAIL M deprived

FOR IMMEDIATE DELIVERY

GIVE TO DAMON RUNYON CANCER FUND

There’s GOLD in them there 1c Machines

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Send for Our Complete List of Sales Stimulators.

WRITE, PHONE, WRITE YOUR ORDERS

PAUL A. PRICE CO.
Milk Prices  
Prices of fluid milk at both retail and producer levels in June showed a decline for the seventh straight month, according to the Agriculture Department. Retail prices, which have been lagging behind producer prices, are expected to continue to decline during the summer. The milk dealer price of $1.48 per hundred pounds, 4 cents per hundred fewer than in May and 29 cents lower than in June last year. Average retail price in June was 22.1 cents per quart; in 1951 and 1952, 23 cents per quart less than in May. Milk production, however, is continuing to rise. Milk output is expected to reach 194 billion pounds this year, nearly 5 billion pounds over last year's production.

Tobacco Situation  
Cigarette manufacture for the next 11 months is expected to continue near present levels, according to a forecast by the Agriculture Department. The latest estimate is that cigarette production in the current 12-month period ending June 30, 1955, will be 215 billion cigarettes, 4 cents per cent below the record consumption in the previous 12-month period. Part of that drop is accounted for by a decline in cigarette exports and part by the tendency of smokers to consume fewer cigarettes a day when they switch to king size, according to agency experts. Cigar consumption for the year ending June 30 is estimated at 6 billion, the same as in the previous 12-month period. Agriculture Department predicted that cigar consumption will continue at present levels for the next 12 months.

Cocoa Production  
World production of cocoa beans in 1954-55 is estimated by the Agriculture Department at 1,500,000,000 pounds, a 6.1 per cent decrease from the preceding year. The department's estimate also represents a slight decrease from earlier predictions of the 1953-54 crop. In a "very preliminary" forecast, the department predicted a 1954-55 output of 1,680,000,000 pounds. This would be a 4 per cent boost over estimates for the 1953-54 year. A 13 per cent decline in cocoa output in Africa, the major producing area, accounts for most of the drop of the 1954-55 estimate. Production in South America, the biggest producing region, climbed 14 per cent during the same period.

Good Tobacco Crop  
This year's tobacco crop will be the second largest on record, according to latest estimates from the Agriculture Department. July rains in the South improved the crop, that agency experts now expect the total crop to reach 2,100,000,000 pounds, second only to the record crop of 1951.

THIS IS NEW!  
5c HOROSCOPE SCALE  
TOP OF SCALE PAYS BIG DIVIDENDS...NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

- TWO MACHINES IN ONE ... A 5c horoscope vending machine and a 1c coin controlled scale. They occupy the floor space of only one machine and the 5c horoscope attachment alone increases the earnings 100%.

NORTHERN CORP.  
50 W. FULTON ST.  
CHICAGO 10, ILLINOIS

ORIGINATOR'S TOPPER  
The world's first all-glass vendor at these low prices:

DE LUXE $14.25  
100 or more CASES OF FOUR MACHINES $13.30  
100 or more  
STANDARD TOPPER $12.00  
100 or more  
STANDARD BLOW $12.50  
less than 100  
EQUIPPED WITH LAZER GLIDE  
Siddor Vending Co.  
137 S. Adams Street, Springfield, Ill.  
Actual: 1-3565

COMING SOON!  
SUPER-V  
VICTOR'S NEW CAPSULE VENDOR  
In Philadelphia or Anywhere  
FILLED CAPSULES Immediate Delivery Write for Lowest Prices  
VICTOR'S 5c Baby Grand Deluxe CAPSULE VENDOR Immediate Delivery  
VEDESCO SALES CO.  
2124 Market St., Philadelphia 14, Pa.

COMING SOON!  
SUPER-V  
VICTOR'S NEW CAPSULE VENDOR

SAVE MORE MONEY—MAKE MORE MONEY  
Subscribe to The Billboard Today
Special Buses for Namea Meet

Chicago, Sept. 4—Special bus transportation will be available during the National Automatic Merchandising Association's four-day October meeting in Washington, D.C., for the convenience of conventioneers. Raymond J. Schaefer, convention activities program chairman, announced a week that Gray Line buses have been reserved to provide for special service during the official convention period. Ambassador Du Pont Plaza, Hamilton, Washington, Lee House, Mayflower, Sheraton-Carlyle and Statler will use the National Guard Armory.

Service will also be provided by YAMA. Cost to riders will be 25 cents a trip. The schedules are timed to enable conventioneers to make connections from the hotels to the Armory before the morning sessions begin and prior to afternoon openings of exhibits, and also for return trips.

Tap-A-Cola Taps Midwest Territory

Pueblo, Colo., Sept. 4—the Patel Brewing Company has expanded distribution of Tap-A-Cola, its carbonated drink, from the eastern seaboard to the Midwest, with the new Milwaukee plant enjoying a daily expansion of 10,000 cases, supplying Wisconsin and Illinois.

The product was first introduced in November, 1957, and introduced in March, with New York distributors beginning in June, and expanding to Maryland and the states of Colorado. Eastern markets are supplied by plants in Long Island City, N.Y., and New York; N. J., of the Hoffman Beverage Company.

The firm makes a 12-ounce glass bottle, selling at two cents in 25 cents retail outlets.

Automatic Names New Sales Chief

Chicago, Sept. 4—Automatic Merchandising Company has named W. T. Przystup, general sales manager, H. G. Winslow, president, announced.

Przystup was formerly general manager of sales and engineering of Shipping Food Service. In that post he supervised the vending operations of the firm in 125 plants.

From 1938 to 1958 he was plant manager and general manager of the Food Service Company and helped start new plants for the firm. He is 42 years old. Brule with his wife and two children.

Lorillard Boosts Trio in Sales Div.

New York, Sept. 4—Bernard J. Begun, John C. Brown and William B. Schwartz have been named to the Lorillard Company's executive group this week by Lewis Grober, vice-president and director of the firm. The P. Lorillard Company, maker of Old Gold and Kent cigarettes, said Begun joined the firm as a salesman in Milwaukee and worked up to division manager in Los Angeles. He became special assistant to E. Wein, West Coast sales manager.

Brown started as a salesman in Salt Lake City and later became assistant division manager at Seattle. He became division manager at Los Angeles.

The Billboard Index

ADVERTISED USED MACHINE PRICES

VENDING MACHINES

Equipment and items listed below are taken from advertisements in The Billboard issues are indicated below. A "vertical used machine" and price are listed. Where more than one item advertises the same machine as the vertical used machine, prices are listed only for that machine, regardless ofazar.

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Brown started as a salesman in Salt Lake City and later became assistant division manager at Seattle. He became division manager at Los Angeles.
Seeburg Launches New Background Music Drive

To Use Own 45 R.P.M. Disks, RCA Victor to Press, Bypass ASCAP

- Continued from page 19

Seymour expanded sessions which will play without the aid of any machine that has ever been used to make music with periods of silence.

The records, however, will not be sold. Locations will pay a distributor a monthly fee for the privilege of using the service, except when monthly records are changed, in which case the charge will approximate a portion of the billings, for a period of one month.

It is known that Seeburg advertising with the use of ASCAP music, but was founded when the legal problem was to be handled by the record label, a service called "Muzak," and has been called Muzak to this day.

According to Harry J. Houghton, president of the Muzak, the idea is to introduce a system containing an electronic device which would transmit music to the customer.

"Our goal is to introduce a system which we believe will be beneficial to the customer," Mr. Houghton said. "By using this system, we can ensure the customer of a consistent level of service and quality.

In our case, the copyright law and decisions are quite clear. We have licensed the use of the record label's music. We have paid for the use of the record label's music and we have rights to use the music.

The decision to introduce individual Muzak stations, which are not part of the public service, is in the hands of the customer.

The introduction of the Muzak stations will be made to the customer in a manner which will not disturb the customer.

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The introduction of the Muzak stations will be made to the customer in a manner which will not disturb the customer.
Today there are 113,500* laundries—prime prospects for you and AMERICA'S Music Utility

It's true in laundries and it's true in other types of businesses... the right Background Music can be an invaluable aid in insuring employee morale, boosting efficiency, and cutting down accidents and absences.

And, when you offer Magnecord's "Packaged" Background Music Service to laundries or other establishments, you can be sure that you are offering the right Background Music.

You can be sure because only Magnecord's "Packaged" Background Music Service utilizes the RCA Planned Music... with "the Selvin touch." Yes, Ben Selvin, Manager of Artists and Repertoire for the Custom Record Department of RCA Victor Records, personally sees to it that:

- every selection is arranged in the psychologically proper musical key with proper intermissions.
- every selection is planned with an orchestral arrangement and a studio recording technique in keeping with the special requirements of Background Music.
- every selection blends perfectly with the mood, the type, and the key of the selection played before and after it.
- every selection is programmed so that in a cycle of 9 continuous days no single performance is ever duplicated!

You can be sure, too, that this fine RCA Planned Music will be reproduced the modern, high fidelity way. Because, only Magnecord's "Packaged" Background Music Service utilizes both magneto-tape reels and Magnecord's own, specially-engineered, continuous magnetic tape playback... your guarantee of better quality and truer tone than ever before available in a background music service.

So, whether you offer Magnecord's "Packaged" Background Music 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 can be sure that AMERICA'S Music Utility offers you an unrestricted opportunity for continuing income and profit.

* More and more of the Unlimited Prospects for MAGNECORD High Fidelity Continuous Reproducer

RCA Planned Music
A "PACKAGED" BACKGROUND MUSIC SERVICE

For complete information phone, wire, or write to: 8-17

Wurlitzer Appoints Redd 6-State Distrib

NORTH TONAWANDA, N. Y., Sept. 9.—W. S. (Sid) Redd, head of Redd Distributing Company, was appointed distributor of the Ralph Wurlitzer Company this week, covering six New England States.

Bob Bear, photographer, sales manager of Wurlitzer, announced the appointment, point- out that Redd has actively served New England operators since 1942.

Redd's territory will include Maine, New Hampshire, Vermont except Deerfield County, Massachusetts, to Little Rock, Arkansas; Connecticut, except Fairfield County, and Rhode Island.

Ready to assist Redd in his new position is Ray Kennedy, sales manager and general manager of Redd Distributing.

Akron Ops Set Fete for Oct. 25

AKRON, Sept. 4.—Preparations for the annual banquet of the Summit County Music Operators' Association, Inc., pushed ahead this week as operators began lining up top-notch entertainment for the fast-approaching event.

The banquet will be held in theof Hotel. Eddie Green, secretary of the association and impresario of the evening, announced that local talent, including George Davis, WARR, had agreed to be the event, and the band will be Cornwell, Cornell, musical artist, would be on hand.

Green said that arrangements for an orchestra were still uncertain, and that the entertainment expected to complete that part of the program sometime next week.

Operations on the evening will follow banquets in sumptuous plans formed by Eddie Green, chairman; Tony George, George Davis, George, L. Hopkins and Eddie Malick, hostesses; Tony Clark and Green Davis, entertainers; Charlie Minn, Jim Fiermonti, Tom Janowski and Stan Lucas, program, and Miss Caroline, ticket distribution and seating arrangements.

Sage Resigns Mgr. Post at Lynch Branch

HOUSTON, Sept. 4.—A. A. Sage, manager of the S. W. Lynch Company branch store here, has announced his resignation effective September 15, it was announced by the Lynch organization approximately 20 years ago.

H. A. Franz, assistant to Sage since the branch store opened, moved into Sage's position. He, too, is a veteran of the Lynch company having been with the company for 24 years. He also is credited with the inventions and first sales of parking meters. About 1935 Sage held his holdings in one of the first organized parking meter manufacturing concerns—Parkin—across the country.

5 Down, 1 to Go

As Gilchrist Shows Seeburg in Canada

TORONTO, Sept. 4—Canadian music operators had their pick of five cities in which to select with the Seeburg phonograph, during the past two weeks, as announced by the R. C. Gilchrist, Ltd., Toronto's main office, and announce 150 operators and guests attended the open house here at the firm's main office, and approximately 350 gathered in the...
Never Underestimate the Power of a Model "E"

TRUE-TONE FIDELITY • ALL-ROUND CABINET BEAUTY • MOVING LIGHT AND COLOR • SPEEDY ONE-BUTTON PLAY • UNFALTERING PERFORMANCE • ATTENTION-GETTING DESIGN AND DECORATION • WIDE CHOICE OF SELECTIONS • CONVENIENCE OF EYE-LEVEL PLAY • MINIMUM MAINTENANCE

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 Siesbye A/S, 3 Paladsagade, Copenhagen K., Denmark
When it comes to collecting cold cash, the hottest thing in the juke box business is the 104-selection, all 45 RPM Wurlitzer 1700HF. It's got what it takes to make patrons stop, look and start playing. As for good listening, the music this beauty turns out makes repeat play a solid certainty.

With the simplest mechanism the industry has ever devised—the Wurlitzer 1700HF—turns music into money at a rate faster than any other phonograph in history.

SEE IT—HEAR IT—BUY IT AT
YOUR WURLITZER DISTRIBUTOR

THE FABULOUS HIGH-FIDELITY

Wurlitzer 1700HF

TAKES THE MASK OFF THE MUSIC

THE RUDOLPH WURLITZER COMPANY, N. TONAWANDA, N. Y. Established 1856
**Commercials for Juke Boxes**

- Continued from page 53

...strongly critical to the best interests of music operators and, accordingly, of the industry. In coin-operated phonos, we have today the one popular medium for dispensing music entertainment which is entirely free from product commercials. We believe it is the public's privilege to listen to music which is encumbered by repetitive messages advocating the purchase of products. We feel it is the responsibility of our profession to find it difficult to believe that experienced music operators would be receptive to this scheme.

The panoply proposes briefly to make record operators pay a license which will contain a brief (maximum of 10 seconds) commercial at the end of each side. A filter device would play both the tune and the commercial message at stated intervals unless the phonograph was in use. Panoply hopes to sell the program to national advertisers and to offer the commercial program to MOA members. MOA members would receive a percentage of the gross amount paid to its members for using the commercial.

John W. Haddock, president of AMC Inc., commented that this proposal will not express any opinions until the program is tried (by the principals) and then only after Panoply or someone official representing MOA has had an opportunity to tell us about the plan face-to-face.

During the MOA executive committee session in July, the association entertained the possibility of asking the major juke box manufacturers at the next luncheon meeting to consider this plan. However, Miller made reference to an ad plan which MOA was considering, but no details were presented to the membership.

**Dime Play Given a Whirl**

By Waseca Operations’ Guild Operator groups in Connecticut and upstate New York expected to follow suit. Waseca operators put 10 cents on locations in 10 days. Experiments began on 90 to 100 cents.

**Coin Machine News Quiz**

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

**Juke Singing Jingle**

A proposal gaining momentum. Sidney Levine, national consultant in Music Operations of America, readies formal contract between MOA and Rodeo Partners for signing. Copyright attorneys agree.

**Coin Machine Exports**

Up 21 percent in May. Points to 848 million export year. U.S. Department of Commerce figures just released show juke box exports in May 1956 per cent above 1955. Exports peak ahead of both April this year and May last year at 876,000.

**New Coin Gun MPF**

Turns out pistol device that shoots “bullets” at constantly moving target. First full complete details of Willie Blatt’s new machine. It has 10 stations of fire provided in plastic, plant, production facilities.

**Info in Other Departments**

Among the stories of general interest to the coin machine industry to be found in The Billboard are:

- "One-Stop Shopping" by George Keesoholt points out proliferation of uses of jukebox (Music department).
- "Bell Extends Coverage" adds promising turn-on to line of covers on hijinks (Music department).
- "Folors Seeks End of Jigs" urges stations to face the move to 45 platters (Music department).

Read many other informative news stories, as well as the Honor Roll of Hits and pop charts.

**MOA Proposals**

- Continued from page 53

...was first proposed at the MOA convention last March, was scheduled to go into action early this summer. It would allow the SOA to collect data on the amount of tax information from nearly all of the States, to be received and all that remains to be done was to find an operator where it would be feasible.

Meanwhile, Rodney Pantages, in his "COIN MACHINE NEWS QUIZ" column, announced that he would be in touch with Gin, legal councilor of MOA, completed drawing up the necessary papers and MOA, national advertisers association would be formed. He said that research work in the field would begin at the same time.

---

The ROCK-OLA 12" Acoustically matched speaker teamed with the ROCK-OLA heavy-cast 7¼" rectangular horn loaded compression driver unit "Tweeter" Speaker.

**Get ROCK-OLA for Greater Listening**

The ROCK-OLA Manufacturing Co., 50 North Austin Road, Chicago 15, Illinois.
Bally Distributors
Get Variety, New Five-Ball

CHICAGO, Sept. 4—Variety, a new five-ball slot game, has broken records this week by Bally Manufacturing Corporation. The "magic line" feature gives the player the opportunity to manipulate numbers up and down in each of three vertical columns on the backside of the machine, thus increasing the chances on-line. Four-cent and five-cent payoffs are offered. (Continued on page 169)

ACROSS STATE LINES

SLOTS INCREASE IN MD.
Despite Johnson Act

BALTIMORE, Sept. 4—Law enforcement officers are pressing on with the enforcement of the Johnson Act, passed in 1919, which regulates the movement of slot machines across state lines.

The slot machine boom comes despite a federal law—the Johnson Act—which bans the movement of the machines across state lines.

Officers are offering the following incentives to counties where they are legal. Falling for the movement of slot machines to other counties, they provide enforcement of the law:

1. For the first two counties where they are legal, (Continued on page 169)

Amusement Game Tax in W. Pa.
Brings $181,659

PITTSBURGH, Sept. 4—Internal Revenue Service Director A. F. Chadwell said this week that Pennsylvania's second largest city, which has been producing replacement parts for the war, is now earning a little extra on the side in the form of a tax on amusement games. The total collection from these amusement games in the city was estimated at $181,659.

(Continued on page 169)

Coin Business Hurt
By Coastal Hurricane

BOSTON, Sept. 4—The hurri cane that lashed the Northeastern United States last week caused $42,400,000 in losses, with $29,400,000 at hand machines.

According to reports, not only did play drop off in the Northeast, but many coin-operated establishments throughout the country were closed.

Alvin Gottlieb, of D. Gottlieb & Company, Chicago manufacturer, who was in the midst of the hurricane, said, "I have never seen anything like this before. Our company would like to do more, but we can't. We have limited resources and we have to keep our fingers crossed for the rest of the week."

Gottlieb had been visiting with Dave Boff and Iwan Margol at the Montgomery Wards in Chicago. The hurricane batters Rhode Island, Connecticut, New York, and other coastal areas, causing millions of dollars damage. (Continued on page 169)

Salt Lake Ops Pull
Pins for New Units

SALT LAKE CITY, Sept. 4—Salt Lake City game operators have moved their machines to new locations, replacing them with other units.

The move was necessitated by the closing of the city's busiest nightclub, the Palace. The Palace, located in the heart of downtown, is closed due to the building's sale. The new location is the Salt Lake Civic Center, which will accommodate the new machines.

(Continued on page 169)

More Realism
Engineer Sees New
Type Arcade Units

CHICAGO, Sept. 4— "More realistic coin-operated games that could provide "true participation" is what P. G. Hamilton, well known in the amusement game industry, has been working on. The engineer is interested in the development of amusement games for more than 20 years. He has developed games which he believes will provide more realistic play and attract players to the games.

Hamilton's idea is to create a machine that simulates a real world situation. He has designed a standard pinball machine in appearance, as did many of the games developed in the 1930s and 1940s, but claims the new games have the player actually throwing a small ball at a target, hitting the ball with a real stick, and also play attract in a realistic setting.

Coin Chips
Holiday Bowler Match Shuffle

CHICAGO, Sept. 4—Chicago Machine Company shipped this week Holiday, a six-player pinball machine, to a new point credit system which registers matches and scores various games over time, aimed at players of all ages.

Matching features—motion, star and crown—are adjustable to come up in the second, fifth or tenth round. The games are scored vertically on the left and right columns running vertically on the right.

Variety Hits New
High in Shuffles

CHICAGO, Sept. 4—Bally Manufacturing Corporation announced a new Pinball machine called the "Variety." This game features a number of variations on the traditional pinball game, including new targets, decorations, and backgrounds.

The game's creators are looking forward to the variety of reactions from players, who can choose from different settings and obstacles in each playthrough.

(Continued on page 169)

Salt Lake Ops Pull
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(Continued on page 169)
Chicago Communications to: Ken Kronick
Chilton 9-6761

Chi Coin Head
Big Sale in Plants

Sam Wolberg, co-owner of Chicago Coin Company, said this week that the fall season should be one of the biggest ever for the amusement game trade. He said the company's store was ready for all equipment, and there would be a lot of it. Wolberg reported a high initial reorder from some 300 Chicago Coin Holiday Bowlers.

Alvin Gottlieb, D. Gottlieb & Co. vice president, is secretary of the middle of a h.e. alliance. Alvin was at dinner when a h.e. for Irving Margol of Trimout Coin Machine Co. and Harry Brod, Boston, when the big storm hit the East Coast are expected.

John Ceola and Ken Sheldon, United Manufacturing Company representatives, returned Thursday from the East for a short visit at the Chicago factory.

Coinmen in need of a real workforce this week were: Leonard Lassig of the Super Arcade and Leonard Lassig of the Super Arcade and the Super Arcade. The former is handled by Mike Nevares.

Herb Perkins, Purdue Distributing, reports this week has been busy talking to visiting outside the office and the weather. Monte West says Purdue's new electronic game is working out well.

Irv Ovitz, Acme International Distributors, returned from a business-pleasure trip to Portland, Ore. Irv reports a pick-up in shuffle and bingo business.

Frank Wartenberg, Acme Service Co., says there is room for a bigger quantity of equipment at Acme moved into his plant to help with the heavier fall business.

The Market Place for Coin Machine Industry

THE BILLBOARD PUBLISHING CO., 2100 PATTERSON ST., CINCINNATI 23, OHIO

SUNDAY, OCTOBER 26, 1952

PENNIES GOOD

First CoinShips

Chicago Coin Company, producers of both cards and coin operated games, is shipping out the company's distributors on the East Coast, 1,250 units a day. Exhibit points 50 points per game and are still available in images of movies, TV and radio shows, music, sports pictures, and comic strips. Most of the cards, which are sold for 15 cents.

Pennies Good

Yestockers

Some coin-operated penny machines now have are being sold by the sell a penny machine operators. The new machines, which can be operated with 10 different cards, are available in 10-cent or 15-cent denominations.

A hula hoop a resistance to one of these, which can be purchased for the $1.25 and is intended for use in a variety of settings, is also available.

Business Opportunities

COIN-OPERATED GAMES-A GREAT BUSINESS OPPORTUNITY!... Learn the business of coin-operated games and become a successful owner. We have the equipment, training, and support to help you succeed.

ADVANCE SANITARY MACHINES

SANITARY MACHINE HEADQUARTERS

PARTNERS WANTED ON MACHINERY BUSINESS

Help Wanted

Chi Coin Shippers

Chi Coin Company is shipping out the company's distributors on the East Coast, 1,250 units a day. Exhibit points 50 points per game and are still available in images of movies, TV and radio shows, music, sports pictures, and comic strips. Most of the cards, which are sold for 15 cents.

COIN OPERATED MACHINES

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Auto Layoffs

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with him, Harry Salat, busy with the Muzak®'s new venture in Canada. According to their plan, the new type gun games are the first in a series of exciting new games that have come out in that line.

Chicago Music Company's Ed Levine has been out of town on vacation fun in Wisconsin the past week, gambling and researching while planning the music for their Tournamatic operations.

Lew (Colonel) Lewis, of Merit Industries on the South Side, has flown up to Detroit to check on some change orders, perhaps for their new in-line pinball machine.

Ralph Sheffel, Genco Manufacturing & Sales Company, plans to take a short vacation. He recently left for a trip to Lake City, Phoenix, Arizona, Los Angeles, San Francisco, Seattle and other interesting places in the West, where he has been working with some of the biggest amusement centers.

Avon Gencz, Gencz, in New York City, will be gone for a while. He will visit Baltimore, Chicago and Boston while in the East.

Canada

Continued from page 32

A woman is working with the Acton Insurance Company of Hartford, with an office in Toronto, her sole assignment is to see that all the equipment is covered.

The mechanics, who are run into by war, electrical disturbances and other mechanical breakdowns, and working overtime, have been directed by the company to avert any complaints about the mechanized effects of the war, which is causing a lot of trouble.

The mechanics have been directed by the company to avert any complaints about the mechanized effects of the war, which is causing a lot of trouble.

Muzak

Continued from page 32

Fine the area of copyright music protection, the corporation is working on one involving a tune composed by the corporation. A claim has been made that in each case it holds the copyright of the song, or in case the restaurant violated the copyright, the corporation will demand, "Dear One, Don't Be So Mean".

Dr. E. Spence of Muzak says that in each case it holds the copyright of the song, or in case the restaurant violated the copyright, the corporation will demand, "Dear One, Don't Be So Mean".

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5 Down, 1 to Go

Continued from page 34

Mount Royal Hotel for the showing in Montreal. Following these shows, there will be a final showing in Winnipeg, Vancouver and Calgary.

Bill Gilchrist, head of Gilchrist, Ltd., officials of this city and the largest and best in the firm's history.

Another showing of the new model was held at the Century Ball Fair, London, September 13-15. Seated said that this last show ing would give operators in Western Canada the opportunity of seeing the machine, as well as in- vite them to the opening of the new store to a number of potential customers.


**COURSES & CLUBS**

- Beautiful Falls, NC: $325.00
- Michigan: $425.00
- Colorado: $595.00
- Florida: $625.00

**THE BILLBOARD INDEX**

**ADVERTISED MACHINE PRICES**

Department and price noted below are taken from advertisements in The Billboard as published below. All advertised machines and prices are as of the date of publication. Where quantity discounts are advertised, in the case of one machine listed, the listed machine price is listed. Any price changes are noted on condition of the machinery, etc. time of location, territory and other factors.

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bally</td>
<td>$200</td>
<td>Buy</td>
</tr>
<tr>
<td>Chicago</td>
<td>$250</td>
<td>Buy</td>
</tr>
<tr>
<td>Williams</td>
<td>$300</td>
<td>Buy</td>
</tr>
</tbody>
</table>

**AMUSEMENTS GAMES**

- **Basketball Chump (Bally)**: $225
- **Bingo (Chicago)**: $175
- **Coin Operated (Williams)**: $125

**SPECIALS**

- **Hit & Run (Bally)**: $150
- **Super Clipper (Williams)**: $200

**BARGAINS**

- **Half Price (Chicago)**: $50
- **$25 Off (Bally)**: $75

**MORE**

- **$50 Off (Williams)**: $100

**WANTED FOR CASH**

- **American Red Cross**
- **Advance Automatic Sales Co.**

**ATTENTION**

**OWNERS OF ROLL TOP MACHINES**

**MILLS SALES COMPANY, LTD.**

**BARGAINS**

- **$50 Off**
- **$25 Off**

**WANTED TO BUY**

- **Bally**
- **Chicago**

**THE NATION'S LEADER IN VENDING MACHINE PARTS & SUPPLIES**

- **American Radio History**
- **National Vending History**

**WE BUY**

- **All Coin Machines**
- **All Parts**

**LET REDD GET YOU READY**

**FOR BIG FALL PROFITS!**

- **KIDDIE RIDES**
- **BRIGHT FALLS**

**FULLY GUARANTEED COMPLETELY RECONDITIONED**

- **BEAUTIFUL FALLS**
- **BURGAL MEDICAL-500-BOARDS**

**ONLY $395**

- **UNITED GUNV**
- **UNITED STAR 107**

**LARGEST STOCK IN WORLD OF**

- **Rides**
- **Alleys**
- **Guns**

**WRITE—CALL TODAY!**

**RED DISTRIBUTING CO., INC.**

- **299 LINCOLN STREET**
- **ALLSTON 34, MASS. 02106**

**WHOLESALE & RETAIL**

- **Largest stock of Maneuvers in the US.**
- **RECONDITIONED**

**NEW—RECONDITIONED METAL TYPER CO.**

- **1314 N. Western Ave., Chicago, Ill. 60612**

**STANDARD METAL TYPER CO.**

- **1314 N. Western Ave., Chicago, Ill. 60612**

**FINEST BINGOS**

- **Largest stock of Maneuvers in the US.**
- **RECONDITIONED**

**FIND US**

- **Bargains**
- **Bingos**

**CORPORATE**

- **1314 N. Western Ave., Chicago, Ill. 60612**

**MAKE US AN OFFER**

- **Bargains & Machines**
- **Bingos & Machines**

**SHOOTING MACHINES**

- **Bally Models**
- **Chicago Models**

**ATTENTION**

- **OWNERS OF ROLL TOP MACHINES**
- **MILLS SALES COMPANY, LTD.**

**Copyrighted material**

www.americanradiohistory.com
**Salt Lake Ops**

**Continued from page 39**

most games are licensed and none are of any real. credit, and the ordinance, according to Frank K. Peterson, chairman of the city division.

A recent city public service committee survey indicated that 40% of all pinball games had been removed from pinball machine locations in the city due to an ordinance legalizing operation of the machines. The survey also indicated that 87% of the remaining games had been brought into the city about $27,000 in 1953.

The games had been operated in pinball parlors, amusement parks, and the like. The city had brought reaction from the Salt Lake County and other Utah cities. These cities have gradually been turning towards an ordinance governing the operation of the machines. The survey, following the city's action, showed pinball games from the amusement parks. Districts and clubs have an ordinance outlawing pinball games in their areas. (The Billboard, Sept. 1, 1953)

---

**Europe**

**Continued from page 99**

France and Spain. In France and Spain, vending "hardly existed." (The Billboard, Sept. 11, 1954)

Coinage and voltage are high on the list of European vending problems. Not only are there most major coin mechanisms, but there are also a number of pinball games that are being imported from outside countries which will surely affect the vending business. It is also a major problem in the U.S., and it is one that is not likely to be solved easily. (The Billboard, Sept. 11, 1954)

Sales, is expected to make the visit to Washington, D.C., this spring. The pictures will show, with wife and children, the boy who was a young pinball vendor anticipating the pleasure of returning this year. The show will also include, in Nicky, National Vendors Association, a series of photos that were taken in Hong Kong.

Ann Rits, front office girl for the Chippewa in Minneapolis, is helping her family planning a trip to Hawaii for the summer. She is one of the many Vendors at Summit, above leading each again to contact manufacturers.

Johnny O'Brien's Major Distributors is still riding high on sales. The boys of the biggest hit game have put on many "big" shows in the last few months. "Showstoppers" by Don Coal, composed of the big game, are doing well. The sales and orders are good. (The Billboard, Sept. 11, 1954)

---

**COINMEN YOU KNOW**

Robert James Macaulay, an older and experienced pinball manufacturer, is quite interested in the new machines being introduced. He has been trying to order some of the new machines for his own use. (The Billboard, Sept. 11, 1954)

---

**Vital Statistics**

**Births**

A daughter to Mr. and Mrs. Joseph H. Goodman August 16 in Milwaukee. Mrs. is the former Marion Hurwich, daughter of Mr. and Mrs. Max Hurwich. Mrs. is the former of the Swimming Club, that city.

Dan W. Wilkinson will head the committee for the 1954 campaign of the Richmond Area Community Chest. According to John E. Raines, general manager of Richmond Arena Company, the organization is about ready to begin work.
### The Billboard Index
#### Advertised Used Machine Prices

<table>
<thead>
<tr>
<th>Machine</th>
<th>Location</th>
<th>Score</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art Gunfighter</td>
<td>104</td>
<td>1500</td>
<td>$120.00</td>
</tr>
<tr>
<td>Bell Rull (Identifier)</td>
<td>150</td>
<td>100</td>
<td>$150.00</td>
</tr>
<tr>
<td>Bally Gunfighter</td>
<td>150</td>
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<td>100</td>
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</tr>
</tbody>
</table>

### Shooting Gallery

- **New Action!**
  - **Throw Exotis’s Gunes-Proven Money-Makers for Many Years!**

24 Hits sets up Jeweled * which scores 30 points for perfect score.

For Optional use: Built-in Selector - For Choice of Free play or dime return on perfect score or match score - Various other combinations to suit any location - All targets are in view when game is at rest.

**NOTHING ELSE LIKE IT!**

For Details...Contact your local EXHIBIT DISTRIBUTOR OR FACTORY TODAY!

### Wurlitzer 1500
- **$475.00**
- Write for illustrated Catalog of Other Late Model Phonographs

### Amusement
- **Continued from page 59**
- **Profit Pinch**
  - A co-starring from page 59
  - most bulk equipment as new designed. To accommodate the glove type mechanism, machine base will have to be made higher, both to provide a drop channel for the coins and to take space for the larger coin boxes needed to hold the greater amount of premiers.
  - This would add $2 or $4 to the cost of each vending and take the present $1 to $1.75 bulk model off the market.

### Spot Checks
- **Continued from page 59**
- various charges for other types of gambling. Thompson said Florida has been inspected by the Internal Revenue Service for the current test check and it is expected to provide a sampling of tax stamps for Florida's other parts of the country.

### Central Ohio Specials
- New United States Specials for Premiers

### BINGO GAMES
- For Everything You Need in new and used equipment

### Want Ads
- **CHAMPION HORSES**
  - Advertise small horses. Quote best price.
  - **ROSEWOOD**
    - 155-5, 5th St., Philadelphia, PA 18457-5556

### Other Advertisements
- Shaffer Music Co.
- **For the Most with Over 50 Years**
- Wurlitzer 1500
- **$475.00**
- Write for illustrated Catalog of Other Late Model Phonographs

### Other Information
- Charter New Firm
- **Gottlieb**
  - **Continued from page 59**
  - cabinet, which the player presses for action.
  - The game has four bumpers, high scoring features, and a backglass decorated with a bowling scene. Operation is on nickel play.
## SHUFFLE GAMES

### Variety

- **Continued from page 9**

...way to the basic lines feature. When this lighted the player, he quickly played... separating knobs located on the near the center of the display to line up numbers for in-line play.

### Bally Distrubs

**Continued from page 8**

...upward at the end, dropping the puck into a molded plastic target area... (The Chicago, August 21, 1954). The main target is a square center hole... points. The two smaller targets are... 1954. Scoring for each of the holes progresses from frame to frame. The eight-foot-long game has... the Chicago model with a duplicate model with a triple match... Chicago Coin this week began shipping... Bowler. This six-player shuffle bowler featuring a... centers which register match scores and... right to the maximum number of frames... that four-week contest, the point credits are registered... way to the basic lines feature. When this lighted the player, he quickly played... separating knobs located on the near the center of the display to line up numbers for in-line play.

### 1954 Model of Our Original Famous

This is the machine cloned to the... 11,000. The Fourth Week... models and cannot be shipped... 

### FLASH JOKER

...we have a "show business" backboard, up to three extra balls per game, and games can be played...
The ONLY...
ONLY...
ONLY...
MOVING TARGET
GUN GAME
on the market!

GENCO'S
ALL-LOCATION
GALLERY
AMAZING SUSTAINED
EARNING RECORDS.
BEATING ANYTHING ELSE
IN EVERY LOCATION

and it's the
MOVING TARGETS
that
ATTRACTS the PLAYERS

Get "ON THE TARGET"—
CONTACT YOUR GENCO DISTRIBUTOR TODAY!

GENCO
MFG. & SALES CO.
2621 N. ASHLAND AVE.
CHICAGO 14, ILL.
ATTENTION, OPERATORS AND DISTRIBUTORS
WANTED
SEEKBURG M100A’S & M100B’S
WURLITZER 1100’s & 1250’s
SEEKBURG “SHOOT THE BEAR” GUNS
SEND IN COMPLETE LISTS
1924 30th 1954
ANNIVERSARY
Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Game and
Gulfed Distributors.
Remember
In New England
IT’S TRIMOUNT!

SHUFFLE ALLEYS
Quality you can’t match,
pin you can’t beat.

CHICAGO COIN:........... United
DOUBLE SCORE................$195.00 OFFICIAL.............$100.00
TRIPLE SCORE.................250.00 CASCADER.............$175.00
AVANTAGE..................325.00 10th FRAME..............$140.00
TEN FRAME.................150.00 ROYAL.................$295.00
10th FRAME BOWLING.........150.00 CHIEF.................$95.00
10th FRAME SPECIAL........165.00 GENDO SHUFFLE POOL.....$250.00

Terms: 1/2 cash with order, balance C.O.D. Write for complete bulletin.
EXCLUSIVE: AMI, Chicago Coin, Exhibits, Games, Gottlieb, Williams
Distributors.

WORLD WIDE
... Headquarters for Value, Quality, Service!

OUR SPECIAL!
BIG LEAGUE............$375.90
CONEY ISLANDS...........92.90

WANT TO BUY
DAILY
POLICE
PALM SPRINGS
BEAUTY
SURF CLUB

NOW DELIVERING NEW GAMES
Gottlieb GOLD STAR
BABY VARIETY
BABY JET BOWLER
UNION NEVADA
United BANNER SHUFFLE
ALLEY
Send for our new photomontages and complete sales literature.

ELECTRIC SCOREBOARDS
SCOREBOARDS
22” NEW Ball, Slot
Fielder, $325 ea.
Velvet Fielder, $315 ea.

PHONOGRAPH REPLACEMENT
STETSON
F. E. E. M. & S. S. R. R. Chicago
ZIG-ZAG
Central 4-1150

NEST-O-FLAIL, 45 RPM, very clean.

NEST-O-FLAIL MODEL 1432, 45 RPM, 50 ID, very clean.

REVENGE Model 1443, $135.00 BALLY CHAMPION, $125.00

GOTTLIEB FLYING WING

UNIVERSAL DISTRIBUTING CO.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

Here’s a Lucky Hit for You!

• Rotation Sequence Numbers 1 to 7.
• Bottom Holes Awarding Replays
  Keep Interest Until Last Second.
• Kickout Holes Advance Value of
  Point Target.

SEE IT AT
YOUR DISTRIBUTOR
NOW!

• 4 Pop Bumpers.
• High Score to 6 Million.
• Super Point Score.
• 2 Super Powered Flippers.
Beautiful Extravagantly Handsome Colorful Cabinet

OPERATE
William's
DAFFY DERBY
with horses that actually gallop across the backbox plus the new exclusive MIDGEE PLAYFIELDS that score real earnings for operators!

FOREIGN BUYERS
Cable for Special Price Lists
Parts and Service Manual Available

IMMEDIATE DELIVERY
INTERNATIONAL RECONDITIONED
MUSIC TYPES GAMES KIDDIE RIDES

"We stock the most complete line of thoroughly reconditioned Wurlitzer, Seeburg, AMI, Rock-Ola and Evans made machines. Also the finest line of reconditioned pin games, arcade equipment, shuffle alleys and Kiddie rides.

INTERNATIONAL AMUSEMENT CO. 1423 SPRING GARDEN STREET Rittenhouse B 7772 PHILADELPHIA 30, PA

H7Dquarters for BEST BUYS in USED Bally 4AMES

Just buy one and why you save a little more cannot he plied for. Get a deal and save money back in your budget! Why not ask.

HIGHES T PRICES PAID
for used Bally In-Line Games

Allan
SALES, INC.
957 MARKET STREET WHEELING, WEST VIRGINIA PHONE WHEELING 8472

SPECIALS!
Gems SUPER BASKETBALL... $55.00
Gems SUPER SPIN BALL... 40.00
Gems SUPER ARCHERY... 30.00
Chi Line TUNE DEBOY... 30.00
Gems-ARCHERY 1... 35.00
Chi Line PANTHER... 35.00
Chi Line DEBOS... 35.00
Chi Line DEBOS (1000)... 25.00

UNIVERSITY COIN MACHINE EXCHANGE 154 N. HIGH ST. COLUMBUS, OHIO

CUBA CARTRIDGES
Specializes in all parts of new, used and reconditioned machines.

THE BILLBOARD SEPTEMBER 11, 1954

LOOK AT THIS
BRAND NEW COMBINATION
OF SCORING PRINCIPLES THAT
WILL PUT YOU "ON TOP" IN ANY
LOCATION. IT DEFIES
COMPARIISON!

- Making 1 to 8 rollovers scores 1 replay and lites
  all 1 to 8 rollovers for replays.
- Making 1 to 8 lites button to advance "Special Bonus
  Score".
- Bonus Score builds up and remains until mode.
- Ball in top center area is kicked into elevated track to
  advance balls progressively along kickout pockets on
  right side of playfield.
- Additional balls over elevated track, or thru left
  bottom rollover, advance balls in kickout pockets on
  right side until ball in bottom pocket goes thru return hole.
- Ball thru return hole lites button to advance
  "special bonus" and lites center kickout pocket to collect "special bonus".
- Making 1 to 8 rolls bottom left and
  right side rollovers for "special".

IF YOU WANT TO GET
AND HOLD CHOICE
LOCATIONS, YOU CAN
DO IT FOR SURE WITH

WILLIAMS SKWAY
See Your Williams Distributor
without delay...today!

Joe Ash Says...
FOREIGN and DOMESTIC BUYERS
will find TROUBLE FREE machines at LOWER PRICES here.

ACTIVE AMUSEMENT MACHINES CO.
"YOU CAN ALWAYS DEPEND ON ACTIVE" ALL THE WAY

WHAT'S NEW IN COIN MACHINES?
WHAT ARE THEY GETTING FOR USED EQUIPMENT?
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HOLIDAY

THE MOST EYE-APPEALING! ... MOST COLORFUL! ...
MOST EXCITING BOWLING
GAME EVER CREATED!

NEW SENSATIONAL POINT CREDIT FEATURE!
Point Credit Totalizer Located on Top of Score Glass
Shows Player Accumulated Number of Credit Points He
Will Score by Matching a Number, Star and Crown!

NEW SCORING THRILLS GALORE!
NEW! Player Matching a Number Scores 1 Credit Point!
NEW! Player Matching a Number and Star Scores 10 Credit
Points!
NEW! Player Matching a Number, Star and Crown Scores
Total Number of Points Contained in Point Credit
Totalizer!
(Points are carried over from game to game until a 3-way
match is accomplished — Number, Star & Crown.)

NEW SURPRISE SCORING FEATURE!
Occasionally, at the Start of a Match Frame All
Stars Light Up. Player Then Has the Opportunity
of Scoring Points by Matching Either a Number
or a Number and Crown!

NEW! A Different Number, Star
and Crown Arrangement Ap-
ppears for Each Player Dur-
ing the Match Frame.

A Symphony of Brilliant Live Colors
Give the Holiday Cabinet a Most
Festive, Radiant, Attractive Ap-
pearance!

NEW! Ultra Modern Deluxe Cabi-
net is as Handsome, Trim and
Sleek as Any Ever Designed!
NEW Colorful Formica Playfield!

At Operators Option Game is Adjustable
For Match Play in 2nd
- 5th or 10th Frame!

At Players Option He May Start A New
Game After The Match Frame or Continue
to Play for Score!

1725 W. DIVERSEY • CHICAGO 14

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PLAYTIME BOWLER

Companion to HOLIDAY!
For locations desiring a straight match game
with an entirely new "Super Crown" feature.

Adjustable for
Automatic Re-
play Feature!

1725 W. DIVERSEY • CHICAGO 14
NOW...ever popular BOWLING SKILL
AIM CONTROL
plus old favorite SKEE-BALL SKILL
SPEED CONTROL

Bally JET-BOWLER
WITH TRIPLE-MATCH FEATURE AND
SKILL-SHOT SPEED-O-METER

STRIKE and SPARE scores controlled by player’s SKILL
NOW...ever-popular BOWLING PLAY-APPEAL is combined with the old favorite
Skee-Ball PLAY-APPEAL in the greatest shuffle money-maker ever built. Thanks to
new Skill-Shot Speed-O-Meter, SPEED-CONTROL SKILL of skee-ball is combined with
AIM-CONTROL SKILL of bowling to produce a bowler that really keeps players coming
back day after day, month after month. Get in on the big new bowler boom
now... get JET-BOWLER and ROCKET-BOWLER!

Model JET-325: 10¢ a play—3 plays 25¢ Model JET-110: 10¢ a play

ROCKET BOWLER
All the play-appeal and
favorite features of
JET-BOWLER... but
without Triple-Match.
Model Rocket-325
10¢ a play
3 plays 25¢
Model Rocket-110
10¢ a play

FAVORITE FEATURES
Light-up scores. Club-styled cabinet. Adjustable
for 10 frames or 5 frames. 7-10 Pick-up.
Last Frame Feature adjustable to allow player
to keep shooting as long as he scores Strikes.
Formica playfield. Giant pins. Hinged play-
field, pin-hood and doors. Quiet operation.
Surely, trouble-free mechanism.

EARN MORE MONEY
WITH
Bally Hi-Fi

Famous IN-LINE SCORING Features
Plus Exciting BUMP-BUTTON
Famous In-Line Score Features plus exciting
Bump-Feature that allows player to bump or jiggle
game without lighting “tilt” 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
UNITED'S DELUXE
SHUFFLE TARGETTE

6 PLAYER SHUFFLE TYPE SKEE-TARGETTE GAME

GREATEST COMPETITIVE GAME OF ALL TIME!

SINGE, DOUBLE, TRIPLE, QUADRUPLE, QUINTUPLE SCORING

TERRIFIC SUSPENSE FINISH
LAST 3 SHOTS QUINTUPLE (5X) SCORE

INTRIGUING
SKEE-TARGETTE
TESTS PLAYERS’ SKILL
MADE OF
HEAVY DUTY DURABLE
MOLDED RUBBER

SMOOTH,
QUIET
OPERATION

UNITED’S FAMOUS E-Z SERVICE FEATURES

SEE YOUR DISTRIBUTOR
NOW!

UNITED’S
SHUFFLE
TARGETTE

Same as Deluxe SHUFFLE TARGETTE without TRIPLE MATCH FEATURE

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

CONVENTIONAL SIZE 8 FT. BY 2 FT.

ALSO AVAILABLE WITH TWIN CHUTES
10¢ and 2 for 25¢

UNITED’S NEVADA
Fast Action In-Line Game
With NEW SPELL-NAME CARRY-OVER Feature

STANDARD PINBALL CABINET SIZE
THE Select-o-matic 100

THE COMPLETE MUSIC SYSTEM

FULL-SPECTRUM HIGH FIDELITY
Faithful reproduction of every tone in the musical spectrum... from the lowest lows to the highest highs. The lightweight, spring-tension magnetic pickup has a range of 15 to 25,000 c.p.s. The amplifier is the finest ever built into a coin-operated music system.

OMNI-DIRECTIONAL SOUND
Music in all directions... beautifully and faithfully reproduced at the same tonal level in all directions. To make this new concept of listening pleasure possible, Seeburg has designed and built an electro-acoustical system that integrates five speakers into the acoustical chamber of the Select-O-Matic "100".

SCIENTIFIC SOUND DISTRIBUTION
A complete new line of Seeburg high fidelity remote speakers including recessed, wall and corner models. All these new speakers are constant voltage type, permitting complete interchangeability without accessories. Particularly adaptable to multiple speaker installations.

REMOTE CONTROL
The Well-O-Matic "100" is an electronic achievement overshadowed only by the Select-O-Matic "100" itself. Catalogs the five basic musical classifications... places them at arm's reach of guests. Put the "champion music salesmen" to work for you.

MASTER REMOTE VOLUME CONTROL
For complete control of speakers in phonograph and all remote speakers. Automatically maintains bass and treble balance at all stages of volume.