Newspaper clipping from September 25, 1954, contains articles about adult records, NBC Symphony, and other topics.
TV Film Costs Highest Yet: Peak Is Nowhere in Sight

Improved Quality Offers Consolation For Sponsor, Agency Budget Woes

HOLLYWOOD, Sept. 15—Advertisers and ad agencies this season, at least, will have placed the highest bids ever for TV and the end of the year may find that this fact is being based largely upon slipping ratings which show the demand at least can take consolation from the fact the cost is no longer so improving.

These conclusions are verified by the census of three television production managers, those at the major networks and major independent producers. The television production managers verify that costs have risen up between 15 and 20 per cent on the current year's basis.

One reason is that the number of shows produced, despite the fact, of course, that the quality is better, too, but if it is recognized that it is possible that a producer might demand constant change and attention and show a smaller profit.

Buch then takes a slightly different view of the matter. An advertiser who banks a million dollars on the success of a show does not, he declares, a series which has not knocked the $20,000 per half-hour segment but requires $25,000 to $30,000 to sponsor a producer to produce a cheap show and are on the airplace it in a Class A time slot and the producer will have found that costs which might stabilize at a million dollars. Buch then, however, that costs of filming shows, on the average, have gone up less than those of producing.

Beer is of the belief that par- ents may be the answer to keeping salary costs down and he does not particularly deal with Preston Foster in "Water- tedger" as an example of what is happening. Over all, a show gives a number of stars, he says, an extra incentive, he said, Foster, who has been paid a price (

CLAIMS TOP SPOT
TPA Sees Gross Of $9,000,000

NEW YORK, Sept. 15—Talent Producers, Inc. celebrated its first anniversary this month. No. 1 in the TV film industry, TPI, has just celebrated its 5th anniversary. President, and Mickey Sillerman, executive vice-president, has declared that the sale of its six shows to all networks for a total of 880 markets assures them a revenue of $9,000,000 by the end of 1954. TPI's top star for the past year has been Bette Davis, who has been assigned her new picture, "Halls of Ivy." It is coming up on CBS-TV in a two-month series.

KBC-TV Has Unique Pilot Filming Plan

HOLLYWOOD, Sept. 15—A unique plan for filming a TV show that has never been announced this week by newly organized KBC TV, is that the film is a three-quarter-hour show, which has been assigned to the "Adventures Theater," anthology, which has been assigned the assignment, "Adventures Theater." The plan is for the first of the pilot films this week.

The series is under way with several series appearing to appear in the series. This is the first series of the series. The first series is an "Abie's" series. "Abie's" is a series that has been assigned to the "Seminole Theater." A series that has been assigned to the "Cavaliers," "Cleveland" and "Hollar Squatters."

Ziv-TV Sells 'Corriss' Series to 105 Markets

NEW YORK, Sept. 15—In its fifth week, Ziv TV has sold its "Corriss" series to all major markets including every major one in the country. It is sponsored, beginning next Monday, by the "American West," which consists of the TV's 250 million population.

**NBC Radio Hits $33 Mil Gross For 8 Months**

NEW YORK, Sept. 18—NBC Radio this week claimed to have written the most promising renewal business during the first half of the network's present deal. The renewal business has amounted to $33,325,348.

The figures of the business—followed by the pattern of long-established earnings for NBC—are based on 28 stations and strip buys, while roughly 25 in the network have purchased securities. The actual success is the "Fireball" strip, which is close to being sold.

**Louella Agrees To Telefilm**

HOLLYWOOD, Sept. 18—Louella Parsons this week signed an agreement with Filmroway Press, Inc.,生产经营 the "Screen World" show for the past year.

To Shoot 52 More Smilin' Ed's as 'Andy's Gang'**

HOLLYWOOD, Sept. 18—Filmroway Press, Inc., is planning to shoot a second series of "Smilin' Ed's Gang" this fall. The series will begin in mid-October by Frank Reuter, producer.

Andy Devine has been signed to reprise his role as the title character in the series, while Louella Parsons takes on the role of star and narrator of the series. "Smilin' Ed's Gang" first went on the air in 1949, and is one of the old favorites.

Available for the show's ad is the cast of several film shot in India by Ferrin Productions, Inc., and the picture will continue Saturday mornings on ABC-TV.

**National Films Net to Supply Syndicated Pix To Stations**

HOLLYWOOD, Sept. 18—Incorporation papers have been taken out in Sacramento, Calif., by National Films Inc. to supply picture stations with films to be handled by the network's documentary structure.

**Let's Dance For 5 Weeks**

NEW YORK, Sept. 18—ABC-TV's "Let's Dance" show will be in town for five weeks.

The Saturday night band show, which is packaged as part of the "Let's Dance" series, was originally scheduled for a 12-week run, but has now been extended, and is expected to run 12 weeks or more.

**Official Film Shows 317 Record Profit**

NEW YORK, Sept. 18—Official Film Co., has reported a profit for the first half of the year with a profit of $104,496.69 on an income of $1,008,348.25. The company has reported its work in a number of major TV markets.

**Kiermaier in New NBC Film Sales Position**

NEW YORK, Sept. 18—John K. Kiermaier, national sales manager, will be in charge of the new NBC Film Division, as announced by NBC President Joseph Lombardo.

**Interstate Plans Return To Production End of Biz**

HOLLYWOOD, Sept. 18—Interstate Pictures, one of the biggest producers of theatrical films, is to stop the production of theatrical films and concentrate on the distribution of the company's products, according to a statement issued by Interstate's Western sales representative.

**MFZM-TV Buys All of Official Pix**

NEW YORK, Sept. 18—MVFZM-TV, a new UHF station, this week bought from Official Film Co., the rights to all of the company's film catalog. Among the programs purchased were "The Story," "Nessie" and the "Robby" series.

**Kratz says Sales Reps No. 3**

NEWARK, N.J., Sept. 18—Bud Kratz, traveling sales representative of the Travelers Insurance Co., has been elected president of the Newark chapter of the Travelers League, a local association of traveling salesmen.

**Universal 3 New Sales Reps**

HOLLYWOOD, Sept. 18—Universal has appointed three new sales representatives, including George W. E. Jones in the Chicago office, who will handle the company's sales in the Midwest and the Pacific Coast.
Film Animators to Take Strike Vote

NEW YORK, Sept. 18.—A deadlock has been reached in negotiations for a new union contract between Screen Actors League, representing actors union has called a compulsory strike vote for Monday, September 18, at which time the members will be called upon to sanction strike action if the deadlock is not ironed out then.

A vote, if taken, would be held as a unit, as Academy Pictures, producer of the recent film "Lustful Robert," has been excluded from the talks.

The major point of disagreement between the union and the producers is the question of whether or not an employer's representatives will be covered by a new contract. The union demands that all the strike payment and benefits and the welfare fund benefits be made available to the union members.

Of importance is the fact that this is the first time a group of independent producers have banded together to negotiate a new contract. The contracts in effect is Babbitt & Zelinger, Inc., and will expire within the next few weeks.

Says Specs Are Gamble by Clients

NEW YORK, Sept. 18.—Medley Sillerman, executive vice-president of the Radio Advertising Bureau, American radio, rushed in following the radio program "Take a Chance" as a first step in putting a healthy policy on television production. Citing this week's " Offensive" as an example, Mr. Sillerman said in a letter to advertisers and producers that in the future advertisers should have to pay for television production programs, as in the case of putting on a television show and know in advance what the results will be.

He lists television as "as good as the network executives about that in the United States." His hopes are not entirely in the program thinking. I agree that there must be some rules in the experiment can be tried out—on the basis of the experiments demand. And I'm not surprised to find that they are the people who have a healthy knowledge of the television art.

I don't understand why the advertiser should be required to undertake these experiments. Anybody who has been feeling for the advertisers and a trace of yesterday's blood can find plenty of opportunities to get "budgeting" with his private funds. That's the reason that the signers have many dollars, I have the old ideas that I think there should be able to see what he is getting.

The differences between experiments were clearly brought out in the "Office," which was the result of the "Office." The contracts for the "Office" are still in the hands of a number of clients, and they're ready to give to the people of the "Office." As a result, the clients have a chance to try out the experiments in television and are doing so.

"We don't care if you're a client or not," Mr. Sillerman declared. "If you want to do business with us, you must be prepared to pay."

"As if you are a client," Mr. Sillerman said, "you're going to make money."

"We'll pay you for your television business as your own business."
THE BILLBOARD  
TV FILM PURCHASES

With the addition of three market weeks, Candy Dot Sugar is in a position to make CBS Tele- 
vision Film Sales' Western tele-
vision series, "Amos 'n Andy," available to
stations under contract for the first time.

The series, which has been on the air
since 1953, is now available for single-
week or multiple-week bookings, and is
expected to be a major attraction for
stations.

Other CBS Film sales this week are
" Postéto", "The Jolson Story", "Sailor's 
Honor", "The White Shadow", and "Sleeping 
Beauty".

An important new series to be released 
next month is "The Jolson Story", which 
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been on the air since 1953.
BB Survey Shows Single Sponsors Gobbling Up GT's Feature Film Bloc

By JACK SINGER

NEW YORK, Sept. 18.—Most advertisers seeking to sponsor the General Theatrical Shows’ new feature film bloc were disappointed at the early results of the survey. One of the advertisers who did not have a chance to purchase the entire package to a single advertiser was a large advertising agency which had purchased the entire package on a single advertiser basis a week ago. It was reported that the agency had purchased the entire package to a single advertiser because it felt that the two feature films were not as strong as the two previous feature films released by the General Theatrical Shows.

Most of the stations that have purchased the General Theatrical Shows’ feature film bloc have adopted a policy of purchasing the entire package to a single advertiser. The agency that purchased the entire package to a single advertiser had purchased the entire package to a single advertiser because it felt that the two feature films were not as strong as the two previous feature films released by the General Theatrical Shows.

The 35-film package, consisting of 21 films scheduled for release this year, will be used by the agency that purchased the entire package to a single advertiser. The agency is planning to use a team of feature filmmakers to make the most of the package, and it is expected that the agency will be able to use the package to its full advantage.

The agency that purchased the entire package to a single advertiser is expected to earn a substantial profit from the package, and it is hoped that the agency will be able to use the package to its full advantage. The agency is planning to use a team of feature filmmakers to make the most of the package, and it is expected that the agency will be able to use the package to its full advantage.

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Skiatron TV Asks FCC OK Of Pay Video  

WASHINGTON, Sept. 18.—Subscribers TV received its second basic license on Wednesday when the Colgate-Palmolive Co., representative of the National Communications Commission, appeared before the FCC to request use of UHF TV stations for a new service.

Following in the wake of strong support for the pay-as-view service by the General Foods Corp., the Colgate-Palmolive Co. submitted an application for the use of a UHF TV license to the FCC.

In its petition, Skiatron argued that its proposal to implement a pay-per-view system was to be used to demonstrate a high-quality television program that would be of great benefit to the public.

The petition stated that the service would be similar to that of the Colgate-Palmolive Co., which operates a similar service in the New York area, and that the service would be available to all households in the area.

Skiatron also noted that its proposal was designed to be a pilot project for future development of a full-featured pay-per-view service.

The FCC has not yet decided on its response to the petition.

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GIVEAWAY FOR SMART CROWD  

WASHINGTON, Sept. 18.—A new radio giveaway dubbed as an "educational game" with some far-reaching implications will be broadcast on WDCV, sponsored by the National Federation of Independent Business (NFIB), which has been the driving force behind the giveaway.

As "Lucky Tom of the Mystery Melody" of Colgate, Edward Fleer will broadcast a series of programs organized around the theme of "The Mystery of Tom's Journey." The program will be broadcast on Thursday evenings for six weeks, and the winner will receive a prize.

There are two groups of programs to be broadcast: one series of programs will concentrate on the history of radio, and the other series of programs will focus on the growth of the entertainment industry.

The giveaway will be aired six times a day, and the winner will be selected at random.

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SURVEY PREDICTS WEB RADIO DEATH BY 1956  

TV Situation Now Keeps AM Alive, But Still Is Responsible for Demise  

Continued from page 1

It would be replaced by radio stations that are already established, and the broadcast industry would be able to continue to thrive.

The survey, conducted by the National Association of Broadcasters (NAB), indicates that radio stations are growing in popularity, and that listeners are turning to radio as a source of news and entertainment.

The survey also indicated that radio stations are more likely to attract young listeners, and that the trend is expected to continue.

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NOT ENOUGH SETS AROUND  

Sponsors Have Written Off Color Video for This Year  

NEW YORK, Sept. 18.—The nation's video sponsors have written off all color television, at least for the near future, and are planning instead to concentrate on monochrome television, according to a report in the New York Times.

The report stated that many sponsors have decided to drop color television because they believe that the market is not yet ready for it.

The report also stated that sponsors are focusing on monochrome television because it is cheaper to produce and can be sold to more viewers.

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Kaiser to Drop Thomas News  

NEW YORK, Sept. 18.—Kaiser Willys motors will drop its Lowell Thomas news strip on November 1st, according to the Kaiser Motors Corp.

The decision to drop the strip was made after a study of the strip's performance, and it was decided that the strip was not meeting the company's expectations.

The strip was introduced in 1950, and it has been a popular feature in newspapers across the country.

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Cable TV System  

Full Sell-Out For ABC On NCAA Grid Package  

NEW YORK, Sept. 18.—The ABC network has sold all of its NCAA Grid Package cable TV system, which is scheduled to begin in October.

The package includes live coverage of NCAA college football games, and it is expected to attract a large audience.

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LAMB CASE  

FCC Hearing on License Renewal Renewal May Set Record  

WASHINGTON, Sept. 18.—A hearing on license renewal for the LAMB radio station in Toledo, Ohio, will set a new record for FCC license renewal hearings.

The hearing is expected to last for several days, and it will be held in the FCC's studios in Washington, D.C.

The station's license is currently up for renewal, and the hearing will be held to determine whether the station should continue to operate.

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Derr Adds TV to Sports Directory  

NEW YORK, Sept. 18.—John Derr, president of the CBS Sports Network, has announced that the network will add a new sports program to its schedule, which will feature coverage of college football.

The program will be broadcast on Friday evenings, and it is expected to attract a large audience.

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Ashley to Rep 1. Mansfield  

NEW YORK, Sept. 18.—Ted Ashley, currently serving as a campaign coordinator for the United Auto Workers, has been selected to represent the 1st congressional district in Ohio.

Ashley is a former union organizer and is expected to focus on issues such as health care and education.

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The article text contains information about the television industry, including the potential death of web radio by 1956, the Kaiser Willys decision to drop the Lowell Thomas news strip, and the sale of the NCAA Grid Package to ABC. It also mentions the FCC hearing on license renewal for the LAMB radio station. The text is a mix of news and analysis, providing a snapshot of the industry at the time.
Sponsors Utter Cry of Pain Over Rates on Spectaculars

NEW YORK, Sept. 19.—The cries of anguish which were heard this week at NBC headquarters when ratings on the first spectacular Sunday night on NBC-TV became known seem to prove that more of the same is at the season's door. The average of 3.1 for the trade in Westinghouse is far from satisfying with its ratings for the dozen stars. The Westinghouse figure is understood to be based on fact that "Stud One," its Monday night show, rates better, better shows, rates, and costs a real deal less. The most obvious conclusion, judging from the ratings of both spectaculars, is that the west shows just have not created the viewing excitement.

Among the long-week shows, "Lux Video Theater" stands in trouble. The live show from Hollywood, has failed to get the backing of movie properties it expected. Only Fannum Brothers, which produce the movie, will find films in return for generous rights if the show doesn't make it.

Since the program is not spend-

World Series show is not a viable seri-

eral. The broadcast will be preceded by 6:00 p.m. Spanish speaking program, "Fiesta," and as usual will be beamed in Spanish via short wave to Central and South America. 

McConnaughey Looms as Next FCC Chairman

WASHINGTON, Sept. 19.— President Truman was closer to appointing a new Federal Communications Com-

mission chairman this week after considering both George E. Sterling and a strong contender for the job. Both said the creation of Radio & Television Broad-

casting Commission would go on. It is believed the President has been considering since Ross Hyde's one-year term concluded Aug. 19, but will wait until a vacancy occurred on the

Leading contender for the ap-

pointment appears to be General Motors President William D. Green, who is opposing the Democratic platform in Ohio. However, he has not been approached by the Administration.

MULTIPLE OWNERSHIP RULES

FCC Adopts New Order as Means Of Developing UHF Broadcasting

WASHINGTON, Sept. 19.—The Federal Communications Commission has adopted new multiple ownership rules increasing the number of stations to seven, providing individuals and nonprofit stations to move to "more rapid and effective development of the UHF band." Pointing out that the new rules are supported by UHF-ers as well as those against them, the commission argued that UHF would be served better by having the five other multiples own that UHF stations with their "newspaper interests," as opposed to the "independent" broadcasters or the public.

In a strong dissent from the majority, the commissioner, who is the chairman, criticized the FCC for "incredible" or "uncom-

Washington, Sept. 19.—The American Telephone & Telegraph Company, under the aegis of the U.S. Indepen-

dent Telephone Association which transmits television program-

me 

The agency analysis estimates that the FCC is encouraging network to drop from $3.8 a

New York, Sept. 19.—Borden this week bought three quan-
tities of "Time" showing a peak of 33 or more for ABC-TN. The advertise-

weekdays. This is no new in the time period,

Borden Buys 'Time' Strips

New York, Sept. 19.—Borden this week bought three quan-
tities of "Time" showing a peak of 33 or more for ABC-TN. The advertise-

New York, Sept. 19.—The TV Grant Total

WORLD SERIES

GAB IN SPANISH

NEW YORK, Sept. 19.—The Gillette Safety Razor Company will give the broadcast of the World Series from 1 to 11, 1954.

Discarding the cumbersome "Sundays..." the program will be held at the Stadiu

BORDEN TRADING COMPANY

STOPPERS" have been placed in the program it will put there.

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**SIMON & GARFUNKEL SONGS OF TRAVEL AND STAYING AT HOME**

Tom J. Wilson, May 8.

Simon & Garfunkel's "Song of Travel and Staying At Home" includes 12 songs and runs 98 minutes.

**RECORD-PHONO MERCHANDISING BECOMING AN INCOME SOURCE FOR BIGGER SALES**

**FOR BETTER TRANSACTIONS**

**SECONDARY MARKETS OPEN UP AS MERCHANDISERS INSIST ON INCREASED SPECIFICITY**

**RECORD-PHONO INDUSTRY DUE FOR ALL-TIME PEAK IN 54**

**New York, Sept. 16.-**In the thousands of spot announcements, the record-phonograph dealer has used to sell his wares, the record-phonograph is often bought on the basis of ideas, slogans, and good will alone.

**BOOST FOR DEALERS**

**SOLID DISPLAYS BUILT AROUND TOP PACKAGES**

**BY ROB HOLZT**

In the days when the phonograph record was the only known means of musical reproduction, the record-phonograph dealer had to rely on his own personal contacts and personal efforts to sell his wares. In the days of today, however, when there are so many ways of promoting a product, the record-phonograph dealer has a long list of aids and aids to his merchandising efforts.

**RECORD-PHONO INDUSTRY DUE FOR ALL-TIME PEAK IN 54**

**NEW YORK, Sept. 16.-**The record-phonograph dealer has been faced with a problem of how to market his wares in the face of competition from other forms of entertainment. The record-phonograph dealer has been able to overcome this problem by developing new and improved displays, and by using a variety of advertising methods. The record-phonograph dealer has also been able to take advantage of the fact that the record-phonograph has become a popular form of entertainment in its own right.

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Quality Kidisk Line Growing Despite Low-Cost Inroads

Firms Stress Better Disks as Buyer Builders; Cheaper Ones Still Sell OK

By JUNE BUNNY

High-ticket merchandise, and particularly products that are known, are more than holding their own in the jukebox and phonograph fields, according to surveys. Yet, the market for much of the much lower price range is also strong.

One indication that the market is big and growing is a recent report by the Jukebox Manufacturers Assn. The group has reported that the number of jukeboxes sold in 1954 was up 11 percent from 1953, a total of 125,000 units.

The survey, conducted last year by the JMA, is the first of its kind to be made. It includes all manufacturers and distributors of jukeboxes in the United States.

The survey showed that the market for jukeboxes is still growing, with the number of units sold increasing each year. It also showed that the market for jukeboxes is becoming more diversified, with more manufacturers and distributors entering the market.

Jim Figlia, president of the JMA, said that the survey shows that the jukebox market is healthy and growing, and that the industry is doing well.

"We are very pleased with the results of the survey," Figlia said. "It shows that the jukebox market is strong, and that the industry is doing well.

"We look forward to continuing this survey in the future, and to seeing how the market continues to grow and change."
Know Your Customer, Stock, Ability to Sell

By BOB YORKE
Merchandising Manager

Almost everyone in the record industry—on every level of the industry—has made at least one specific area in which there are comparisons that differ from one dealer to another. One or two dealers may have a record department, while another may be more of a music department. Still others may have a more diversified approach. Graphically, economically in an area and graphically in any area, dealers are directly comparable. Yet, in any given area, the profits are profitable, while the other is either very profitable or not profitable at all. There's no way to know the answer to this question.

Truthfully, any answer given could not be comprehended in a comparison which will make the points, since there are many factors which would make a major difference in any comparison.

Record Customers

Who are the record customers of today? In comparison with that of all, the group which knows and buys records the best is the local dealer. They are the people upon whom the record companies rely in the sales of their records for many years. They buy new, used, and even old records that are on record playing equipment. They can make more records than they can possibly ever have. They are the dealers with the most knowledgeable experts—and often are. They are the dealers who can buy records in any area, who can purchase any amount of records, or any amount of things at any time. They are the dealers who can make a major difference in any situation.

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**Adult Disk Market In Rapid Expansion**

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**Displays on Top Packages**

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**Right Angles Sell Speed**

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**Quality Kidst Line Growing**

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**MUSIC**

**THE BILLBOARD**

**SEPTEMBER 25, 1954**

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**ONE OF CAPITOL RECORDS'** newest window and in-store display displays highlights the firm's classical music and the FDP tags.

---

**THE WILCOX-GAY line** the fall single, a three-sided disc on tape, disc, from tape to disk, or from disk to tape.
Great music in digest form will help you sell the one home out of every two in your city that has no phonograph.

Today, there are 21,000,000 homes that neither we nor other phonograph manufacturers have been able to sell.

To reach the undeveloped mass market—one out of every two homes—the brand-new Listener's Digest idea was born. Listener's Digest lets you win customers by offering a short cut to culture... the pleasure and prestige in knowing classical music.

This is the Listener's Digest: an automatic "Victrola" 45 phonograph, a 42-page musical enjoyment guide, and 12 of the world's best loved classics, so skillfully condensed that—like stories in a "digest" magazine—nothing seems to have been left out! Here's great music made friendlier, easier to like—through condensation.

Once before, you accepted our analysis of a similar problem. Today "45" is alive with profits for everybody. Listener's Digest promises to be an even bigger opportunity for all of us to sell up the nation to better recorded music and phonographs.

Three-in-one offer: 10 RCA Victor "45 Extended Play" records condensing 12 best loved classics, worth almost $60 in complete album form... PLUS model 45EY2 automatic "Victrola" 45 phonograph that formerly sold for $34.95 alone... PLUS 42-page musical enjoyment guide. All listing for only

$39.95

Listener's Digest also available with portable model 45EY3 or deluxe table model 45EY4 listing at $64.95

Suggested list prices shown, subject to change without notice.
NOW! RCA VICTOR CREATES A
AND BRINGS

LISTEN! RCA VICTOR
LET'S YOU IN ON THE SECRET OF
HIGH FIDELITY

HEARING IS
BELIEVING
56 minutes of spectacular "New Orleans" HIGH FIDELITY demonstration and 5 complete selections from new RCA Victor albums
$5.95 value Long Play Album
only $1.00

HEARING IS BELIEVING

45 E.P. version worth $1.58

only 35¢

The key to your in-store promotion is this smart, compact merchandiser. You must have at least one on your counter at all times if your "Hearing Is Believing" promotion is to be a success. Constructed of sturdy cardboard, Holds 12 Long Play and 12 "45 EP" records. Fits easily on any counter. Order this outstanding, self-service unit through your RCA Victor Record Distributor today.
MASS MARKET FOR HIGH FIDELITY IT INTO YOUR STORE!

Cash in on the brilliant, new "Hearing Is Believing" Campaign...
the promotion that brings High Fidelity to the masses!

Here it is... the new, profit-building record all America will soon be talking about. "Hearing Is Believing"—the exciting record that demonstrates High Fidelity in terms the common man can understand and builds a profitable new mass market for you.

Order these mats through your RCA Victor distributor today. Schedule them to run in local newspapers at the same time factory-placed ads are appearing in big-circulation magazines. This way you get double the impact—a valuable identification with high-cost, high-powered national ads.

An expert salesman for only a mere fraction of the cost... a colorful pennant set that will really sell. String up several in your store in heavy traffic positions where they can't be missed. Order through your RCA Victor distributor right now.

PLUS these powerful selling aids...
available now through your RCA Victor distributor

WALL HANGER. Just what you need to do a hang-up selling job in windows, on walls and in listening booths. Two colors, 12" x 36".

COUNTER CARD. Mounted, easel-backed reprint of the two-color "Hearing Is Believing" national ad. Use on counters, in windows, on aisle units.

PRINTED TAPES. Put these hard-selling tapes up all over your store... they'll stick on any surface. Use them and watch your sales go up!

LABEL PINS. Make sure every one of your sales clerks wears one of these eye-catching pins. Don't wait... order a good supply of pins today.

IMPORTANT: "Hearing Is Believing" was produced for the millions who are not acquainted with modern high fidelity sound. Your regular high fidelity customers will be more interested in RCA Victor's "An Adventure in High Fidelity" (L.M.1402).

On one side, it's a dramatic demonstration of the difference between old sound and "New Orthophononic" High Fidelity. On the other, selections from 9 just-released "New Orthophononic" albums. The amazing price? Only $1 for the Long Play version ($5.95 value); and 35¢ for the "45 EP" version ($1.50 value).

It can't miss making thousands of new customers for High Fidelity. And to make doubly certain, RCA Victor has readied the most powerful promotion ever prepared for a single record. Read the details here. Get set to tie-in with our tremendous, traffic-building national ads... order mats for your own local campaign... get in-store aids through your distributor. Above all, order plenty of "Hearing Is Believing" albums. Don't get caught short on this sure-fire, mass-market high fidelity campaign.

Here are the smart, hard-hitting ads that will bring customers into your store in droves. Two-color, eye-catching, double-page spreads in some of the nation's biggest magazines: The Saturday Evening Post, Esquire, Look and Better Homes and Gardens.

Expansion of Tape Industries Not Reflected in Disk Figures

New Devices, Firms Enter Field, But Impact on Records Is Far Off

By STEVE SCHICKER

The tape market, a relative newcomer to the field of music, has been following predictions true to form. The marketing of both pre-recorded tape as well as tape recorders and playback units is all on the upswing. New ideas are being formulated and products generated. But the market and research is finding more and more ways to make those ideas practical and salable over the nation's record counters.

The last few months have seen the tape field has been everything except平淡, with the unit sales for RCA Victor, which has already been on the phone, and that a new firm making its first foray into the field will be in an established firm and making money by the book. RCA Victor has taken off.

Tape recorders have a new look, with plain wood panels, and a single button on top. The button is a new design, with black and white ports on it, and only one can tell.

Console Entry

The beginning of the month brought news of a new firm entering into the market, Console Records, Inc., of Chicago. The firm, headed by Robert B. Colvin, Jr., and with tape and record music mastery, is in a position to launch a new line of tape library cards, which are now available in limited quantities at a discount price.

New firms have been formed on every level of the market, and established firms are developing new lines or making new merchandising gimmicks for the new tapes. Every line, it is agreed on one point: that is, the household, and anything to attract the sale of tape, phonographs, and players.

Pre-Cut Tapes

Pre-recorded tape in particular, probably the toughest branch of the field to market. True, progress. True, progress is not being made as a stagnating player. However, new lines and new firms are still coming into the field regularly.

Two of the schools of thought emerging in the pre-recorded tape field, it seems, is that -- of course, -- that pre-recorded tape will be a much more beneficial kind of tape, and that it is being controlled by existing record firms, and that tape, as such, has a much better chance of being a success than those who have a background of record making. It feels that the record firms can take the tape masters of their own recording artists and record them on pre-cut tape machines, which are usually, shall we say, better than new machines to the field.

A major part of the sales of the regular tapes is that they will be the ultimate market for records of almost all replacement disks, and that now is the time to get on the wagons. This group feels that the tapes are recorded long before they enter the market (with the ex-

THIS IS V-M's new "sell-yourself" industry, and industry and dealers in setting the firm's Pentron. The tape recorders are a demonstration display part also contains a pocket which holds a supply of V-M literature.

RCA VICTOR'S new all for self-service selling is this combination of brochure and price tag in multi-color sign. The unit holds both 7-inch and 10-inch records.

Kidick Parent, Profit Appeal

Continued from page 12

Another thing that is currently growing in appeal is what might be called the "college" market. Capital exists in a series called "Learning It," which contains six 355-minute tapes, one for each of the five major studies and allied subjects.

Some of the new units to hit the market in the last few months include the following: The Pentron Corporation, a division of Bell & Howell, Inc., and the Record Soundcraft Co., Inc., of New York, both of which are still in production and are due for release soon. The Pentron unit is the marketing channel through which the tapes will be sold. The Record Soundcraft unit is the only one of those that has been claimed for the tape market.

Playback Units

The bucking segment of the industry is probably the most heavily served sector of the trade. It is here where the pre-recorded tape is sold to the retailer who is a retailer who is buying for himself and his families, or for the use of the firm. The record industry is not only being served, but is also being served by the tape industry. RCA Victor is the best example of this.

RCA Victor has already a playback unit on the market. However, this unit sells for $110.00 and is thought by RCA to be a good idea to create much market. The firm itself evidently feels somewhat along the same lines, for they have announced that this one will soon enter the market with another playback unit, this one to retail at $79.95. This unit will be backed by an extensive advertising and promotion campaign which will cover all media and tie in with a new display unit designed for all of Pentron's gear. The playback section seems to be received further with the announcement recently by Bell Sound Systems, Inc., of panoramic vision, which is a new unit designed to play in conjunction with any 71.25 dinner. The unit sets over the phone and any kind of tape may be played through the magneto, which will accommodate the high-phr. The tape playback unit

It is known that there are other firms who are working on the playback field, and if so, which units will be coming to the market. The new units will be coming in, in the form of special sets and cut in full bands, impressively, if not as a present, as in the form of an instrument, as in the form of a "name." So, another firm, Black Swain Productions, has recently re-introduced the idea of a full-size stores and that a new line of tape recorders will be in an established firm and making money by the book. RCA Victor has taken off.

Pentron's new multi-speed tape recorder, Model MB-4, which includes an automatic push-button recording, simple erase erase and buttons, is priced at $59.95.

Historical Tape

The historical tape units are those that feel a record should be played back in the line of its original recording. There are those who feel that the tapes are also be used as a playback, as such, and that they also be used as a playback, as such, and that they therefore contains plenty of app...mention, that both sides have their talking points. Spoken words are safe for the time being.

The Recorders Field

Tape recorders are for far going, and are not far from the reach of anyone that feels a need. There are those who feel that the tapes are also be used as a playback, as such, and that they therefore contains plenty of app...mention, that both sides have their talking points. Spoken words are safe for the time being.

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3-SET HI-FI LINE CUTS INVENTORY, BUILDS PROFITS FOR MOTOROLA DEALERS!

Customer Satisfaction Guarantee Sparks New Sales Increases

Now, Motorola takes the fuss and bother out of Hi-Fi selling. All it takes to put you in the profitable Hi-Fi business today is the 3-set Motorola line and a few Hi-Fi demonstration records.

The Motorola line—one console and a table model (with customer satisfaction guaranteed) and a honey of a portable—sells on first listen! You eliminate complicated space-consuming inventories. You can forget about installation worries.

The Motorola line covers the entire profitable mass market—with sets engineered to please the most discriminating buyer. Why wait! Get into this fast-growing business. Contact your Motorola distributor today!

Motorola Masterpiece CONSOLE

...with giant 15-inch speaker plus high-frequency tweeter!

1 15-inch speaker gives smoother low-end and middle response than two 12-inch speakers—and is a better value, too!
2 Powerful 3½-inch high-frequency tweeter sings out loud and clear on high notes.
3 Amplifier delivers full 20-watt maximum output—with less than 1½% distortion at 10 watts!
4 3-speed changer plays all sizes, intermixed, automatically. Automatic turnoff!

Outperforms sets costing up to $400! Features balanced components in deluxe hand-rubbed 6-inch wood cabinet. Flipover nephrite cartridge. 6 tubes including rectifier (6 tube performance). Motorola guarantees satisfaction with 10-day customer return privilege. Mahogany or blend finish.

$199.95

Motorola Masterpiece TABLE MODEL HI-FI with true full-circle sound

Two fine speakers—5-inch and 6-inch—direct sound to all four sides. Produce world’s only All-Directional Hi-Fi sound! Motorola guarantees satisfaction with 30-day customer return privilege. Flipover cartridge, 3-speed changer, automatic turnoff. Mahogany or blend. Model 54HF1.

$139.95

Motorola Playmate

One popular-priced portable with two matched speakers

Smart new luggage-type portable, styled for people on-the-go—and especially for the buy-minded modern youth market. Engineered for ruggedness and performance, priced to sell. Two 5¼-inch speakers, 3-speed changer, flipover cartridge, automatic turnoff. A big-selling number! Model 34F1.

$79.95

Better See Motorola Hi-Fi

WORLD'S LARGEST EXCLUSIVE ELECTRONICS MANUFACTURER

SEPTEMBER 25, 1954
THE FIRST 10 FALL PACKAGES—WRAPPED UP FOR RECORD REVENUE

SCHERERAZADE—At last The Philadelphia Orchestra records this favorite. Certain to become the best-selling version. Deluxe package. Masterworks series: ML 4506

GÂTÉ PARISIENNE—LES SYLPHIDES—Two of the most popular of all ballet scores now on one dazzling record by The Philadelphia Orchestra. Masterworks series: ML 4935

MUSIC OF CHRISTMAS—Percy Faith brings new loveliness to this inspiring collection of Christmas favorites. Popular series: CL 588

MUSICAL FOR A RAINY NIGHT—A wonderful hour of melodic sentiment with Paul Weston and his Orchestra. Popular series: CL 574

LOUIS ARMSTRONG PLAYS W. C. HANDY—An unbeatable pairing of two of the all-time great names of jazz. Famous jazz composers series: CL 6354

A STAR IS BORN—Fabulous Judy Garland re-teams to records in this direct-from-sound-track performance of Warner Brothers' hit musical! Special series: BL 1201

COLUMBIA RECORDS
Do your customers a favor: always recommend Columbia needles to safeguard their records.

www.americanradiohistory.com
New Columbia 360K adds 2000 speakers

America's #1 Best-Selling High Fidelity Phonograph Now Outclasses any other set at ANY price!

The new "K" designation stands for Kilosphere, a remarkable Columbia electrostatic speaker system that adds 2000 separate high frequency speakers to the famous "360" sound. Without it, the compact "360K" would have to be as big as a house. Listen and you will hear a quality of living, breathing sound that is unexcelled by any other phonograph in the entire world.

$149.95

EXCITING OFFER FOR EXTRA SALES

With the purchase of any of these new Columbia 3-speed phonographs, priced as low as $27.95, you can now offer your customers...

FREE! Two 12" "S" Records! Consumer Value $12.00

COLUMBIA PHONOGRAPHGS

Ask your distributor for our full-color brochure describing the complete line of popular Columbia Phonographs.

www.americanradiohistory.com
WEBCOR High-Fidelity Tape Recorders now in
nine exciting models...

eight different price levels!

No matter what price your customer asks for, you've got it with Webcor. It's the only complete, nationally advertised high-fidelity tape recorder line. You have nine superb models, from $169.50 to $249.50, all with built-in full turnover. You get higher fidelity in every unit...a terrific demonstration feature. And with this, the fabulous new furniture-styled table models, Webcor puts tape recording in the living room to stay. This new customer compelling design is as producible in the lowest priced model as with the luxurious three-speaker 2131. Check your stock now. Be ready! Webcor Tape Recorder ads are appearing every other week in Life, Look and Saturday Evening Post, reaching over 60 million readers. Phone in your order today!

Ask about the profitable new Webcor Tape Recorder ads. They're prerecorded tapes of famous music selections by world renowned artists.

WEBCOR Chicago 39, Illinois

WEBCOR High-Fidelity Tape Recorders now in nine exciting models...
V-M lapco-matic

V-M 990
World's smallest, lightest automatic 3-speed portable! $69.95* list.

V-M 972
Automatic 3-speed table model. Has exclusive Siren Switch. $99.95* list.

V-M 920
Lowest cost automatic 3-speed attachment on the market! $39.95* list.

V-M 151
Manual 3-speed portable. Rich Brown or rose and gray case. $49.95* list.

V-M 131
Manual 4-speed portable. Has 2-speed tone arm, pop-up 45 spindle, separate tone and volume controls. Gray and brown finishes. $59.95* list.

V-M 121
Manual 4-speed portable. World's smallest, lightest! Red or green Sony 45 spindle. $119.95* list. Three units, less amplifier, is Model 120 attachment. $169.95* list.

V-M Tape-o-matic

V-M 556
With tone-o-matic. Has features exclusive V-M tone-o-matic demonstration. You'll hardly believe your ears! Exclusive base reflex chamber with three speakers symmetrically mounted! 40 to 15,000 cps audible range! Exclusive sales advantage—mahogany or blonde cabinets or same price! $149.50* list. Legs, black or brass finish, optional.

V-M 986
Deluxe automatic 3-speed portable. Exclusive adjustable tone chamber! Exclusive Siren Switch! Exclusive Lazy-Lock! Rich brown or rose and gray case! $60.30* list.

V-M Fidelis

V-M 990
World's smallest, lightest automatic 3-speed portable! $69.95* list.

V-M 556
With tone-o-matic. Has features exclusive V-M tone-o-matic demonstration! You'll hardly believe your ears! Exclusive base reflex chamber with three speakers symmetrically mounted! 40 to 15,000 cps audible range! Exclusive sales advantage—mahogany or blonde cabinets or same price! $140.50* list. Legs, black or brass finish, optional.

SOUND BUSINESS

for You!

No comparable line gives you such great profit opportunities for so small an investment. Sound pricing of Voice of Music models has tremendous purr appeal for your customers, profitable mark-up for you! Sound V-M features (lots of exclusives) are easy to demonstrate...help you close sales quickly. Voice of Music styling is sound too! It gives you a wide choice of beautiful models to satisfy customers' preferences.

Yes, the Voice of Music is a complete family of fine instruments, with every model justifying its position of prominent display! Sound V-M planning offers efficient inventory control yet affords customer-satisfying selection! Your V-M space sets the pace in profits for you...puts your business on a sound basis! Contact your V-M Distributor Salesman today. He has the Sound Line to build your profit!

*Slightly higher in the west.

UL Approved

Voice of Music

V-M CORPORATION, BENTON HARBOR, MICHIGAN
World's Largest Manufacturer of Phonographs and Record Changers

www.americanradiohistory.com
Capitol is leading the way in developing profitable ideas that sell more records and albums! Pictured here is a self-service record store in miniature... where scale models are used to design modern and efficient store layouts.

Another Capitol Merchandising Service!
Capitol used the phrase years ago—and it still makes sense. "You profit only on what you sell." All the fancy "deals" in the world mean little if the products lack appeal and if you get no merchandising assistance to help promote sales.

Hot merchandise — Top merchandising — THAT'S CAPITOL FOR '54

This year, as in the past, Capitol brings you best selling albums (check this issue's polls) And Capitol helps you sell more—with store layouts, browser boxes, displays, demonstration albums, advertising—everything you need to keep the cash register ringing!
<table>
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**AMPRO**

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**AUTOGRAPH**

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**BIRCH**

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the whole country is talking about...

Everybody wants one!
Everyone's talking about... everyone wants... the Majestic Music Mate... creating a completely new, untouched market. Here's the world's very first battery-operated radio-phonograph that is capable of amazing tone and volume.

No competition • extra margin
An honest-to-goodness sales-maker that you can really promote. Nothing else like it on the market... no price cutting... you make a full profit, plus.

Packed with selling features

The perfect gift!
Plays anywhere indoors or out: At resorts... on trains... in autos... at home (on house current). The ideal gift for birthdays, anniversaries, Christmas... for the student away from home or the lad in the service. Thousands of uses... thousands of users... from six to sixty.

Weighs only 12 pounds including batteries

Distributors note
Everyone can sell Music-Mate:
Department Stores, Music Stores, Record Stores, Radio & TV Stores, Appliance Stores, Gift Shops, Mail Order Houses, Auto Radio Stores, Sports Stores, Musical Instrument Stores, PX's, College Book Stores, Specialty Stores.

Exclusive territories still available distributors, reps. — Write, wire, phone today
Majestic Radio and Television division of The Wilcox-Gay Corporation, 79 Washington Street, Brooklyn 1, N. Y.
Premium Disks Lead Promotions

B. K. TEACHOUT
world's-BEER RECORD SHOP
Minneapolis

A free record-with-every-15-
purchased punch card is one of Mill-Go-Do's most successful
year-round promotions. In addi-
tion to stimulating more over-
sales, the cards have helped build up the database of customers. Those
cardholders are asked to check the
type of music they like on the
back of the card, and fill in
their names and addresses on the
front.

SYRNA L. GOLDSTEIN
AVENUE SHOP
North Miami

Syrna L. Goldstein finds
"_._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._._.
Mr. Dealer...

Lion Manufacturing Co. is the first and only one to offer all three...

1. Advance designing and engineering in television sets with remote control.
2. All at prices to meet and beat your competition with a profit for you that is out of this world.
3. Custom-built quality high fidelity phonographs that assure you of that "presence pleasure" with remote control.

With the unique Lion TV with exclusive remote control you can. Until you have seen Lion TV reception you do not know how good television can be. Just assume your favorite relaxed position in your living room, bedroom or den and have all the television controls in the palm of your hand. Change stations, regulate picture brightness and picture contrast as far as 25 ft. away from the set.

Not only does the Lion picture have an exceptional stability but a very noticeable superiority in brilliance, clarity and contrast. A highly styled matching base optional in Mahogany or Blend Limed Oak transforms this table model into a handsome console as shown.

SEE ALL ON DISPLAY IN ROOM 802...

For details write...

LION MANUFACTURING CORP.
2640 BELMONT AVENUE - CHICAGO 18, ILLINOIS - PHONE CORNELIA 7-0660

Mr. Dealer... this coupon will bring you all the facts immediately:

Dealer's Name
Address
City
State
Zip

Firms’ Fall Phono Merchandise

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**COLUMBIA**

799 7th Ave.,
New York 69

- Model 355
  - Current: Bell & Howell "ROMEO III" Hi-fidelity tone arm and tonearm attachment
  - Price: $199.50
  - Complete model set includes: 355, pickup, tonearm, one control, automatic turntable

- Model 358
  - Price: $249.50
  - 6-inch high, 17 inches wide, 7-1/2-inch deep, 10-inch two-way woofer, 2000 watts peak

- Model 370
  - Price: $299.50
  - Hi-fi Hi-fidelity tone arm

- Model 312
  - Price: $399.50
  - 6-inch, larger cabinet, 6-1/2 speaker, plastic 13-inch record with 360-degree control

- Model 318
  - Price: $499.50
  - 6-inch, larger cabinet, 6-1/2 speaker, plastic 13-inch record with 360-degree control

- Model 304
  - Price: $599.50
  - Hi-fi Hi-fidelity tone arm

- Model 305
  - Price: $699.50
  - 6-inch, larger cabinet, 6-1/2 speaker, plastic 13-inch record with 360-degree control

**DYNANOV**

40-05 21 St., Long Island City, N. Y.

- Model: Porcelain
  - Price: $70.00
  - 6-inch tape speed, needle, biscuit, color 1008

**EMERSON**

111 E. Eleventh Ave., New York, N. Y.

- Model: Portable
  - Price: $79.95
  - 4-inch high, 4-inch deep, 3-1/2-inch wide, 3-1/2-inch tweeter, solid cabinet

- Model: Portable
  - Price: $99.95
  - 4-inch high, 4-inch deep, 3-1/2-inch wide, 3-1/2-inch tweeter, solid cabinet

- Model: Portable
  - Price: $119.95
  - 5-inch high, 5-inch deep, 5-inch tweeter, solid cabinet

- Model: Portable
  - Price: $139.95
  - 6-inch high, 6-inch deep, 6-inch tweeter, solid cabinet

- Model: Portable
  - Price: $179.95
  - 6-inch high, 6-inch deep, 6-inch tweeter, solid cabinet

**CRESCENT**

5900 Troy Ave., Chicago, Ill.

- Model: Design
  - Price: $29.95
  - Three-way, with 8-inch woofer, 4-inch tweeter, solid cabinet

- Model: Design
  - Price: $39.95
  - Four-way, with 8-inch woofer, 4-inch tweeter, solid cabinet

**DECCA**

50 West 57th St.

- Model: Design
  - Price: $24.95
  - Three-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

- Model: Design
  - Price: $34.95
  - Four-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

**DECCAF**

799 7th Ave., New York 29

- Model: Design
  - Price: $49.95
  - Three-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

**FEDERAL**

199-217 Stuyvesant Bldg., New York 9

- Model: Design
  - Price: $59.95
  - Five-way, with 8-inch woofer, 4-inch tweeter, solid cabinet

- Model: Design
  - Price: $69.95
  - Five-way, with 8-inch woofer, 4-inch tweeter, solid cabinet

**HALLICRAFTERS**

4401 West Fifth Ave., Chicago 24, Ill.

- Model: Design
  - Price: $69.95
  - Three-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

- Model: Design
  - Price: $79.95
  - Three-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

**KING**

1540 Riverside Ave., Cincinnati 7

- Model: Design
  - Price: $29.95
  - Four-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

**MAGNECROD**

325 West 52nd St., New York 1, N. Y.

- Model: Design
  - Price: $129.50
  - Four-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

- Model: Design
  - Price: $139.50
  - Four-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

**MACNOX**

2405 M. W. Ave., Chicago 10, Ill.

- Model: Design
  - Price: $129.50
  - Four-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

- Model: Design
  - Price: $139.50
  - Four-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

**REVERBERO**

250 West 52nd St., New York 1, N. Y.

- Model: Design
  - Price: $129.50
  - Four-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

- Model: Design
  - Price: $139.50
  - Four-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

**SPRINGER**

150 West 57th St., New York 19, N. Y.

- Model: Design
  - Price: $129.50
  - Four-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

- Model: Design
  - Price: $139.50
  - Four-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

**TELEFORM**

330 West 57th St., New York 19, N. Y.

- Model: Design
  - Price: $129.50
  - Four-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

- Model: Design
  - Price: $139.50
  - Four-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

**ULTRASONIC**

150 West 57th St., New York 19, N. Y.

- Model: Design
  - Price: $129.50
  - Four-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

- Model: Design
  - Price: $139.50
  - Four-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

**VICTOR**

150 West 57th St., New York 19, N. Y.

- Model: Design
  - Price: $129.50
  - Four-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

- Model: Design
  - Price: $139.50
  - Four-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

**WHITWORTH**

150 West 57th St., New York 19, N. Y.

- Model: Design
  - Price: $129.50
  - Four-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

- Model: Design
  - Price: $139.50
  - Four-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

**WWW**

150 West 57th St., New York 19, N. Y.

- Model: Design
  - Price: $129.50
  - Four-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

- Model: Design
  - Price: $139.50
  - Four-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

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**Modemerry**

540 West 57th St., New York 19, N. Y.

- Model: Design
  - Price: $129.50
  - Four-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

- Model: Design
  - Price: $139.50
  - Four-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

**REVERSE**

150 West 57th St., New York 19, N. Y.

- Model: Design
  - Price: $129.50
  - Four-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

- Model: Design
  - Price: $139.50
  - Four-way, with 6-inch woofer, 3-inch tweeter, solid cabinet

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**Stephens TRUS-SONIC SPEAKER**

Regarded as the international standard in high fidelity equipment; STEPHENS speaker systems are used throughout the world by the most discriminating listeners.

**STEPPHENS MANUFACTURING CORPORATION**

5850 Mission Drive, Suite 305

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**The Best Seats in the House...**

You hear it all — as though you were there... when you use a STEPHENS TRUS-SONIC SPEAKER.

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**Model 206AX**

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**HIFI FIDELITY**

JEFFERSON L.P. DRUM SERIES

DOOM OF SOUTH SEAS AND CONGO DRUMS
THE BILLBOARD SEPTEMBER 25, 1954

PERRY COMO

THE THINGS I DIDN'T DO

words and music by FRED JAY, IRVING REID and IRA KOSLOFF

20/47-5837

RCA VICTOR FIRST IN RECORDED MUSIC

www.americanradiohistory.com
EDITORIAL

Control the Dim-Wits!

The best type of control is self-imposed, and industries and trade associations can help to see that this happens, especially in the competitive field of legislative groups. This truism has special and current reference to the record business, where the number of disk manufacturers—by overlapping propriety and good taste—have already taken it upon themselves to limit the offspring of the r.a.b. firms. Today we have also heard of the R.A.B. parent association plugging about the right of disk editors to engage in publishing. The r.a.b. firms, Pop publishers and a few men are sometimes guilty. The changes and revisions of the r.a.b. code of fair trade are not in the least a threat to the record business, which has been a mainstay of the country for some time.

Particularly regrettable in the fact that local law enforcement agencies are also taking an interest in this whole problem is the prevailing fear of law suits. Making a study of the prevailing methods of law enforcement is a time consuming task for any manufacturer, distributor, dealer, writer, artist—the entire music-business—have a stake in this matter. Only by favorable decisions at the various state levels can we hope to have a national code of fair trade. The code is a work of the industry, and the industry's representation of the association is written and which industry leaders agree.

To allow a narrow band of dim-witted men to impede the progress of this harmonizing effort would be an inexcusable folly. Manufacturers, distributors, dealers, writers, artists, the entire music-business—have a stake in this matter. They have a stake in the matter.

NEW YORK, Sept. 18—RCA Victor, the world's largest record manufacturer and distributor, has decided to take a firm stand to combat the practice of 'fair trading,' the practice of overcharging retailers for the purpose of forcing them to buy exclusively from the manufacturer. RCA Victor expresses the hope that this action will help to bring about a better buying situation for the public.

The move, according to RCA Victor, is prompted by the theory that the average manufacturer or retailer has never been offered such a comprehensive program of cooperation as that now offered by RCA Victor. It is believed that by promoting cooperation with RCA Victor, sales will be increased, and the public will benefit.

According to RCA Victor, this program of cooperation is the only way to ensure a just and equitable price structure for all concerned.

NEW YORK, Sept. 18—In a continuation of the accelerated recording program, 10 more anniversary press releases have been made. RCA Victor has announced its largest EP release in the firm's history. It is the 1st of a projected 18 releases, starting on October 4, represent 56 of the most popular recordings of the year, all of which have been selected by RCA Victor's experts.

Deca, a new policy of selling direct to dealers and independently of RCA Victor, has been announced by the Lincoln Manufacturing Company, according to Paul Roening, vice-president of the company. The new policy will be used in the promotion of the company's products.

Deca is already selling on a high-profile level to dealers and independently of RCA Victor. It has already been used in the promotion of the company's products. The company has a large number of dealers, but it is believed that by promoting cooperation with RCA Victor, sales will be increased, and the public will benefit.

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JUKE BOX NEWS THIS WEEK

News of the automatic phonograph business starts on page four of the magazine, with a feature article on the new models and accessories. The publishers are SINGING COMMERCIALS ON JUKE BOXES VIEWED BY OPERATORS AS ANSWER TO MANUFACTURERS' DOUGHS AND SHORTAGES. The article explores the popular trend and builds good relations between manufacturers and operators.

uptown Titan.

Heavens, the new RCA Treasure XV is a big hit! It has been selling like hot cakes ever since its introduction. The Titan is a 50-watt, 10-tube console model with a rigidly constructed cabinet and a variety of features that make it a popular choice among listeners.

The Titan's design is based on the latest technology, with a powerful amplifier and a sophisticated tone control system. It also features a built-in record changer and a direct-drive turntable, making it a versatile piece of equipment for the music lover.

The Titan is available in a range of colors, including black, white, and silver, to match any decor. It also includes a variety of accessories, such as a remote control and a wall bracket, to make it even more convenient to use.

In conclusion, the new RCA Treasure XV Titan is a must-have for any music enthusiast. With its powerful features and stylish design, it is sure to be a hit in any home or office. Order yours today and enjoy the perfect listening experience!
Mr. Dealer: Tear and—

POST THIS PROMINENTLY on your STORE WINDOW

Listen! Listen! Listen!

NBC RADIO NETWORK

presents

A TWO-HOUR TRIBUTE TO BING CROSBY AND TO THE MOST TALKED-ABOUT . . . THE FASTEST-SELLING . . . RECORD ALBUM IN HISTORY: "BING" . . . A MUSICAL AUTOBIOGRAPHY OF BING CROSBY!

24-page illustrated booklet with each album, containing profile of Bing by Louis Lister - index: complete discography of Bing's records.

Hear Gary Crosby and other top stars join in this great Coast-to-Coast NBC Tribute

Bing's story as only he himself tells it and sings it!

the date SUNDAY, SEPT. 26, 1954
the time 6 to 8 P.M. (EASTERN STANDARD TIME)

Consult your local newspaper for time in your area.

DECCA RECORDS

Twenty years young ... the best is yet to come

On Sale Here!
the
FOUR ACES
NEWEST SMASH!
from the 20th Century-Fox Production
"WOMAN'S WORLD"

"IT'S A WOMAN'S WORLD"

DECCA 29269—9-29269

backed with
THE CUCKOO BIRD
IN THE PICKLE TREE

DECCA RECORDS
A FABULOUS HIT!

Don Cornell
SINGING

HOLD MY HAND

As Sung by Don in "Susan Slept Here"
CORAL 61206 (78 RPM) and 9-61206 (45 RPM)

GOING STRONG

Teresa Brewer SINGS

AU REVOIR

CORAL 61225 (78 RPM) and 9-61225 (45 RPM)
**Dealer Doings**

**Promotion Snap**

Elsewhere in the country, a number of dealers are running promotions for July. In one example, the MTL Company is offering a free television set to any customer who buys a record player. The promotion is limited to the greater Chicago area.

**Dunn Hits Road to Plug Cap Hi-Fi**

**New York** - So far this season, Dunn has been showing records averaging about $24.95, with a charge for delivery of $1.95. The new hi-fi, which is marketed under the trade name of "Dunn Hi-Fi," is being featured in small-town radio stations throughout the country.

**BRADY BONUS**

**Continued from page 24**

Brady is expected to door-to-door in both New York, Los Angeles, Chicago, and Philadelphia, where the dealers are scheduled to be in the market.

**KAY-RCAC Pact**

**Continued from page 33**

Kay-RCA has announced that it will give a jointly selected name to the new hi-fi line to be marketed by both companies. The name will be selected by the two companies, with the selection due to be announced in the next few weeks.

**MGM Negotiations**

**Continued from page 4**

Negotiations between MGM and the various record companies are expected to be completed in the next few weeks. The negotiations are expected to result in a substantial increase in the amount of money paid to record companies for the sale of records.

**Hayride in Good Stem Try**

**Continued from page 54**

The Hayride has been a popular country music program for many years, and the new hi-fi equipment will help to further promote the program.

**VICTOR PUSHES 'REQUIEM,' MILLER**

**Continued from page 13**

Vicus pushes "Requiem," Miller will tour with about 12,000 sets, with Victor aiming at a potential sale of 25,000. This edition will not be limited to a single city, but will be distributed in a wider area.

**Wearing Tours**

**Continued from page 24**

The Wearing Tours, which are being held in conjunction with the new hi-fi line, will feature several prominent country music performers.

**Another Jingle**

**Continued from page 54**

Another jingle has been added to the new hi-fi line, and it is expected to be a hit among country music fans.

**DISK CONTRACTS FOR GRADUATES**

**TORONTO, Sept. 9—** Three top recording groups have been signed to contracts for several years with RCA Victor. The groups are the Four Lads, the Ray Charles Quartet, and the Group of Ten.

**WEBB PIERCE SPLIT**

**Takes on Moehler**

NASHVILLE, Sept. 22— Webb Pierce has divided his contract with RCA Victor into two parts, with Webb Pierce taking over the management of the company's Nashville office and Moehler taking over the management of the company's New York office.

**W. H. Gove EMC V-P, Sales Chief**

**Society Records Corporation announced at the recent Jukebox and Trade Show that William H. Gove, vice-president of Society Records Corporation, will be the new sales chief of the company.**

EMC's activities include the promotion and distribution of a wide variety of educational records, as well as the sale of records for home use, a custom recording service for radio stations, and a radio advertising department. The company is also involved in exclusive marketing arrangements for various companies, which may accompany its low-cost sales programs.

Gove will direct the firm's promotion and advertising programs for use by the company's dealers. He will also head the new record-taking department in the firm's sales organization.

**RCA Victor's New Chicago Location**

CHICAGO, Aug. 28— RCA Victor has recently purchased Jewelers Building, 520 North State Street, on the South Side and will take possession of the building in the near future.

**TELEFONIC TAPER LIGHT IN WEIGHT**

**ağlıe, Aug. 19—** A new model tape-recorded record light indicator has been introduced by the Telephonics Corporation.

This model includes only one control knob, which can be set to play the record at a speed of 3 1/2 or 7 1/2 inches per minute. The instrument is designed to be used in conjunction with any type of record player and will retail at $49.50.

**DISK CONTRACTS FOR GRADUATES**

**TORONTO, Sept. 9—** Three top recording groups have been signed to contracts for several years with RCA Victor. The groups are the Four Lads, the Ray Charles Quartet, and the Group of Ten.

**The Rover Boys on Coral**

**The Rover Boys, a popular country music group, have signed a contract with Coral Records. The group will record and release two albums per year, and the first album is scheduled to be released in the fall of this year.**
for all Independent record companies

RCA VICTOR'S NEWEST PLANT

Faster-Better Service for all

Now—over 62,000 square feet of completely new press facilities are ready to give even faster, more competitively priced service than ever before possible. To the hundreds of large and small commercial record companies who must have ready access to the big eastern markets this is tremendous news indeed.

Whatever commercial type phonograph records you need...whatever quantity you desire, this new RCA Victor plant at Rockaway, New Jersey is worth your immediate investigation. Pick up your phone now and call your nearest RCA Victor office to learn how you can combine the faster delivery cycle these great new facilities afford with all the other advantages of RCA Victor custom record service.

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RCA VICTOR

NOW—VOLUME RECORD MANUFACTURING FACILITIES IN THE EAST, MID-WEST AND WEST WITH FACTORIES IN ROCKAWAY, N.J., INDIANAPOLIS, AND HOLLYWOOD

Faster Bulk...Shipment and drop shipment.
NORM GOODWIN COPS COL. SALES CONTEST — At Ray Thomas Company, Enosville, new sales contest benefitted all. Prize, a trip for two to New York, was won by John Price, Columbus's national sales contest winner. The trade show, held vacation trip to New York, was held at Price's home office and included national sales contest winners. Other winners included Pearl Kidy, Ar Morgan, and Miller Robbins.

HERMAN FULLER AT PALLADIUM OPENING — Woody Herman's top attendance honors for any appearance are all set to be broken this fall by the Herman Fuller Palladium this year, drawing 2,500 in 100-minute stand last Tuesday.

THE WEST SIDE STORY — A 40-RM film of Peter Brothers, produced for the West Side Story, titled "The West Side Story," is being released this month. The film is a combination of movie and theatrical elements and is being shown in local theaters.

THE WINTER HOLIDAY — The film is a Christmas musical comedy about the life of a young woman who is forced to leave her home because of a marriage to a wealthy man. The film is being shown in theaters across the country.

THE LITTLE SHOEMAKER — "The Little Shoemaker" is a musical comedy about a young boy who dreams of becoming a famous dancer. The film is being shown in theaters across the country.

THE LADY IN BLACK — "The Lady in Black" is a mystery thriller about a woman who is found dead in a black dress. The film is being shown in theaters across the country.

THE GODFATHER — "The Godfather" is a crime drama about the rise of the Corleone family in organized crime. The film is being shown in theaters across the country.

THE GODFATHER II — "The Godfather II" is a sequel to "The Godfather" and continues the story of the Corleone family. The film is being shown in theaters across the country.

THE GODFATHER III — "The Godfather III" is the final installment of the Corleone family saga. The film is being shown in theaters across the country.
FIRST RELEASE
FIRST CLICK

THE FOUR COINS

WELL BE MARRIED

b/w ONCE MORE

EPIC RECORDS

Personal Management
DANNY KESSLER
1733 Broadway • New York, N.Y.

Direction:
GENERAL ARTISTS CORPORATION
NEW YORK • CHICAGO • BEVERLY HILLS
CINCINNATI • DALLAS • LONDON

Copyrighted material
The Billboard Music Popularity Charts

**Classical Best Sellers (All Categories)**

1. **BEETHOVEN, SYMPHONIES Nos. 5 AND 6—N. B.C. Sym- phony, London**
2. **STRAVINSKY, LE SACRE DU PRINTEMPS—Milan Philharmonic Orch., Vittorio Gui**
3. **RESPIGNI, PINES OF ROMA—FOUNTAINS OF ROMA—Boito Orch., Michael Korn**
4. **BRODZIE, THE DAMAOSA OF FAUST—Boston Sym- phony Orch., Leonard Bernstein**
5. **ALMENJO-ARBO, IBURIA: TURIAZ: DAVARIA—Paris Con- cert Orchestra, Antal Dorati**
6. **BEETHOVEN, SYMPHONIES Nos. 1 AND 5—I. C. Sym- phony, London**
7. **SCHUBERT, SYMPHONY No. 4 IN C MAJOR—Sym- phony of the Air, Antal Dorati**
8. **TCHAIKOVSKY, SWIAN VIOLON CONCERTO—Vienna SY, Kondrashin**
9. **TCHAIKOVSKY: SWIAN LAKE—St. Louis Symphony Orch., Klemperer**
10. **ECHOS OF SPAIN—Hollywood Bowl Orch. (Dorff)**

**Reviews and Ratings of New Classical Releases**

**BOOK CLUB**

With good reason, it is no longer valid to review records or albums not generally available for sale to dealers. Tchaikovsky's Sixth Symphony is of the first "music-appreciation" type of releases in the LP era. A listener who already knows this brilliant piece should welcome the opportunity to hear it in a new light. The first disk is titled "Tchaikovsky, Symphony No. 6 (Pathé)." It records the fact that Tchaikovsky has been on the air for 20 years and that he has been released on 16 LPs since his 1930 release. However, the album for the record collector is the "Tchaikovsky, Symphony No. 6 (Mega)." This disk features the Symphony No. 6 in a new recording by the London Symphony Orchestra conducted by Sir Adrian Boult. The new recording is a major achievement. The orchestra has been recorded at the British Broadcasting Company's new Studio One. The performance is superb, and the recording is of excellent quality. The album is recommended for all music lovers who want to hear Tchaikovsky's Sixth Symphony in a new light.

**LINDER NOTES**

**BY IS HORWITZ**

**LINEDRUMS AT THE PIANO**

A fine example of how to evaluate a recorded performance. The Pianist is the one of the greatest pianists of our time. His playing is always exacting, and his interpretations are always sonorous. The piece chosen for this evaluation is "Linedrums at the Piano," which was recorded in 1947. The performance is excellent, and the recording is of high quality. The album is recommended for all music lovers who want to hear a fine example of piano playing.

**TIP-TOP RECORDS**

There are many good albums available today, and the choice of which to listen to is not always easy. The following are a few suggestions for those who are looking for good music:

1. **THE MERRY YODLERA, VOL. 2**
   - Columbia CL 717
   - A fine selection of Yodeling music, including some of the greatest Yodelers of all time. The performances are excellent, and the recording is of high quality. The album is recommended for all music lovers who want to hear a fine example of Yodeling music.

**MY TIP OF THE WEEK**

One of the issues of the latest issue of **BILLBOARD** has been a fine selection of Yodeling music, including some of the greatest Yodelers of all time. The performances are excellent, and the recording is of high quality. The album is recommended for all music lovers who want to hear a fine example of Yodeling music.

**JAZZ**

**OSCAR PETERSON, PLAYS PRETTY, NO. 2**
- RCA Victor 1953
- A fine selection of Jazz music, including some of the greatest Jazz musicians of all time. The performances are excellent, and the recording is of high quality. The album is recommended for all music lovers who want to hear a fine example of Jazz music.

**BILLIE HOLIDAY**
- RCA Victor 1953
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**THE STRIPPING MR. ELDREDGE**
- RCA Victor 1953
- A fine selection of Jazz music, including some of the greatest Jazz musicians of all time. The performances are excellent, and the recording is of high quality. The album is recommended for all music lovers who want to hear a fine example of Jazz music.

**Karl "PADDLE" HINZ**
- RCA Victor 1953
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**Charlie Barnet**
- RCA Victor 1953
- A fine selection of Jazz music, including some of the greatest Jazz musicians of all time. The performances are excellent, and the recording is of high quality. The album is recommended for all music lovers who want to hear a fine example of Jazz music.

**Children's**
- RCA Victor 1953
- A fine selection of Jazz music, including some of the greatest Jazz musicians of all time. The performances are excellent, and the recording is of high quality. The album is recommended for all music lovers who want to hear a fine example of Jazz music.

**BOOMBOOMBOOM**

- RCA Victor 1953
- A fine selection of Jazz music, including some of the greatest Jazz musicians of all time. The performances are excellent, and the recording is of high quality. The album is recommended for all music lovers who want to hear a fine example of Jazz music.

**THE BILLY JOEL**
- RCA Victor 1953
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IT'S HERE! THE NEW GLENN MILLER ALBUM YOU'VE BEEN WAITING FOR! NEED WE SAY MORE!

60 fabulous performances never before on records

GLENN MILLER LIMITED EDITION VOL. II

RCA VICTOR
FIRST IN RECORDED MUSIC

LPT-6701 Long Play (3—12” records) $24.95
EPOT-6701 "45 EP" (10 records)
DON'T DELAY—Get your orders in TODAY

Prices subject to change. See your dealer.

www.americanradiohistory.com
## The Billboard Music Popularity Charts

### The Nation's Top Tunes

**Survey week ending September 15**

<table>
<thead>
<tr>
<th>Track</th>
<th>Artist</th>
<th>Label</th>
<th>Date</th>
<th>Peak Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sh-Boom</td>
<td>Jerry Lee, Claude Fair, Lloyd McRae, James Edwards</td>
<td>Reprise</td>
<td>Dec 9, 1954</td>
<td>1</td>
</tr>
<tr>
<td>Hey, There</td>
<td>Michael Aden-Jerry Ross</td>
<td>United Artists</td>
<td>Dec 9, 1954</td>
<td>2</td>
</tr>
<tr>
<td>Skokiaan</td>
<td>August Miesse &amp; Tom Glass</td>
<td>Winkworth</td>
<td>Dec 9, 1954</td>
<td>3</td>
</tr>
<tr>
<td>High and the Mighty</td>
<td>Ike &amp; Tina</td>
<td>Roulette</td>
<td>Dec 9, 1954</td>
<td>4</td>
</tr>
<tr>
<td>Little Shoemaker</td>
<td>Bob Keach, Geoffrey Parsons, Jerry Torres</td>
<td>Reprise</td>
<td>Dec 9, 1954</td>
<td>5</td>
</tr>
<tr>
<td>This Ole House</td>
<td>Ray Charles</td>
<td>Coral</td>
<td>Dec 9, 1954</td>
<td>6</td>
</tr>
<tr>
<td>I Need You Now</td>
<td>Frankie Lymon &amp; The Teardrops</td>
<td>Mercury</td>
<td>Dec 9, 1954</td>
<td>7</td>
</tr>
<tr>
<td>Goodnight, Sweetheart, Goodnight</td>
<td>J. Husbands &amp; Sherry</td>
<td>Coral</td>
<td>Dec 9, 1954</td>
<td>10</td>
</tr>
</tbody>
</table>

### Second Ten

#### 11. They Were Doing the Mambo
- By J. Husbands & Sherry | Published by (BMI) | Held by Los Angeles

#### 12. Little Things Mean a Lot
- By Ray Charles | Published by (BMI) | Held by Los Angeles

#### 13. I'm a Fool to Care
- By Ray Charles | Published by (BMI) | Held by Los Angeles

#### 14. What a Dream
- By Ray Charles | Published by (BMI) | Held by Los Angeles

#### 15. Shake, Rattle and Roll
- By Ray Charles | Published by (BMI) | Held by Los Angeles

#### 16. Hennard's Hideaway
- By Ray Charles | Published by (BMI) | Held by Los Angeles

#### 17. CARA MA
- By Ray Charles | Published by (BMI) | Held by Los Angeles

#### 18. I Cried
- By Ray Charles | Published by (BMI) | Held by Los Angeles

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### Tunes with Greatest Radio-TV Audiences

Tunes heard over the last week included:
- "Skokiaan" by Ray Charles
- "I Need You Now" by Frankie Lymon & The Teardrops
- "Goodnight, Sweetheart, Goodnight" by J. Husbands & Sherry

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### Index to Charts

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<th>Rhythm &amp; Blues</th>
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</tr>
<tr>
<td>Packaged Records, Classical</td>
<td>42</td>
<td>61</td>
</tr>
</tbody>
</table>

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### Talent Corner

This week's feature is "His Name Is" by Ray Charles. Charles, a versatile and accomplished musician, plays a wide range of instruments and is a skilled composer. He has been a member of several successful bands, including the Ray Charles Combo. His smooth vocals and soulful delivery have made him a popular figure in the music industry.

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### Ray Charles

**Best Selling Sheet Music**

<table>
<thead>
<tr>
<th>Week</th>
<th>Low No.</th>
<th>Title</th>
<th>Publisher</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>1</td>
<td>Ray, There</td>
<td>F M Music</td>
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<tr>
<td>Week 2</td>
<td>2</td>
<td>Frank</td>
<td>F M Music</td>
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<tr>
<td>Week 3</td>
<td>3</td>
<td>High and the Mighty</td>
<td>Capitol</td>
</tr>
<tr>
<td>Week 4</td>
<td>4</td>
<td>In the Chapel in the Moonlight</td>
<td>Capitol</td>
</tr>
<tr>
<td>Week 5</td>
<td>5</td>
<td>I Give My Heart to You</td>
<td>Capitol</td>
</tr>
<tr>
<td>Week 6</td>
<td>6</td>
<td>Little Shoemaker</td>
<td>Capitol</td>
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<tr>
<td>Week 7</td>
<td>7</td>
<td>This Ole House</td>
<td>Capitol</td>
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<td>Week 8</td>
<td>8</td>
<td>Goodnight, Sweetheart, Goodnight</td>
<td>Capitol</td>
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<tr>
<td>Week 9</td>
<td>9</td>
<td>Hideaway</td>
<td>Capitol</td>
</tr>
<tr>
<td>Week 10</td>
<td>10</td>
<td>They Were Doing the Mambo</td>
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<td>Week 12</td>
<td>12</td>
<td>I'm a Fool to Care</td>
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<tr>
<td>Week 13</td>
<td>13</td>
<td>What a Dream</td>
<td>Capitol</td>
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<tr>
<td>Week 14</td>
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<td>Shake, Rattle and Roll</td>
<td>Capitol</td>
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<tr>
<td>Week 15</td>
<td>15</td>
<td>Hennard's Hideaway</td>
<td>Capitol</td>
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<tr>
<td>Week 16</td>
<td>16</td>
<td>CARA MA</td>
<td>Capitol</td>
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<tr>
<td>Week 17</td>
<td>17</td>
<td>I Cried</td>
<td>Capitol</td>
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### Copyrighted Material
TOP SELLERS—

**POPULAR**
Listed Alphabetically

<table>
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<td>HELP WALKIN' ALONG</td>
<td>P. Hunt</td>
</tr>
<tr>
<td>THE HIGH AND THE MIGHTY</td>
<td>L. Bache</td>
</tr>
<tr>
<td>LOVE'S A GAMBLE</td>
<td>B. Taylor</td>
</tr>
<tr>
<td>MONEY I'M BEST</td>
<td>C. Gage</td>
</tr>
<tr>
<td>I DON'T CARE ANymORE</td>
<td>T. Ernie</td>
</tr>
<tr>
<td>RIVER OF NO RETURN</td>
<td>T. Martin</td>
</tr>
<tr>
<td>SMOKIN'</td>
<td>A. Anthony</td>
</tr>
<tr>
<td>SMILE</td>
<td>R. Cole</td>
</tr>
<tr>
<td>SWAY</td>
<td>L. Martin</td>
</tr>
<tr>
<td>TOY OR TREASURE</td>
<td>K. Starr</td>
</tr>
<tr>
<td>FORTUNE IN DREAMS</td>
<td>R. Martin</td>
</tr>
</tbody>
</table>

COMING UP FAST
Listed Alphabetically

All I Want Is All There Is And Then Some
Love Is The Answer
I'll Remember You
The Other Side Of The Story
I Know Now
Just A Little Time
COUNT YOUR BLESSINGS INSTEAD OF SHEEP

BEST SELLING—

**"EP" ALBUMS**
Listed Alphabetically

<table>
<thead>
<tr>
<th>RECORD</th>
<th>ARTIST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don't Be A Baby</td>
<td>T. Hunter</td>
</tr>
<tr>
<td>Sister Of Mine</td>
<td>W. Young</td>
</tr>
<tr>
<td>I'm A Fool For You</td>
<td>R. Sinatra</td>
</tr>
<tr>
<td>The Man I Love</td>
<td>R. Starl</td>
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<tr>
<td>We'll Be Together Again</td>
<td>The Four Freshmen</td>
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</tbody>
</table>

LATEST RELEASES

<table>
<thead>
<tr>
<th>RECORD</th>
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</tr>
</thead>
<tbody>
<tr>
<td>This Is The Thang I Get</td>
<td>B. Taylor</td>
</tr>
<tr>
<td>WHERE THERE'S LOVE</td>
<td>O. Davis</td>
</tr>
<tr>
<td>I NEED YOUR LOVIN'</td>
<td>L. Bache</td>
</tr>
<tr>
<td>ANYVADERSE</td>
<td>The Cheers</td>
</tr>
<tr>
<td>I'VE A FOOD TO CARE</td>
<td>L. Paul &amp; M. Ford</td>
</tr>
<tr>
<td>ANOTHER SHAUNA</td>
<td>T. Ernie</td>
</tr>
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<td>SAY HEY</td>
<td>R. Anthony</td>
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BEST SELLING—

**"1600" SERIES**
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<td>N. Hassid</td>
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<td>High Fidelity In Full Dimension</td>
<td>M. Blackwell</td>
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</table>

Two Great New Records by

**Connie Russell**

"HOPING"
"CLOSER, CLOSER, CLOSER"
CAPITOL RECORD NUMBER 2923

"LOVE ME"
"PAPA'S PUTTIN' THE PRESSURE ON"
CAPITOL RECORD NUMBER 2933

Due to territorial differences we are forced to list Capitol's top sellers alphabetically based on actual sales figures.

<table>
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<td>R. Blackwell</td>
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<tr>
<td>Once In A While</td>
<td>B. Holman</td>
</tr>
<tr>
<td>Baby Doll - The Indian Love Song</td>
<td>L. Martin</td>
</tr>
<tr>
<td>Cryin' Time</td>
<td>J. Carpenter</td>
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<td>The Charlatans</td>
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www.americanradiohistory.com
RAY ANTHONY plays

"WOMAN'S WORLD"
from the 20th Century-Fox motion picture of the same name
and
"JAMBO"
(WEST OF ZANZIBAR)

Capitol Record #2936
Two sentimental songs... by

BOB MANNING

"I'M A FOOL FOR YOU"  "THE OTHER SIDE OF THE STORY"

CAPITOL RECORD NO. 2909

www.americanradiohistory.com
**Best Sellers in Stores**

For survey week ending September 15

**Records** are ranked in order of their current national selling importance of the current week. **Sales** are based on The Billboard's weekly survey among the leading volume pop record dealers. The percentage of the total number of copies of each record is also listed. When a figure is preceded by an asterisk after the flip side it indicates what position it was in that survey.

**This Week's Best Buys**

PAPA LOVES MAMBO (Shapiro-Bernstein, ASCAP)—Perry Como—RCA Victor 20-5857

While most dealers have had this disk in stock less than two weeks, it has begun rolling up impressive sales figures in almost all parts of the country. New York, Boston, Philadelphia, Milwaukee and St. Louis were among the cities that reported the record strong. "Mambo" was also rated good in Los Angeles, Dallas, Atlanta, Durham, Detroit, Chicago, Cleveland and Providence. Flips are "The Things I Didn't Do" (Hill & Range, BMI). A previous Billboard "Spotlight" pick.

**Most Played in Juke Boxes**

For survey week ending September 15

**Records** are ranked in order of the greatest number of plays on disk juke boxes throughout the country. **Sales** are based on The Billboard's weekly survey among the leading volume pop record dealers. The percentage of the total number of copies of each record is also listed. When a figure is preceded by an asterisk after the flip side it indicates what position it was in that survey.

**Most Played by Jockeys**

For survey week ending September 15

**Records** are ranked in order of the greatest number of plays on disk juke boxes throughout the country. **Sales** are based on The Billboard's weekly survey among the leading volume pop record dealers. The percentage of the total number of copies of each record is also listed. When a figure is preceded by an asterisk after the flip side it indicates what position it was in that survey.

Please send

Billboard's record charts and other items to:

Billboard, 49 West 44th Street, New York 36, N.Y.

Payment enclosed

**Address for position**

**Nature of business**

**Your copy**

The Billboard 1160 Folsom St. San Francisco 10, Calif.

Copyrighted material
SEPTEMBER 25, 1954

THE BILLBOARD

MUSIC

49

TAKEING OFF LIKE A ROCKET!

the

FOUR

GUYS

"TONIGHT'S THE NIGHT"

The Billboard Music Popularity Charts

• Review Spotlight on...

TALENT

THE FOUR GUYS

In these days of groups, Mercury Records has come up with another one with a good chance for attention. On their debut with the jumping "Four guys" are strong renderings on two new numbers, "Tonight's the Night" and "Not As A Stranger," on Mercury 70452.

"Not As A Stranger"

MERCURY 70452 • 70452X45

The Cash Box Best Bets

★ "Tonight's The Night"...Four Guys...

The Band That's Making Big News In The Music World!

RICHARD HAYMAN

AND HIS ORCHESTRA

Latest Mercury Release

"THE TOUCH"

coupled with

'MR. POGO'

MERCURY 70445 • 70445X45

ACTION! SALES! REPEAT ORDERS!

RUSTY DRAPER

"Musk Rat Ramble"

AND

"The Magic Circle"

MERCURY 70446 • 70446X45

DAVID CARROLL

"In An Old Spanish Town"

AND

"Bumpty Bump"

MERCURY 70444 • 70444X45
BALLAD "The Best Music on Records"

HERE THEY ARE!—THIS IS IT!

THE NEW SENSATIONS of Song

THE SWANS "NIGHT TRAIN"

You're on the right track with this one

1 It's a MUST

No. 1006

GET ON BOARD!

Operators . . . Distributors
Still Choose Areas Open!

COMING SOON . . .

DANNY KNIGHT

DIRECT YOUR HEART, ANGEL

ARAEN ALEEN

SUG BLUE

TIX PRESSERS

THE GIRL WITH THE UNICORN

JACK "BADGE" MOLLOY

Tantalizing

THE NIGHT TRAIN

THE MITS are on BALLAD

Records, of course!

THE TALK OF THE ENTIRE COUNTRY

. . . since 1926

THE RECORDING ANGEL

Angel Records

BOSTON POST: "The Angel label has become the most admired trademark in the recording industry. These LP's have set new standards of quality of performance, technical excellence, distinctiveness and charm."

ST. LOUIS GLOBE RECORD

"The reproduction, even in these high days, is astounding."

For Catalogue and first Supplement writer

Electro & Musical Industries [OLI LUD] — Bureau Sales, President . . . W. 484 N. K. Y. S.

JAMES DEACON WARE

"OH-OW!	" b'w "I CRIED FOR YOU"

1154A

Write at Box 6412 SELMA AVE, HOLLYWOOD 28, CALIFORNIA.

BE INDEPENDENT! PRESS INDEPENDENT!

WERNER RECORDS ASSOCIATION

LOS ANGELES, CALIFORNIA

Please note: The address of "The Billboard", 6000 Sunset Blvd., Hollywood 28, Cali., has changed effective October 1954.

COUNTRY AND WESTERN RECORDS

HAPPY DAYS AND LONELY NIGHTS

Fontaine Sisters

DOTT RECORDS

Golfin, Tenn.

Selling in Peggy, Pittsburgh, Detroit, Hartford and Newark

THE HARP-TONES

WHY SHOULD I LOVE YOU

BRISE RECORD COMPANY

1650 Broadway New York City

RECORD PRESSINGS

78 RPM PHONOGRAPH RECORDS

78 RPM PHONOGRAPHS

78 RPM RECORD DECKS

CO. LTD. 8405 S. HAMMOND ST.

PACKARD, INC.

1426 Broadway New York N. Y.

RECORD SALESMAKERS WANTED

For territories by large national companies. resumes and expressions of interest should be sent to Box 959

THE BILLBOARD, 1650 Broadway New York City 19, N. Y.

THE BILLBOARD Music Popularity Charts

PROMOTION RECORDS

- Territorial Best Sellers

For survey week ending September 15

Listings are based on last reports accepted from top dealers in each of the indicated markets.

Atlanta

1. Hey, There, R. Clooney, Col.
2. High and the Mighty, V. Young, Dec.
3. I Need You Now, E. Fisher, V.
4. Don't Let Me Be Lonely, Col.

Balti-Wash.

1. I Need You Now, E. Fisher, V.
2. High and the Mighty, V. Young, Dec.
4. I Don't Need My Heart, V. Young, Dec.
5. Little Shenandoah, Gaylord, Mar.

Boston

1. I Know You're Gone, E. Fisher, V.
2. High and the Mighty, V. Young, Dec.
3. I Need You Now, E. Fisher, V.
4. Don't Let Me Be Lonely, Col.

Buffalo

1. ball in the Middle, V. Young, Dec.
2. I Don't Need My Heart, V. Young, Dec.
3. High and the Mighty, V. Young, Dec.
4. Little Shenandoah, Gaylord, Mar.
5. I Need You Now, E. Fisher, V.

Buffalo

1. I Know You're Gone, E. Fisher, V.
2. High and the Mighty, V. Young, Dec.
3. I Need You Now, E. Fisher, V.
4. Don't Let Me Be Lonely, Col.

Chicago

1. I Know You're Gone, E. Fisher, V.
2. High and the Mighty, V. Young, Dec.
3. I Need You Now, E. Fisher, V.
4. Don't Let Me Be Lonely, Col.

Cleveland

1. I Know You're Gone, E. Fisher, V.
2. High and the Mighty, V. Young, Dec.
3. I Need You Now, E. Fisher, V.
4. Don't Let Me Be Lonely, Col.

Denver

1. I Know You're Gone, E. Fisher, V.
2. High and the Mighty, V. Young, Dec.
3. I Need You Now, E. Fisher, V.
4. Don't Let Me Be Lonely, Col.

Dallas-Fort Worth

1. I Know You're Gone, E. Fisher, V.
2. High and the Mighty, V. Young, Dec.
3. I Need You Now, E. Fisher, V.
4. Don't Let Me Be Lonely, Col.

Los Angeles

1. I Know You're Gone, E. Fisher, V.
2. High and the Mighty, V. Young, Dec.
3. I Don't Need My Heart, V. Young, Dec.
4. Little Shenandoah, Gaylord, Mar.
5. Little Shenandoah, Gaylord, Mar.

Milwaukee

1. I Know You're Gone, E. Fisher, V.
2. High and the Mighty, V. Young, Dec.
3. I Need You Now, E. Fisher, V.
4. Don't Let Me Be Lonely, Col.

Minneapolis

1. I Know You're Gone, E. Fisher, V.
2. High and the Mighty, V. Young, Dec.
3. I Need You Now, E. Fisher, V.
4. Don't Let Me Be Lonely, Col.

New Orleans

1. I Know You're Gone, E. Fisher, V.
2. High and the Mighty, V. Young, Dec.
3. I Need You Now, E. Fisher, V.
4. Don't Let Me Be Lonely, Col.

New York

1. I Know You're Gone, E. Fisher, V.
2. High and the Mighty, V. Young, Dec.
3. I Need You Now, E. Fisher, V.
4. Don't Let Me Be Lonely, Col.

Philadelphia

1. I Know You're Gone, E. Fisher, V.
2. High and the Mighty, V. Young, Dec.
3. I Need You Now, E. Fisher, V.
4. Don't Let Me Be Lonely, Col.

Pittsburgh

1. I Know You're Gone, E. Fisher, V.
2. High and the Mighty, V. Young, Dec.
3. I Need You Now, E. Fisher, V.
4. Don't Let Me Be Lonely, Col.

San Francisco

1. High and the Mighty, V. Young, Dec.
2. I Need You Now, E. Fisher, V.
3. Don't Let Me Be Lonely, Col.
5. I Know You're Gone, E. Fisher, V.

Seattle

1. I Know You're Gone, E. Fisher, V.
2. High and the Mighty, V. Young, Dec.
3. I Need You Now, E. Fisher, V.
4. Don't Let Me Be Lonely, Col.
5. Little Shenandoah, Gaylord, Mar.

St. Louis

1. I Know You're Gone, E. Fisher, V.
2. High and the Mighty, V. Young, Dec.
3. I Need You Now, E. Fisher, V.
4. Don't Let Me Be Lonely, Col.

St. Louis

1. I Know You're Gone, E. Fisher, V.
2. High and the Mighty, V. Young, Dec.
3. I Need You Now, E. Fisher, V.
4. Don't Let Me Be Lonely, Col.
NEVER UNDERESTIMATE THE POWER OF THIS LADY...

DINAH SHORE
NEVER UNDERESTIMATE
(The Power of a Lady in Love)

I HAVE TO TELL YOU

From the Fabulous Broadway Musical "Fanny"
Words and Music by Harold Rome

20/47-5863

A "New Orthophonic" High Fidelity Recording

Copyrighted material
Jox Trix
In step with the increasing popularity of the mambo, Dick
Jagger, WDVE, New York, is now
launching a new daily show, "First
Trio Time." The show will fea-
ture recordings of the latest mambo
manie and cha-cha recordings, and live interviews with artists in the field... Another mambo-
man, Norman (Big Chieft) W
WDOX, Cleveland, writes that Joe
Loza, New York, is writing a new
song, "The Big Chief Man-
bo." Says his new show, "Manabe Mambo," features mambo music,
new, and interviews.
Mike Heuer, KMA, Shamrock-
mo, Okla., is hosting the last half-
hour of his nightly show, using
music played by such artists as
Chat Baker, Oscar Peterson and Dave
Pollock. Listener reaction is enthu-
siastic, and several fans have vis-
ted the program, bringing their
own records, which Loza spins on
the air.
A sidelight to Decra's 20th an-
iversary was a recent feature
of Bob Martin's "Record Shop" over
KYMV, Denver. Martin played
several of Decca's 1,500,000-doll-
ers from The Billboard's list, and
delivered a half-hour of the show
to selections from the new "Bigg
album.
Everybody gets in on the act
when John Gardner, KEFA, St.
Smith, Ark., sits his daily
"Round One Tom" show. The
program features telephone calls
to people in the news, visiting
record executives, the major
chaef, fire chief and other civic
figures of a town of general in-
terest. A touch of human interest
are the frequent calls to the local hos-
pitals for emergency room news.
Reports on the latest adds
ations to the community's popula-
tion. Each Wednesday, the local
radio promoter is called for
information on the current record,
cards and contestants are introduced.
Both sides of all conversations
are aired by "beep tone." Music played between
calls consists of pop and old
favorites.
Art Nelson, WFAA, Dallas,
Texas, has been getting his "Top
Night Watch" listeners to deter-
mine favorite recording artists.
Replies were received from 22
States, and top honors went to
Neil (King) Cole, male vocalist; Darin Day, female vocalist;
Four Freshmen, vocal group, and
Stan Kenton, band. Coming up
on the Joe Ryan show, heard
on WALL, Middletown, N. Y., is
"Campus Corner." Ryan will visit
the more than 25 high schools in
WALL's area, and tape interviews
with students, glee club selections,
teacher comments, etc.
Portlands, H. N., tom-tom
dance every Friday night at the
local Country Club is sponsored
by Jay Smith's "149 Club" on
KOPB, Portland. Smith sends
in their record requests for the
night's show, and then are asked to attend the dance to ac-
company the songs they requested.
Art Mankin, Chicago, has
staked a half-hour segment of his
"Art's Daily" program to "Star-
From the Movies." Besides play-
ing hit songs, Mankin also plays
themes from motion pictures, to
entertain his large audience of
celebrities in New York, Holly-
wood and Europe.
First Soundings
Friday in "The Dial" on WFGS, Tifton,
Ga., writes that he's getting along
well with the trend toward radio
musicians. Each week Mor-
roe has three shows daily: "Shop-
ping Guide" from 10 to 11 a.m.;
"Mr. Peachie" from 3 to 4:30 p.m.
He also hosts "Saturday Night Hour,"
heard from 8:30 to 10:30 on Saturday.
A special feature of the Mr.
Peachie Program is an interview
from "Monroe's Bop Dinner,
" where the tapes are translated into "square" English.
Mr. Peachie's spot on the Saturday night show is the "Top 20 Times
of America," heard from 8:30 to
10:00. This segment also features a "Mysteries/Mysteries" quiz, in
which the theme of the old
record and asks listeners to
name the record and artist or
vocalist. The first correct an-
swer wins a record of the week
and an appearance at a guest on the following week's show.
SATURDAY REVIEW: "Angela's Factory Sealed" Packaging
is in itself a work of art.
TIME:"Features luxurious record sound"
CINCINNATI POST: "Safe to predict that Angela will get a
firm grip on the hearts and pocketbooks of all record
collectors, Outstanding musical content, splendid record-
ing mechanics, exquisitely super-packaged.
For Catalogue and First Supplement write:
Electric & Musical Industries, 626 N. La Salle, Chicago, Ill.,
THE TALK OF THE
Angel Records
THE ENTIRE COUNTRY
SINCE 1932
ALL أول
STOP RECORD-SCRATCH DAMAGE with "Foot-Proof"
PhonoGuard
Record Demonstration
TONE ARM CANNOT BE HANDLED
For more information, call: Engineering Co.
CHICAGO, ILLINOIS
During the past few years, the story of Angela Records has been
promised that "Angela" is the first and only record
label that will ever have a record
scratched. This has been true.
When a record is played on the PhonoGuard machine,
the tone arm will not come into contact with the
record. This machine is designed to keep records
from being scratched, and it is the only machine
that can do this. The machine is very simple to use,
and it can be used in any record player.
Richard Maltby ork
ST. LOUIS BLUES MAMBO
"78" X-0042 "45" X-0042
Norman Petty Trio
MOOD INDIGO
"78" X-0040 "45" X-0040
Terry Fell
DON'T DROP IT
"78" X-0010 "45" X-0010
Russ Carlyle
IN A LITTLE SPANISH TOWN
IT WAS NICE KNOWING YOU
"78" X-0051 "45" X-0051
Chicago Special
Pearl Eddy
THAT'S WHAT A HEART IS FOR
DEEP LIPS
"45" X-0043 "45" X-0043
a Product of Radio Corporations of America
VOX JOX
THE LABEL WITH
THE GREAT TRADITION
Since 1919
THE RECORDING ANGELS
YOU KNOW IT'S WHAT IT IS!
Angela Records
www.americanradiohistory.com
YESTERDAY'S TOPS-
The nation's top tunes on records
Reported in The Billboard
SEPTEMBER 23, 1944
2. You Always Hurt the One You Love
3. When the Walls Come Tumbling Down
4. People Are Breaking Up All the Time
5. If You're in Love, You Ain't Lying
6. I'll Be Seeing You
7. The Swallow's Return
8. It Had to Be You
9. I've Been Wrong
10. Arrow
11. I'll Be Seeing You
12. I've Been Wrong
13. The Swallow's Return
14. It Had to Be You
15. I've Been Wrong
16. Arrow
17. I'll Be Seeing You
18. The Swallow's Return
19. It Had to Be You
20. I've Been Wrong

BROKEN INTO ALL THE CHARTS:
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ST. LOUIS BLUES MAMBO
"78" X-0042 "45" X-0042
Norman Petty Trio
MOOD INDIGO
"78" X-0040 "45" X-0040
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IN A LITTLE SPANISH TOWN
IT WAS NICE KNOWING YOU
"78" X-0051 "45" X-0051
Chicago Special
Pearl Eddy
THAT'S WHAT A HEART IS FOR
DEEP LIPS
"45" X-0043 "45" X-0043
a Product of Radio Corporations of America
VOICE JOX
THE LABEL WITH THE GREAT TRADITION
Since 1919
THE RECORDING ANGELS
YOU KNOW IT'S WHAT IT IS!
MGM's HARVEST OF HITS!

JONI JAMES sings
MAMA, DON'T CRY AT MY WEDDING
and
PA PA PA

BILLY ECKSTINE sings
YOU LEAVE ME BREATHLESS
and
OLAY, OLAY (the Bullfighter's Song)

LEROY HOLMES and his Orchestra
THE HIGH AND THE MIGHTY
and
LISA

The "Joey" girl with another smash hit
BETTY MADIGAN sings
THAT WAS MY HEART YOU HEARD
and
ALWAYS YOU

with the Ray Charles Singers

M-G-M Records LEADER IN THE FIELD OF SOUND TRACK ALBUMS

SEVEN BRIDES FOR SEVEN BROTHERS

Starring
JANE POWELL and HOWARD KEEL
M-G-M 11802 78 rpm
E 244 33⅓ rpm long playing
X 244 45 rpm extended play

ROSE MARIE

Starring
ANN RHYM • HOWARD KEEL • FERNANDO LAMAS
M-G-M 11803 78 rpm
E 229 33⅓ rpm long playing
X 229 45 rpm extended play

DICK HYMAN TRIO
CECILIA • EAST OF THE SUN
M-G-M 11804 78 rpm • K 11804 45 rpm
Recorded from sound track of MGM Film
"REAR WINDOW"

DIANA COPLAND
JOHNNY COMES HOME • JOHNNY COMES HOME
M-G-M 20039 78 rpm • K 20039 45 rpm

GINNY GIBSON
THE SONG THAT BROKE MY HEART • THERE'S A SMALL HOTEL
M-G-M 11814 78 rpm • K 11814 45 rpm

BILLY FIELDS
THIRLLED • DON'T LAUGH AT ME
M-G-M 11819 78 rpm • K 11819 45 rpm

RENE TOUZET and his Orchestra
CRAZY RHYTHM • NICOLASAS RHYTHM
(Memphis)
M-G-M 11816 78 rpm • K 11816 45 rpm

ALAN DEAN
I'M LOOKING FOR SOMEBODY • LOVER'S QUARREL
M-G-M 11805 78 rpm • K 11805 45 rpm

AL VINO
I HEARD YOU CRIED LAST NIGHT • ORION
M-G-M 11805 78 rpm • K 11805 45 rpm

FRAN WARREN
THE MAN THAT GOT AWAY • LOVE ME, LOVE ME
M-G-M 11769 78 rpm • K 11769 45 rpm

THREE SMITH
LONESOME • HALF-MOON
M-G-M 11817 78 rpm • K 11817 45 rpm

COY McDANIEL
SWEET GUITAR WALTZ • HOEDOWN
M-G-M 11808 78 rpm • K 11808 45 rpm

M-G-M RECORDS THE GREATEST NAMES IN ENTERTAINMENT
701 SEVENTH AVE, NEW YORK 36, N.Y.

BRIGADOON E 3120 12" long playing record
33⅓ rpm
M-G-M 263 78 rpm
X 263 45 rpm extended play

Place your order now with your
local MGM Distributor!
The Billboard Music Popularity Charts

POPULAR RECORDS

STAN FREBERG
Sh-Bow M.O., B.M.I.—Capital 2938—Here is an uproariously funny take-off on the current J.P. and pop hit in the way Freberg and his crew. It is wild, wacky and full of belly laughs and it could become the novelty smash of the fall season. Flip is "Wide Scream Mama Blues" (Maytime, B.M.I.).

PICTURE ACES
It's a Woman's World (Robinson, ASCAP)—Deca 2920—The Sonny com trio came through with a smooth and characteristic reading of a melodic new tune from the upcoming flip: "Woman's World"—it's sung in the style of their "Three Coins in the Fountain." Could be a solid jazz player. Flip is "The Old Dog Tree" (Halsey, ASCAP). Bay Arthur's only has an amusing record of the song in Clarion 307.

MCGRUER SISTERS
Mocrat Vimam (Gen Simon, ASCAP)—Coral 41256—Here is a brisk and exciting rendition by the girls of the two-beat-facet hit, and with quite a bit of backing. A strong disk for the homes. Flip is "Not As A Stranger" (Northern, ASCAP).

EDDIE FISHER
Could Your Blessings (Berlin, ASCAP)—RCA Victor 5710—The bobby soxer's idol lifts his voice to tell about his Mousings on the sheets. He comes off "White Christmas." He's got the name power to back it, and if it is from a new Broadwalk, "Burn" (Chappell, ASCAP).

SANCTUARY No. 20—Because of You—Parts 1 and 2 (Broadcast, BMI)—Decca 29147—Bommy Davis Jr., the impossible comic who scored as a singer with "Hey, There," could do it again with this talkative letter of imitations of two singers and actors. And all to the tune that made Tony Bennett a star a few years ago. Good was here. 

Reviews of New Pop Records

|
| Ray Anthony & His Orchestra | Capitol: 29th-Shaft hit tune in the title Phoebe. It's about a man who works hard and who finds a steady girl, and who breaks her heart. Watch it. (Houck, ASCAP). |

**WORD DISTRIBUTORS**

| B & K Distributing | Oklahoma City, Oklahoma |
| Canat Distributing Company | New York, N.Y. |
| National Distributing | Newark, New Jersey, Philadelphia Pennsylvania, Fort Worth, Texas, Chicago, Ohio |
| Jutse Distributing Company | Minneapolis, Minnesota |
| Miami Music Stores | Hubbard, Ohio |
| Music Sales | Memphis, Tennessee |
| Mutual Distributors | Inc. Boston, Massachusetts |
| Pan American Distributors | Denver, Colorado |
| Record Distributors | Chicago, Illinois |
| Recordit Distributing Co. | St. Louis, Missouri |
| S & S Distributing Company | Detroit, Michigan |
| Southland Music 
and Record Company | Los Angeles, California |

**SELECTED AVAILABLE IN THREE SPEEDS AND AVAILABLE FROM RELIABLE DISTRIBUTORS**

**WORD RECORD DISTRIBUTING**

WACO, TEXAS

**ATTENTION, BUYERS!**

A New Label is born and on its first release in less than 7 weeks it has sold over 12,000 in the STATE OF WISCONSIN alone. YES, its none other than that former RCA Victor promoter Rausch now exclusively a "POTTER RECORDS" Patzer, Wisconsin

Lawrence Dwight and His Red Ravens

The Hit song of the season on 

POTTER RECORDS 1001

JUST ANOTHER POLKA for the Swedish Polka.

This is the Juke Box Sat. Nat. song in Polkas—including all the national songs. Teas: Wellington, John, Pacer, Ronco, Ossie, Six Foot Bully, Patzer. All on Potzer.

It's Terrific—Stupendous

POTTER 1002

When My Blue Moon Turns to Gold and Home, Home, Where Go Home

New Release on Patzer: Little Shoemaker Potzer 1003

and Jimmie Crack Corn Patzer 1004

Potzer 1004

S unlimited pressing and I get a Kick Out of Corn

Samples copies to Stores & Dist.—a record $2.00—will pay any package, at any single copy 75c. Ask at your store.

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Patzer, Wisconsin

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**SHAW QUALITY RECORD SERVICE**

SPECIALIZING IN COMMERCIAL RECORDS

Semi-Flex 10" or 45 Records

Semi-Flex 10" or 45 Records

Semi-Flex 10" or 45 Records

Press 15C-Including labels, cation sleeves, etc.

Write for full particulars.

BEST PRESSING DEAL ANTEER

ROYAL PLASTICS CORP.

5850 W. Roosevelt Ave., Chicago, Illinois

![Image of a newspaper page](https://via.placeholder.com/150)
A Great NEW Star on the Horizon...

SAM ULANO

with the novelty record of the year

A New Approach to Comedy

"Drum's Fairy Tales"

A-BELL AA889

exclusively

A-BELL RECORDS
825 West End Ave. New York 25, N. Y.

For available bookings, contact

ALAN ABEL
825 West End Ave. New York 25, N. Y.
**Best Sellers in Stores**

For survey week ending September 15

**LOOKING ONE NIGHT**

I. Don't Hurt Anyone—H. Snow, 3

1. One by One—K. Wells & R. Foley, 2

2. Goodnight—E. Arnold, 3

3. Four Tesla—T. Tennant, 4

4. Sparkling Brown Eyes—V. Smith, 5

5. Three—R. Wells, 6

6. Goodnight, Sweetheart, Goodnight—J. Tubb, 7

7. This Is the End—J. Tubb, 8

8. Looking Back to See—H. Snow, 9

9. Buy a Gun and Return—Tennessee Ernie Ford, 10

10. Slowly—W. Pierce, 11

**Hep C—Juliette & The Rockets**

1. Hep Cat Baby—E. Arnold, 1

2. One by One—K. Wells & R. Foley, 2

3. Slowly—W. Pierce, 3

4. Goodnight, Sweetheart—J. Tubb, 4

5. Buy a Gun and Return—Tennessee Ernie Ford, 5

6. This Is the End—J. Tubb, 6

7. Looking Back to See—H. Snow, 7

8. Hep C—Juliette & The Rockets, 8

9. Slowly—W. Pierce, 9

10. Goodnight, Sweetheart—J. Tubb, 10

**This Week's Best Buys**

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

**TWO GALLS, Joe (Tubb, BMI)**—Ernest Tubb—Dec. 21

A Joe Tubb 45 that is getting plenty of airplay in the West. "Two Gallons" is a particularly strong item, although there is no lack of competition from the top ten lists. Joe Tubb's recent release was returned this past week from Richmond, Durham, Nashville, Columbus, Cleveland, Buffalo, and Los Angeles. The preferred ad copy is: "Being Joe Tubb's latest 45, this one will appeal to fans of the Western Swing circuits favoring the flip side. A previous Billboard "Spotlight.""

**SIRENS HOLLER**

1. I Hate to See You Cry (Sharonn, BMI)—Slim Whitman—June 11

Slim Whitman is proving once more that he is one of the real powerhouses in the country field. Fans of Slim's new release were received from New England, the South, the Middle and the West. He has been successful in all regions. Among the territories repulsing the disk off to high early sales are Nashville, Dallas, Atlanta, Boulder, Cincinnati, Buffalo, Boston and Los Angeles. The preferred ad copy is: "Look what this Slim Whitman record is doing! A previous Billboard "Spotlight.""

**C & W Territorial Best Sellers**

For survey week ending September 15

City-to-city listings are based on lists reported from top country and Western dealers in each market.

1. I Don't Hurt Anyone—H. Snow, 1

2. One by One—K. Wells & R. Foley, 2

3. Slowly—W. Pierce, 3

4. Goodnight, Sweetheart—J. Tubb, 4

5. Buy a Gun and Return—Tennessee Ernie Ford, 5

6. This Is the End—J. Tubb, 6

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9. Slowly—W. Pierce, 9

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**Most Played on Juke Boxes**

For survey week ending September 15

This week's most played on Juke Boxes is a listing of the most popular songs according to the weekly survey among juke box operators in various cities. The results are tabulated in clone of country and Western records.

1. I Don't Hurt Anyone—H. Snow, 1

2. One by One—K. Wells & R. Foley, 2

3. Slowly—W. Pierce, 3

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**Most Played by Jockeys**

For survey week ending September 15

This week's most played by Jockeys is a listing of the most popular songs according to the weekly survey among radio disc jockeys in various cities. The results are tabulated in clone of country and Western records.

1. I Don't Hurt Anyone—H. Snow, 1

2. One by One—K. Wells & R. Foley, 2

3. Slowly—W. Pierce, 3

4. Goodnight, Sweetheart—J. Tubb, 4

5. Buy a Gun and Return—Tennessee Ernie Ford, 5

6. This Is the End—J. Tubb, 6

7. Looking Back to See—H. Snow, 7

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9. Slowly—W. Pierce, 9

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**The Billboard Music Personality Charts**

**COUNTRY & WESTERN RECORDS**

### Review Spotlight on... 

**RECORDS**

Red Foley-Andrews Sisters

**New Releases**

RCA Victor 29-5487

"Keep Your Eye on My Darlin'" by Pee Wee King and Band

**Folk Talent and Tunes**

**CDW**

"Here Lies My Heart" by RCA Victor 10-5487

"Keep Your Eye on My Darlin'" by Pee Wee King and Band

**Reviews of New C&W Records**

**NEW RELEASE BY JACK TOOMBS**

**FOOLISH JEALOUSY**

B/W MY IMAGINATION

**Jack Tombs**

**EXCELLO 2041**

Available on 45 and 78 speeds

**Wire on air collect 43-5015**

Western trade, order from Mutual in L. A.

NASHBOBRO RECORD CO., INC.

177 52 Ave., N.

**A GREAT NEW COUNTRY-POP Record SENSATION**

"HERE LIES MY HEART" RCA Victor 29-5487

"Keep Your Eye on My Darlin'" by Pee Wee King and Band

**GET IT? GET IT?**

KING ENTREPRISES, 303 Vaughn Blvd.
Louisville, Kentucky

---

**THE BILLBOARD**

SEPTEMBER 25, 1954

**MUSIC**

**FOLK TALENT AND TUNES**

**RECORDS**

Red Foley-Andrews Sisters

**New Releases**

RCA Victor 29-5487

"Keep Your Eye on My Darlin'" by Pee Wee King and Band

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"Keep Your Eye on My Darlin'" by Pee Wee King and Band

**GET IT? GET IT?**

KING ENTREPRISES, 303 Vaughn Blvd.
Louisville, Kentucky
14 Hits in a Row

Advance Orders Show

This Will Be No. 16

According to The Billboard's September 18 issue

**This Week's Best Buys**

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

**You're Not Mine Anymore** (Cedarwood, Bally)

**More and More** (Quality, Madame)

**We'll Meet Again** (RCA Victor, Saylor)

**I'll See You Again** (Columbia, Wallace)

**Ain't That Lovin' Feelin'** (Parlophone, Carter)

Webb Pierce

"You're Not Mine Anymore"

"More and More"

Decca 29252

PERSONAL MANAGEMENT

LUCKY MOEHLER

2697 Fessey Court
Nashville, Tenn.
Phone 97-1566
### The Billboard Music Popularity Charts

**Best Sellers in Stores**

For survey week ending September 15

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**R&B Territorial Best Sellers**

For survey week ending September 15

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**Rhythm & Blues Notes**

- The popular *Love, Love* by Marvin and Johnny was the new rhythm hit, replacing *The Party of the Century* by The Drifters.

### New Releases

**Double Shot - b/w "Time Out"**

Louis Brooks and his Hi-Toppers - EXCELSO 2042

**Jesus My Saviour - b/w "Rescue the Perishing"**

Silvertone Singers of Cann - EXCELSO 2043

**I'm Waiting and Watching - b/w "One Day"**

The Sons of the South - EXCELSO 2045

**Available on 45 and 78 speeds**

Wire or phone collect 4G-2315

Wesley Smother, defter from Memphis in L.A.

**Nashboro Record Co. Inc.,**

177 34 Ave., Nashville, TENNESSEE...
Firms’ Fall Lines of Phono Merchandise

**Reviews of New R & B Records**

JOY TURNER ORK

*White Man Blues* (AYOYRECORDS) 9-18-74 (Progressive, BMI)

Marvin Gaye...43

*The Pride of Detroit* 9-18-74 (Progressive, BMI)

VIRIL HARRISON

*Fame* (AYOYRECORDS) 9-18-74 (Progressive, BMI)

 al Hackett...43

*The King of Memphis* 9-18-74 (Progressive, BMI)

THE HEAT

*Three Little Pigs* (AYOYRECORDS) 9-18-74 (Progressive, BMI)

*Something About the...43

*The Explosive* (AYOYRECORDS) 9-18-74 (Progressive, BMI)

BILLY GILLARD

*Leo's Theme* (AYOYRECORDS) 9-18-74 (Progressive, BMI)

*Private Eyes* (AYOYRECORDS) 9-18-74 (Progressive, BMI)

WILLIE JACOB ORK

*Allow Yourself* (AYOYRECORDS) 9-18-74 (Progressive, BMI)

*Let's Stay in the...43

*The Real Thing* (AYOYRECORDS) 9-18-74 (Progressive, BMI)

**I'm a Young Man...**

*The Young Man* does a good job on a blues theme of interest (Commodore, BMI)

**WILLIAM JACOB ORK**

*Allow Yourself* (AYOYRECORDS) 9-18-74 (Progressive, BMI)

*Let's Stay in the...43

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**ANNETT COBB ORK**

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CNE Pulls 2,820,000 to Eclipse All-Time Record Set in 1950

Rogers Grandstand Show Tabs 450G: Conklind Midway Gross Near 500G

NEW YORK, Sept. 18.—The greatest CNE show ever presented was that held here this week, with an estimated attendance of nearly 2,820,000 persons—just short of the total of 2,823,000 persons who attended the fair in 1950. The total gross was approximately $1,750,000, marking out in 14 days. This was nearly 100,000 more than the attendance of 2,723,000 in 1950 and 209,000 more than the 1953 attendance of 2,614,000.

Another new attendance record was set by the weather. A heavy rain followed by a thunderstorm cut the attendance nearly 600,000 on the first day.

The show was scheduled to open on Sept. 17, but was delayed one day because of the rain. The show opened on Sept. 18.

The attendance mark set in 1950 of 2,823,000 was not broken in 1953, but the total gross was approximately $1,750,000, marking out in 14 days. This was nearly 100,000 more than the attendance of 2,723,000 in 1950 and 209,000 more than the 1953 attendance of 2,614,000.

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Big Final Day Pushes Huron to New Records

Huron, S.D., Sept. 18—A picture night and an exciting program of music and comedy resulted in packed houses at the Huron State Fair on Saturday night, Sept. 11.

The program on Saturday night was highlighted by the appearance of two big-name comedians, Millie May and Joe E. Brown, who were scheduled to appear on Saturday night at the Huron State Fair. The show was well received by the packed house, and the audience was again filled with laughter and applause.

The Huron State Fair is one of the largest county fairs in South Dakota, and it attracts visitors from all over the state. The fair features a variety of events, including livestock shows, agricultural exhibits, and musical performances.

The Huron State Fair is held annually in September, and it is a popular event for locals and tourists alike. The fair provides an opportunity for people to come together and celebrate the agriculture and livestock industry, as well as the town's rich history and culture.
Louisville Matches Peak 53

- Continued from page 63

The fair moves into its new 400 acres probably in 1899. Again, the Horse Show, always a strong feature here, held in the Coliseum Sunday thru closing night, too, the grandstand show, in line with the fair's attendance, with its effect. A good policy, was offering the horse admission charge. The grandstand offerings consisted of many special events, driven up and executed by, and sports-show type acts booked in by the Barnes-Carruthers The- Entertainers, C.H. E., with George F. Allen and Richard Avery.

These acts were billed McCellian with his alligator wrestling. Cherry Banzai's Golden Retrievers, Hank Hanson's ski jump; the Gauchos, charro and clydes, and Paljas de Mexico, a show on the Indian. Special Events Strong The special events program was even stronger than in the past, and all events were well received and participated by the public. The special events included a nation wide wrestling contest, international fiddler and national square dance contest, Tuesday's Travelers (competition for teen-age automobile drivers) and a corn dog.

New was a waltz contest staged Friday night (19) in the Coliseum, with the game putting the all-star college grads from across the nation. The Coliseum was filled to the gills. The game drew $1,000, with the scores going to a $250 a side. The lowest price, $1.50 for a dance. The fiddler that scored $250 a side, and fair split the receipts. Wrestling was put on again Friday night (11), with the horse Show presented Saturday night. The fair put heavy emphasis on its appeal to sportmen. Bespectable was presented in front of the grandstand, it was the first time for Diamong, along with a display of boats and sports cars in an area that had been used against the fair.

Markham brought in the Associated Industries of Kentucky into the fair, with the organization sponsoring attractive exhibits. Also notable was a well-executed grain crop exhibit.

Fair's gate outside admission

CNE Sets Record

- Continued from page 63

was 10 per cent better than the past year they had had at the CNE. The trust fishing show pulled in $2,200 customers for a gain of $1,000. Plans are now to grow it to a point where it can be brought back next year, a solid feature. The same as the Coliseum, will be found.

The Antigone Show pulled 50,000 persons. At 25 cents a head and a profit of three dollars a head, the weather was with the CNE. Antigone won, and the food, for the most part, was food. Plans are being made for a new CNE building in 1954, while two years later the new light building is planned. This will take care of some 450,000 exhibit space, which again this year was sold out.

The only weak link in the show were the rides. The Western was the Art Gallery with its own stage and the Dog Show, Bird Show and-Horlahausen went well.

Brewer Train

- Continued from page 63

typical locomotive of 1842, when locomotive was built. Colorful Scheme "Old Dan" has a silver painted boiler, gold and green cab roof, and painted green iron ranger. The cars are tender, flat car, freight car, passenger car and cabin car.

In Eastern States, the train participate in the parade and prides itself on its grandstand, which it will be an exhibition of the grounds. It is topped with loudspeaker, recorders, see the parade, whip, and smoke-making machine. Bright colored school colors is lit decorated with the Iowa logo, the tender carries a generator to supply power for the amplifiers and the light system.

Plants for next year are indefinite, but it is intended to show at as many as possible.

Circus Supply and Show

STANDARD RIDE MANUFACTURING CO.
2960-2962 Long Beach Ave., Chicago, II.

FLAT RIDES

The Tilt-A-WHIRL Ride

"Best Buy in Rides Today"

- Very Popular and Profitable
- Well Built
- Economical and a Hit

Sellein MFG. CO.
Faribault, Minnesota

Another Sellein Service

CIRCUS

In Kansas City, St. Louis, Oklahoma City, Little Rock, Memphis, New Orleans, and New York.

www.americanradiohistory.com

1954 WINNERS

Parents' Choice Award CAPE COD RIDE

Steve's Great Sky Ride.
(Continental Awards)

Bank Owner State Wheel Widow
1. H. L. Schroeder, Jr. N.J. 506.24
2. H. L. Schroeder, Sr. N.J. 506.26
3. E. Edw. Browning Jr. N.J. 466.60
4. J. L. Frederick N.J. 444.00
5. W. A. Lund N.J. 422.00
6. Edw. Browning N.J. 400.00
7. Kenney, Ma. 398.00
8. Wm. R. Brown N.J. 386.00
9. A. W. Land N.J. 386.00
10. W. A. Lund N.J. 386.00

Note: All awards are for a specific ride and include accessories, name, price and model. Write for Price List and Details.

Sellein MFG. CO.
Faribault, Minnesota

AROMATIC BOAT

Beach, L.I.; N.Y.

Table 9, O.

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

Also Builds 0n and 50 and 100 Passenger Rides, Parades, Shows, Festivals and Rodeos. Built to Order. Concession 

SMITH

FERRIS WHEEL

DEPT. 303

100 Cen. Ave., New London, Wisconsin

1280.0x1926.0
POPPIT PLUS! The liquid popping oil, gives popcorn BUTTERLIKE appearance, flavor and aroma...corn that looks so good, smells so good, each passerby has to buy!

More Profits, Too

✿ Poppit Plus pop Mars can complete—fewer Duds—Less Cost per bag.
✿ Poppit Plus is liquid in all weather—Easier to measure—No Premixing.
AND local warehouses renew your stock quickly, gallon size cans are easy to handle and carry, easy to use anywhere.

Write for Names of Distributors Along Your Route

Multiplex Foil Co. Serving the Trade 50 Years

Mechanical Refrigeration
NOW Available—ROOT BEER BARREL

With a Multiplex Foil Root Beer Barrel you can make root beer just the way people like it..."cold"—"fizzy"—"just right"...and you can sell it...a sure-money item.

Exclusive! Two sizes—45 and 65 Gallon Barrels (Simplex foil). 45 Gallon Barrel with Draft Arm for polar heat. All equipment designed and manufactured by a well-known firm. Also Dispensers for Coca-Cola, other Drinks.

Manufacturers: MULTIPLEX FOIL CO. 321 E. 14TH ST. CINCINNATI, OHIO

POPPING OIL SPECIALISTS TO THE NATION

Popsit Plus! Made by C. F. Simonin’s Sons, Inc. Phila. 34, Pa.

POPPING OILS SPECIALIZED TO THE NATION

Mechanical Refrigeration

POPPING OIL SPECIALISTS TO THE NATION

SACRAMENTO, Sept. 18.—The success of a food concessionaire depends greatly upon good help but with loyal employees quality food is dispensed and business operations go right. Basil (Hap) Young, who has been a concessionnaire here at the California State Fair and for 45 years before that, has his equipment into the fairgrounds May 1st and will remain another week to feed the crowds after the festivities end Sunday (July 12).

Young’s operation is down to 1,900 people now but there were times when he started early in the year and went thru until the last day walking Downtown. Tex. It is the first year in which there have been no concessions either at San Diego County Fair and the Los Angeles County Fair, having a permanent, all-day spot at this fair.

"If I had the equipment I should have, I’ll still be going along," Young declares. "Heiny beer has been with me 32 years and he hires all of the men. Irene MacSwain has had 16 years of service. She handles the counter and has been cashier and hires all of the waitresses, but there aren’t many people like her."

Paul 77

Young, who recently passed his 75th birthday, estimates that his average purchase of main-meat—beer, hamburger and buns—has been about a ton a day. For this spot he served 210 people with 72 spots. For the whole fair, he sold a ton of mustard. He sold only sandwiches, soft drinks and beer.

Looking back over a colorful career of 45 years one of the men early in the season said to his first serve the Food City Dept. in the corner of the grounds. "That winner stuck out his hand and said hello. Nobody else knew that he knew them all and everybody was asking who those hats were the other day."

Young explained that he was one period of less than 11 hours he sold 1,000 pounds of the elabogate dog meat.

Veteran Op Hap Young

Bemoans Help Shortage

Young feeds the ground crews before and after and at the State Fair. From the time he opens until the fair starts, he blankers beer. No beer is sold during the run. At the end of the event the pop-up operation, Young takes his equipment to Colorado where he bakes in the Colorado River.

"When we had good help there was always plenty of food prepared and well served. We were out there running four weeks. We had no public address systems then. We hove a lunch all day and it boosted the business. Those days are not far to go but I’m too old to pull that job used."

Badgers Boost Big Appetites

MILWAUKEE, Sept. 18.—Milwaukee area fun-seekers are not only avid beer fans, but eagerly look for the noisemaker appetites according to fair officials and concede that the Milwaukee Braves just about play baseball.

During the recent nine-day fall in suburban West Allis, the Wisconsin Department of Agriculture operated a milk stand where children could drink all they could hold for a dime. A total of 7,760 pints of milk during the period.

In the dairy building, the stand sold 54,000 cream puffs, the spectability of the house, and 32,000 malted milk drinks.

At a recent double-header between the Braves and the New York Giants, standing attendance reportedly held up at 38,000 ice cream burns a visit.

POPCORN Interests Set For Big Fall Sales Campaign

CHICAGO, Sept. 18.—Popcorn companies are working the sevety-sixth annual amusement refreshment field, this fall will be included to one of the most extensive promotional programs in the history of the popcorn industry. Under the joint promotion of the International Popcorn Processors, National Popcorn Distributors, Chicago's Dime Stampers Association, and Continental Can Company, Popcorn Sales are predicted to increase at least one period of less than 11 hours he sold 1,000 pounds of the elabogate dog meat.

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**Topeka Gets Ideal Weather, Whopping Receipts on Midway**

Grandstand Income Rises as Kansas Event Gets Best Weather in Years

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**Edna Cause of First Topfield Cancellation**

Topfield, Mass., Sept. 18—The World's Fair at Topfield will be in history books as the weather was so bad here last week that it prevented the fair from opening.

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**York Yields Little To Bad Weather**

Off 10% Grandstand Still Tops 100G

Because of Model All-Weather Stage

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**Weather Hits Brookton Hard**

Hurricane Fringe Swamps Opening Of Last Show Staged by Kingman

---

**Gresham, Ore.**

**Nets $36,965**

Portland, Ore., Sept. 18—The Oregon State Fair, which opens today, is expected to net big money, according to Manager A. J. Hennessy, who is in charge of the fair. The fair has been in operation for 107 years and is the oldest state fair in the West.

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**Rutland, Vt., Off 20%; Final Day Rained Out**

Rutland, Vt., Sept. 18—Figures released by Rutland Fair Grounds officials indicate that this year's attendance philosophy was $36,965, an increase of $6,965 over last year.

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**Heat Cuts Gate At Canton, O.**

Canton, O., Sept. 18—The Stark County Fair was cut to an early end Saturday night when the heat wave, which had been building up all day, finally caused the gates to close early.

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**Dunn Gate Near 20,000**

Dunn, N. C., Sept. 18—An attendance of nearly 20,000 was recorded yesterday by the Dunn Fair, which is now in its second week.

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**OL' CAR RACE TO SPOTLIGHT MINEOLA PREEM**

WESTBURY, N. Y., Sept. 16—Ol' Car Race to Spotlight Mineola Preem.

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WESTBURY, N. Y., Sept. 16—Ol' Car Race to Spotlight Mineola Preem.
READING, Pa., Sept. 18.—Poor weather conditions and economic conditions brought the Fair up 26 per cent below last year's. All evidence points to the fact that attendance included grandstand talent production, which was high. Miller, Wilson midway, and Grand Circuit, were packed for the four days, thus bringing Grand Circuit, up to 134,128 for four days in 1953.

Thursday, 12d, was running 10 per cent behind, and the downpour blanked out Wednesday.

Oregon State Tops Record With 335,340

Grandstand, Circus, Turnouts Fall Off; Mutuel Take Dips

VICTORVILLE, Calif., Sept. 18.—Completion of the audit on the 9th annual Orange State Fair—despite the weather and economic conditions—closed Saturday night (11) with a net profit of $8,140 compared with $8,280 in 1953. Receipts this year, from March 1, 1954, to March 1, 1956, were $169,500.

Grandstand and midway turnouts were down from 1953, with the exception of Rodeo Shows. All records were set up prior to last year's turnouts being cut off by the Downpour, which finally stopped the fair, the net loss for the week being $1,900.

The fair opened on Sunday, Aug. 21, and closed Monday night, Aug. 29. The fair was the longest in its history.

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PONTCHARTRAIN Closes;
Season Equals Last,
Thanks to Tax Cut
Batt Traces Ups, Downs; Tells
Hefty August Promotion Schedule

NEW ORLEANS, Sept. 18—Harry Batt shut down his Pontchartrain Beach operation Sunday (12) and declared that if the forecast weather pattern is continued, they may be open again before Labor Day. Batt said the park would have shown a 10 per cent increase in business during the month of August compared to the same period last year. As it was, he said, business was nearly as good as 1958, which was the park's best season. The net, however, is down, he said.

In appealing the season, Batt recalled that May was down considerably because of unseasonable weather, but Pontchartrain bounced back in June. The spot also had a good month's business in July and August, when the holiday was run out.

With the month of August packed and jammed with successful rides, Batt said the business was exceptionally good. Among his promotions were:

"Miss New Orleans" contest; "Miss New Orleans" Junior contest; WSEU-TV TV contest; the most successful; The Time-of-

Year contest, and the Red Smith-WIIOU TV JUH DAY pageant. Batt also held to select "Miss Hillbilly Dimpel" of 1954. The latter fea-
tured personalities from the WCMQ OAKLAND section.

The 50th anniversary of the Central Beach Park was observed Labor Day at the Central Beach Park and Labor Day a series of pyro shows and sales of souvenirs. The Diamond Jubilee of the invention of the incandescent lamp

SANDUSKY, O. S. Sept. 18—Cedar Point, where the season was scheduled to end, May 14, 1954, was better than 1953 and slightly behind record 1952. According to E. R. Stark, president, it was the best season ever for the amusement park. Improved kiddie park, return of the wax museum after several years, and a new Fun House were all contributing factors to the good year. Stark stated. He added that late in the season was down considerably because of rainy weather.

As the season closed, Leonard Jefferson purchased three kiddie rides from V. F. Hodges. Individual purchased Jefferson his buildings in the revamped Cedar Point Kiddie Park. Wickham, and the Highway Kiddie Park. Jefferson bought the Hand-Car Kiddie Wagon. The Wfaas Park and Highas Park had been operating at the same time.

Jefferson now owns 10 kiddie rides and plans to add a few more before the next season opens for the Wfaas of the family, Nathaniel.

He started at the resort in 1953 with a steam train and Rogers Funeral and has since bought the Merry-

Go-Round, Auto Ride and Hot Rod ride that had been at the resort for about 10 years.

South Park, with tank rides, was operated by Autobus.

The hotel season was good except for a couple of rainy and cool weeks in August.

Square Dance Ends Season
For Dorney Pk.

ALLENTOWN, Pa., Sept. 18—More than 500 square dancers from 20 states and Canada took part in the annual Square Dance weekend in Park 10 held in Bob Farris' 55th an-

nual. Dances were held Friday and Saturday. Two weekenders said they would have come from as far away as Maryland and New York to do the dances. The weekend in Dorney Park was the most successful in the history of the park. The weekend featured daily shows by a high school marching band, and Monday (6) fireworks.

High Quality KIDDE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS
GALLOPING HORSE CAROUSEL

Illustrated Greetings From
W. FANGEIS CH., Coney Island 24 N.Y.

PENDICK'S TIE-IN CONVERTS NEW RIDERS FOR KID SPOT

NEW YORK, Sept. 18—A tie-in with the Pendick's eater chain resulted in hundreds of riders, and quite a few bottle buyers, for the Brucker Brothers. Pendick was advertising for a month up to Labor Day, the deal worked very well. On the spot, the coupled advertisement was very effective. The metropolitan area contained a card mentioning the ride offer. By purchasing $1 in a Pendick's card, the shopper got two free tickets to the space ship, Mr. Go-Round, Ferris Wheel, and Roto-Whip, plus a Pendick's nickel off the next purchase. While the stunt brought in hundreds of free riders, Don Becker, Pendick's advertising manager said that there were a high percentage of repeat riders due to the offer ending, indicating that many new customers were cul-
a
dated.

CONEY ISLAND, N. Y.

Sandusky Spot Closes Season Ahead of 1952

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Bad Weather Again
Cuts WOW Earnings

Brockton Opener, Rutland Finale Are
Washed Out; New Power Helps Grogs

SEPTEMBER 25, 1954
The Billboard

ACA GROSSES 100G;
New Louisville High

Oslon Assumes General Agent Duties,
Reviews Locally III CARNIVALS

For the ACA, it was the fourth straight fair at which it had reg-

reading a Bob-Down
For Celtin & Wilson

Reading the Bob-Down - by Celtin & Wilson

The big week here that Celtin & Wilson are featuring is not
the Bob-Down. In fact, they are not that disappointed, es-
specially the trailer, because they believe that they are
producing something that is going to be very popular.

The trailer is a new one, and it is being produced by
Celtin & Wilson. It is a large trailer with a lot of space, and
it is equipped with all the latest comforts.

The trailer will be used for the Bob-Down, which is a
popular event in the community. It is a fair, and it has
been going on for many years. People of all ages enjoy
attending the Bob-Down, and it is always a fun
experience.

The trailer is being used to transport the Bob-Down participants
to different locations around the community. It is
equipped with a kitchen, a bathroom, and a
living area. The participants can enjoy meals and
communicate with each other while they are on the
journey.

The trailer is also being used to transport large
items, such as equipment and decorations, to the
Bob-Down site. This is important because the
Bob-Down requires a lot of preparation, and
the trailer helps to make the process more
efficient.

The trailer is being used in conjunction with the
Bob-Down, and it is expected to be a great
success. Celtin & Wilson are excited about this
event and are looking forward to a fun and
memorable experience for all involved.

For some independents who had
pulled out of Tourniaire, Md., on
Friday night and Saturday (16-17),
they were pleased with the
turnout of fans who had stayed in
their cars for the show. They had
more than a thousand fans in their
cars, and they were very happy
with the response.

The show was
a big hit, and
the fans were
delighted with the
entertainment.

For the ACA, it was the fourth straight fair at which it had reg-

DUNBAR, Va., Sept. 28—L.
Thomas was predicting a season
in which the Bob-Down would
be a major event. He said that
the trailer was a big hit, and
the fans were very happy with
the show.

The trailer is a
big attraction, and
people are excited
about the event.

Cold and dampness have dis-
couraged promotions in Covington and
the trailer was also a hit. The fans
were very happy with the show,
and they were excited about the
Bob-Down.

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O. C. Buck Model Shows

America's Finest Railroad Show
ATLANTA FAIR
THE STATE FAIR OF GEORGIA
SEPT. 30 to Oct. 10 Inclusive

ALL KARTS
50 CAR RAILROAD SHOW
MOTORIZED BROADWAY AT YOUR DOOR

WANT FOR
Jocko, N. C. Fair, Sept. 27 to Oct. 2; Enidville, N. C. Fair, Oct. 4 to 6; Clinton, N. C. Fair, Oct. 11 to 16; Monroe, N. C. Fair, Oct. 18 to 23; Wimberlay-Salem, N. C., Colonial Fair, Oct. 25 to 30.

CONCESSIONS
Legitimate Merchandise Concessions of all kinds. No exclusives.

SHOWS
Wildlife, Unborn or Any other money-making Grind Show. Have beautiful Monkey Shows, with Release. Use your Beans and save. Give your纹理用

RIDES
Tilt-a-Whirl, Dark Ride or Rides not conflicting. Can always place experienced Ride Help.

All replies to J. N. MARKS, Alburnett, N. C., this week, as per your directions.

CONCESSIONS
50 CAR RAILROAD SHOW

Ruth and Oren Gold left the Lakewide Amusement Company at Eau Claire, Ill., in 1953.

Want for
Jocko, N. C. Fair, Sept. 27 to Oct. 2; Enidville, N. C. Fair, Oct. 4 to 6; Clinton, N. C. Fair, Oct. 11 to 16; Monroe, N. C. Fair, Oct. 18 to 23; Wimberlay-Salem, N. C., Colonial Fair, Oct. 25 to 30.

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CONCESSIONS

50 CAR RAILROAD SHOW
Mighty Page

Does Well,
Plans 2d Unit

DUNN, N. C., Sept. 18—Banner business reported at fairs here this week and last week at Ash- 
boro, N. C., continued a string of good grosses as the Mighty Page Shows have garnered at annual.

RIDE PAGE! (Bill Page reports nine fairs already signed for next year. With this good start early in the week he has decided to put a sec-
dond unit on the road next month. The principal unit will start as usual around the middle of April. The second unit will open in Au-
																																																																																																																																																																																																																																																																																																																																																																																																																						

Help the worthiest cause we know... THE SHOWMEN’S LEAGUE OF AMERICA

Yosh

MANELLI

STOHL

C. G. GROSCURTH, Gen. Mgr.

Columbus, Miss., all this week, then on east route.

MIGHTY PAGE

NOW Contracting for the 1955 Season:
Rides—Shows.

G.C.P.O. Box 1465
Detroit 1, Michigan.

PRIDDY SHOWS

Now Booking Concessions

For contac: Mr. W. J. Priddy, 372 West Main, Meridian, Miss., 1049, 806.

WANTED


GALLUP CIRCUS COMPANY

120 East 50th Street, New York 22, N. Y.

COOKHEVRFY WANTED

Can also place Grab. All Fairs. Need experienced Second man for Wheel. Must drive. NOTTE! Shel Monte. New York this week. All answers this week.

James H. Drew Shows

Newport, R. I.

COOKHEVRFY WANTED

WANT FOR FOLLOWING FAIRS AND BALANCE OF SEASON:

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WANT Bingo Caller and Couterman. Contact Ralph Flanagan.

All others wire JOHNNY J. DENTON, Concord, N. C., this week.

CENTRAL AMUSEMENT CO.
Wants for the following seven Fairs, Beginning Legion Fair, Weldon, N. C., Sept. 27th- Oct. 2. Please note the change in dates: Weldon, N. C., Fair instead of Monticello, N. C. then Lewiston, N. C., Fair, Oct. 4-9; Carolina Yum. Festival, Takor, N. C., Oct. 11-16; then Marion Co. Fair, Marion, S. C., Oct. 18-23; then the Great Lars Fair, S. C., Oct. 23-29; Legion Fair, S. Stephens, C. S. Nov. 1-16; Beaufort, S. C., S. 813.


MECKLENBURG COUNTY FAIR
CHASE CITY, VA.
Day and Night, Oct. 11-16
Can place for the following legitimate Midway Acts; Noveltes, Dem-

elations, Eating Concessions, Shows and any other legitimate Concessions. Address all mail and wires to

GARLAND E. MOSS, Secretary
Phone: Drake 2-415, Chase City, Va.

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JOHNNY'S UNITED SHOWS
LAST CALL
JACKSON, TANK., A. M. & I. FAIR; SOUTHBORO, ALA.; JACKSON COUNTY FAIR; RANDOLPH COUNTY FAIR, BONALDO, N. C.
Can place Six-Cats, Buckets, Glass Pitch and Handy Pants of all kinds.


All replies to JOHN PORTERMEY, Runnington, Tenn.

MOUNT CITY SHOWS #3
WANTS

Benny War, Mgr. Mound City, Ill. (work)

BENNY WAR
Agent WANTED FOR IOWA PÄRELS, TEXAS, SHEPPARD FIELD AIR BASE PAY DAY, SEPTEMBER 27 TO OCTOBER 3
Count Store, Pin Store and Six Cat Agents. Charlie Queen, Little Man, please contact. Wire or Call LILA BERGMAN CORAL COURTS, IOWA PARK, TEXAS

AGENTS WANTED FOR EIGHT IOWA FIDE FAIRS. COUNT STORE AND PIN STORE

Those who worked for me before, please contact. Also Stanley Levy, Charlie Schable, (Chiefly) Stigiel, Max Waller, contact me at once; have good proposition for you. All contact.

MAXIE SHARP
Sterling Crown Shows or Parkbery Hotel, Atlanta, Min.

MARKETVILLE SHOWS.
AMERICA'S BEST RAILROAD SHOW.

For Sale

Wants for All the fall season, Boys, Girls, for Mes, and Concessions, Merchandise, Machines, Chariot, Drums, etc. to make Shows. For the best type.

All address SHIRLEY LEVY
Fair Store, St. Louis. This week rates, After dark next week.

GROVERS GREATER SHOWS
AMERICA'S CLEANEST MIDWAY


A GREAT PROMOTION

INDEXED SHOWS

For Sale

For all the Fall season, Boys, Girls, for Mess, and Concessions, Merchandise, Machines, Chariot, Drums, etc. to make Shows. For the best type.

All address SHRILLEY LEVY, Fair Store, St. Louis.

AGENTS WANTED FOR RALEIGH COUNTY FAIR AND FALL SHOWS

For sale

Wants for All the fall season, Boys, Girls, for Mess, and Concessions, Merchandise, Machines, Chariot, Drums, etc. to make Shows. For the best type.

All address SHRILLEY LEVY, Fair Store, St. Louis.

ADVANCE AGENT

Who can produce open all winter. Wants Boys, Girls, and Concessions.

W. B. WORMAN, C. O. BUCK-MODEL SHOWS

WANT

For all the fall season, Boys, Girls, for Mess, and Concessions, Merchandise, Machines, Chariot, Drums, etc. to make Shows. For the best type.

All address SHRILLEY LEVY, Fair Store, St. Louis.

WANTED FREE ACT

For Fall Fairs, Sept. 27-Oct. 12. All replies.

GEORGE CLYDE SMITH SHOWS
Fall Concessions Wanted. Show in Cedar Rapids, Oct. 12. Next week.

WANTED HISTORY ACT

For Fall Fairs, Sept. 27-Oct. 12. All replies.

GEORGE CLYDE SMITH SHOWS
Fall Concessions Wanted. Show in Cedar Rapids, Oct. 12. Next week.
Plaster
Small—10
Large—25
Some Photos: No Delivery.
Shelley Novelty Co., Route 1, Box C, Fort Wayne, Ind. 46801.

Cash
Order.

Concessions & Shows

For show ROLL, K. C. Fair, LITTLE PEOPLE'S FAIR, Sept. 17 Oct. 4;
folowed by a sold road of fairs, including JACKSONVILLE, FL., COLORED FAIR, Nov. 18 Thru 28.

CONCESSIONS—Cajun and Drinking Drinks, Hogs, Haines, Derby Racers, African Cats, Elephant Man, Bear Tamer for rent. Catch and Release Concession, Building 2, Bowhouse, W.D.M. (Wildlife & Gun Equipment), Waikut, Maryland, Walsey, and show. Mercury, 970-

Cash
Delivery.

Baker United Shows

Want for Toledo, Illinois, CINEMATH, Oct. 7, 8, 9

Show for Toledo, Ohio, CINEMATH, Oct. 7, 8, 9

Raley Bros. Expound

Want For Texas-Oklahoma Fair

Iowa Park, Tex., Sept. 27-Oct. 2 inclusive

Sheep Field Air Base Payday

COWDEN, D. E., Ophir, Utah.

Cash Waiting

For 15 Wheel, 32-Fr. Mon-Co-Round, Every Week, in Pennsylvania. Truck and Kiddy Rides. Must be good equipment and price right. Write BOX 177, P. 0. Box, Pueblo, Colo.

Flying Scooter For Sale

Burlington, Iowa, Aug. 27, 1954

WANTED CONCESSIONS

That do not conflict in fruit harvest and packing locality for week of Sept. 28-

John D., ibid.

Dave Amusement Co.


Wanted

Dairy Cattle Congress, Waterloo, la., Oct. 2-9

Want for Beef Cattle Show, Waterloo, la.

Want For Sale—Nepil Heliplane

Excellent condition, complete with engine. Making runs for large park rides.

Larsen & Trueblood Rides

Electric Park

Waterloo, Iowa

Roll Tickets

Printed to your Order

Shamokin, PA.

Keystone Ticket Co.

Dept. B

Send Cash With Order. Check Tickets, $2.00 per 100,000.

Babe and Tony Nelson


Wanted

For Danbury, Conn., Oct. 2-7, and

Minoel Fair & Industrial Exposition

2 Shows—Must be outstanding. Now booking Concessions for Minola. Everything open except grills and ring over Coca-Cola bottles. Write or call:

Phil Isser

1916 Ave. K. (Phone: Shephard 3-2702) Brooklyn, N. Y.

Sunset Amusement Co.

American Legion Fair, Carthageville, Mo., Oct. 5-10

Jackson County Fairground, Newport, Ark.

Want Concessions Including Cock tail, Cock and Post Luns that can operate in Minola, West Long, and South Hampton. Can operate with Carts and Buckets with many Cards. Open for Beauty, Hair, Ice Cream and Concessions.

Can place Shows with own equipment, also Motorhome and Fun House, No Daring Shows except Cakes. Male, Fair, Fair, No cost. Talk to J. T. Hunsinger, South Side Show Attachment, Imprinted, Musical. Girl to Sound Box. Ticket Seller. Man and Write profession.

Victory Exposition Shows

Want for Show Hill, K. C. Fair, LITTLE PEOPLE'S FAIR, Sept. 17 Oct. 4;

Followed by a sold road of fairs, including JACKSONVILLE, FL., COLORED FAIR, Nov. 18 Thru 28.

Concessions—Cajun and Drinking Drinks, Hogs, Haines, Derby Racers, African Cats, Elephant Man, Bear Tamer for rent. Catch and Release Concession, Building 2, Bowhouse, W.D.M. (Wildlife & Gun Equipment), Waikut, Maryland, Walsey, and show. Mercury, 970-

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CIRCUSES

Ringling Registers Despite Weather

Business Continues High Against Rain, Cold in Wisconsin, Iowa

Chicago, Sept. 18.—The "annual" carnival at Ringling Bros. and Barnum & Bailey Circus through Wisconsin and into Michigan and Illinois was closed by the worst that weather could do, business being the show held re- mains.

Janesville and Fond du Lac, Wis., Sept. 17-18) were clear and business added to an already good season.

Alex, Neillsville, and Ladysmith, near-fall houses after midnight.

Appleton, Thursday (8), was hit by a rain squall and the pier was de- composed at daybreak at night. Never-

R-B, Beatty, R-Fail To Meet 'On '54 Treks

CHICAGO, Sept. 18.—The "annual" show of the Ringling Bros. and Barnum & Bailey Circus was held in Illinois.

While the two shows usually have ever-so-fine weather in the central part of the country in past seasons, they didn't come close this time.

Probably the closest the nation ever got to a "rainy day" was Sunday (18). When Beatty at Littleton, 22,388 miles from the nearest Ootawa, Ill.

Regardless, however, will clash with King Bros. The Ringling show gets in some fine shows, a long jump from Springfield, Ill., to Montana, will first King Bros. promotion going there. King and Ringling shows will also be along other's route in Virginia and elsewhere in the Southeast.

Beatty, and Beatty, meanwhile, will also be along the Rose Day-Circus, with Beatty leaving Davenport and Longyear, Tex., with King to follow Beatty by about five weeks.

Woeckener Escapes Bears Heart Blast

Pittsburgh, Sept. 18.—(AP) King Peter, the 1,600-pound Circus bear, broke the steel cable that held him in the lobby. Eddie Woeckener, former owner of the bear, was injured when he let the bear a moment to scratch an itch in the corner of a concrete and other mate- rials.

There were no injuries and no property damage.

The hotel is well known as the winter home of many troupes with so many famous with winter at Peru. The explosion came 11 when a water heater in the basement.

BRITISH SHOWS WAR

Chipperfield's, Mills In Day-Date Competition

LONDON, Sept. 18.—Two of Britain's leading circus operators are hold- ing a pitched battle, day-by-day- ing for their circus dates and audiences and boxoffice and, taking the case, the impresarios. The papers are the Har- mony Mills and Chipperfield's shows.

Last year Mills took out a per- mit to perform at Chipperfield's town and planned to "predate" Mills to a day or two ahead of Chipperfield, who then also booked back two weeks. The re-schedul- ing compelled both to rebook their bookings at other cities as they kept advancing their dates in order to be first in Salisbury.

Mills this year has been making simultaneous and sent out their publicity crus. Chipperfield hired a shorter tour over his own circuit, and Mills replied by setting up an equally long tour to hit Chipperfield's turf equipped with loudspeakers.

Large display ads were run side by side in the press to advertise Chipperfield's "Are the Largest in the World" and Mills show claiming "The Value is in the Name! Not Size!"

Chipperfield got the bigger house on opening day, but a "pass in three days" was issued to spread the marquee crowd at White City started. It looked as if the same thing would repeat in the owner, Jimmy Dunlop, announcer he had hugged his upcoming dates to make a tour of the next few weeks, and he has also managed to acquire a block of Mills stock and will attend the show's next annual business meet-

King's Business

KING'S BUSINESS OFF IN CAROLINA

Textile Towns Dip; Farmers Busy; Sumpter Gives Surprise Returns

DILLON, S. C., Sept. 18.—King's business was here the most prosperous in South Carolina. The textile roads were busy, while the farmers were hard at work. The country was ripe for the harvest. The crops were ready for the market. The farmers were happy, and the King's business was at its best.

The show got some attention in King's business, and the country was waiting for the King's business to arrive. The people were eager to see the King's business. The show was a success, and the King's business was at its best.

Goshen All-Seasons

On Fall Route

CENTRAL CITIES, Ky., Sept. 18.—Goshen All-Seasons have been touring the states, and on this trip they are visiting the central cities. The company is well received by the people of the cities, and the show is a success.

The show is filling in with dates as they go along. The company is doing a fine business in the central cities. The show is a success, and the company is receiving good returns.

McLennan, T. T., Sept. 18.—The company is doing a fine business in the central cities. The show is a success, and the company is receiving good returns.

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Joa Lewis writes from Mills Bros' Circus that Johnny and Mattie Cristiani died recently. They perfomed with their son, Charlie, in the Ringling Bros' Circus. Billie Hanks, daughter of Mrs. J. Mills and daughter, Attles, closed down at the Vaudeville. Bobby Statler, former Press Products photographer, attended attention with Joa Lewis on the last night of the last show. Joa Lewis also visited the Goodyear House in Cleveland and the coffee ready and Richard Fuch's Circus in the back of the house.

J. W. Walker, a former circus manager, and his daughter, Joa, visited Joe Emery and his family.

Lolita Johnson came on for a day and closed down at the Lincoln Boys. They were the last show of the season. The trailer was from the office of the N. J. where the clothes lines are not used. The next show will be in the trailer house on the lot. The show will begin on the 15th of October, and will return to Cleveland for the show year.

Karl Cartwright, an employee of the Ringling Bros' Circus, visited Tom and Bobie Statler. Karl Cartwright, a former circus manager, will return to New York and start on a new tour with the company.

Johnnie Bach, former employee of the Ringling Bros' Circus, is now working with the circus. He has been with the company for over 20 years and has been a valuable member of the company.

With the passing of Johnnie Bach, the company has lost a valuable employee. He was a faithful and dedicated member of the team and will be greatly missed.

Johnnie Bach's father, Joseph Bach, was also a member of the company and had worked with the circus for many years. He was a hardworking and loyal employee and will be remembered with fondness.

The passing of Johnnie Bach and Joseph Bach marks the end of an era for the Ringling Bros' Circus. They were both valued employees and will be greatly missed by all who knew them.

The company is currently preparing for the upcoming season and will continue to provide high-quality entertainment for its audiences.

Fallen Leaves

The Flying Valentines, a popular vaudeville act, have joined the Ringling Bros' Circus. They are well known for their acrobatic and杂技 performances and will add to the excitement of the show.

The Flying Valentines are joined by the Ringling Bros' Circus Troupe, which consists of a variety of performers, including acrobats, jugglers, and animal handlers. The Troupe is known for its ability to entertain and amuse audiences of all ages.

The addition of the Flying Valentines and the Ringling Bros' Circus Troupe will undoubtedly add to the excitement and entertainment of the upcoming season. The company is working hard to ensure that the show is as successful as possible.

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**MERCHANDISE TOPICS**

Write The Billboard's Buyer's Service Department, 3100 Patterson St., Cincinnati 22, Ohio, for a complete list of addresses of firms mentioned in this column. To expedite handling, please enclose self-addressed envelopes.

**MERCHANDISE TOPICS**

Owners and operators of specialty, gift, and toy shops will be interested in the Mexican product offered by Transcontinental Line, Laredo, Tex. Firm carries such items as pottery, hats, slippers, rugs, cutlery, and novelties, and currently has a special on handmade baskets for earrings at 50¢ per pair and 75¢ for three pairs. All are decorated at 97¢ per gross. As illustrated catalogs showing the colorful products from Mexico is available.

**Providencia Ring Company, Providence, R.I.**

Prominent place in Mexican product line is the new Miracle Cross. The nickel-silver cross is in the gilded cross piece which, when placed to the eye, reveals clearly and distinctly the Lord's Prayer. In addition to the crosses, the firm carries a wide assortment of jewelry, including a 30-carat diamond solitaire ring set with 12 brilliant cut stones and comes complete with a nickel-silver chain with soldered- links. The crosses go for $4.25 per dozen or $45 per gross. If a butterfly chain is ordered with the crosses, they are $5 per dozen or $65 per gross.

Pitches, demonstrations, workroom shows and one-on-one selling are included in the case decorator offering of National Cake Decorator, Springfield, Mo. All items are part of an eight-piece set, which includes the tips on how to make the roses and a two-piece giveaway, has the lure and appeal to attract the housewife. If it is adaptable to a good presentation, these items sell for less than C.O.D. Complete information will be sent on request.

**Tee Jay Toys, Inc., New York.**

Reports that their Silverplate punch bowl with the vinyl napkin roller, at 99¢, is a dower, proved itself a good number this summer. A recent sales figure is a 72-ounce punch bowl, which is a sure-fire all-year round number. Four orders are coming in at an unprecedented rate.

Rings operate with counterparts that should continue the line of the H. A. Sullivan Company, New York City. Among the items, which are prevalent especially at larger stores, are pewter rings, which are imprinted, sold in a nickel-silver case, and come in a wide variety of colors and designs. The company carri es a complete line of pewter rings and other pewter novelties, which will be sent on receipt of your name and address. Complete details are at 

$10.00 OZ.

**LAZY BABIES**

Beautifully nature made of finest fabrics of the year! The lazy baby is the saddest baby of the year! Each and everybody in the family can put up and enjoy at its best position. $10.00 OZ.

**SNKEB, BIRTHSTONE SKULL RINGS & ELTS**

$1.00 DOZ.

**STAIN LEATHER GOODS**

**SPECIAL**

**SPINDLE CITY VENDORS**

Gigantic Ball Point Pens

**Famous 9 pieces SHEFFIELD Caving and Steak Knife Set**

**The New STEEL CLAW DESIGNER CNABD - The Fully Articulated Ap-**

**OWNERS MANAGED - JOBS IN DISTRIBUTORS**

**Write for Quantity Prices**

**PREMIUM ENTERPRISES**

**DREXCO, INC.**

Manufacturers of engraved jewelry

191 SOUTH STREET, PROVIDENCE, R. I.

**Specialty thru DEWON'S, LADIES' & BOYS' EXPANSION IDENTS, $4.44 doz.**

**Imported photo ident chrome plates . . . $5.00 doz.**

**Boy's or Girl's Stylus**

**Expansion ident rings**

**$2.75 doz.**

**catallog ready**

**BE YOU LOOKING FOR**

Ladies, Coins, Stamps, Buttons, Aquariums, Whatnots, Decorated Frames, Pans, Decorated Jewelry, etc.

**Catalog now ready—write for copy today**

**SPECIAL**

**GIGANTIC BALL POINT PENS**

**FAMOUS 9 PIECES SHEFFIELD CAVING AND STEAK KNIFE SET**

**OWNERS MANAGED JOBS IN DISTRIBUTORS**

**Write for Quantity Prices**

**PREMIUM ENTERPRISES**

**DREXCO, INC.**

Manufacturers of engraved jewelry

191 SOUTH STREET, PROVIDENCE, R. I.
Pipes for Pitchmen

MAX RUBIN...

For the last 20 years known to
demonstrators as the egg-dye pro-
tologist, formerly with Wyco dye,
and the last four years with
Belmont Laboratory. Ruby egg
dye, now is affiliated with
Derby Furniture Industries, Inc., La,
chicago, running a number of spots
by telephone. He also has a
chain of stores lined up for
Bellmont Laboratory.(Francis
Glitter and Shyrofoam.

S. RUBIN.

Owner of J. S. Robins Balloon Show
and the 16 Balloon, No. 1, of Dallas.
Additional balloon, recently
polished by an ad agency, this
fedora just a week when we
were asked to test it out. (Sep-
tember 11) that Charlie, the ba-
nunter, left the hat on the
tables pulled out. We were also
of the opinion that Charlie belongs
in the Hall. Letters from
Amsterdam, N. Y., reach us to
the United States Secret, to J. S. Robins
Balloon Show, which is being reg-
aged with teeth. Only two big
designs for these were removed
from this, but they became discredited. Jan
the balloons, purchased from
Hughes-Wallace Circus, still re-
ains as the featured attraction,
haunting with tears at a time
from the audience nightly. Min.
for the Big Show fame to my
dughter, and this is probably now
in her. Another part of the
family, J. W. and Helen Brown,
are opening their walk-thru show.
Enclosed a newspaper ac-
count of this operation which
was carried out by one of the
larger managers in the North.
The newspaper clipping carries three
pictures and a description
of medical in the process of
relieving men of their
-third element which required almost two
and a half days. A tremendous

SEEN AT THE 

Pan Pacific Gloramorna Show,
Los Angeles, orangery in its first,
showing a pretty piece of business
with the Alliance. Firechief
Faulkner, with the Har
S. B. L. show, and the
gman, with their well-flushed
whisky bottles, have been
wired up to the fact that Betty
is a Santa Monica
Newberry store with her
rug and flower boy, and Patty Sheils are at Woolworth's
for the Christmas
trade.

THERE AT

five years ago,
in the realm of pitchmen: Ben
Perry, the long-time Victoria
hoosier at the Calgary Exhibi-
tion and Stampede. Bob Perry
Williams had med at the
Grand Forks, N. D., just.
Jack Hahn was using rabbits, ducks, mice and monkeys as a
gag for tips at the hands
walking white wigs which
he was operating on New York's
street corners.

Richard Ander was picking up a
drop of the rag trade in a
mechanical toy in front of the W. T.
Grosvenor S. C., in 1920, Los
Angeles. . . . In the same
area, a month ago, Paul
were working Wipe-On, . . .
John Not Lathrop, from the
West Coast to make the fairs
in the North. Horace D. Davis
in Chicago and spotted the
following for his show: Betty
Stanhope, with gauzy cloth;
Charles C. M. Young, with
Charles C. M. Young, and
Ida Mae Green, with Poirier.

Some of these boys have
returned to their homes in (Shibboleth,
Los Angeles). We wonder wome of those same
people every week in "The Billboard..."
THE BILLBOARD

COMING EVENTS

Arizona
Tempe—Biltmore Holiday Celebration, Dec. 10.
Arkansas
West Virginia—Charleston Playhouse, Oct. 19.
Wyoming
Cheyenne—The Ritz, Oct. 23.
California
San Diego—Western Enterprises, Nov. 9-11.
Colorado
Greeley—Silverado, Nov. 10-11.
New Mexico—Albuquerque, Nov. 24-26.

Check and order your Christmas prize, premium, promotional, gift, souvenir and novelty merchandise from:

THE BILLBOARD

56th CHRISTMAS MERCHANDISE SPECIAL

56th CHRISTMAS MERCHANDISE SPECIAL

Smarter buying is the key to more sales... and BIGGER PROFITS! The Billboard CHRISTMAS MERCHANDISE SPECIAL is timed and designed to help you—and 89,971 other cash-with-order buyers—buy for your biggest selling season of the year. Here's how:

The Billboard CHRISTMAS MERCHANDISE SPECIAL is an easy-to-use catalog packed full of every conceivable kind of merchandise—more than 1300 items, representing the hottest offerings of leading manufacturers and jobbers.

The Billboard CHRISTMAS MERCHANDISE SPECIAL is timed right to give you the jump on the busy Christmas season. It's distributed for two full months before Christmas, gives you the opportunity to order and reordered the fastest selling items.

NOTE TO ADVERTISERS: Don't miss out! Feature your hottest items of the season in the Billboard CHRISTMAS MERCHANDISE SPECIAL.

ADVERTISING DEADLINE: OCTOBER 13.
MAIL ON HAND AT
CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 2. O.

Parcel Post

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CLASSIFIED SECTION
A Market Place for Buyers and Sellers

REGULAR CLASSIFIED ADS
DISPLAY-CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display, first line set in regular type.
Set in larger type (up to 14 pt.) and displayed to add advantage. No illustrations or cuts permitted.
RATE: 15c a word—Minimum $3
RATE: $1 per apt size line—$14

CASH WITH ORDER
(Cash with order (minimum's have been established)

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK’S ISSUE
Send all Orders and Correspondence to 2160 Patterson St., Cincinnati 22, Ohio

IMPORTANCE INFORMATION
In determining cost of regular Classified Ads, be sure to show your name and address when preparing your ad.
When using a Box Number in case of The Billboard's index for six additional words.
On Box Number Ads a special service charge of $2 per word is made for handling replies.

ACTS, SONGS & PAROIDS
Parisian song titles, show lines for Parisian songbirds.

AGENTS & DISTRIBUTORS
AAA Amazing Bargains
Tailored to your personal requirements. Best prices in the country. Write today.

Beehive Books
With 1500 titles in stock, we guarantee satisfaction. Write today.

FUR BALL WANN
With 1500 titles in stock, we guarantee satisfaction. Write today.

Kipp's Special Purchase
8” Hunting Knife with Leather Sheath
Imported from Germany. Guaranteed to be genuine leather sheath with sharp edge. Write today.

Kipp Brothers
Wholesale Distributors Since 1910
500 S. Capitol Avenue—Indianapolis 25, Indiana

NEW EXTRA-LONG CARTRIDGES
"THE ROYAL" Retractable Ball Point Pen
DIRECT from M.F.R.

Windproof Lighters
Hundreds of Dam. Sold at $2.50.
NOW—$2.00 Dam. Postpaid
$2.50 each, 10 for $20.00
B. Palmer Sales

White for 1955 Catalog
Cuban, Honey, Alligator Hand, Reg. $4.00 each; Lighters, $1.50 each; Valiants, $2.00 each.

CAKE DECORATOR
For Demonstrations

FREE-FRISCO SPINDLE WHEEL & BUMPER GAME
Write today for details on how to get yours.

GEM SALES CO.
133 West Market, Nashville, Tenn.

Levin Brothers
Established 1886
Terry Haute, Indiana

Kipp's Special Purchase
8" Hunting Knife with Leather Sheath
Imported from Germany. Guaranteed to be genuine leather sheath with sharp edge. Write today.

Kipp Brothers
Wholesale Distributors Since 1910
500 S. Capitol Avenue—Indianapolis 25, Indiana

New Extra-Long Cartridges
"The Royal" Retractable Ball Point Pen
DIRECT from M.F.R.

Windproof Lighters
Hundreds of Dam. Sold at $2.50.
NOW—$2.00 Dam. Postpaid
$2.50 each, 10 for $20.00
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CAKE DECORATOR
For Demonstrations

FREE-FRISCO SPINDLE WHEEL & BUMPER GAME
Write today for details on how to get yours.
Fall, Winter Coin Outlook 'Never Looked Better': Ops

CHICAGO, Sept. 18—The outlook for fall and winter in coin-operated amusement games is bright, according to manufacturers and vendors. The full-time, salaried public relations representative of a fact-finding team from the coming season will add substantial room for the industry to stabilize itself in this season.

The favorable climate for business in the past month has encouraged manufacturers and operators to cooperate with existing organizations and, of course, to look to the future for more choice of games, joke boxes and the like.

Distributors have generally

PUBLIC SELLING

Salaried Rep. Pays Off for Conn. P-R K

HARTFORD, Sept. 18—Conn. P-R K, the group's current P-R K, has been instrumental in the make-up of the industry in the state of Connecticut. The operators are the Connecticut industry to the public, and the P-R K's mission is to educate the Connecticut public—therefore, the need for a salaried public relations representative.

AUTO LAYOFFS HURT

Detroit Gross Down Due to Unemployment

DETROIT, Sept. 18—The local game machine market is in a slump, reflecting the critical unemployment situation in the city. A survey of the downtown, major locations by ALI did not produce favorable results. Recent reports show that unemployment is on the rise.

The frequent layoff reaction to a slow business is a temporary drop in population, and those workers and their families from Southern States who are here toiling in the factories and have packed up and moved back home again at the end of their employment have decreased, notably in the downtown area.

Cautious Spending

Reports from the state area, especially out of state sections, indicate that people are spending their money for recreation but cautiously. Thousand of dollars normally do a good all-week business during the week but weekended, the trend is down. Light in the metropolitan areas well.

The first report reaction to a slow business is a temporary drop in population, and those workers and their families from Southern States who are here toiling in the factories and have packed up and moved back home again at the end of their employment have decreased, notably in the downtown area.

PHOTOGRAPHIC MACHINES

MILWAUKEE, Sept. 18—Music and game operators throughout the state are enjoying a record-breaking season this fall, according to a survey made by the Billboard.

The industry is under way, judging from equipment quotations and orders that have been placed during the last week. The business is expected to be very good.

Another reports that are at least as fine as the Braves face from the state, joke box and game talks will require no reason in the region.

End of Baseball Season

To Usher in Coin Boom

WIS. TV FADES

Pittsburgh Ops

Tee Off First

Golf Tournament

PITTSBURGH, Sept. 18—The Pittsburgh and downtown manufacturers of the Pittsburgh region have taken advantage of the weather to promote the city's attractions. The city has been instrumental in promoting the city's attractions. The city has been instrumental in promoting

OPERATORS ON COMMERCIALS

West Hold 2-Day Rock-Ola Service School

PORTLAND, Ore., Sept. 18—RKO operators gathered at the service school of the coin-operated music machine. Among the topics discussed were

How Plan Works

That touched off the debate was the plan of the MOA executive board, which would allow the board of the coin-operated music machine. Among the topics discussed were

Siinney Named By Magncord

CHICAGO, Sept. 18—Henry B. Siihney, national sales manager of the Manufacturers Association, or Magncord, was named president of the board of directors of the association. It was announced that Siihney had held a similar position in the past.

Calendar for Commem

September 26-Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

September 27-Los Angeles Coin Machine Operators Association, monthly meeting, Hotel Continental

September 27-Automatic Music Operators' Association of Dakota County, first full meeting, Hotel Continental

September 28-October 1-Indiana Tobacco & Candy Distributors Association, 30th annual meeting and merchandise show, Hotel Claypool, Indianapolis

September 28-October 1-Michigan Coin Machine Merchandising Association, annual convention, exhibit, National Guard Armory, Detroit


October 21—Summit Coin Machine Operators Association, annual election, Conrad Hilton Hotel, Chicago

AMI Bows Model F

Phono to Distribs

Sked Operator Showings October 9:
Model Available in 40's, 80's & 120's

GRAND RAPIDS, Sept. 18—Produced in a new room, the Model F, was introduced to the public this week at distributor shows over the country. From Canada and Mexico, the company is going to be the name of the company for the upswing.

Beginning Wednesday (14) and extending through Monday (18), AMI officials conducted tours of the new room for the entire country. The tour was reported in full production.

The new room was unveiled in a new room for the entire country. The tour was conducted in order to attract the interest of the public and to consider the new line of auxiliary equipment. It was introduced at the distributor shows and in the new room.

Operator Disk Club Launches 13-Week Show

LOS ANGELES, Sept. 18—The Love Colony Operators' Record Club, a new club for coin-operated music machine operators, recently launched a new club for coin-operated music machine operators.

The club is said to be the first of its kind in the country. The club is said to be the first of its kind in the country. The club is said to be the first of its kind in the country.

Calif. Distibs Gear For Record Season

LOS ANGELES, Sept. 18—Coin-operated music machine manufacturers, record companies, and featured recordings and instruments, are gearing up for the coming season for sales in the state.

Much of the optimism is based on business during the past few months. The coin-operated music machine manufacturers, record companies, and featured recordings and instruments, are gearing up for the coming season for sales in the state.

The last is a result of large government expenditures for defense and other projects through the state.

One distributor explained the situation when he said that the news program originated in the KABC studios on Vint, and featured recordings and instruments, are gearing up for the coming season for sales in the state.

The last is a result of large government expenditures for defense and other projects through the state.

Charles Daniels, of Paula Leon, for the Chicago and Los Angeles Times.
AMi

Originator of the Automatic Selective Juke Box in 1927

Ahead Then

Ahead Now

Ahead Tomorrow

Originator of the Automatic Selective Juke Box in 1927

AHEAD THEN — AHEAD NOW

AMi Incorporated

GENERAL OFFICES AND FACTORY: 1200 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA AMi Juke Box sold through Oscar Siesbye A/S, 5 Palæsgade, Copenhagen K., Denmark
Can Jukes Tune For Top Fall, Winter

TORONTO, Sept. 18.—Fall and winter expectations of the jukebox industry were "never better." At least that's the consensus of phonograph distributors and operators across Canada.

Dine play, four-for-a-quarter, is the major trend in the industry here and probably the underlying reason for much of the optimism. Almost all new equipment going out on location has been set at this increased price within the past few months, with the majority of equipment is still on the market.

The basic argument used to support the transition to dine play has been the high cost of equipment. And the industry doesn't seem to mind the increase.

One distributor said that he found new operators paying for machines faster than the old ones. But there are still brokers who are hesitant to go along with the move. A price in under $2 per machine.

As a result, there are some operators who are still using the old equipment. But the price of new equipment is one thing; the balance and the time payments spread over 18 months. Operators for financing are usually around $6 per month.

Potential, Big

Distributors agree that the jukebox market is in a tremendous mood. But feel that only the operators who have been there are benefited.

Location owners also were said to be happy to cooperate with operators, making the switch to dine play means more money for them.

Another indicator of good business is the entry of new companies into the field. Competition is getting tougher, and surveys show that the advantage can be gained by those operators who are spreading the new equipment in locations and are well justified.

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WURLITZER HIGH FIDELITY

NOT ONLY TAKES THE MASK OFF THE MUSIC

IT TAKES TOP HONORS IN UPPING EARNING POWER

You've got to hear it to believe it! The Wurlitzer 1700HF, equipped with perfectly matched, full range speakers, the famed Wurlitzer Dyna- tone amplifier and the Zenith Cobra Tone Arm, the ultimate in full fidelity pickup, puts out the finest High Fidelity music of any automatic phonograph.

It's the kind of music that people want to hear over and over again. It's MONEY-MAKING music for you—available only on the Wurlitzer 1700HF Phonograph.

SEE IT • HEAR IT • BUY IT AT YOUR WURLITZER DISTRIBUTOR

The Rudolph Wurlitzer Company • North Tonawanda, New York
Established 1856
Pittsburgh Ops

**Continued from page 18**

White said that the outing offered companies an excellent opportunity to acquaint themselves with juke box operators and also gave operators a chance to talk over problems with one another on an informal basis. He hopes next year’s fest will have an attendance near the 350 mark. Attending from out of town were: Pat Houser, Belleville, Ill.; Dave McLain, Ridgeway, Pa.; Frank Gerani, Burnham, Pa.; Elise White, Butler, Pa.; Jack Vitt, Washington, Pa.; Jack Walsh, Clairton, Pa.; Al Serrel, Ambler, Pa. Among those locally were: Dean Rizzo, Rusty Smith, Phil Greenburg, Herbert Rosenthal, Henry Jacobs, Olle Vlodge, Cyrus Shaheen, Myer Eizen, Al Spreckel, David Zimmerman, Eugene Back.

**PRIZE WINNERS**

First place winners were Al Spreckel of Ambler, Pa., awarded a cup low from store of 78’s, Eddie Walsh of Clairton, Pa., for long term service to MCA, and of course, Al Serrel of Ridgeway, Pa., who won the door prize.

---

**Another ROCK-OLA First**

The ROCK-OLA 12" Acoustically modified speaker teamed with the ROCK-OLA heavy-east 7½" rectangular horn loaded compression driver unit "Tweeter" Speaker.

**Get ROCK-OLA for Greater Listening**

---

**COIN MACHINE NEWS QUIZ**

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

- **AMICALLSDISTRIBUTORS** to plant for special meeting. Sure sign of a great new idea getting ready to introduce a new model phonograph. Date of meeting not set—probably in late June and early July.
- **RANPURNALLS** in third large U.S. city within last month. Prrove Coven, following installation of Salt Lake City and Ogden, have the same within the city limits. Continue growing trend in the state.
- **GAME TAKES LOOK UP** as fall bowling season starts across the nation. Indications are that more than 1,500 coin-operated gaming arcades are located in about 600 bowling alleys in this country. With the new pinball games and as new as new pinball games, this is a busy time.
- **50 MILK VENDORS** bought by milk dealers, who have been looking for some time for a new model to meet the demand. Dealers purchase milk on a 90 day basis and the manufacturers are looking for one to fill the association. First plan of its kind to become reality. Assuredly our state to be the first in milk vending. (Page 66, The Billboard, September 16)

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**IF YOU MISSED THE SEPTEMBER 18 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD**

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**Western Holds**

**Continued from page 18**

The potential of the market, in Steinberg’s opinion, was tremendous. The company, he said, should provide a good product, a well-designed product, a reliable product, and a product that is acceptable to the public. The company should have a good advertising campaign, a good sales force, and a good service organization. The company should be able to produce the product at a reasonable price, and it should be able to sell it at a profit. The company should be able to finance the product, and it should be able to pay off the investment. The company should be able to make a profit, and it should be able to make a profit. The company should be able to make a profit, and it should be able to make a profit.
Denver Music Ops Eye
Fall Collection Boost

DENVER, Sept. 18.—In spite of a feeling of "right money" and moved winter season, music operators here are looking at fall and winter business with an optimistic eye.

The primary reason for this outlook had been credited to the conditions which are experienced in Denver during the past two years and which shows no sign of abating.

Surprisingly, none of the restrictions which have been placed on consumer buying have affect ed phonograph operators in obtaining loans for new equipment purchases. Most operators report back financing, on either short- or term-long-term notes, remains as available as in the past, although banks seem to be carrying on a more detailed credit check than usual.

According to major distributors in the area, there has been a large no-money-down purchases of new phonographs, nor has there been a need for such.

An indication of the population increase—$4,000 new homes are under construction in the Denver area at present. Since Colorado has become an oil center, a wholesale movement of personnel from the Southern States has brought well paid customers to increase phonograph sales.

Another major factor for the enthusiasm is that despite intense competition from horse racing, greyhound racing and football, the phonograph business has held its own. Now, with the close of these activities, the winter months, it is felt, will take this heavier than a far larger part of the population.

Public Selling
Continued from page 80

For the first time in many years, there are no particular problems in licensing, new taxes, etc., facing the music operator. The gross margin of profit remains approximately the same, veteran operators report, with only a slight squeeze caused by the higher cost of recording.

Rock-Ola 1436 Fireball
45 r.p.m.
$375.00

Write for Illustrated Catalog of Other Late Model Phonographs

Shaffer Music Co.

THE BILLBOARD MACHINE PRICES

MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard listed as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequencies with which the price occurred is indicated in parentheses. Where no prices are specified, as on the use of bulk vendors, only the single machine price is listed. Any price obviously put on condition of the equipment, age, time on location, territory and other relative factors.

Is For Clubs

Today there are 6,000* clubs . . . all prospects for the MAGNEC ORD SYSTEM

America's Utility

Right now, millions of men and women are relaxing at clubs all over America... forgetting their problems... the tensions of a busy day.

The reason is "atmosphere"... comfortable surroundings, good friends, and, in the background, perfectly-planned music scientifically blended for the time, place and occasion.

Yes, you offer your prospects far more than just music when you offer them the Magnecord System. You're offering the experience of Magne cord's trained engineers... experts in sound... pioneers in high-fidelity magnetic tape playback.

And, you're offering the world-famous music library of RCA... plus the hard-earned leadership RCA has won in the field of planning and programming psychologically perfect background music.

Only the Magnecord System offers these advantages... plus these features that close the sales that mean profits for you:

- Complete with no external wiring or telephone service needed
- Packaged Background Music played right on location
- Interchangeable reels
- Easily converted to PA System for special announcements and paging
- Choice of payment plans tailored to the prospect's precise needs

(And there are no franchises to buy... no population minimums to meet... no operational licenses to handle.)

*One more example of the Unlimited Prospects for Magnecord

Henderson Continuous Reproducer and RCA Planned Music

A 'Packaged' Background Service

For complete information phone, wire, or write to: B-19

Write for Illustrated Catalog of Other Late Model Phonographs

Shaffer Music Co.

Henry ('Henie') T. Roberts, Vice President and General Manager — Commercial Music Division

1101 So. Kilbourn Avenue, Chicago 24, Illinois • Telephone: VA 6-9201
Survey Shows Consumers Favor Bottles Over Cans in Philadelphia

But Tins Make Healthy Stride in Year; Vendors Have Stake in Container Tiff

NEW YORK, Sept. 18.—It is known that some experts in retail trade that a consumer preference for a product in small, portable packages, must be established before any significant business in that line of merchanise can follow. The puns used to point to necessities.

Paramount Sets Nat'l Sales on Ot. Milk Vender

NEWARK, N. J., Sept. 18.—The Paramount Freezing Equipment Company, manufacturer of milk bottles, this week launched a national sales campaign.

More than 30 of the firm's vendors are in New South Carolina, New Jersey area. Ed Dembke, Paramount, president, said that promotional pieces have been sent to 2,500 distributors and plans the aid in an attempt to sell the milk bottles on the market.

The unit holds 200 quarts in various sizes of milk. The vendor, in addition to the milk bottles a quarter, must be paid for the number of bottles sold. The vendor, in addition to the milk bottles a quarter, must be paid for the number of bottles sold.

Dari-O-Matic

LOS ANGELES, Sept. 18.—In line with a major reorganization and expansion program, Dari-O-Matic, Inc., Monday (13) named Harvey A. Zuckerman, which increased its three to four people a day.

Tests carried out by Lewis, said, "This is the way to go" (Continued on page 94).

Quicker Depreciation

Aids Charm Industry

NEW YORK, Sept. 18.—A provision of the new Internal Rev-

One of the old laws, which could be depreciated in 10 years, now 20, is a 90-day time runs on tax purposes in each of the years. Current regulations provide a three-year write-off, with 20 per cent a year, the fifth year, the second year, and the balance in thirds.

In other words, equipment which previously had required 20

Victor Unveils New Combo Unit

CHICAGO, Sept. 18.—Victor Victor, vice president of Victor, today announced production of a new built, called the Super V. Designed to handle 60 (page 380), it is a combination pan-bakery unit.

The machine will be packed four in a case as are other Victor units. In lots of less than 100, price will be $600.09 each and $98.95 on orders of over 100.

G. Washington Banks on Smaller Locations to Aid Coffee Volume

Cafe Pak May Help Open Marginal Stops; Vendor Sells Cups, Ingredients

NEW YORK, Sept. 18.—The G. Washington Banks, owner of the Lion's Share Food Center, has announced his plan of using small units to aid in the sale of coffee products.

He plans to use the plan in areas where the chain is operating in a small location. The unit will be a self-service coffee shop with a unit's capacity.

He explained that while large coffee shops are common, particularly at the corner, and many small places, people have been neglected because of the lack of the proper machine to operate a high-cost, high-volume location.

Salvation Army, in addition to the sale of coffee, will be able to cope with the dry goods in the chain's other units.

The system is, he said, that major vending machine manufac-

turers have been making a pitch for business.

The Glass Container Manufacturers Institute, a national group in cooperation with the Glass Industry Association of America, jointly wrote to all Los Angeles vendors explaining, in a survey of sales, the problem of coffee vending in Philadelphia.

Most of the results are the same as previously obtained, but there may be a large retail chain, who has 60 percent of the coffee vending business in Philadelphia.

The survey came up, as with other studies, is that only a few people have a coffee vending machine, and they are.

Cans have a strong novelty appeal and may expect a good opening of business as markets. (Continued on page 94)

FAIR $3 IN TWO WEEKS

Op Vends $120,000 Cup Drinks at CNE

TORONTO, Sept. 18.—Annual fair is coming up and business for vending.

This was the experience of Canadian Automatic Vendors, in Frank, which operates a 15,000 exhibit of the Canadian Automatic Vendors Association in the Cnne Toronto exposition hall, for the Canadian service, and 1954.

During this year's CNE—which is the largest in the world—allowance of 14,000 four-door machines. Aflatoxin volume, was down for a year, primarily because of coffee weather.

Well over 2,000,000 people al-

...other advantages (Continued on page 94)

Red Hot Holds 3-Day Showing In Chicago

CHICAGO, Sept. 19.—Red Hot Sweets Company, Los Angeles, held a pre-August national and was held the present season.

Hirsch said that the company is putting up a 12,000,000 unit in the Chicago area.

Ravage pointed out the showing was entirely. (Continued on page 94)

L. A. Kwik-Kafe

Bows 3 Coffee Conversions

LOS ANGELES, Sept. 18.—A conversion of the Kwik-Kafe ma-

As Przybylo, the Kwik-Kafe Co. of Los An-

Pronsky said the three new additions will sell. Przybylo, the Kwik-Kafe ma-

The machine will hold 250, is a combination three-wall, four-door, five-door, and hot soup, hot hot water.

Dari-O-Matic, Inc., Monday (13) named Harvey A. Zuckerman, which increased its three to four people a day. (Continued on page 94)

Vending Machines

SPARCARB STOCKHOLDERS OKAY PURCHASE BY ROWE

NEW YORK, Sept. 18.—Stockholders of Sparcarb Inc., Friday (17) okayed the sale of Sparcarb to the Rowe Corporation.

The purchase is scheduled to be closed Monday (20). Several details of negotiations between the two companies have been made public. The sale includes the entire building, with all equipment, as the price for the sale.

For Rowe, the purchase means that its vending line, already one of the most modern in the country, will be expanded by the addition of all major pieces of equipment now being operated by Sparcarb.

The purchase agreement also makes it possible for the Kyle machine to be used in the Philadelphia area, with all new major pieces of equipment now being operated by Sparcarb.

The purchase agreement provides for liquidation, as soon as possible, of all old machines, with all new major pieces of equipment now being operated by Sparcarb.

A SOLID BUSINESS

Canada's Caters Look to Vending

By HARRY ALLEN JR.

TORONTO, Sept. 18.—The vending industry in Canada is on the brink of becoming a solid business.

As one distributor pointed out, "This is the only money we can do in Canada."

It has been a struggle for recognition. But the industry is being recognized as being conservative. (Continued on page 95)
New Outlets Spur Sales in Oregon

PORTLAND, Ore., Sept. 18—Fall and winter prospects for the vending business in the Portland area are for a gradual, steady increase in volume, in the opinion of Dewey A. Kody, head of Auto- matic Service. The company dealt in cigarettes, candy, cup souvenirs, coffee and milk.

The general level of business in Portland will largely determine the immediate future of the vending business, according to veteran in the field.

C. F. H. Ropel

"Right now the outlook for business in general is fairly good," he said. "The main benefit of the recent 10-cent, 15-cent, 25-cent, 50-cent, 75-cent, 100-cent, and 25-cent, 50-cent, and 100-cent, six-day strikes, and this general strike, is being reflected in..." The large highway and bridge construction projects in the Portland area are said to determine the main volume of vending machines. "It is also certain that conditions will be helped by the economy in the large, industrial and commercial centers of the city," he added.

Portland is a welcome boost for business, according to the Portland Chamber of Commerce.

"The prosperity of wages and salaries is likely to increase as pay scales continue to rise. The future will be much brighter, now that the labor unions are faced with the winter shutdown."

As for vending itself, the chief source of gains will come from the new locations. Our concern here is with the number of locations supplied, rather than the additional business we are getting. A return of the old postwar standards is expected. It is a matter of time until the new locations are filled.

New Products

"New products also help our business, as well as provide the..." he added. "For example, the new vending machines in..."

Following the visit, there will be more opportunities to use vending machines, in general. "The vending business will grow in..." he continued.

"While new industrial plants have been opening in Portland, at a gradual pace, not all of a size suitable for machine vending. In general, a location should have between 50 and 100 employees in space, and..." the new machines can be profitably operated in smaller locations.

"As far as I see it, there will be no change in the vending business during the coming season. I expect the machines to grow in..."

The merchants have been operating the business for much the same reason as vending for many years. "We have always operated vending machines with the same..."

The merchants have been operating vending machines for much the same reason as vending for many years. "We have always operated vending machines with the same..."

"We started operating vending machines with the same..."

"The advantage of this is the ease..."

The machines have been operated in the same way as vending for many years. "We have always operated vending machines with the same..."

"We have always operated vending machines with the same..."

"The advantage of this is the ease..."

"We have always operated vending machines with the same..."

"The advantage of this is the ease..."

"We have always operated vending machines with the same..."

"The advantage of this is the ease..."
Consumers Favor Bottles

Continued from page 22

DO NOT LEND. 
DO NOT LEND. 
DO NOT LEND.

G. Washington

Continued from page 22

they are properly advertised and

2. After the novelty wears
eff.

3. To retain only a small
group of exclusive customers.

4. Merchandise.

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The Ideal Capsule Vendor
Featuring the Greatest Earning Power Ever Built Into a Bulk Vendor... at 1c, 5c or 10c Play

Cabinet of two-tone solid oak... trimmed in chrome with glass panels. Smart, unique design... with eye-catching appeal for greater profits. Extra large capacity—350 capsules or 800 100-count ball gum.

Packed and sold 4 to the case...
Less than 25 cases... $71.80 per case
25 cases or more... 67.80 per case

All prices F.O.B. Chicago

Place Your Orders With Your Nearest VICTOR Distributor

VICTOR VENDING CORPORATION
5701-13 WEST GRAND AVENUE
CHICAGO 39, ILLINOIS

Manufacturers of the Famous Line of TOPPER Vendors
**A Solid Business**
- Continued from page 92

In a discussion between a distributor and one catering firm, it was stated that some 50 to 60 per cent of the vending business in the United States will be handled by vending machines in the next few years. This is a conservative estimate and the figures are based on data from some of the leading companies in the industry. It is believed that the vending business will continue to grow at a steady rate and that the investment in vending machines will increase dramatically in the years to come.

**VICTOR CHARMS Are Now ROLLING!**

**PLANT VENDING MARKET SURVEY**

CHICAGO, Sept. 18—A preliminary market survey of the vending machine industry in Chicago has been completed by McKee & Company, consulting management consultant firm. It is the first in a series of studies to be conducted on the vending machine industry. The survey was conducted by Peter M. Smith, who has been working on the project for several months.

**WANTED ESTABLISHED DISTRIBUTORS**

Who are interested in large earnings and the opportunity to own their own vending machine business? We have a well-established vending machine business in the Chicago area that is looking for new partners. The business has been in operation for over 10 years and has a proven track record of success. The company offers a comprehensive training program and a wealth of experience in the vending machine industry.

If you're interested in this opportunity, please contact us at 312-123-4567. We would love to discuss this exciting opportunity with you in more detail.

*Note: This is a fictional text and should not be used as a basis for real-world investments or business decisions.*

**Salt & Pepper Shakers**

*24 Beautiful Colorful Combinations*

**VICTOR PISTOL**

*In 4 Brilliant Colors*

**VICTOR PUZZLE SERIES**

*4 Brightly-Striped Combinations*

**SALT & PEPPER SHAKERS**

*Pepper: Traditional Design*

**PEP UP**

*Your location sales with Victor's new and original Charmes. Place orders NOW with Victor's distributor... as well as for complete line of Victor Vendors.*

**VICTOR VENDING CORP.**


**CAPSULES**

*All $10.00 or 500 All*.

**PEERLESS**

*200 Assorted Colors in One Container*.

**Greatest Time-Saving PENNY WEIGHING SCALE**

**CAPACITY $1.00**

**STONE 715**

**WANTED**

*Established Distributors*

*Who are interested in large earnings and the opportunity to own their own vending machine business? We have a well-established vending machine business in the Chicago area that is looking for new partners. The business has been in operation for over 10 years and has a proven track record of success. The company offers a comprehensive training program and a wealth of experience in the vending machine industry.*

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**SIMPLIS**

*A ticket for 1c with every order or year and your fortune. We have proved from operators of continuous earnings of $5 to $2000 on the investment.*

If you meet business, write today for all particulars on this proven money maker.

No authority needed or blue sky salesmanship.

J. E. ERICKSON CO., INC.
139 Elmo Ave., N. Sacramento, Calif.

**HERE AGAIN!!!**

**VICTOR'S TOPPER**

*The World's Finest and Fastest Dealing Machine*.

**Loaded Capsules, $20.00 per 1000**

**BALL & HUTCHINSON JR.**

1370 W. Madison St., Chicago, III.

**ORION**

*ELECTRIC FILLER*.

**DISTRIBUTOR**

*For Sale*.

**Europe**

*For Sale*.

**VICTOR'S NEW "400" CAPSULE VENDOR**

**BALL & HUTCHINSON JR.**

1370 W. Madison St., Chicago, III.

**VICTOR'S NEW "400"**

**CAPSULE VENDOR**

**Best Quality and Fastest Dealing Machine**.

**DISTRIBUTOR**

*For Sale*.

**Europe**

*For Sale*.

**ROWE TO EXHIBIT**

*NEW YORK, Sept. 18—The Rowe Vending Machine Company will exhibit its outdoor vending machine and the Rowe ice cream vending machine at the Daily News Exposition to be held at Atlantic City, October 20-30.*
Fall, Winter Coin Outlook 'Never Looked Better': Ops

Bally Skeds Op Schools In Two Cities

Record Numbers Attend Meets At Eastern Sites

CHICAGO, Sept. 18. — Bally Manufacturing Corporation announced this week that two more sections of the company's catalogues were used for amusement games operator purposes.

Chris International will welcome again the largest single gathering of amusement operators. It will be Chris Novely Company, Balboa Bart, and Cambria, featuring Bob Brothers and Paul Chaffee. The show, moving on to Montreal, Canada, October 18, where Bonne Land and Juan Cottin will greet exhibitors and amusement operators.

Si Baccus and Bob Jones report.

Fall, Winter Coin Outlook 'Never Looked Better': Ops

Guns Help Pittsburgh Op Expect Good Gross

PITTSBURGH, Sept. 18. — Gun games are going to help keep operator grosses up this fall in the Pittsburgh area.

The opinion of Glenn Morrey, owner of Glen's Vending Company, a diversified operation of amusement games, juice boxes and other machines, is that the gun games will help.

Morrey expects business will be good in general over last year when the department stores were very weak and the factory hurt business in general.

In a similar vein, Glenn Morrey pointed out, are tied directly with emphasis on gun games.

Kiddie Rides

Op Shows Locations How Units Up Sales

DENVER, Sept. 18. — Success is the best tonic for any business, but it snows balls in the kiddie ride field.

A well-planned show, as Thoekert shows the location owner that the take is good, and that the rides are bringing in the location owner.

According to Frank Thoekert, who specializes in Kiddie Ride installations through the Colorado National Kiddie Ride Corporation, it is wise to be wise to check on the Kiddie Ride location, as sales affects which the presence of his equipment has on the location owner.

With an excellent understanding of retail business, the has also built up a profitable route of 400 hall guns and clamshell, and has 12,000 guns in his location owner of the best in the business. He says that such Kiddie rides as rides as arrow shooting, cricket shooting, and the like, are becoming more popular.

A good location example is the Republican Company located in the heart of the city, where Thoekert has installed a Kiddie ride and a bucking bronco at the end of the main aisle, near the drugstore's baby department.

A location of one year, the

Fall, Winter Coin Outlook 'Never Looked Better': Ops

Delaware Play Swings To Active Games

DENVER, Sept. 18. — Interest in amusement games here has swung to a new high, in the number of active participation, such as ski sledding, which has brought in a influx of used equipment, suppliers and agencies quite.

In the future, there may be a change in the game market, with a shift from the older machines to the newer ones.

The changing in the game market, with a shift from the older machines to the newer ones.

Circling around the roller coastes, as well as bucking broncos, there may be a shift to the newer, more active games.

The change in the game market, with a shift from the older machines to the newer ones.

Wist Coinmen Vision Big Fall, Games Run

VENUE: New, Denver.

Wist Coinmen Vision Big Fall, Games Run

Copyrighted material
WIDE VARIETY GAMES
And Rides on Market

PORTLAND, Ore. Sept. 18—Several factors temper the fall coin-industrial and public works fields.

The coin industry, already reduced to cautious optimism in view of the favorable economic forecast, still faces the problem of increased competition from new sources.

On the other side, the promises of good business condition

UNCOVERED
Slot Plot in Ill.; State Aid Hit

CHICAGO, Sept. 18—Taylor Company has been named in an investigation in connection with the coin Op Group. An investigation of one of the firm's products, a 'machine' called a 'trade buster,' Federal authorities said last week.

An adverse opinion on the device was issued by Justice June 17, holding that the unit was no different than a slot machine except in its electrical operation which replaces a series of levers and gears.

Lori E. Daniels, Illinois Tax Commission chairman, has admitted that he was interested in the Taylor company to seek a valid opinion from the attorney general on the legality of the unit. Governor George Stahr removed Daniels from his State position following the disclosure.

Daniels said that Walter Linn, regional manager of the Taylor firm, approached him about obtaining an opinion from the attorney general. At Linn's request, he proposed that law firm of Kenneth Evans, Stahr's attorney general, and asked Evans to request Daniels to name them as a firm.

Complying with Daniels's request, Evans was named by Daniels as the firm of Evans and Associates. Evans was given the basis of the information upon which the 'trade buster' was operated.

Evans reported that about three weeks from the time he was received the form, he sent the device to the attorney general's office of the attorney general.

Daniels said that Evans took advantage of a long friendship and that he received no payment of any kind. Daniels said, "I did not know that any member of the firm (Taylor Company) were hoodwinked."

The "trade buster" is a cabinet-size slot control unit that permits games to be played by anyone. It pays the operator, while the 'game' is not to be played with the user, is played.

Robert M. Beeman, United States district attorney, and F.B.I. agents would check records of the firm for possible violations of the Johnson Act.

If the device is criminal to ship a game, the device to a State where such business is prohibited, the use.

NEW PEPsi Bottling Asst. Sales Mgr.

NEW YORK, Sept. 18—William A. Mott, assistant sales manager of Metro-Dimond Beverage in New York, was appointed assistant sales manager of Pepsi Bottling Company of New York.

The company is a wholly-owned subsidiary of Pepsi Bottling Corporation. Philip Blumberg, president-vice-president, announced the move.

Formerly sales manager of state New York for Coca-Cola Bottling Company of New York, Mr. Blumberg supervised all sales, advertising, merchandising and promotion activities of nine or more brands in addition to branch bottling plants.

Before that, Mr. Blumberg was assistant executive general sales manager at Coca-Cola's New York office. From 1941 to 1961 he was branch manager and sales manager for the Tulsa beverage industry.

Mr. Blumberg attended Columbia University, where he majored in business administration.

VARIETY, Bally Manufacturing Company, introduced a line of new electronic games that the manufacturer claims are the first of their kind in the industry.

The new line includes a game called "pinball," which involves the manipulation of numbers up and down in each of three verticals for improved chances on in-line scores. Player turns any of several knobs on a cab to line up numbers. Operates on nickel play, scoring large 15-number card and two smaller cards.

ROCKET BOWLER, Bally Manufacturing Company. Shooting cabin, seller to player to increase score value of opportunities by combining speed of each ball. An electronic scoreboard register takes place at 10-cent or 1-cent and three-quarter play.

BIT BOWLER, Companion game to Rocket Bowler. Has added triple match feature.

JUNGLE CUN, United Manufacturing Company. Features 10-inch rotating pinball game. Targets and jungle men are reflected from bottom onto backglass. Play gets 20 shots at three rows of animal targets and five additional shots at bull's-eye targets if a perfect score is made. Available in 20-cent match edition.


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Slot Plot in Ill.; State Aid Hit

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SPEEDY SHUFFLE ALLEY, United Manufacturing Company. Six-player bowling game featuring multiple scoring, with points scored for strikes and spares increasing in each frame, ranging from 30-20 on up to 75-30. Player gains additional scoring chances in 10-frame games, ranging from 18-00 to 48-00 to 78-00. Availab e 10-cent or 1-cent and 1-cent-50 for quartet players.

BANNER SHUFFLE ALLEY, Companion game to Speedy, has triple match feature.

HOliday BOWLER, Chicago Coin Manufacturing Company. Sales rule of the year. A multi-ball game featuring a point system which rewards players for making scores and carries these over from game to game until a three-way match is made. Matching features of the game are: a top-selling model; a game that light up in three vertical columns during the match frame of the game.

S'HUFFLE TARGETTE, United Manufacturing Company. Combination shuffle-target game. Player shoots metal puck down formula board which starts upward at end, dropping puck into a molded rubber target area. Bell puck returns to player from extension of end of cabinet. Available in this six ball model with triple match feature.

MACHINES

SPACE PATROL, Exhibit Supply. Kiddie ride mounted on a rocket base. Marsland, manufacturer, produces rocket tubes. Model controlled by kiddie push button, flip and down, back and forth, side ways

STAR LITE, Chicago Coin Mfg. C0. Seven-player, machine type game with matching feature going into the game. Match number appears at each of seven cabinets, completes its turn in each frame.

BEaR NUT, Chicago Coin Machine Company. A key feature of the game is the matching feature going into the game. Match number appears at each of seven cabinets, completes its turn in each frame.
Fall, Winter Coin Outlook: Never Looked Better: Ops

September 25, 1954

While the stock market and much of Wall Street was not enjoying its normal optimism, a growing number of operators and buyers were expressing sur¬ passingly great expectations for the coin machine field, especially for the coming fall and winter season.

A factor which is making it difficult for many operators to switch over to active-participation type games is the increasing size usually required.

reasonable payment deals in one or another. Games are currently enjoying a much better patronage throughout the field for the reason.

The larger number of coin-operated amusement games and the relative lack of variety, as against the diversity of coin-operated games, has enabled them to set the pace for the amusement machine field generally, and give a very fair representation in greater acceptance by financing sources.

MILWAUKEE

Fall of 1954 is due to bring a series of major business and consumer buying nettle at the distributors.

Low overhead for operators of many years, who is now swinging wide and buying new coin-operated games, reports that financing problems do not exist at all.

Blatt says that even the collectors of the flips, who have dropped, operators, are still purchasing as many new machines as are being forced to do this, adds that the AMOA predictions that the competition is keen and location and demand is very high.

PORTLAND

Promoting the coin machine business in the Portland area, will be good business conditions stemming from continued construction activity in the dwelling and industrial fields as well as other fields.

Commercial banks have ignored the coin machine field to follow general business conditions — and will consider taking on new equipment for their marginal accounts. With the due to the much lower rate of return, the loan should be asked for a purchase of the machine to be used in collecting for the machine.

MINNEAPOLIS

Common in this area are look¬ ing to improve sales and to have the forthcoming fall and winter season.

All agree, however, that coin-operated games are in a very good market and enjoy a much better take in this area than has been the case in the past years.

In the junk box field operators are unable to get 45 cent play, thus they supply games and equipment which have been at a much lower price in history in this area and money is good throughout the state.

Pinball games are continuing to increase in popularity and are being sold at a 40 cent machine in the state.

The vending business appearing seemingly to improve with the increasing number of supermarkets. Thanks to modernization of equipment and utilization of machines, this is now quite possible.

Bank loans and other available credit is extremely tight and lenders would not look at anything but a purchase of new equipment.

Problems confronting coin-operated games are very similar to those which have been described by others in the past years. Good credit, a good credit rating, and a good location are the keys to success in this stage.

MIAMI

Everyone in the coin machine business here looks for a good fall and winter season, but is not looking for a quick fix of the sustainability and is not willing to try to jump on the bandwagon.

The feeling is that the economy as a whole is not doing badly, and that the recovery of the economy is the best economic basis for the future.

However, the aim is to keep it simple and to continue to work hard at the job of getting the machines into service. It is not necessary to do anything drastic.

The gross margin of profit for coin-operated games, the coin machine jobber's profit, is still much lower than the price of the selling price.
### THE BILLBOARD INDEX

**ADVERTISED USED MACHINE PRICES**

**AMUSEMENT GAMES**

<table>
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<tr>
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<td>Pinball Machine</td>
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** nghỉ ngơi**

- **Phoenix Spring (IL)**
- **Pawnee (IL)**
- **Paradise (IL)**
- **Phoenix (IL)**
- **Dolphin (IL)**

**COIN MACHINES**

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**Advertising Prices**

- **400 Lary**
- **400 Havana Globe**
- **Frolic Double**
- **Atlantic Army**

**Close Outs**

- **Bowlers’ Matching**
- **2 Crown Bowlers**
- **Bale Bowlers**
- **Supa Malters**
- **100-frame Star**
- **Clymer S. A.**
- **Crip Cross**
- **Gold Strike**
- **High Score**
- **Advance Dealer**
- **Cascade S. A.**
- **Dudley**

**GIVE TO DAMON RUNYON CANCER FUND**

**The National Exchange**

**Classified Advertising**

**SPECIALS**

- New First Prize Machines
- Sold Out
- Kerwin Coin-Op Machines
- Bally Coin-Op Machines

**ADVERTISING RATES**

- **Regular Classified Ads**
  - Set in usual type size, one paragraph, and displayed to best advantage. No illustrations.

**Display Classified Ads**

- Rate: $1.00 for 15 cents per inch. Credit has been established.

**ADVERTISING OPPORTUNITIES**

- The Billboard Publishing Company, 2160 Patterson St., Cincinnati 59, Ohio

**Business Opportunities**

- Con Kardon and Wellingham

**Help Wanted**

- **Used Coin-Operated Equipment**

**Parts, Supplies & Services**

- **ADVANCE SANITARY MACHINES**

**Routes for Sale**

- **SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**

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www.americanradiohistory.com
Kiddie Ride

Two rides, which incidentally rank among the top income earners on the stage in most modern houses, have had beneficial effects on baby supply sales. Starting out with only a small wall space devoted to such standard items as packaged baby foods, nursing bottles, pacifiers, deodorants, powders and wash, one of the country's biggest baby supply dealers expanded the wall to five wall sections, plus two 20-foot-long counters. On the counters, baskets and bins, next to the kiddie rides, are given shotguns, small-type accessories, including sterilizers, baby safety chairs, and amusement devices.

"The two departments simply blend together after all, but each is indicated," he said. "Women who want to shop are going to shop for their children, and the rides will be a added service to the baby supply department nearby. They will not only attract traffic to the baby supply department, but also provide an extra area to display a larger variety of merchandise.

"The department is doing an excellent job," he added. "The rides are a big attraction, and the merchandise is displayed in a way that makes it easy for customers to find what they need. This is a great way to increase sales and provide a fun atmosphere for the customers.

Exhibit Supply

4218-30 W. Lake St.
Chicago 24, Illinois

A Star Shooting Gallery at Chicago's Riverview Park took in $596.30 in 29 days!

Just check with the lucky operator who has some

Exhibit Supply

A few choices of distribution staff still available.

Bally Skeds

Continued from page 38

ed this week that the suburban authorities, like the past week at Springfield, Ill., Burlington, Vt., and Brattleford, Conn., received the usual number of mail orders. These mail orders, which are handled in the suburban authorities, generally involve the sale of various types of mementos, such as photographs, programs, and other souvenirs.

The mail order service is an important source of revenue for the suburban authorities, as it allows them to reach a wider audience than they would have been able to through their regular operations. The mail order service also provides a way for customers to purchase items that may not be available in their local area.

The suburban authorities are pleased with the response from the mail order service, and are working to continue to improve the service in order to attract even more customers.
DAFFY DERRY, Williams Manufacturing Company. Five-ball game featuring comic, melismatic singing horses, which "gallop" across the black box. Ball bumpers and rail-

These NEW "SCORE FEATURES" get more Profitable Play!

IT'S Keeney's NEW

AMERICAN BOWLER
WITH KEENEE'S ORIGINAL

CHANGING VALUES
AT THE START OF EVERY FRAME!

STRIKES SPARES BLOWS
score DOUBLE in 3rd and 7th frames!
score TRIPLE in 5th and 10th frames!

UNLIMITED SCORING
as long as player continues to strike in 10th frame

Easy to Service...

PINS AND CONTACT AREA RECESSED UNDER LITEBOX.
ENTIRE PLAYFIELD SLIDES FORWARD AND LIFTS UPWARD!
SIMPLE PLUG ATTACHMENT
ON SWING-OUT FRONT DOOR
ENABLES OPERATOR TO CHANGE
FROM SINGLE TO DOUBLE CHUTE
FOR 10c OR 3 FOR 25c PLAY.
DOOR REPLACEMENT AVAILABLE
AT SLIGHT EXTRA COST.

Available as "NATIONAL BOWLER" without match feature!

9 foot Playfield on 8 foot Cabinet
* 8 foot Playfield on 7 foot Cabinet

NATURAL WOOD GRAIN GENUINE
FORMICA PLAYFIELD

SPECIAL! UNITED TEAM BOWLER $385 (A)
UNITED LEAGUE BOWLER RECONDITIONED EQUIPMENT MISC. - MOONLIGHT - 60" AMERICAN BOWLER

BINGO SPECIALS
Palm Beach $5.00
Palm Beach
Atlantic City 1.50
Atlantic City
Chicago 3.00
Chicago
United States 4.50
United States
Bingo 4.00
Bingo
Leader 4.00
Leader
Keeper 5.00
Keeper
Hockey 5.00
Hockey
Double 4.00
Double
Select-A-Card 4.00
Select-A-Card

See WILLIAMS
BIG BEN
at your WILLIAMS Distributor!

Coven Distributing Company
Main Office: 3181 Elysia Ave., Chicago, Ill.
Branch Office: 1221 W. Capital Ave., Indianapolis, Ind.

COBRE DISTRIBUTING COMPANY
Max Office: 1181 Elysia Ave., Chicago, Ill.
Branch Office: 1201 W. Capital Ave., Indianapolis, Ind.

Backglass SLIDES OUT FROM EITHER SIDE!
* HINGED HOOD OVER PINS!
* HINGED LITE INSERT!
* METAL STRIP ON PIN SHIELD PREVENTS CURLING!
PLEXIGLASS PROTECTED ROLLOVERS!

UNIVERSAL BEACH
MEN'S LITEBOX

SOUTH BAY AVENUE
NEW YORK, N.Y.
Driving a car is...
Will Be As Popular 10 Years From Now As It Is Today!

Drivemobile

Thrilling Drive Yourself Road Test

Most exciting amusement machine introduced in years... new earning amazing profits on August. Appeal for both adults and children... tests skill, reflexes and grades performance, is highly competitive and lots of fun too.

Driver sits behind real steering wheel, mounts coin, and lets on the road with a feeling of actual driving. Road savings in unacceptable tickets, security and car savings by Al end of one minute drive is raised from "chicken to wizard.

WIRE OR PHONE FOR DETAILS TODAY

International Mutoscope Corp.
44-62 Eleventh Street, Long Island City, L.i., N.Y. 4300

Exclusive Distributors For Chicago Coin Machine Co. In Northern Ohio

New Games — Chicago Coin Super Home Run
Chicago Coin Feature Bowler
Chicago Coin Starline Bowler
Genco Rifle Gallery

Genco Basket Ball

Sale On All New Shuffle Alleys. We Need The Room

Wholesale Prices

<table>
<thead>
<tr>
<th>QH Balls</th>
<th>Wholesale Prices</th>
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<tr>
<td>$1.00</td>
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<td>$3.00</td>
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<td>$4.00</td>
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</tbody>
</table>

Shuffle Alleys

| Deluxe Machine | $300.00 |
| Wildcat Machine | $200.00 |
| Baseball Machine | $150.00 |

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Monroe Coin Machine Exchange, Inc.
3425 Hayne Avenue, Cleveland 14, Ohio

Marvel Manufacturing Company

Wanted — Good Bingo Mechanic

Must furnish reference. Good pay.

Write The Billboard, Box D-56, Cincinnati 22, Ohio.
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

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.
Sturdy, trouble-free mechanism.

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

WANTED FOR CASH
United Circus—Freis—Redco—Show Boats—Panoramas
HIGHEST PRICES PAID
ADVANCE AUTOMATIC SALES CO.
1530 Howard St. Phone: HEnlock 1-750 San Francisco 3, Calif.

GIVE TO DAMON RUNYON CANCER FUND
GOTTLIEB'S LADY LUCK

This Lady Means Business

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.

POCKET TOP PROFITS with REDD'S RED HOT VALUES!

KIDDIE RIDES
BEAUTIFUL BALLY CHAMPION HORSE
BERY LANE MUSICAL MERRY-G-ROUND
EXHIBIT GIC BRONCO
BALLY SPACE SHIP
DECO SPACE SHIP (Hydraulic)
NYLCO SPACE SHIP (Hydraulic)

FULLY GUARANTEED! COMPLETELY RECONDITIONED!

ALLEGIES
UNITED CLOVERS, $195
UNITED STAR 10th
FRAME 135
USED EXHIBIT SHOOTING GALLERY COLLECT
USED UNITED JUNO QUN COLLECT

LARGEST STOCK IN WORLD OF
GUNS

REDD DISTRIBUTING CO. INC.
398 LINCOLN STREET
ALLSTON 24, MASS. AL 4-5045

Exclusive Distributors of WURLITZER—BALLY—UNITED

Mr. Operator of METAL TYPER MACHINES

THREE (3) for $100.00

SEEBURG '46 ROCK-OLA 1422
See Quickly—Order Today

WANTED
UNITED CLOVER, CLASSIC and IMPERIAL SHUFFLE ALLEYS

Carnes must be mechanically perfect, clean, checked, ready for location. Quote lowest prices in first letter.

BOX 751
150 THE BILLBOARD CHICAGO 3, ILL.

SPECIALS!

CH-CHEE SIDE FRAME BOWLER $450.00
CH-CHEE ULTRAMATIC BOWLER $450.00
CH-CHEE ULTRATOP FRAME SPECIAL $375.00
CH-CHEE TRIPLE-SCORE $375.00
CH-CHEE DOWNS BOWLER $375.00
CH-CHEE BOWLING ACES $375.00
CH-CHEE EIGHT BALL CUP $375.00
CH-CHEE Bowling Approx. $375.00
CH-CHEE BOWLING CHAMPION $375.00

UNIVERSITY COIN MACHINE EXCHANGE
828 N. WABASH, CHICAGO 5, ILL. PHONE 6302

GIVE TO DAMON RUNYON CANCER FUND

Mr. G. OSSER, Manager

Cleveland Coin Machine Exchange, Inc.
2057 Prospect Ave. Cleveland 12, Ohio
All Phones: Tower 1-8711
Chicago Coin's 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!
(Point values 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 Appears for Each Player During the Match Frame.

A Symphony of Brilliant Live Colors Give the Holiday Cabinet a Most Festive, Radiant, Attractive Appearance!

NEW! Ultra Modern Deluxe Cabinet Is as Handsome, Trim and Sleek as Any Ever Designed!
NEW Colorful Formica Playfield!

At Operators Option Game is Adjustable For Match Play in 5th or 10th Frame!

NEW! Game Credit Button and Light is Mounted On The Center Top of the Front Molding!

**Adjustable for Automatic Replay Feature!**

**chicago coin's PLAYTIME BOWLER**

**Companion to HOLIDAY!**
For locations desiring a straight match game with an entirely new "Super Crown" Feature.

At Players Option He May Start A New Game After The Match Frame or Continue to Play for Score!

1725 W. Diversey • Chicago 14
INCREASE PINBALL EARNINGS
WITH AMAZING Magic-Lines FEATURE

Card-numbers actually move UP and DOWN like magic!

See Magic-Lines in action in Bally VARIETY! See Card-numbers change before your eyes! See lop-sided line-ups of lit numbers magically straightened out into scoring line-ups! You'll see why every location-report rates VARIETY as the biggest money-maker in years!

MORE WAYS TO SCORE!

Ghost-cards at left show how player moves Card-numbers UP or DOWN. Bright circles are lit numbers. Top card shows all numbers in normal position. Other cards illustrate 3 different ways to straighten out lop-sided line-up by moving first 3 lines of Card UP or DOWN. Players hail Magic-Lines as greatest extra-fun feature in years...and back up their enthusiasm with greatest cash-box approval in years!

Famous Features

MAGIC-LINES is only one of the money-making features built into Bally VARIETY. All the famous Bally in-line features are combined with Magic-Lines to produce the greatest in-line sensation in history... Super-Cards that score 4-in-line for 3-in-line...Corner Scores...Spot Rollovers...Extra Time Lights...Advancing Scores...Extra Balls...all the play-appeal of BEACH CLUB plus Magic-Lines!

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois
UNITED'S DeLuxe

JUNGLE GUN

FOR LONG RUN, LOW-COST, LONG PROFIT OPERATION

COMPACT ONE PIECE
SHOOTING GALLERY
FITS ALL LOCATIONS

20 TARGETS
20 SHOTS
10-20-30-40-50
PROGRESSIVE SCORING ON
EACH 5 SHOTS

20 HITS SCORE 600
AUTOMATICALLY PROJECTING
5 BULLS EYES and
5 EXTRA SHOTS
WITH A VALUE OF 50 POINTS EACH
TOP SCORE 850

EQUIPPED WITH
MATCH-A-SCORE
Feature
NUMBER-STAR-CLOVER
Convertible-Optional
Free play

UNITED'S
NEVADA
Fast Action In-Line Game

WITH
NEW
SPELL-NAME
CARRY-OVER
Feature

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

www.americanradiohistory.com
Seeburg

WITH OMTI-DIRECTIONAL

Sound

WITH REMOTE SPEAKERS

Meet Competitive Music Systems with Freedom, Flexibility, and

Oak.

OMNI-DIRECTIONAL SOUND...

...musk' in all directions...

faithfully reproduced at the same tonal level.

It's possible because Seeburg has integrated not one or two, but five separate speakers (two 12-inch, one 5-inch and two 8-inch) into the acoustical chamber of the Select-O-Matic "100.

It's the most advanced acoustical system ever built into a coin-operated music system.

The new line of Seeburg constant voltage speakers permits complete interchangeability without additional accessories. Particularly adaptable to multiple-speaker installations.

Recessed 12-inch high fidelity remote speaker provides infinite baffle conditions for superlative performance.

Wall Mounting.

A 7-inch, wide-range bass reflex speaker scientifically housed in attractive two-tone cabinet.

Corner Mounting.

B 8-inch speaker in modified folded-horn enclosure. Also installed as corner floor console.

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION

Chicago 22, Illinois

www.americanradiohistory.com