English TV Market Spells U.S. Profits

By JACK SINGER

NEW YORK, Aug. 20—The distance from New York to England is not much greater than from New York to Hollywood. But to TV film distributors, who look upon geographic areas in terms of markets for their TV film series, England is closer.

For the coming of commercial television to England, American distributors are finding that the English market may provide them with as much revenue as can be obtained from the sale of a show in New York—which has all along been the most lucrative syndication field. Furthermore, as English programming becomes more popular, networks and audiences grow, revenue is expected to increase even in England. American distributors are currently working on a second or a third cut of the production cost of a show from their sale to commercial TV interests.

To a distributor who has already sold the series, the cut-off point at which the production and distribution costs of a series from the American market to an English sale is one of the three phases of the TV film business, because it is an important windfall indeed. And with competition in the American syndication field as intense as it is today, the sale in England of a program that would be the turn-over point between profit or loss on a show.

What if, any, are the problems that the distributors might have to overcome before they can turn their goldfields into a profitable business opportunity? Who are the buyers for the shows they sell? These and many other questions are the ones on which they probe. These are the questions that the American distributors are studying the British market for the first time ever.

Quota Problem

The major problem of the American distributors is the way in which the British television market is being filled. If you were to set up a quota on the number of American films that can be shown in a period, it would be almost impossible to fill the quota. The British television market is one of the largest in the world and the quota is necessary to protect the American distributors. Furthermore, if a locally produced TV film is shown on the British network, it is given a certain preference, which is why the American distributors are working on the sale of their films to the British market.

Columbia's New Record Club

BY THE BILLBOARD

Columbia pictures' entry into the mail order movie-viewing field is being hailed as a big step forward for the film industry. Initial reaction of retail markets is mixed. The business outlook is that the volume of mail order movie sales will grow.

Leroy Holmes' Thick Focused Lens

BY THE THEATRICAL Record

Leroy Holmes, the man who takes the pictures, has come out of his June-July lull with a bang. The Holmes lens, which has been in use for some time, is now being used on the motion picture industry. Holmes is working on the industry with a new lens that has been developed for motion picture photography. He is also working on a new type of lens that he calls the "Holmes" lens.

Auto Racing Pulls Crowds

CHICAGO, Aug. 20—Auto racing is one of the most popular sports in the world. The AAA, the American Automobile Association, is one of the largest organizations that govern racing. The AAA has been in existence for over 100 years, and it is still growing. The AAA has over 100,000 members and it is still growing. The AAA has over 100,000 members and it is still growing.

Auto Racing Remains Strongest Attraction

NEWSPRAY GROUP ALREADY SET; FAIR

The recent decision of the American Automobile Association—racing's oldest supervising group—to continue the AAA stock car races in 1936 will prove good for the sport, according to some of the AAA officials.

Actually, the AAA will not range from racing until the end of the current season so that pre-emption commitments can be carried out. But already, scarcely less than three weeks after its announcement, another organization has been set up to follow it, with the AAA's permission. The AAA is to continue the AAA stock car races for the second straight year.

Recent track deaths and accident cases were cited by the AAA in announcing that it was quitting the field. The AAA now plans in racing on speed, power and human effort, it does not cooperate with the street and highway safety campaign conducted by the AAA, its president, Andrew J. Sendel, added.

To name in auto racing, there is still another reason. According to them, the AAA's control board had been a money-maker for several years and gave no promise of changing. But in recent years, the AAA had not grown in racing. It continued, however, as the prestige organization that was always the right choice and richest was the all-the-year-round market, as well as the most popular. The AAA would have a total income of $750,000 in prize money, and the total purse of the AAA, including prizes, is added, a total of $724,000. It is true that the AAA's cars are the most popular in races and some minor car races.

NASCAR COAST

Meanwhile, however, stock car racing in the Southern States and the National Association for Stock Car Racing, based out of South Carolina, are growing. South Carolina is now the top dog in that field. And, at the same time, other racing organizations, chief among them the Southern States Motor Association, which sanctions races mainly at fairs in the Midwest and South, hold their own.

Auto racing consistently has been a tremendous business, bringing in the early days when automobilists were rare and a troop of drivers bumbled the countryside to give the natives their first glimpse of cars in many cases not only of racing but of automobiles. The auto racing, having undergone many changes, has been transformed into an organized and highly professional sport. The AAA dropped its spring season (Continued on page 194)
NEW YORK, Aug. 29.—If the $83,400,000 to be spent by the ABC and NBC on the automobile industry and related programs is any indication, the nighttime network TV season next year is likely to be a flashy one. And TV's sales power has been demonstrated. In the last two years, the country should enjoy another year of prosperity. For upon the success of the automobile purchase of hundreds of millions of dollars.

The automobile manufacturers are spending money on the network on network TV like they never did before. NBC, who has increased their network 24,900,000 from the $86,000,000 that was spent in 1954-55, an increase of between 49 and 50 per cent. This does not include the substantial sums to be paid to local dealers for spot and local TV.

The most striking increase in expenditures is coming from the coffers of General Motors, the nation's leading carmaker. Last year its net work budget was an estimated $83,000,000. This year it has been increased to $16,000,000. Last year its network TV billings were $1,000,000,000. This year its network TV billings are expected to be $1,245,000,000. Ford Motors, the nation's second largest automaker, is also putting a lot of money into TV. This year it is expected to spend $1,245,000,000, up from $1,000,000 last year.

**AUTOMOBILE AND RELATED INDUSTRY TV ADVERTISERS**

**SUNDAY**

United Motors, GM subsidiary, one-third hour, NBC—$1,500,000

Lincoln-Mercury, "Town of the Town," NBC—$1,500,000

Chrysler-Plymouth, "Jack the Baggage Handler," NBC—$5,000,000

Dodge Motors, NBC—$2,100,000

Goodyear, "Playhouse," NBC TV—$2,500,000

United States Rubber, 37 participations, "Color Spread," NBC TV—$3,000,000

**MONDAY**

Studebaker-Packard, "TV Reader's Digest.," NBC—$2,000,000

Firestone Tire, "Voice of Firestone," ABC TV—$2,500,000

Goodrich Rubber, "Burns and Allen," NBC (alt.)—$2,500,000

Ford Motor Company, half, "Producer's Package," NBC TV—$1,700,000

Plymouth Motors, NBC—$1,900,000

Forbes, "Selling to the Consumer," NBC TV—$2,000,000

**TUESDAY**

Dodge Motors, "Make Room for Daddy," NBC TV—$1,500,000

Chevrolet Motors, "Dinah Shore, quarter hour, NBC—$1,500,000

Chevrolet Motors, 10 hour shows, NBC TV—$3,000,000

Lufted, "G-swiss," NBC TV—$1,500,000

Pontiac Motors, hour dramatic show (alt.)—$3,600,000

**WEDNESDAY**

American Motors, "Dinah Shore, half hour, NBC TV—$3,500,000

ABC TV—$3,000,000

Television, "News Observer," NBC TV—$2,000,000

**THURSDAY**

Chevrolet Motors, "Gower Pinto," NBC TV—$1,500,000

De Soto Motors, "You Bet Your Life," NBC—$3,000,000

Chevrolet Motors, "Top of the Week," NBC TV—$4,000,000

Chrysler Motors, "Shower of Stars," NBC—$1,500,000

Ford Motor, "Ford Theater," NBC TV—$3,600,000

Chevrolet Motors, "Luncheonette," NBC TV—$200,000

**FRIDAY**

Chevrolet Motors, "Men in Black," ABC TV—$2,700,000

American Oil, "Person to Person," Ester Seid, "What's Done in France," ABC TV—$1,000,000

Gulf Oil, "Life of Riley," NBC TV—$1,000,000

Sinatra, "Big Shot" (alt.), NBC TV—$1,700,000

**SATURDAY**

Buick Motors, "The Honeymooners," CBS TV—$5,250,000

Ford Motors, "Starring Bob Hope," CBS TV—$1,500,000

Texas Oil Company, "The Honeymooners," NBC TV—$3,000,000

Oldsmobile Motor, NBC TV—$3,000,000

New York, Aug. 29.—The sale of the 9-10 p.m. alternate-week spot to CBS by the television network, the Aluminum Company of America, for the "Playhouse," has been announced. The "Playhouse" is one of the new series for the 1954-55 season. It is slated to be broadcast on NBC for the first 3 months of the year. The first show is scheduled for October 18, with the last show on January 17.

The "Playhouse" will be a weekly, half-hour show, with a new production each week. The show will be broadcast on Saturday nights at 9:30 p.m. The show will feature a guest star each week, with the guest stars ranging from well-known personalities to unknown新人. The show will be produced by Jack Benny, who will also serve as the host. The show will be broadcast on NBC for the first 3 months of the year. The first show is scheduled for October 18, with the last show on January 17.

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Schwimmer for Williams Segs

CHICAGO, Aug. 26 — Walter Schwimmer, the New York musical star of the film bearing his name, is singing his hit song, "The Old Man of the Mountain," to a happy audience at the Metropolitan Opera House, where he is appearing in the new musical comedy, "The Three-Ply Winner," with music, movies, and roller derby. The show is a big hit with the audience, and the visitors are enjoying themselves tremendously.

The Three-Ply Winner

Music, Movies, Roller

Derby Click on KTLA

HOLLYWOOD, Aug. 20 — With its striking title, the new musical click on KTLA is in stiff competition for the biggest TV audience in the history of television. The film, "The Three-Ply Winner," has captured the attention of both critics and viewers alike. The show, which premieres tonight, is expected to draw a huge audience.

Oakley Mdes. Gross to Top $10 Mil in '55

HOLLYWOOD, Aug. 20 — Sales of Oakley Mdes. are expected to top $10 million this year, according to industry sources. Oakley Mdes. is a major player in the eyewear market, and its products are known for their durability and style.

Big Surprise

Continued from page 2

New TV Spot Campaigns—Who Bought Them Where

A guide for TV stations and advertisers on new contracts in the TV business.

Three-Ply Winner

Music, Movies, Roller Derby Click

On KTLA

THE BILLBOARD

THE BILLBOARD SCOREBOARD

New TV Spot Campaigns—Who Bought Them Where

A guide for TV stations and advertisers on new contracts in the TV business.

Three-Ply Winner

Music, Movies, Roller Derby Click

On KTLA

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Three-Ply Winner

Music, Movies, Roller Derby Click

On KTLA
BADGE 714
... best non-network mystery series
... best performer, Jack Webb
All time favorite, BADGE 714 wins big audiences for your sales messages. Now available for first run syndication sponsorship—third series of 39 thrilling half-hour episodes.

NEW HONORS FOR

LIFE OF RILEY
... best non-network comedy series
... best performer, William Bendix
All time comedy favorite with the whole family, starring William Bendix. New 39 half-hour series available for first run sponsorship in many markets.

VICTORY AT SEA
... series performing greatest public service
... series contributing most toward raising cultural standards of film programming
... best Documentary, Commentary or Instruction
Top award winning drama of World War II. 26 unforgettable half-hours that win larger audiences every time they’re run.

LILLI PALMER
... best non-network woman’s show
All time great woman’s show. 26 sparkling 15-minute interviews with famous guests including Bea Lillie... Thornton Wilder... etc.

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

NBC FILM DIVISION—30 Rockefeller Plaza, New York 20, N. Y.  
Merchandise Mart, Chicago, Illinois
Sunset & Vine Sts., Hollywood, Calif.  
In Canada RCA Victor, 225 Mutual St., Toronto; 1551 Bishop St, Montreal
4 ALL TIME GREATS!

NBC Film Division tops
Billboard Poll...with 8 “bests” in the
3rd Annual Program & Talent Awards

Quality television programming seems to grow in popularity as
the years pass. Proof? Voters in the latest Annual Billboard Poll
selected 4 of NBC Film Division’s all time favorites as their
choice for “Best”...twice as many as the second leading distrib-
utor of syndicated films.

For top-rated audience building programs, see your local NBC
Film Division sales representative, now! He’ll tell you all about
these programs, and some of NBC Film Division award winners
of tomorrow.

And our new contenders for future honors...

THE GREAT GILDERSLEEVE
Great, new, hilarious situation comedy.
“Gildy” has everything it takes for top TV comedy.
39 half-hours available for sponsorship.

STEVE DONOVAN,
WESTERN MARSHAL
Already considered most exciting new Western Hero in 20 years.
39 action-packed half-hours ready to sell for you.
ALL REALITY ASIDE

Board Takes Pull at the Old Pipe And Dreams Up Ideal Programs

This week, the Advisory Board was asked to take time out from the summer heat, let their imagination go and build a dream show. With unlimited budget, free choice of talent and facilities as the material, such dreams are made of, the board drew up the blueprints.

One author in the plans stood simply the board's dream阳台, completely realistic. While the actual trend is toward smaller, more restricted pipe shows, members voted 25 to 35 for a five program with another 31 in favor of a combination of live and film. Again, little production is occurring outside the Hollywood, the majority wanted New York, and then, Sandy, as a center for dream shows. More was made of this than of the film glossy, New York, New York, two underlined examples anywhere the two million television capital.

The straight dramatic format proved the most popular, despite popular, but hot ideas not fitting the general labels at a combination of live and film drama on variety and drama—come close to fulfilling the dream vote.

In spite of the mating success enjoyed by "The $64,000 Question," the audience participation format received much use. It may get mult of a nod. The "Wide, Wide World" was planned by seven board members who wanted their dream shows to range the globe. On the other hand six felt that the could turn out a top-notch production right in their own town of Detroit, Miami, Fort Dodge, Ia., etc.

Musical comedy and Broadway appealed to 11 who dreamed of an opening night, every night. With most taking advantage of the theoretical unlimited budget, four members pointed out that their dream shows did not have a high price tag attached. Maturity and cultural control were key considerations of several. Only one group of members pointed out the details of their dream shows, perhaps with an eye on future production. And one agency representation, apparently not by the last week, left the room without directly responding.

HOW THEY VOTED

1. What is the format of your dream show?

| Network and Stations | 9 | 12 | 4 | 1 |

2. Is it live or film?

| Network and Stations | 14 | 16 | 1 |

3. Where will it be produced?

| Network and Stations | 47 |

NEXT WEEK

The TV Editorial

The Advisory Board will tell...

ABOUT DREAM SHOW TIME AND TALENT

FOR QUOTATION

PRODUCERS AND DISTRIBUTORS SAY . . .

RICH CHAPMAN, HUBB CHAPMAN, COMPANY, New York, N.Y. "My dream show is one that's primarily built on the one or two special people, and films, so I can go fishing. I think I will answer.

NATIONAL SAFETY COUNCIL, Chicago. "The actual first-nighters, one automobile production. This would combine good entertainment with the you are those spirit of adventure. Public safety appeal should be handled here.

ZACH BAY, ZACH BAY FILMS, New York, N.Y. "No doubt, the one automobile production. This would combine good entertainment with the you are those spirit of adventure. Public safety appeal should be handled here.

JACK MOHR, vice-president, LEM.

"This is our movie. "The Moonlight Man, The Moonlight Moon." It's America's best part is good."

JAMES A. BISHOP, sales manager, DEBRENN BREWING, Pittsburgh. "It would take the best available television programming. Our show is for the transmission of real life happenings."

RAY FAUBER, TV director, COLUMBIA AIReso MEERING, Herndon. "Essentially everyone always has a fairly low budget, but the show..."

ADVERTISERS AND AGENCIES SAY . . .

LOTTIE CONRAD, vice-president, CHANCE, ST. LOUIS. "Give me the night show. We have the material. I don't believe the show would work in Chicago."

ADVERTISERS AND AGENCIES SAY . . .

RICHARD EICHSTEIN, TV director, SIMON.

"Who dreams. Let's have another "Wide, Wide World."

LAWRENCE ROGERS, vice-president, WAG. "It might seem reasonable and would help the program..."

National Broadcast Sponsors' Journal

HOLLYWOOD, Aug. 8. The "Hollywood's Secret Journal" which was newly published, "Morning Show," and its new afternoon Jack Patten.

Award Prizes On Ford Fund

NEW YORK, Aug. 20. The two $3,000 first prizes in the Ford Fund Ford Fund. The Ford Fund competition was won by Elizabeth Post, and David Schack, the Ford Fund, and Ford Fund.

AFCART Will Discipline 18 Pleaders

NEW YORK, Aug. 20. The hearings of the House Un-American Activities Committee this week in Ford Square were concluded with 45 of 53 actors pleading the Fifth Amendment, and three citing other reasons. One pleader, The magazine, has been called "The Web," has been.[1]
ZIV-TV

1ST PLACE

1955

BILLBOARD'S 3rd ANNUAL
TV FILM PROGRAM
AND TALENT AWARDS POLL
"I LEd 3 LIVES"

1ST BEST NON-NETWORK FILM SERIES
1ST BEST ADVENTURE SERIES
1ST BEST ADVENTURE PERFORMER (RICHARD CARLSON)

In Billboard's 3rd Annual TV PROGRAM AND TALENT COMPETITION

ZIV DOES

Last February, the industry voted ZIV 5 first place awards for best quality product. This August these new awards
"SCIENCE FICTION THEATRE"

1ST BEST NEW SERIES

1ST BEST DRAMATIC SERIES

AND NOW!
TURN THE PAGE FOR OUR NEXT AWARD WINNER....
ALREADY BOUGHT BY
a long list of important TV advertisers including...

CARNATION COMPANY
(Morning Milk Division)
... in Salt Lake City, Seattle, Tacoma, Portland, Spokane, Yakima.

LION OIL COMPANY
... in Memphis, Pine Bluff, Jackson, Miss., Jackson, Tenn., Nashville, Monee, La., Little Rock, Ft. Smith and Texarkana, Texas.

WIEDEMANN BEER
... in Cincinnati, Dayton, Columbus, Indianapolis.

KROGER COMPANY
... in St. Louis, Mo., Roanoke, Va., Greensboro, Winston-Salem, N. C., Huntington, Charleston, W. Va., Kansas City, Louisville.

THE SAFEWAY STORE
... in Tulsa, Oklahoma City.

PFEIFFER BEER
... in Lansing, Bay City, Grand Rapids, Cadillac, Rochester, Minn., Aultin, Minn., Detroit, Minneapolis, Toledo, Ft. Wayne, Traverse City, Fargo.

BALLANTINE BEER
... in New York, Boston, Philadelphia, Miami, Washington, D. C., New Haven, Buffalo, Schenectady, Syracuse, Binghamton, Springfield, Mass., Providence, Portland, Bangor, Harrisburg, Wilkes-Barre, St. Petersburg, Norfolk, Richmond, Va., Watertown, Orlando.

PLUS MANY, MANY MORE!

When you audition "Highway Patrol" you'll say that this can easily be the most important program in your community and for your community. It's the perfect combination for exciting entertainment ... the kind that helps win customers ... a big star, stirring adventure, tense drama, and features a highly colorful law enforcement agency in A-C-T-I-O-N! Wire, phone or write immediately for your screening of the show that can mean more business for you!
ZIV's NEW TRAFFIC-STOPPING TELEVISION SERIES...

Highway Patrol

STARRING ACADEMY AWARD WINNER

BRODERICK CRAWFORD

AS HEAD OF THE HIGHWAY PATROL

EACH DRAMATIC HALF-HOUR A COMPLETE STORY

NOW AVAILABLE IN SPANISH

AUTHENTIC
Technical supervision by State Highway Patrol Officers!
VIDEF BONANZA IN MAKING
Strip Showsloom as Hype
For Syndicator, Producer

HOLLYWOOD, Aug. 20—Distri-
butors with TV series containing
highly rated programs are gener-
ally two years' production and up,
and are largely out of the race for
the growth of a small-batch, sen-
 systematically.

Expected to give added impetus
to stripping is the new contract
sweepstakes, first reported in
SMG (The Billboard, Aug. 20) and
likely that across-the-board pro-
grams will be retained for two or
three years, he is the most im-
portant in the up for both
syndicator and film maker.

Strips have already had their
effect on the concepts of selling
film, primarily within about the
last three months. Perhaps the
outstanding example is Official
Time, which was opened promptly
about the number of episodes in
“February 1st” and the “Sea Erath
Show” when it acquired the series.

$15 Million in Facts
The two programs, with a total of
2200 shows, have been turned out
over, to be the best sellers in the
Official category, with sales
contracts totaling $15 million in
two months and the final estimated
 gross of $5 million (Billboard, June
9).

The reason is that stations are
sweeping up syndicate shows, and are looking for other 100-plus
programs. After years of alphabetical
listings the 128 segments of “Magic,”
for the syndicate show’s first two and one-half years to keep on
a regular schedule and keep the
public up to date. The syndicator
then finds himself in the position
of looking for the right first-run
strip to fill the void.

In stripping, however, the station
can run off the whole batch in four
or five months, and during that
time the same man may not repeat
the same single. With most of the
contracts made for four, a station
can play the entire batch in about
one and a half years, utilizing
in various time periods to date
the largest possible audience.

At the same time, an outlet can
ter a good deal of breakup
of the original network, the
start of the second run being almost
impossible without the emphasis on
the web first run in many markets.

Defer Payment
Under the new SMG contract
producers may defer seven pay-
ments altogether after the first
release of each respective run, or
until the airing of the run in a
minimum of 24 markets.

In the past, many producers
bidded out many networks or
distributors who did not think
they could afford to make the
repeated payments immediately
upon the completion of a run in a
short market. Under the new
arrangement, it may actually benefit
the film maker to get in as many
markets as possible, since total re-
This situation has increased relatively
the minimum, and eventually after
the sixth run is over. Also, with
greater and greater emphasis being
placed on the publicizing of a show
by the station in which they have
exceeded, the ratings drop sharply as the length of time
which they are carrying runs is drawn out.

Practice Spansions
The technique is primarily a
network procedure, seldom a num-
ber of possible variations, and
the practice also. The first
show, TV San Francisco, with “Lone
Star,” the new Prudential Produc-
tions has caught on fast, on an
estimated 40 to 50 stations now
in the New York, Chicago, Dela-
ware, with 11 across-the-board
programs, believed to be the na-
tional leader.

What this means to producers is
that if film will be eaten up on an
even faster rate, and markets for
new products will, be continually
opened up. For the station, the
reason is that the production
expectations are promptly fulfilled
Limply, an advertiser is not
likely to settle in the same
show five nights a week than in
five different programs. Sim-
mulated, more spots can be placed
on the same show. The resulting
feature, which would ordinarily be
sold in that

NLC Film Rejects Musketers’ Deal
NEW YORK, Aug. 20—The
NLC (United Artists) deal was to
have taken over dis-
tribution of Italian Film Export’s
that was to have taken place
this week was canceled.
The
side licker changed its mind on moun-
ting a deal for all 20 of the pictures. IFE
was promised to NLC for one
cent for one show.

‘Highway Patrol’ Is Sold in 120 Mtks.
NEW YORK, Aug. 20—Ziv’s
Highway Patrol is proving a
good new piece of vidifilms
erudite. The series, starring
Jack Elam and John Hickers, has
already been sold to 120 markets
and is just beginning to show
results. Regional deal were made
by Ziv with Broadcasters’
Sunshine Circuit for five Southern
and by
Pfeffer Dining for eight and
Weeks
and Nickelodeon for five.
A smaller buyer was in two
markets by the film make-

New Orleans, among others, has
purchased the property.

Television for that section of the
regional show has always been
Since there are no direct
works and food sponsors have
and Dumars which have
and showrooms, among them are
Mercury Tours, “The Sunset
and showrooms, with Hudson’s
own. The more important
beats the network’s average.

The show uses as material con-
tact for every station in the
over the nation. Ziv claims it has
arranged for distribution of
the top markets in the country.

ZERO OR TEN, RATING’S O.K.
HOLLYWOOD, Aug. 20—What
do rating services mean
to retail stores in the
opinion of the distributor of the
Sea-Foishack outlets in the
Southern California territory
and nothing.

One of the most prominent of
kinds of the Sea has been
bombed around close to 0 in
ratings, but he has his own unique
methods of keeping the audience
be getting. A new type of pro-
product on the program, doesn’t
publirize it anywhere else, and
then forms it in the store so
people will have to ask for
it. This is the ¢ase of the store
was closest to its lowest level
be handled because of the
stockings. He promptly sold
out.

The rating’s good enough, he
Taught.

Re-Runs Gain in Importance; May
Pass First Runs as Revenue Source
NEW YORK, Aug. 20—The
newest pattern taking shape in the
ever-changing TV film syndication
business is the elevation of the
second-run show, which now has
placed second fiddle to the
first-run program. With a position of honor is the founder of
the syndication firm’s property. Accor-
ding to the latest release of the
TV film scene, the network re-
sults are not in the market, where they will become more
important. The syndication firm shows
as a source of profit to the
syndication firm.

The reason for this, according
to the producers of the show,
re-running shows are being sold for
syndication above a high-cost,
first-run shows. The network re-
runs, on the other hand, have gotten off,
off all of their production
costs. Conse-
quence the first-run program start mak-
ing a profit with them much more
realistically than with the
re-run property, for which they first have to recoup production
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Thanks, Everyone

Thanks, Everyone

Other Winning Shows:

GENE AUTRY
RANGE RIDER
RED RYDER
BUFFALO BILL, JR.
ADVENTURES OF CHAMPION

All Shows Distributd by CBS Television Film Sales, Inc.

Flying A Productions
6920 Sunset Blvd., Hollywood, Calif.

GENE AUTRY • ARMAND SCHAFFER • MITCHELL J. HAMILBIRD.
INDIANAPOLIS

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(Continued on page 19)
EXTRA FILM PROFITS

Sale to British Can Bring 10% of Cost

Continued from page 1

problem, the British producers are anxious to do business with the American film industry. In England, as elsewhere, commercial pictures are dominated by British dominated companies. And, of course, the British are quick to seize upon any opportunity to improve the quality of their films. The British film industry, which has traditionally been more注重 on quality than on quantity, is now seeking ways to increase the number of high-quality films produced each year.

Packaging Films

Associated Rediffusion has been assigned the task of producing programming for the London station. Associated Broadcasting will produce the London station on weekends and the Birmingham station during the week. Granada will program the Manchester outlet on Mondays then.

American distributors are selling their series to one of the three contractors for the entire United Kingdom. This contractor, in turn, will make arrangements with other contractors to use the series. The program contractor that has been most active in bringing American series to date in Associated Rediffusion.

SYNDICATED FILM MAN

SEEN BIG WINNER IN SAG-PRODUCER TUSTLE

HOLLYWOOD, Aug. 26—The
primary winner in the new SAG-TV
film producer contract signed this
week after a 48-day strike is the
syndicated film maker.

Although producers in general are
happy with the pact, and the SAG
tellers it a "good deal," because the
principal of payment on second run
has been established, it's the
distributed producers who are the
most enthusiastic, with many feeling that the pact will give them a better
than the old deal, despite the 35 per
cent cost increase.

The reason, of course, is that under
the pact, they get the entire
payment for a run until it has been on
the air at least six months in a
minimum of 30 markets. Further,
15 percent are allowed in a series of
markets, and they can sell the rights,
so that 39 films actually constitutes
52 air times on a first run.

Additionally, the five-star term
of the contract is a boon to all pro-
ducers since it permits them to plan
ahead for a comfortable period of
time.

On the other side of the ledger,
the pact probably will result in the
abandonment of several films which had crept into the practice for all players, but that
is the trade-off for the additional
minimum cost.

The over-all effect, of course
is that the syndicated producers are
forced to keep well, as a result of
cross-the-board increases.

Total residual pay is up from 190 to 140 per cent of minimum, and
bills as follows (old deal

<table>
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<th>NBC</th>
<th>ABC</th>
<th>Mutual</th>
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</table>
| 1    | "Don't Bet on
|      | Same, Mr. Love-
|      | 5:30-6:00, M-F,|
| 2    | "Bob Newhart
|      | Show"        |     |     |     |        |
| 3    | "The Dick
|      | "Soldier,作|
|      | Van Pelt Show"|     |     |     |        |
| 4    | "The Paul
|      | Rand Show"     |     |     |     |        |
| 5    | "Dr. Kildare" | 7:00-7:30 |   |     |     |        |
| 6    | "The New
|      | "Andy Griffith
|      | Show"        |     |     |     |        |
| 7    | "The Bob
|      | "Newhart Show" |     |     |     |        |
| 8    | "The Dick
|      | "Van Pelt Show"|     |     |     |        |
| 9    | "The Paul
|      | "Rand Show"     |     |     |     |        |
| 10   | "The Mary
|      | "Sue Show"      |     |     |     |        |

NIELSEN TOP 10 TV WEB SHOWS
2 weeks ending July 23, 1955

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|      | "Rand Show"     |     |     |     |        |
| 4    | "The Bob
|      | "Newhart Show" |     |     |     |        |
| 5    | "The Carol
|      | "Burns Show"    |     |     |     |        |
| 6    | "The Mr.
|      | "Mike"         |     |     |     |        |
| 7    | "The Jack
|      | "Paige Show"    |     |     |     |        |
| 8    | "The New
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Craftsmen Moves 'Fights'

NEW YORK, Aug. 29—Crafts-
men Films has moved its "Great-
est Show" exhibition into 20
markets in the two weeks the
picture was on the air.

The following locations to date
are: WOR-TV, N.Y., and CK-14, Wochin-Detroit.

The show is the only promotional
entertainment show ever staged by a
trade association in the history of the
industry.
By BOB STEFFEL

Acts in the Beverly Hilton's Ballroom are going to be more colorful and may not be easy. Conrad Hilton has unveiled the plans for the new stage and it may take a special kind of performer to take up the new positions and the stage design. The new stage, called "Roast of the Town," does not come, but didn't come up to the heights of last Summer Show. The new stage is so huge that it is not easy for the performer to reach the audience. But the audience will be there, and they will be entertained. French import Gilbert Rozet is expected to be introduced as a vocalist but does he know where his place is in this new, sophisticated atmosphere? by Robert Ashley Woodside.

Mr. Ballantine

Palace Theater, New York

The first question that arises is whether Mr. Ballantine's "sharp array of magicians is also my array of the star comics." This is an interesting observation, because it provides a basis for discussing Ballantine's long tenure of the New York stage and the various types of performances he has created. Currently, he is living up to every minute of this time and is well liked by all those who have seen his act. The bill's outstanding act is the magician. Elsewhere, after a week's hiatus, the stage is a sight to behold, and the audience, too. The Three Jokers, Nagle and Morgan, have arrived from Europe, and are expected to solidify a solid and excellent performance. These men are considered to be the top performers in their field, because they are taken men, and do their best to create a good atmosphere around them. The audience is always entertained, and their top performers are highly praised. Credence and Dominick Mitchell, who plays the role of magician, in his usual style, contributes to the bill's success. He is a well-known performer, and his name is known all over the world. He is known for his skill, and he is known for his intelligence. He is a great magician, and his presence is always welcome.

By one reason or another, the Th篁e Kings, and the Blue Grass Band, are back in the house. This reporter wonders who.

The Vanguard

Harbor Room, Las Vegas

One of the most famous acts to play Las Vegas has returned to the Harbor Room of the Sands. The Vanguard, which was a hit at the Sands, has been given a new lease on life, and the audience is waiting for the next performance. The main attraction is the new act called "The Three Jokers," and the audience is eager to see them perform. The audience is always entertained, and they are looking forward to the next performance. The audience is always entertained, and they are looking forward to the next performance.

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Harbor Room, Las Vegas

One of the most famous acts to play Las Vegas has returned to the Harbor Room of the Sands. The Vanguard, which was a hit at the Sands, has been given a new lease on life, and the audience is waiting for the next performance. The main attraction is the new act called "The Three Jokers," and the audience is eager to see them perform. The audience is always entertained, and they are looking forward to the next performance. The audience is always entertained, and they are looking forward to the next performance.

By one reason or another, the Th篁e Kings, and the Blue Grass Band, are back in the house. This reporter wonders who.

By BOB STEFFEL

Acts in the Beverly Hilton's Ballroom are going to be more colorful and may not be easy. Conrad Hilton has unveiled the plans for the new stage and it may take a special kind of performer to take up the new positions and the stage design. The new stage, called "Roast of the Town," does not come, but didn't come up to the heights of last Summer Show. The new stage is so huge that it is not easy for the performer to reach the audience. But the audience will be there, and they will be entertained. French import Gilbert Rozet is expected to be introduced as a vocalist but does he know where his place is in this new, sophisticated atmosphere? by Robert Ashley Woodside.

Mr. Ballantine

Palace Theater, New York

The first question that arises is whether Mr. Ballantine's "sharp array of magicians is also my array of the star comics." This is an interesting observation, because it provides a basis for discussing Ballantine's long tenure of the New York stage and the various types of performances he has created. Currently, he is living up to every minute of this time and is well liked by all those who have seen his act. The bill's outstanding act is the magician. Elsewhere, after a week's hiatus, the stage is a sight to behold, and the audience, too. The Three Jokers, Nagle and Morgan, have arrived from Europe, and are expected to solidify a solid and excellent performance. These men are considered to be the top performers in their field, because they are taken men, and do their best to create a good atmosphere around them. Credence and Dominick Mitchell, who plays the role of magician, in his usual style, contributes to the bill's success. He is a well-known performer, and his name is known all over the world. He is known for his skill, and he is known for his intelligence. He is a great magician, and his presence is always welcome.

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By one reason or another, the Th篁e Kings, and the Blue Grass Band, are back in the house. This reporter wonders who.
Col. Moves Ahead With Club Plan, Bolsters Dealer Pitch

Label Vetoes Deals Offered By Hustler

New York, Aug. 20—Earlier this week, before most of the Columbia's retail dealers had been visited, the Columbia dealers were told that they would not receive their usual opening model. But Col. Glenn Beach, Columbia's president, told the dealers that the corporation would make sure that the dealers would receive the deals as promised. The dealers were told that the corporation would make sure that the deals would be fulfilled, and that the corporation would make sure that the dealers would receive the deals as promised.

As the week progressed, initial emotional reactions showed signs of slumping in favor of a "wait and see" attitude. In a number of market meetings and in the few deals closed, the dealers were told that the deals would be fulfilled. The dealers were also told that the deals would be fulfilled, and that the dealers would receive the deals as promised. The dealers were told that the deals would be fulfilled, and that the dealers would receive the deals as promised.

The tours are being limited so that each tour will be for the benefit of each dealer, and that the tours will be limited to those dealers who have already been visited. The tours are being limited so that each tour will be for the benefit of each dealer, and that the tours will be limited to those dealers who have already been visited. The tours are being limited so that each tour will be for the benefit of each dealer, and that the tours will be limited to those dealers who have already been visited.

GOODY TO CASH IN ON COLUMBIA DISK CLUB PLAN

New York, Aug. 20—Sam Goody may have worked with Columbia more than he ever did for MCA. According to a new announcement, Columbia will sell an extra sale extra sale on the Columbia Disk Club Plan. Goody, who has been the manager of Columbia for many years, is going to be selling an extra sale extra sale on the Columbia Disk Club Plan. Goody, who has been the manager of Columbia for many years, is going to be selling an extra sale extra sale on the Columbia Disk Club Plan. Goody, who has been the manager of Columbia for many years, is going to be selling an extra sale extra sale on the Columbia Disk Club Plan. Goody, who has been the manager of Columbia for many years, is going to be selling an extra sale extra sale on the Columbia Disk Club Plan.

Eddie Fisher

Hollywood, Aug. 20—Eddie Fisher has been signed to a new contract by Columbia Records. Fisher, who has been with Columbia for many years, has been signed to a new contract by Columbia Records. Fisher, who has been with Columbia for many years, has been signed to a new contract by Columbia Records. Fisher, who has been with Columbia for many years, has been signed to a new contract by Columbia Records. Fisher, who has been with Columbia for many years, has been signed to a new contract by Columbia Records.

Holly Golightly

NEW YORK, Aug. 20—In this week's release of the Columbia Records catalog, there is a new item that has been added to the catalog. This item is a new item that has been added to the catalog. This item is a new item that has been added to the catalog. This item is a new item that has been added to the catalog. This item is a new item that has been added to the catalog.

For more information, please visit www.americanradiohistory.com.
New C&W Tunes
Keep Climbing
In Pop League

NEW YORK, Aug. 20.—The new issue of Billboard, the nation's authority in the pre-sale record market was spotlighted this week, with both the new designs and the design of the famous C&W label, with which three new albums have been released.

The new C&W label is printed in colors and is designed to catch the eye of the consumer. It is claimed that the new design will increase sales of albums, thanks to the eye-catching colors used on the label.

The three new albums include:


These albums are expected to be highly successful, with the new design and the quality of the content making them appealing to both casual listeners and die-hard C&W fans.

In addition, the magazine features a review of the upcoming "C&W" concert series, which is set to take place in various cities across the nation. The series promises to bring together some of the biggest names in C&W music, and is expected to attract a large audience.

So, whether you're a C&W aficionado or just looking for some good music, the new issue of Billboard has something for you.
VOX JOX
By JUNE BUNTY

HAPPY THANKSGIVING! Dan Evans, WWHO, Toledo, O., dropped in on Music Radio News as he began his annual 50-day tour of the nation’s first international Record Hop, if he takes an offer to fly up and stage one in Nova Scotia, Canada. . . . Jon Rocker, WCCM, Waltham, Mass., is expected any day to file his formal application for the American Federation of Musicians has forced a closing of the WCCM Station. . . . Bob McShane, station's engineer for show-down is that name bands appear at the ballroom on weekends, but union rules prohibit record sales being held in halls where union members perform. . . Gene Edwards and Jay Knowles are potential candidates for the vacant station’s new record loop policy, with age issues each Friday in Toledo, O. . . . "We are working on a full day of music on the radio," said Bob McShane. . . . "We plan to close out the season with a full day of music on the radio," said Bob McShane.

DEALER DOINGS

DETROIT: George Hill has moved his record shop, Hill’s Music Center on the east side of town, to a new location several miles further east on Woodward Avenue. George Hill is the former owner of Hill’s Record Shop. The move was necessitated by the location of a new highway, the Woodward Avenue Freeway, only a block away. George Hill plans to handle all types of records. The new store will feature illustrated lighting, a modern glass front with a large neon sign.

M.W. Allen, of the Allen-Sight & Sound Shop, San Luis Obispo, Calif., sounds off about the adoption by Victor (along with it, HIN) and Columbia of the color white for their labels. "How are we supposed to sell these LP’s," Allen asks, "if Capitol and Atlantic have put white vinyl on their labels?" Allen reports that his store has a plan that is the most attractive, since the dealer was given one free record with every order of two or more records which had been taped. Also, he says, "I am buying any titles for demonstration purposes at one-third regular price. But very few customers are going to buy factory-altered albums without hearing them, as we do. We will have a number who will do this," Allen says.

Ann Bafferty, of the H. L. Green Company store in Easton, Pa., adds that she is getting good record sales out of the holiday season. "I play the hit songs continually in the store and make a point of telling customers that I am the first to play all the latest hits. If they are not, I get them to listen to them, and then they inevitably tell the others that they like," Ann Bafferty says.

A radio promotion gimmick that is working for Kregie Music Center, organized here last week, has been the discontinue of the three-time play. The first listener calling in the correct title gets a free record. . . . The National Association of Music Merchants cautions that it is too soon to order Christmas wrapping paper from the NAMM Supply service.

JUKE BOX WRAP-UP

Three-man executive committee of Music Operators of America (MOA) met at Oakland, Calif., and began outlining 12-week program to combat legislation aimed at removing juke box exemption from 1909 Copyright Law. Committee members are: west coast representative, general manager, Harry Stoddard; secretary, and Martin Britz, eastern representative.

Third National Juke Box Music Licensed tune ready for distribution. It’s Leroy Holmes “Rocky Trail to Peaceful Valley” on WMM. Canadian businessmen find juke box field a sound investment. Set up three firms to operate music routes in Ontario and Quebec. Juke box business, they believe, is one of the most promising in Canada.

For full details on these stories see Music Machine department on page 94.

4 Trend Masters To Olympic Film

HOLLYWOOD, Aug. 20.—Olympic Records, Novel disk company organized here last week, has been given the honor of chauing four masters from the band trend Record Company catalog. Jim Dixon, president of the company, said the masters were specially commissioned to handle the newly acquired masters. Included in the purchase are the rights to several titles by Herb Jeffries, the Hill’s and Jerry Foley which, in addition to two views featuring black sides selling well, now comes on an album by the singer as well.

NOVEL SWITCH IN PROMOTION

HOLLYWOOD, Aug. 20.—It’s usually the promotion man at a disk company who gets the credit with the recording artists. That’s what happened in the case of Irwin Zucker, who enlisted the help of such masters as Mantovani, the leftonians, the M-G-M Records last June, resulted in the situation of the big name stars. Jerry Adams android him around to local radio stations. Zucker has opened a Los Angeles shop, which is a joint venture, to create an ever-present promotional outfit in Southern California.

SHIRLEY’S ‘PIANO’ Cdatus Satires Deejays on Album

NEW YORK, Aug. 20.—Columbia has released Shirley’s Piano by Shirley’s Piano, written and performed by Shirley’s Piano, and produced by Shirley’s Piano. The album is said to be the first of its kind to be released by a major label. The label will be interested in the album’s reception and will keep an eye on Shirley’s Piano.”

The first production under the new label is "The Piano," a recording of Shirley’s Piano. "The Piano," which is to be released in October, is a collection of Shirley’s Piano’s original compositions. The album features Shirley’s Piano on the piano and vocals. "The Piano" is a concept album that explores the beauty of the piano and the human voice. It is an intimate and emotional journey that captures the essence of Shirley’s Piano’s musical artistry.

NEW YORK, Aug. 20.—Increasing use of longplay disks is being noted by Columbia. Major labels have been experimenting with the potential of longplay disks in recent years. Columbia has been at the forefront of this trend, and has released several longplay albums in the past year. The longplay format allows for longer recording times, enabling artists to create more expansive and richly layered compositions.

Paxton Buys 2 Copyrights, Former Hits

NEW YORK, Aug. 20.—Music publisher George Paxton this week acquired two important copyrights. The copyrights, which are held by two small firms, have been acquired by Paxton in an effort to expand his catalog and diversify his business.

A "New Shade of Blues" was written by the late Sonny Boy Williams, while the other, "A New Shade of Blues," was written by the late Sonny Boy Williams.

Paxton plans to use both of these acquisitions for the purpose of expanding his catalog and building his business. Paxton will work closely with the original authors and their representatives to ensure that the copyrights are properly licensed and monetized.

Cotillion’s new LP, "A New Shade of Blues," has already been received by retailers and has generated interest among music fans. Paxton is confident that this acquisition will be a significant addition to the company’s catalog and will help to further its growth and success in the music industry.

NEW YORK, Aug. 20.—A new campaign by Columbia Records is designed to raise the profile of Shirley’s Piano and increase awareness of the label’s latest album release. The campaign will focus on Billboard charts and radio airplay, with the goal of securing more coverage and exposure for Shirley’s Piano and Columbia Records. The campaign will include targeted advertising, social media outreach, and partnerships with influential influencers to help drive awareness and engagement with the album.

The debut album by Shirley’s Piano was released on July 22 and has already received critical acclaim. The album features a blend of soul, R&B, and jazz elements, with Shirley’s Piano’s vocals at the forefront. The project has been well-received by fans and critics alike, and Columbia Records is confident that this new campaign will help to build momentum for the album and attract a wider audience.

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Paxton’s new acquisitions will be featured in his upcoming catalog release, which is scheduled for November. Paxton is excited about the potential of these new copyrights and believes that they will complement his existing catalog and help to further his growth and success in the music industry.

A NEW DAVY WAXED BY TNT

SAN ANTONIO, Aug. 20.—A new davy singer and composer has written a new song, "When Davy Crockett Met The Sin Antonio Rose," based on a true story.

The song was recorded by the TNT Records label, using the davy that Davy Crockett and John Ruby used in the movie. The davy is housed in the Davy Crockett Museum in Nashville, N. Y., and the song was brought to the recording studio for the purpose of preserving the davy's history.

Dick Martin, WWVA, New Or- der, who has recorded many of Davy Crockett’s songs, was asked to record this new davy song as well as playing the davy for the recording session.

SHINE YOUR LADY'S SHOES

NEW YORK, Aug. 20.—A new development in davy broadcasting concerns the increasing use of davy in local advertising and promotion. This trend is driven by the growing awareness of davy’s power as a promotional tool, with many stations now using davy to create a unique and memorable listening experience for their audience.

"When Davy Crockett Met The Sin Antonio Rose," was recorded in tribute to Davy Crockett’s legacy and to pay homage to the davy that Davy Crockett and John Ruby used in the movie. The song was recorded by the TNT Records label, using the davy that Davy Crockett and John Ruby used in the movie. The davy is housed in the Davy Crockett Museum in Nashville, N. Y., and the song was brought to the recording studio for the purpose of preserving the davy's history.

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RECORD DEALERS WELCOME COLUMBIA RECORD CLUB WITH NATIONWIDE OVATION!

"Sensational!" "Club's the Greatest!" "Bonanza for Record Dealers!"
"Sold 100 Subscriptions First Day!" "Greatest Innovation Since 'Lp'!"
"May Prove Salvation of Industry!" "All for Dealer's Welfare!"

A few excerpts from hundreds of telegrams and letters received:

RECORD CLUB PROMOTION THE GREATEST, BACKING YOU ALL THE WAY, OUT TO SELL HALF OF DALLAS.

ERIC KASZYNSKI TOWN NORTH MUSIC, DALLAS, TEX.

CONGRATULATIONS ON YOUR NEW RECORD CLUB PLAN. IT'S THE GREATEST INNOVATION TO AID RECORD DEALERS TO DATE. THANKS.

ROY GELESEN WEBSTER RECORDS, WEBSTER GROVES, MO.

COLUMBIA "Lp" RECORD CLUB PLAN MAY PROVE TO BE SALVATION OF INDUSTRY. THANKS FOR THINKING OF DEALERS IN THIS CRITICAL MATTER.

THE MUSIC BOX JENKINTOWN, PA.

JUST READ DATA ON COLUMBIA "Lp" RECORD CLUB SENSATIONAL. SHOULD PROVE BONANZA FOR RECORD DEALERS. CONGRATULATIONS.

NICK PETERLAA PETERLAA RECORD SHOP, PHILA., PENN.

IT WAS AS EASY AS LISTENING TO ORMANDY TO SIGN THE FIRST SIX PEOPLE WE SPOKE TO. CAN FORESEE AN ABUNDANCE OF NEW AND ENTHUSIASTIC RECORD BUYERS THROUGH YOUR CLUB. CONGRATULATIONS ON A JOB WELL DONE AND WELL EXPLAINED, ALL FOR THE DEALER'S WELFARE.

DAN DANZIGER WASHINGTON, D. C.

CARL EQUINTA, CARL'S RECORD SHOP, HELPER, UTAH, POPULATION 4000; SOLD 50 MEMBERSHIPS FIRST DAY, DROVE 250 MILES TODAY FOR ADDITIONAL APPLICATION BLANKS.

BEN NELSON EDWARDS, INC., SALT LAKE CITY, UTAH

COLUMBIA "Lp" RECORD CLUB GREATEST INNOVATION SINCE ADVENT OF "Lp". AT LAST ONE MANUFACTURER IS THINKING OF THE DEALER.

JACK ROSEN THE RECORD SHOP IN PHILADELPHIA

CONGRATULATIONS ON RECORD CLUB, INDICATES ADDED VOLUME FOR DEALERS.

H. KOETER SMITH CO., PHILA., PENN.

WE AT MODERN MUSIC ARE VERY EXCITED ABOUT THE COLUMBIA "Lp" RECORD CLUB AND CERTAINLY WANT TO CONGRATULATE YOU ON THIS FINE PROGRAM. MOST OF ALL WE WANT TO THANK YOU FOR INCLUDING YOUR DEALERS IN THE PROGRAM. WE FEEL THAT IT WILL STIMULATE THE RECORD BUSINESS TO NEW AND GREATER THINGS.

C. H. MCBILLAN MODERN MUSIC, INC., MEMPHIS, TENN.

CONGRATULATIONS ON THE WONDERFUL COLUMBIA "Lp" RECORD CLUB PLAN. WE ARE RUSHILY ENGAGED IN SELLING MEMBERSHIP APPLICATIONS AND PLANNING LOCAL ADVERTISING COMPLEMENTING YOUR NATIONAL EFFORTS.

TRADE WINDS MUSIC HOUSTON, TEXAS

100 PER CENT ENTHUSIASM FOR RECORD CLUB.
CONGRATULATIONS FOR ONCE AGAIN LEADING THE WAY IN INDUSTRY, HAVE ALREADY SIGNED 20 MEMBERS, HOPE TO HAVE 2000 BY CHRISTMAS. THE CLUB HAS ALL NECESSARY INGREDIENTS, CAN BE NOTHING BUT SUCCESSFUL.

JIMMY MOSS
MOSSES MELODY SHOP, LITTLE ROCK, ARK.

CONGRATULATIONS. COLUMBIA "Lp" RECORD CLUB GREATEST YET. TWELVE MEMBERS SIGNED TODAY. YOUR FORWARD THINKING WILL BE A BOOST TO OUR BUSINESS.

JAYSON FELDMAN
JAYSON MUSIC, QUINCY, MASS.

THE GREATEST THING THAT HAPPENED TO THE RECORD BUSINESS SINCE THE INVENTION OF MUSIC. SOLD 100 SUBSCRIPTIONS TO THE COLUMBIA "Lp" RECORD CLUB FIRST DAY.

GEORGE DEIBEL
DEIBEL, INC., ST. LOUIS, MO.

RECORD CLUB SENSATIONAL. STARTING OUR SIGN-UP CAMPAIGN AT ONCE.

LOU MASON
MIDTOWN MUSIC SHOP, PHILA., PENN.

RECORD CLUB PROMOTION THE GREATEST. SURE TO BE SUCCESS. THE WORKINGS ARE GOOD.

THEM TO MY LITTLE PART TO PUT IT OVER.

JIM TIPPETT
WIRTZ BOOK CO., MONMOUTH, ILL.

CLUB THE GREATEST.
R. RINKEL
HIGH POINT MUSIC SHOP, PHILA., PENN.

COLUMBIA "Lp" RECORD CLUB THE GREATEST. RAN OUT OF APPLICATION FORMS IN 3 HOURS.
MY BUSINESS WILL TRIPLE. MORE POWER TO COLUMBIA.

DEAN SAUM
TEMPLE CITY, CALIF.

CONGRATULATIONS, YOUR CLUB IS A WONDERFUL IDEA. IT IS AN ANSWER TO A LOT OF PROBLEMS THAT ARE PLAGUING THE INDUSTRY.

LEO A. SEGUNDA GREAT NECK, N. Y.

RECORD CLUB PLAN WILL NO DOUBT BRING US MANY MAIL-ORDER DOLLARS NOW BEING DIVERTED FROM THE RECORD INDUSTRY. WE ARE PLANNING AN EXTENSIVE DIRECT MAIL CAMPAIGN IN OUR TERRITORY.

ALEX A. GETTLIN
PHILA., PENN.

WE THINK YOUR RECORD CLUB IDEA IS FINE. WE'VE ALREADY SIGNED UP THE FIRST FIVE CUSTOMERS THAT CAME INTO OUR STORE UPON OUR OPENING THIS MORNING.

JAY VOGEL
VOGEL'S RECORD CENTER, LINDEN, N. J.

CONGRATULATIONS, WE BELIEVE THIS TO BE A REALLY GREAT IDEA AND WILL WORK FOR THE BENEFIT OF ALL CONCERNED.

JOHN T. CARBEE
CARBEE MUSIC CO., BURLINGTON, Vt.

WE'RE BEHIND COLUMBIA "Lp" RECORD CLUB 100% FEEL THIS SHOULD BRING NEW RECORD CUSTOMERS INTO THE STORES.

BEVERLY HILLS GRAMAPHONE SHOP BEVERLY HILLS, CALIF.

CONGRATULATIONS ON YOUR DARING APPROACH TO A SOLUTION FOR ONE OF OUR PRESSING PROBLEMS. WE CONSIDER IT A FINE IDEA.

RADIO SERVICE CO.
RICHFIELD, UTAH

These and thousands of other forward-looking Columbia Records dealers are already on their way to years of extra profits through Columbia "Lp" Record Club subscription commissions. Increase your profits for years to come by building your club membership now. Your Columbia Records distributor has additional supplies of promotion and subscription material—visit or phone him today for any supplies you need.
MUSIC AS WRITTEN

One of the Winners at the 1955 Music Festival of 1955

**CHEE CHEE-OO HOO**

**Riddle Leaders**

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**RHYTHM-BLUES NOTES**

By Paul Ackerman

Alvin Stewart's vice-president, Jack Archive, placed the West Coast late this week to set up plans for handling his firm's bookings in the area. Archive's trip today is a follow-up to the Western-Shars and the Milton Deutsch Agency in Hollywood (see separate story). Meanwhile, Coast bookings are being handled by West Coast's New N.T. Arch with handling one-shot clients and Jazz Sentinals on location dates.

Ben DiCosta's "Big Blue-O-Rama" package hits the road Friday (21) for an eight-week tour. Set up by Frank Sands and Bob Taylor of the West Coast Agency, the package includes the Four Dicks, Milt Jackson, Led besser, Joe Pass, and others.

Rod Mulligan, who runs a two-hour and 45-minute daily show over WCFL, Chicago, has two new pictures to feature that a lot of r&b artists are cleaning up on their lyrics.... Deputy Robert Buss is taking over the bandstand at WYDB, Miami, where "Little Joe" used to entertain. Bob also handles the nightly "Dixie Bell." Atlantic-Records has put out a new singles catalog.... The "Shadows' "Walk That Walk," released on Capitol in April, is stirring up a lot of interest in the South.... Fortune Records has signed a new group, the Five Dollas, and a new single, Andre Williams.

The many fans of Shirley and Lee will be pleased to note that they're the leading stars of '58 for Aladdin and their first chart entry since their...
THE GREATEST RECORD OF 1955

"THE SHIFTING, WHISPERING SANDS"

(PARTS 1-2)

BILLY VAUGHN

and his Orchestra and Chorus

©o-r

RECORDS

6A1 TIN, TENNESSEE

PHONE: 1600

THE NATION'S BEST SELLING RECORDS
**Gimmicks Galore**

**Record Club Plan Spurs Dealer Push**

NEW YORK, Aug. 25.—In the first week of Columbia's Record Club operation, a number of dealers representing most areas jumped into action in an effort to assess enrollments before the competition made up its mind about the deal. Out of this competitive spirit have come a number of gimmicks and procedures entirely new to the record business.

Schroeder's, in Mason City, Iowa, hired five door-to-door salesmen to sell memberships. If a salesman feels that the household doesn't own a record player, he offers to put one in on a trial basis.

Our St. Louis dealer has initiated a chain, whereby each subscriber is given three membership coupons, and for every new member he has recommended, the party gets a "samples" LP gift. Then each of the new members is given a chance to recommend three more-potential members, etc.

In one big Midwestern city, a dealer has approached churches and organizations, offering to install a $5,500 hi-fi sound system for any such group in exchange for 1,000 club subscriptions. Walker's in Omaha has contacted a mailing service in addition to door-to-door selling, in order to "get on it now before my competition beats me to the punch."

In Philadelphia, several dealers are considering the advisability of paying customers to sign up department stores, some of whom discovered a good thing in book club enrollments several years ago, prepared to set up "demotivation" booths in different parts of the stores.

Meanwhile, a number of first line-New York dealers explained publicly that they would have a title to do with Columbia as possible in the future. The Schmier chain, consisting of Boston Music in Boston, G. Schmier, in New York and Willis Music in Nashville, and the Liberty Music Shops in the New York area, have been particularly adamant in condemning the company.

In a number of areas, dealers have been requested, scheduling meetings, upon to organize a protest to the club, and others to discuss the pros and cons and to determine whether such a protest is advisable. One of the latter was scheduled by a Long Island group, will be the first in a series of functions. According to a spokesman for that group, Columbia execs will be invited to answer questions at a future meeting.

**How's That?**

**Pubbers Ask Cleffers for Contributions**

NEW YORK, Aug. 25.—A flock of newspapermen, many of whom are on record as never having received a kind word from a publisher, lifted their eyelids and even sent their morning orange juice out for analysis last week.

Several psychiatrists who administer to pains on the fringe of the music business, however, assured their patients that they weren't dreaming. Fraud wasn't involved at all, unless he was manipulating as Colleen Goldmark.

The cause of this confusion actually was a letter sent out by Sheldon Music, over Goldmark's signature, and it began like this: "Dear Writer: "Sheldon Music has been fortunate enough to be asked for new material by all the a&r men in our business. Involved in the record companies is material needed for the following artists who are coming up for record sales within the next four weeks."

And the letter goes on to name such people as Perry Como, Eddie Fisher, Kitty Kallen, Teresa Brewer, Rosemary Clooney, the Patti Page Cuts—15 top names in all.

"If you feel that you have anything unusual for the above artists, we are more than anxious to listen," wrote Goldmark. "Will you please call us for an appointment."

**Editorial**

**No Cause for Alarm**

- Continued from page 20

*Continued from page 20*

-Continued from page 20*

*Continued from page 20*

**Columbia Inks Barbara Ruick**

HOLLYWOOD, Aug. 25—Singer Barbara Ruick has been signed to a five-year term recording contract with Columbia Records, with Columbia Repertoire Tagger Morty Miller scheduled to arrive here next week for Miss Ruick's first recording session.

Part was negotiated by Personnel Manager Milck Emmons, with Miss Ruick joining the cast of "Carnival" in a co-starring role with Frank Sinatra. She also landed a part with 20th Century-Fox this week.

**Monady, August 29**

**A Chance at Love**

*As featured by Paul Weston and his orchestra on Columbia Records 40561

**YOUR COLUMBIA DISTRIBUTOR WILL BE READY WITH STOCK.**

**COLUMBIA RECORDS**

*Watch the Billboard*
JULIUS LaROSA

singing

"SUDDENLY THERE'S A VALLEY"
c/w

"EVERYTIME THAT I KISS CARRIE"

Cadence 1270

TV Performances
The Julius LaRosa Show
CBS TV, 7:45 P.M., Friday, Aug. 19
The Julius LaRosa Show
CBS TV, 7:45 P.M., Wed., Aug. 24
The Julius LaRosa Show
CBS TV, 7:45 P.M., Friday, Aug. 26
TV's Top Tunes
CBS TV, 10 P.M., Sat., Aug. 27
"SINCERELY" A HIT!

the
McGuire Sisters

give me love

with Chorus and Orchestra
directed by
DICK JACOBS

hits are a habit on...

Coral
61494 (78 rpm) and
9-61494 (45 rpm)
A Great Standard Becomes A Big NEW Hit!

The McGuire Sisters

Singing

SWEET SONG OF INDIA

with Chorus and Orchestra directed by
DICK JACOBS

CORAL 61494 (78 rpm) and 9-61494 (45 rpm)
Bigger than "Sweet and Gentle"

WHAM

There I Go
In Love
Again

ALAN DALE

with Chorus and Orchestra directed by DICK JACOBS

Coral
61495 (78 rpm) • 9-61495 (45 rpm)

www.americanradiohistory.com
A ROLLICKING SMASH!

ROCK 'N ROLL WITH A CHA-CHA BEAT

ROCKIN' THE CHA-CHA

ALAN DALE

with Chorus and Orchestra directed by DICK JACOBSCORAL

61495 (78 rpm) and 9-61495 (45 rpm)

hits are a habit on...
**Reviews and Ratings of New Popular Albums**

**SONGS OF THE WEST**


**FOR YOUNG MINDS IN LOVE**

Several musical classics for young minds in love. Made with the help of the Columbia Studio. Columbia CS-4518.

**REMEMBER THE NIGHT**


**PERSPECTIVES**


**IN THE HEAT OF THE NIGHT**

A gripping album featuring theHeat of the Night. Made with the help of the Columbia Studio. Columbia CS-4521.

**JAZZ**


**CHILDREN'S RHYTHMS**


**ANGEL'S TATTOO**

A touching album that touches the heart. Made with the help of the Columbia Studio. Columbia CS-4524.

**GREAT AMERICAN SONGS**


**PETIT'S JAM**


**REVIEWS AND RATINGS**

New Classical Releases

**GERHARDT, RAPIDADO IN RED**

Concerto in F for Piano and Orchestra. By the San Francisco Symphony Orchestra. Columbia CS-4527.

**BEETHOVEN: SYMPHONIES**

Nos. 3 and 5. By the Berlin Philharmonic Orchestra. Columbia CS-4528.

**RACHMANNINOFF, PIANO CONCERTO NO. 2**

By the Chicago Symphony Orchestra. Columbia CS-4529.

**RACHMANNINOFF, PIANO CONCERTO NO. 4**

By the New York Philharmonic Orchestra. Columbia CS-4530.

**BRAHMS: SYMPHONY NO. 1**

By the Vienna Philharmonic Orchestra. Columbia CS-4531.

**TCHAIKOVSKY: SWAN LAKE**

By the Royal Philharmonic Orchestra. Columbia CS-4532.

**MUSIC FOR A SUMMER NIGHT**

By the Minneapolis Symphony Orchestra. Columbia CS-4533.

**STARLIGHT CONCERT**

By the Hollywood Bowl Orchestra. Columbia CS-4534.

**CLASSICAL REVIEWS**

All Categories

**BENNET, CARRIE**

A magnificent work by the famous vocalist. Made with the help of the Columbia Studio. Columbia CS-4535.

**HADDON, JOHN**


**MELLE, BARRY**


**MUSICAL EVENTS**

An inevitable event. Made with the help of the Columbia Studio. Columbia CS-4538.

**WORLD MUSIC**


**INNOVATION**


**JAZZ AND BLUES**


**LEWIS, BOBBY**


**BRENNER, JOHN**


**MILLER, BING**


**STARR, JULIE**


**REVIEWS AND RATINGS**

New Classical Releases

**PINGO PINGS OF ROMAN**

NBY SYMPHONY (Toscanini) Columbia CS-4546.

**RACHMANNINOFF, PIANO CONCERTO NO. 2**

By the Romanian Symphony Orchestra. Columbia CS-4547.

**RACHMANNINOFF, PIANO CONCERTO NO. 4**

By the Swedish Symphony Orchestra. Columbia CS-4548.

**BENNET, CARRIE**

A magnificent work by the famous vocalist. Made with the help of the Columbia Studio. Columbia CS-4549.

**HADDON, JOHN**


**MELLE, BARRY**


**MUSICAL EVENTS**

An inevitable event. Made with the help of the Columbia Studio. Columbia CS-4552.

**WORLD MUSIC**


**INNOVATION**


**JAZZ AND BLUES**


**LEWIS, BOBBY**


**BRENNER, JOHN**


**MILLER, BING**


**STARR, JULIE**


**REVIEWS AND RATINGS**

New Classical Releases

**PINGO PINGS OF ROMAN**

NBY SYMPHONY (Toscanini) Columbia CS-4560.

**RACHMANNINOFF, PIANO CONCERTO NO. 2**

By the Romanian Symphony Orchestra. Columbia CS-4561.

**RACHMANNINOFF, PIANO CONCERTO NO. 4**

By the Swedish Symphony Orchestra. Columbia CS-4562.

**BENNET, CARRIE**

A magnificent work by the famous vocalist. Made with the help of the Columbia Studio. Columbia CS-4563.

**HADDON, JOHN**


**MELLE, BARRY**


**MUSICAL EVENTS**

An inevitable event. Made with the help of the Columbia Studio. Columbia CS-4566.

**WORLD MUSIC**


**INNOVATION**


**JAZZ AND BLUES**


**LEWIS, BOBBY**


**BRENNER, JOHN**


**MILLER, BING**


**STARR, JULIE**

You can subscribe to the COMPLETE COVERAGE PLAN by agreeing to take only one (1) Factory Sealed copy of each new classical release (Red Label) which will be shipped to you automatically every month.

The COMPLETE COVERAGE PLAN entitles you to

- a flat **10% discount** on all records purchased under the Plan
- automatic coverage on all new classical releases - coverage against loss of sales
- 100% exchange privilege to be exercised twice a year - coverage against possible slow-moving stock

**NOTE:** ONLY ONE (1) COMPLETE COVERAGE PLAN SUBSCRIPTION AVAILABLE PER STORE

---

**COMPLETE COVERAGE PLAN Subscription Agreement**

We (I) agree to purchase one (1) Factory Sealed copy of each new Angel Record Red Label release. We (I) understand that records purchased under the Plan will entitle us (me) to the following:

- 10% Plan discount
- 100% exchange privilege to be exercised in February and August
- 2% 10 E.O.M.

It is understood that we (I) or E.M.I. Sales (U.S.) Ltd. may cancel our (my) subscription at any time upon written notice.

(Dealer's Name)                                (Address)                                            (City and State)

Mail to COMPLETE COVERAGE PLAN
E.M.I. Sales (U.S.) Ltd., 38 W. 48th St., N. Y. 36
### HONOR ROLL OF HITS

#### THE NATION'S TOP TUNES for survey week ending August 17

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Record Company</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Rock Around the Clock</td>
<td>By Jimmy DeDio and Max Forrest—Published by Harry (ASCAP)</td>
<td>RCA Victor, 15205</td>
<td>14</td>
</tr>
<tr>
<td>2</td>
<td>Yellow Rose of Texas</td>
<td>By D. Guion—Published by Paramount (ASCAP)</td>
<td>Columbia, 1456</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>Ain't That a Shame</td>
<td>By D. Buconter and A. Domingo—Published by Cambridge (BMI)</td>
<td>Decca, 20141</td>
<td>7</td>
</tr>
<tr>
<td>4</td>
<td>Learnin' the Blues</td>
<td>By Beverly Veil—Published by Columbia (BMI)</td>
<td>Decca, 20422</td>
<td>14</td>
</tr>
<tr>
<td>5</td>
<td>Seventeen</td>
<td>By Young Carmen &amp; Band—Published by Lam (BMI)</td>
<td>Decca, 20222</td>
<td>11</td>
</tr>
<tr>
<td>6</td>
<td>Hard to Get</td>
<td>By Jack Kay—Published by Wintex (ASCAP)</td>
<td>Decca, 20141</td>
<td>10</td>
</tr>
<tr>
<td>7</td>
<td>Hummingbird</td>
<td>By Don Bady—Published by Ross Jankelk (ASCAP)</td>
<td>Columbia, 1456</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>Unchained Melody</td>
<td>By Don Turi and Abbe seated—Published by Frank (ASCAP)</td>
<td>Decca, 20141</td>
<td>21</td>
</tr>
<tr>
<td>9</td>
<td>Blossom Fell</td>
<td>By Donnelly, Howard Carnahan &amp; Leland Jones—Published by Stephen-Richardson (ASCAP)</td>
<td>Decca, 20141</td>
<td>16</td>
</tr>
<tr>
<td>10</td>
<td>I'll Never Stop Loving You</td>
<td>By Keto and Bouldin—Published by Peer (ASCAP)</td>
<td>Decca, 20141</td>
<td>7</td>
</tr>
<tr>
<td>11</td>
<td>Wake the Town and Tell the People</td>
<td>By Guth &amp; Hamburger—Published by Joe (ASCAP)</td>
<td>Decca, 20141</td>
<td>4</td>
</tr>
<tr>
<td>12</td>
<td>It's a Sin to Tell a Lie</td>
<td>By Billie Myers—Published by Brunswick, Vocal &amp; Cost (ASCAP)</td>
<td>Decca, 20141</td>
<td>12</td>
</tr>
<tr>
<td>13</td>
<td>Bible Tells Me So</td>
<td>By T. Peters—Published by Paramount Music (BMI)</td>
<td>Decca, 20141</td>
<td>16</td>
</tr>
<tr>
<td>14</td>
<td>Something's Gotta Give</td>
<td>By Johnny Mercer—Published by Robbins (ASCAP)</td>
<td>Decca, 20141</td>
<td>10</td>
</tr>
<tr>
<td>15</td>
<td>Man in the Raincoat</td>
<td>By P. Wemmer—Published by Columbia Limited (BMI)</td>
<td>Decca, 20141</td>
<td>13</td>
</tr>
<tr>
<td>21</td>
<td>Longest Walk</td>
<td>By Tadle Prentiss—Published by Adolph (ASCAP)</td>
<td>Decca, 20141</td>
<td>9</td>
</tr>
<tr>
<td>22</td>
<td>Song of the Dreamer</td>
<td>By Bob and Bert—Published by Lucky L.</td>
<td>Decca, 20141</td>
<td>23</td>
</tr>
<tr>
<td>23</td>
<td>Love Is a Many-Splendored Thing</td>
<td>By Tadle Wermner—Published by Columbia (BMI)</td>
<td>Decca, 20141</td>
<td>17</td>
</tr>
<tr>
<td>24</td>
<td>Gunn Drop</td>
<td>By Rob Thomson—Published by Tokyo (BMI)</td>
<td>Decca, 20141</td>
<td>28</td>
</tr>
<tr>
<td>25</td>
<td>Popcorn Song</td>
<td>By Rob Thomson—Published by Central (BMI)</td>
<td>Decca, 20141</td>
<td>22</td>
</tr>
</tbody>
</table>

#### Second Ten

<table>
<thead>
<tr>
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<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>Cherry Pink and Apple Blossom White</td>
<td>By Larry and Max Davis—Published by Chappell (ASCAP)</td>
<td>Decca, 20141</td>
<td>23</td>
</tr>
<tr>
<td>17</td>
<td>Tina Marie</td>
<td>By Bob Mehill—Published by Benson (ASCAP)</td>
<td>Decca, 20141</td>
<td>6</td>
</tr>
<tr>
<td>18</td>
<td>Maybellene</td>
<td>By Cook Reno—Published by Joe (BMI)</td>
<td>Decca, 20141</td>
<td>23</td>
</tr>
<tr>
<td>19</td>
<td>House of Blue Lights</td>
<td>By Fred Pate &amp; Don Reed—Published by Robbins (ASCAP)</td>
<td>Decca, 20141</td>
<td>19</td>
</tr>
<tr>
<td>20</td>
<td>Domani</td>
<td>By Tom York and Gene McGee—Published by Mottland Music Co. (BMI)</td>
<td>Decca, 20141</td>
<td>13</td>
</tr>
</tbody>
</table>

#### Third Ten

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>26</td>
<td>Honey Babe</td>
<td>By Paul Francis Webster &amp; Max Stoller—Published by Wintex (ASCAP)</td>
<td>Decca, 20141</td>
<td>17</td>
</tr>
<tr>
<td>27</td>
<td>Sweet and Gentle</td>
<td>By Delia Bink and George Thom—Published by Peer (BMI)</td>
<td>Decca, 20141</td>
<td>29</td>
</tr>
<tr>
<td>28</td>
<td>Autumn Leaves</td>
<td>By Hoyt and Mollie Magee—Published by Debu (BMI)</td>
<td>Decca, 20141</td>
<td>23</td>
</tr>
<tr>
<td>29</td>
<td>Media Theme (Blue Star)</td>
<td>By Hoyt and Rance Magee—Published by Debu (BMI)</td>
<td>Decca, 20141</td>
<td>27</td>
</tr>
</tbody>
</table>

### WARNING
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AUTUMN LEAVES
OO! WHAT
YOU DO TO ME

RECORD NO. 3223

ELLA MAE MORSE
and
BILLY MAY
and His Orchestra

BIRMIN’HAM
AN OCCASIONAL MAN

(Both From the Paramount Picture "THE GIRL RUSH")

RECORD NO. 3210

JUNE CHRISTY
KICKS
PETE KELLY’S BLUES
(From the Mork VII Production "Pete Kelly’s Blues")

RECORD NO. 3213

YVONNE DECARLO
with
NELSON RIDDLE
TAKE IT OR LEAVE IT
(From the Republic Picture "Flame of the Islands")

RECORD NO. 3206

THREE LITTLE STARS

Copyrighted material
KICK OFF...
Your campaign for October, November and December—Three Biggest MONEY MONTHS of the Whole Year!

Be ready to Cash In on all the tremendous opportunities for Extra Profits

...from traditionally stepped-up fall demand
...from the Christmas gift market, which gets BIGGER and starts earlier every year!

The Billboard is on your team—helps you CARRY THE BALL to greater sales than ever with

The Annual FALL MARKETING SPECIAL ISSUE
OCTOBER 1

Providing the Nation's Dealers—Your Customers—with the Help and Ideas they Need to sell more Records and Phonos—More of Your Goods this fall!

- Check-up Case Studies of Proven Dealer Phonos and Record Merchandising Plays.
- How dealers can sell more phonos.
- How record manufacturers back up dealer sales efforts.
- How to plan tie-in promotions on records and phonos to sell more of both.
- How new trends in record packaging are helping dealers sell more.
- Tape equipment and pre-recorded tape—a wrap-up of what's available and the growing opportunities for dealers.
- The start of Billboard's brand-new fall merchandising program for Phonos and Packaged records.
- PLUS—all of Billboard's valuable pop short and music and record-selling features and retail

And You're
THE WINNER
ALL THE WAY!

Your ad in this big Special Marketing Issue gives your whole sales campaign the TERRIFIC EXTRA DRIVE to go way over the top!...because it's seen by more record and phonograph dealers—who use it longer—than any other Billboard "Dealer" issue of the year!

Yet Low Regular-Issue Rates Apply

ISSUE DATED OCTOBER 1
ADVERTISING DEADLINE
SEPTEMBER 22

WRITE, WIRE OR CALL RIGHT AWAY...

Don Collins
1564 Broadway
New York 26
Plaza 7-2800

Cliff Strom
188 W. Randolph St.
Chicago 1
Central 6-8761

Ralph Wuest
2160 Patterson St.
Cincinnati 22
Dunbar 1-6439

Frank Joadling
309 Arcade Bldg.
St. Louis 1
Central 1-9443

Bob McCluskey
6000 Sunset Blvd.
Hollywood 28
Hollywood 9-5831
A GREAT FOLLOW UP TO 'HOUSE OF BLUE LIGHTS'

CHUCK MILLER TRIO

With A Tremendous Rendition Of

HAWKEYE

Be Sure To Hear This Great Hit!

NOW SHIPPING EVERYWHERE

MERCURY 70697
REPORTS are made as of the date that current materials were returned in the time period from the August 21, 1955, issue. The chart figures are based on sales during the corresponding period. The following charts are based on a 10-day sales period ending on 8/21/55. Results shown are based in bold type, the Last on preceding page is in light type.

1. ROCK AROUND THE CLOCK (ASCAP) - B. Haley .................. 1 18
2. AIN'T THAT A SHAME? (BMI) - P. Brown ..................... 2 7
3. BLUE SUEDE SHOES (ASCAP) - M. Miller ................ 3 4
4. LEARNIN' THE BLUES (ASCAP) - F. Sinatra .................. 4 16
5. HARD TO GET (ASCAP) - C. MacKenzie .................. 7 13
6. ROCK AROUND THE CLOCK (ASCAP) - L. Butler .......... 13 18
7. SEVENTEEN (BMI) - B. Bennett ...................... 6 8
8. BLOSSOM FELL (ASCAP) - Nat King Cole .................. 3 17
9. HOUSE OF BLUE LIGHTS (ASCAP) - C. Millner .......... 10 11
10. MAYBELLENE (BMI) - C. Berry .................... 12 2
11. IT'S A SIN TO TELL A LIE (ASCAP) - Larry Parks ........ 8 22
12. HUMMINGBIRD (ASCAP) - L. Paul & M. Ford ................... 9 6
13. TINA MARIE (ASCAP) - F. Connors ..................... 2 6
14. FOOLSED (ASCAP) - V's 20 61-922
15. WAKE THE TOWN AND TELL THE PEOPLE (ASCAP) - L. Butler .. 16 3
16. AIN'T THAT A SHAME? (BMI) - F. Denton ............ 15 17
17. I'LL NEVER STOP LOVING YOU (ASCAP) - L. Butler .......... 15 6
18. STEEL BLUE (BMI) - C. Royalty .................. 2 4523
19. SEVENTEEN (BMI) - R. Draper .................. 23 2
20. CUM DROP (BMI) - Crews Cola .................. 18 4
21. AUTUMN LEAVES (ASCAP) - R. Williams .................. 19 2
22. UOMANI (BMI) - J. La Russa .................. 17 6
23. UNCHAINED MELODY (ASCAP) - L. Baxter .................. 51 21
24. WAKE THE TOWN AND TELL THE PEOPLE (ASCAP) - L. Baxter .. 21 2
25. SONG OF THE DREAMER (BMI) - E. Walker .................. 1 17
26. BLOSSOM WHITE (ASCAP) - L. Baxter .................. 26 26

DEALERS AND OPERATORS

Top Ten Tunes Poster is on page 48

Tomorrow's Hits . . . . Today Poster is on page 50

Buckley Winter (BMI) - Col 4529

17. YOUNG RODGERS OF TEXAS (ASCAP) - M. Millner .... 14 2
18. HUMMINGBIRD (ASCAP) - L. Paul & M. Ford ............ 5 5
19. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP) - P. Pearl .. 21 2
20. SIXES AND SEVENS (BMI) - L. Baxter .................. 10 17
21. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP) - P. Pearl .. 20 26
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22. SIXES AND SEVENS (BMI) - L. Baxter .................. 10 17

From Out Of The West A GREAT NEW HIT!

SHIFTING WHISPERING SANDS

MERCURY 70696

SUNG BY

RUSTY DRAPER

Complete On One Side

A MAGNIFICENT RECORDING!
RCA VICTOR AND YOU, THE DEALER

Let's look at the RCA Victor Record for 1955

1. The new low price of only $3.98 per Long Play Record is bringing you, the dealer more new buying customers than you've ever seen before!

2. Simplified pricing (just 5 basic lines) provides you, the dealer with the most streamlined merchandising operation in record history!

3. Increased discounts on traffic merchandise are giving you, the dealer a larger dollar gross for your day-to-day operations!

4. Three quality record lines (RCA Victor, RCA Bluebird and RCA Camden) are giving you, the dealer the opportunity to sell more records to more customers in every price range!

5. RCA Victor's Store Modernization Program lets you, the dealer re-style your layout for faster, easier selling at a price you can afford!

6. Full page ads on a regular basis in Life and The Saturday Evening Post...consistent commercials on NBC-TV Spectaculars, other network television and radio shows...all combine to attract millions of new customers for you, the dealer.

7. RCA Victor's "Fabulous 55th" Anniversary Release brings you, the dealer the greatest values in record history...and customers must come to your store to buy. (See following two pages)

8. RCA Victor's new Personal Music Service Plan is positive insurance that you, the dealer need never lose a sale on merchandise temporarily out of stock. Every retail sale through Personal Music Service must be made in your store.

A STATEMENT ABOUT MAIL-ORDER RECORD CLUBS BY MANIE SACKS, VICE-PRESIDENT AND GENERAL MANAGER, RCA VICTOR RECORD DIVISION

We have received many dealer inquiries as to whether RCA Victor plans to start its own record club. We do not. It has always been our conviction that the record dealer has always been the backbone of the record industry, and all our plans have been designed to strengthen the dealer's position. The best way to realize the tremendous growth potential we see for the record industry is through aggressive dealers, stocked with competitively priced, quality merchandise. That is why we lowered the price of our Long Play records as much as 40% earlier this year. As a result, record sales have soared to a new high, and dealers, both large and small have benefited. RCA Victor has no intention of adopting any plan that will by-pass the dealer, cut his income, take record customers out of his store or narrow the consumers' freedom of choice of the wide variety of fine recordings on all labels now available to them. We are out to find new customers for our dealers, not to compete with them for retail sales. We will continue to direct all efforts toward making sure that our dealers never lose a sale—or a customer.

RCA Victor
To promote this fabulous release... the

Full-page ad for the two Highlight albums in September Life, Saturday Review and all Catalogs.

Full-page, full-color ad on the 24 "Fabulous Fifty-Fifth" Anniversary albums in October issue of Life.

Color commercials on NBC-TV Producers' Showcase, Sept. 19; and Martha Raye Show, Sept. 27.

Hard-hitting radio commercials on the NBC Monitor program—all during September and October.

Eye-catching "Fabulous Fifty-Fifth" window display in dazzling full color. Big 30 by 49 in. size.
RCA VICTOR CELEBRATES
55 FABULOUS YEARS
OF RECORD LEADERSHIP

With the First Great Release at the New Low Prices...
And Two Great Traffic-Building Sampler Records!

In January, 1901, the Victor Talking Machine Company released its first record. Now RCA Victor marks the 55th anniversary of that occasion with the greatest store traffic-building, record sales-boosting promotion in its history: RCA Victor's "Fabulous Fifty-Fifth" Anniversary Release! It's the profit opportunity of your lifetime—24 great new albums, twelve exciting new popular albums featuring top-selling artists, and twelve Red Seal albums of best-selling classics! Each in superb "New Orthophonic" High Fidelity sound...all at the lowest prices in RCA Victor history!

And here's the really Big News—two exciting Sampler Records in full-color covers...double assurance that this promotion will create traffic and sales galore for you! The POP SHOPPER contains complete selections from the 12 popular albums in the release. It's available in both Long Play and 3-record 45 EP. The RED SEAL SELECTOR contains excerpts from the new Red Seal albums. Each sampler is a $3.98 value...yet you'll sell them at a profit for only 98¢ each! Placed right on your counter in the handy merchandiser (shown at left)—these exciting highlight albums will sell themselves...and help you sell more RCA Victor "Fabulous Fifty-Fifth" Anniversary albums too!

biggest ad campaign in record history

Full color streamer. Full color supplements showing entire "Fabulous Fifty-Fifth" release. Ready-made ad mats for local newspaper use, plus mat kit to make your own advertisements. "Fabulous Fifty-Fifth" brochure. All you need to know to make the biggest profits you've ever had! and—three exciting bonus surprises!

Order these great sales aids call your RCA Victor record distributor right now!

RCA VICTOR
## The Billboard Music Popularity Charts

### Popular Records

#### Coming Up Strong

Listed below are records which have shown solid trade response during the past week, albeit actual sales were not yet heavy enough to place them on the National Best-Selling Chart. Compiled thru a survey of all major markets, these records figure strongly as potential chart entries in the very near future.

1. **The Longest Walk**  
   Jaye P. Morgan  
   (ASCAP) RCA Victor 6182

2. **Love Is a Many-Splendored Thing**  
   Four Acers  
   (ASCAP) Decca 20625

3. **Only You**  
   The Platters  
   (BMI) Mercury 70633

4. **You Are My Sunshine...Ferko String Band**  
   (BMI) Media 1013

5. **Why Don’t You Write Me?...Snooky Lansan**  
   (BMI) Dot 15385

6. **Moments to Remember**  
   Four Lads  
   (ASCAP) Columbia 40593

7. **I Want You to Be My Baby...Georgia Gibbs**  
   (BMI) Mercury 70665

8. **I Want You to Be My Baby...Lillian Briggs**  
   (BMI) Epic 9115

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**NOTE:** This chart does not have a set number of selections. The number will vary from week to week.

### Best Selling Sheet Music

*Faxes are issued in order of their national music importance at the sheet music publishers' request.*

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Publisher</th>
<th>List on Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1. Yellow Rose of Texas</td>
<td>Planetary</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>2. Rock Around the Clock</td>
<td>Myers</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>3. I'll Never Stop Loving You</td>
<td>Feist</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>4. Unchained Melody</td>
<td>Frank</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>5. Hard to Get</td>
<td>Warner</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>6. Bible Tells Me So</td>
<td>Frank</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>7. Seventeen</td>
<td>Ross &amp; Jamieson</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>8. I'm a Man That's Working for the Union</td>
<td>Ross &amp; Jamieson</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>9. It's a Sin to Tell a Lie</td>
<td>Ross &amp; Jamieson</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>10. The Clock</td>
<td>Ross &amp; Jamieson</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>11. Cherry Pink and Apple</td>
<td>Ross &amp; Jamieson</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>13. Ain't That a Shame?</td>
<td>Ross &amp; Jamieson</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>14. California Dreamer</td>
<td>Ross &amp; Jamieson</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>15. BLOSSOM FELL</td>
<td>Ross &amp; Jamieson</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>16. Mississippi Boogie</td>
<td>Ross &amp; Jamieson</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>17. Man in the Raincoat</td>
<td>Ross &amp; Jamieson</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>18. Wake the Town and Tell the People</td>
<td>Ross &amp; Jamieson</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>19. Cherry Pink and Apple</td>
<td>Ross &amp; Jamieson</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>20. Blossom White</td>
<td>Ross &amp; Jamieson</td>
<td>25</td>
</tr>
</tbody>
</table>

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*For a complete listing of the weekly charts, please visit [www.americanradiohistory.com](http://www.americanradiohistory.com).*

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**Copyrighted material**
PERCY FAITH PLAYS
"TROPICAL MERENQUE"

here's the first pop version of America's latest Latin dance craze
- Roasted by "We Won't Say Goodbye"
(40543 4-40543)

TROPICAL and TOPICAL
Another first served up by
COLUMBIA RECORDS
OPERATION PUSHPOP '55 ROLLS ON!

Make the most of the campaign to Keep the Pops Alive in '55
Order These Useful MERCHANDISING AIDS Today!

Acclaimed by Dealers and Operators Everywhere

THE BILLBOARD'S SPECIAL PUSHPOP

EASEL DISPLAY CARDS

Use these colorful, attention-getting display cards to post the special TOP TUNES and COMING UP STRONG poster sheets now appearing in your weekly Billboard.

A big 14" by 21" each, these cards are printed on durable display stock for long-lasting value. And they're backed up with handy-to-use easel stands that make them stand up straight—practically call out to customers to come in and buy!

You simply tear out the poster pages with each new weekly Billboard and mount them on your easel stands. Place them in windows, on counters, at every juke location; in fact, wherever they'll get the most attention.

"A superb sales aid," one dealer wrote, after but one week trial. Why don't you find out for yourself? Just a single dollar bill brings you both these jumbo display cards postpaid. How many sets do you want? Order right away while supply lasts!

SPECIAL LOW RATES—MAIL ORDER TODAY

MAIL THIS COUPON TODAY—START SERVICE NEXT WEEK!

Star Title Strip Co., P. O. Box 6125, Pittsburgh 12, Pa.

\[ \text{Please send 10 weeks' trial service—1 card (10 strips each) for each of six new Pop records weekly at the weekly charge.} ]

\[ \text{(Send illustrated folder and price list.)} ]

NAME OF COCOMPANY

ADDRESS

CITY-ZONE-STATE

\[ \text{Please print clearly} \]

Operators—Use THE famous

STAR PIC STRIPS
to Build Your Take on Every Box!

Here they are—the most revolutionary thing in years for Operators who want to generate News PLAYS AND PROFITS

Based on exclusive Billboard COMING UP STRONG CHARTS. In test period, 94% of records coming on best seller charts for first time had been selected as Pic-Strip picks as much as three weeks before.

Each week this tremendous service brings you Pic-Strips for six new pop records. Each strip is clearly printed and includes artists' photos. Forget the nasty job of tying your own strips and forget your programming worries. These strips do all the worrying for you—and help get you more plays and profits than ever.

Dealers—for More Sales and Bigger Purchases—from every customer—use

TODAY'S TOP TUNES

Here's the handy 6½ x 8½ folder which makes the ideal counter giveaway, the tailor-made mailing piece, especially designed to push dealer sales up and Up and UP! So low in cost—so high in sales results—and you can have your store name and address specially imprinted for mailing purposes at no extra charge. Order your trial supply now! Use the coupon.

THE BILLBOARD

2100 Patterson Street

Cincinnati 22, Ohio

Please send me your Pic-Strip mailing list, 1 special Billboard PUSHPOP poster and display boards. I enclose $____ for ____ sets. (25c per set at two boards)

COMPANY

ADDRESS

CITY-ZONE-STATE

MAIL ORDER TODAY

THE BILLBOARD

2100 Patterson Street

Cincinnati 22, Ohio

TODAY'S TOP TUNES DEPT.

Please print and mail TODAY'S TOP TUNES as follows:

CHECK ONE

\[ \text{1-week trial} \]

\[ \text{Twin a month} \]

\[ \text{Weekly} \]

\[ \text{Monthly} \]

CHECK ONE

\[ \text{10 copies $2.50} \]

\[ \text{25 copies $6.95} \]

\[ \text{50 copies $9.95} \]

\[ \text{100 copies $19.95} \]

NAME

ADDRESS

CITY-ZONE-STATE

PHONE NO.

ORDERED BY

Only $1 per set!
<table>
<thead>
<tr>
<th></th>
<th>Song Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ROCK AROUND THE CLOCK</td>
</tr>
<tr>
<td>2</td>
<td>YELLOW ROSE OF TEXAS</td>
</tr>
<tr>
<td>3</td>
<td>AIN’T THAT A SHAME</td>
</tr>
<tr>
<td>4</td>
<td>LEARNIN’ THE BLUES</td>
</tr>
<tr>
<td>5</td>
<td>SEVENTEEN</td>
</tr>
<tr>
<td>6</td>
<td>HARD TO GET</td>
</tr>
<tr>
<td>7</td>
<td>HUMMINGBIRD</td>
</tr>
<tr>
<td>8</td>
<td>UNCHAINED MELODY</td>
</tr>
<tr>
<td>9</td>
<td>BLOSSOM FELL</td>
</tr>
<tr>
<td>10</td>
<td>I’LL NEVER STOP LOVING YOU</td>
</tr>
</tbody>
</table>

First time in Top Ten

---

Note: The list above is based on Billboard's weekly survey of thousands of Record Stores, Disk Jockeys, and Juke Box Operators for the week ending August 20, 1955.
The most Flanagan you've ever heard
RALPH FLANAGAN AND HIS ORCHESTRA

BEEP BOOP (BOOP BEEP)
THERE'S NOTHIN' LIKE LOVE
(FROM COLUMBIA PICTURE "MY SISTER EILEEN") 20/47-6224

The most Harmonica you've ever heard
THE LEATHERNECKS

SLOW TRAIN BLUES
VIENNESE LANTERN
20/47-6225

"NEW ORTHOPHONIC" HIGH FIDELITY RECORDINGS
The Best of the

NEWEST TUNES

FOR THE WEEK ENDING—AUGUST 20, 1955

(one or more records now available for each)

Based Upon Exclusive Surveys and Analysis of *Billboard* Music Popularity Charts

DAY BY DAY

LOVE IS A MANY-SPLENDORED THING

GUM DROP

A SATISFIED MIND

YOU ARE MY SUNSHINE

ONLY YOU

I WANT YOU TO BE MY BABY

WHY DON'T YOU WRITE ME?
The Original! The Original! The Original!

THE ORIGINAL BIG HIT!

'Suddenly There's A Valley'

By Chuck Meyer & Biff Jones

As Sung By

GOGI GRANT

with
Buddy Bregman's Orchestra

c/w
"LOVE IS"—ERA #1003

Published by
WARMAN MUSIC
By Arrangement With
HILL & RANGE SONGS, INC.

Personal Management
JACK MORTON
1213 N. Highland Ave., Hollywood 28, Calif.
Phone: CRestview 1-3392—Hollywood 26608

ERA Records 1213 N. Highland
Hollywood, Calif.

Easter Record Dist.
Gotham Record Corp.

GENL. Dist. Co.
Baltimore, Md.

Hit Records
Cincinnati, Ohio

Lone Star Dist.
Houston, Texas

Mangold Dist.
Charlotte, N. C.

Melody Dist. Corp.
Buffalo, N. Y.

Midwest Dist.
St. Louis, Mo.

Music Sales
Memphis, Tenn.

M.IG Dist.
Chicago, Ill.

Oklahoma Record Supply
Oklahoma City, Oklahoma

Record Sales Co.
Los Angeles, Calif.

Roberson Sales Co.
New Orleans, La.

Southland Dist.
Atlanta, Ga.

Standard Dist.
Pittsburgh, Pa.

Tranz Disk
Boston, Mass.

Big State
Dallas, Texas

Malvern Dist.
New York, N. Y.
"ALRIGHT, OKAY, YOU WIN!"

B/W

"(IN THE EVENING) WHEN THE SUN GOES DOWN"

JOE WILLIAMS
Singing The Blues

RECORDS

McGUIRE SISTERS... Coral 61045

GIVE ME LOVE
(Hill & Range, BMI)

SWEET SONG OF INDIANA
(RCA, ASCAP)

The girls have a rock two-sided hit here, which should grab off many players from jocks and juke boxes. "Give Me Love" is a swinging platter, with a drive's beat and a beautiful hook of harmony by the McGuire Sisters. The sisters are equally effective on the flip with a smooth, interesting vocal treatment on the standard, based on the old Toney Dorcey instrumental.

ALAN DALE... Coral 61045

ROCKIN' THE CHA-CHA
(Fortune, BMI)

Dale has his first really big record hit as a long time riding the charts now, and his new disk should prove an equal success. It's a shrewd blend of r&b. and the cha cha beat, with an infectious rhythm and a rock performance by Dale and a vocal group. Flip is "Whim" (Pye, BMI).

DORI ANNE GRAY... Mercury 70659

LEARNING TO LOVE
(Trinity, BMI)

Mercury's new young cutty singer a brightly paced, eminently love song with an appealing air of seductive sweetness. The tune has a warm country and western flavor and an infectious groove. The famous Paul Wishing of the song on Abbott is showing some territorial action, and a check of covers on the time are scheduled for release this week and next; Flip is "The Smoky Mountain Waltz" (BMI).

* Review Spotlight on...

RECORDS

DICK JACOBS ORK
Sweethearts on Parade

Coral 61475-Jacobs, arranged of some hit disks, makes a strong bid under the new cover and this distinctive handling of the oldie. The mood is swingy, sentimental, with good choral chanting. Good tempo. (Fairfax, ASCAP)

I'll Know My Love

The melody here is the everloving "Greenleeves." Jacobs has scored a most dramatically a la Ray Charles' "Bishop," adding a vocal choir. Unusual, effective way that could attract a good plenty of attention. ( Budd, ASCAP)

RAY ANTHONY AND CORDON MacRAE
People Will Say We're in Love

(Capitol, 15217-The last ballad of his new record of the stage version of " Oklahoma!" should get a new lease on life with the new film production. Macrae, star of the flick, does it straight pop-style here with the lovely ballad. Good work. (Williamson, ASCAP)

The Surrey Whim the Fringe on Top

Macrae does a warm, thoroughly satisfying job on this special from the same production. Coupling should be a fine long-term sticking item. (Macrae, ASCAP)

THE LEE GORDON SINGERS
You Never Have to Stand Alone

Marlboro, 1919 - Inspirational ballad by Philadelphia's Murray Arnold is given a lush reading by the Gordon singers with harmonic solos by the choir. Pleasant enough sound to win plenty of disk jockey support. (Mill, ASCAP)

Angie Belle

(Columbia) 74-Carillon bells give a pretty tune a modulating, neat instrumental. Pleasant sound, too.

DAVID CARROLL

Mercury 5005

With Strings

This bright disk should be first love on the heavy-weights with jocks. (Pye, BMI)

Red Pettiford

(Detl. Records) 74-Blues guitar with these array of bright, living treatment. Pleasem (M Chu, BMI)

Bill Kenny

"The Gunman..."

Clifford Brown, 1949

This other famous of a former " Red Skin " top, well delivered by Kenny with swing and vocaloes. It has a good swing beat and could catch on well. (Guido, BMI)

The Gipsy..."

Redhead, 76-

Here another version of a former " Red Skin " hit, well delivered by Guido with smart and vocaloes. It has a good swing beat and could catch on well. (Guido, BMI)

Ed Fitzgerald

Clifford Brown, 1949

A sentimental Mood...79-A similar mood for this Eຸň. Also popular. (Guido, BMI)

COMING ON PAGE 51
from **COLUMBIA**

two top versions

The "original" by **BOBBY LORD**

(SOARING ON THE COUNTRY BEST-SELLER CHARTS)

and NOW

KEEP YOUR EYE ON THE BIG POP VERSION BY

**FRANKIE LAINE**

HAWK-EYE

Bobby Lord's "Hawk-Eye"
b/w "I Can't Make My Dreams Understand" 21427

Frankie Laine's "Hawk-Eye"
b/w "Your Love" 40238

COLUMBIA RECORDS
17 Day Sales Movement Indicates Smash Hit Of The Year!

LOLA DYN SINGS

WING 90015

THE Billboard Music Popularity Charts POPULAR RECORDS

• Reviews of New Pop Records

**Ronne Gaylord**

ROCKY 

*Wing* 90015—Interesting item. The California band has a lot of appeal, and this is a most promising 78. Plenty of good things have been done by bands that many people call "not a great deal for the price.

*丛林一 -

**Jackie Gleason**

*Born To Be Blue* 

*Capitol* 25533—The whole thing here is a terrific 78. Jackie's terrific and so is his way of doing business. A perfect instrumental which will sell on a lot of other radio. 

*丛林一 -

**Amos Brothers**

*Kick For Merry* 

*Coral* 66553—Now there's where the Coral label has scored by the Funk Brothers. This thing has been cut by one of the best downtown groups today, and the sound is terrific. A great album instrumental which will sell on a lot of other radio. 

*丛林一 -

**Phineas Wright**

*The Young Layers* 

*Capitol* 1495—Sassy, with a small band, including a girl vocalist, with the sound of a girl vocalist, with the sound of a girl vocalist, with the sound of a girl vocalist, with the sound of a girl vocalist. 

*丛林一 -

**The Four Tunes**

*Brooklyn Bridge* 

*Capitol* 13847—Based on an oldie, this is a terrific 78. Good things have been done by bands that many people call "not a great deal for the price.

*丛林一 -

**Mannie Brookes**

*Long Ago* 

*Capitol* 1495—Has a tiny, sweet touch to it, with the sound of a girl vocalist, with the sound of a girl vocalist, with the sound of a girl vocalist, with the sound of a girl vocalist. 

*丛林一 -

**Jan Maty Quartet**

*The Big Two* 

*Mercury* 1483—Over the oldies, this is a terrific 78. Good things have been done by bands that many people call "not a great deal for the price.

*丛林一 -

**The Sandy Stewart***

*Time and Time Again* 

*Mercury* 1483—This is a terrific 78. Good things have been done by bands that many people call "not a great deal for the price.

*丛林一 -

**Redd Foxx**

*What Ever Happened To You* 

*Mercury* 1483—The sound of a girl vocalist, with the sound of a girl vocalist, with the sound of a girl vocalist, with the sound of a girl vocalist. 

*丛林一 -

**Elma Jean**

*Time After Time* 

*Mercury* 1483—A terrific 78. The sound of a girl vocalist, with the sound of a girl vocalist, with the sound of a girl vocalist, with the sound of a girl vocalist. 

*丛林一 -

**The Cardinals***

*For All We Know* 

*Mercury* 1483—The sound of a girl vocalist, with the sound of a girl vocalist, with the sound of a girl vocalist, with the sound of a girl vocalist.

*丛林一 -

**Wally Phillips***

*The Name of Love* 

*Mercury* 1483—A terrific 78. The sound of a girl vocalist, with the sound of a girl vocalist, with the sound of a girl vocalist, with the sound of a girl vocalist. 

*丛林一 -

**Johnny Stewart***

*Listen Young***

*Mercury* 1483—A terrific 78. The sound of a girl vocalist, with the sound of a girl vocalist, with the sound of a girl vocalist, with the sound of a girl vocalist. 

*丛林一 -

**Jerry Butler***

*Take Me Out Of Your Heart* 

*Capitol* 1483—An oldie-plus-plus plus is presented with perfection by a good band. Good things have been done by bands that many people call "not a great deal for the price.**
when answering ads ... SAY YOU SAW IT IN THE BILLBOARD!

Victor Opposition

The Billboard  
184 N. Pasadena Ave., Pasadena, California  

* DISTRIBUTOR LIST

REAL RECORD CO.
148 N. Pasadena Ave., Pasadena 1, California

Lowest Prices!
V-M 920
By Stefat of Florida

when answering ads ...

SAY YOU SAW IT IN THE BILLBOARD!

Victor Opposition

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148 N. Pasadena Ave., Pasadena 1, California

Lowest Prices!
V-M 920
By Stefat of Florida
**HENRI RENÉ**

and his orchestra

**TOY TIGER/CONSTANTINO PLEE**

20/47-6221
VOX JOX

*Continued from page 29*

CHANGE OF THEMES? Dick Reynolds and Frank Ivy have teamed up to plot an all-night show over WINK, Cleveland. The Wednesday thru Sunday show runs from 1 a.m. to 6 a.m. and origi-
nates from Peck's Restaurant. Records will also continue but daily shows for WIK, Akron, O., thus putting him on the air more than 60 hours a week. Jerry Ryan, KFKA, Greeley, Colo., has started a new afternoon "morning type" show, with disk-interruption copy directed at motorists, pitch-
being that artists should "stay on" a local reran.

Buddy Deser and Joel Classen have a new Sunday-
program, "Music, Music, Music," over WITL, Balti-
more, from 6 to 9 p.m... Freddy Marshall is the new
morning man at WNAV An-
apolis, Md., airing platters from 6 to 1 a.m. every morn-
ing... Gabe Miller has
resigned from KYW, Philade-
phia, to join WAVY, Newark,
N. J.,... Frank Walker has
joined KISM Shreveport, La.,
as Madison on "Teenage Serenade," a nightly phone-
request show... Ron Bick-
land is leaving KISD, Shreve-
port, La., in join KLRI, Red。
wood Falls, as part of a
9 to 11 p.m. deejay show.

Please pass on promotions to station managers post of WINK, Rockville,
Md., and WGBI Rochester to handle his "Rock and Roll Party... Jim Duke is a new "Twinkieber" over
WIBO, Fairmont, W. Va., from 6 to 9 a.m. Lou Dennis, formerly
with WVOU, Lebanon, Mo., has moved to WHHY, Waterbury,
Conn. New deejay at KCHD, Caldwell, Idaho, is Tom Yaman-
aka, who handles both pop and
class platters shows... Al Smith is
the new music librarian at WWDG, Washington, New-

staffer at WETM Danville, Va.,
Ros Landry, formerly with
WMBA, Orange, Va.,... Bill Fran-
co has replaced Dick Bellamy
for the noon show at WCNY, Mid-
town, Conn.

Sylvan Green, manager and
representative for Beatrice Kay
for the past 35 years, has
bought deejay and is planning
one on the "Night Hawk Show"
from nine to 1 a.m. over
KONE, Reno, Nev.

YESTERDAY'S TOPS—
The nation's top tunes on records
as reported in The Billboard
AUGUST 29, 1945
1. On the Atoll soc. Tepeka and Santa Fe
2. If I Loved You
3. Till the End of Time
4. Send Me the News
5. Gotta Be This or That
6. Bell Bottom Trouser
7. I Wish I Knew
8. Dream
9. The Mare 4 See You
10. There I've Said It Again
AUGUST 29, 1950.
1. Goodnight Irene
2. Mora Line
3. Play a Simple Melody
4. Sing a Song
5. Tenez, Tenez, Fanna
6. I Wanna Be Loved
7. Count Every Star
8. Bewitched
9. Third Man Home, The
10. Benkapre 4 Retreat

EML to Rep
Granz Labels
In England

HOLLYWOOD, Aug. 29—Norman Granz, president of Clef
and Ingrid Records, has com-
pelled negotiations with EMI
& EMI's Musical Industries, Ltd., will
represent the Granz label in Eng-
land, British Africa, Italy and
Egypt.

More a further evidence of
Granz's expansion in foreign mar-
Kets. A three-year deal, the pact
calls for EMI to manufacture and
distribute Clef records in the afore-
mentioned countries. Only Clef
records will be released there, un-
der EMI's Columbia label, the lat-
ter to be officially tagged Colum-
bia-Clef series.

Similar arrangements for other
markets around the world are ex-
pected to be concluded between
EMI and Granz.

Payne Signs
With Starday

HOLLYWOOD, Aug. 29—Leon Payne, veteran Denver country star, who has
recently achieved the release of his debut album to the Fence label, according to Dave Pierce, president of the firm.
Negotiations were handled by
Harold Dalrymple, of Southeast
Recordings Company, Houston. First release is planned for Sep-
tember.

at KRVZ, La Junta, Colo., is Dick
Farrell. ... Ed Monty has moved
from KSO, Des Moines to WHO-TV, Des Moines. ... New staff
addition at WONN, Def-
iance, O., is Dave Harold, formerly
of WREK, Evansville, Ind. He
handles three daily shows over
WONN, broadcasting five and
a half hours of music each day.

THE BILLBOARD

IN ST. LOUIS

IT'S PREMIER

Complete recording facilities for phonograph sessions
MODERN STUDIOS • FISHER EQUIPMENT
MUSICAL ENGINEERING KNOW-HOW

PREMIER

FIRM AND RECORDING CORPORATION
8053 Loretto Street St. Louis 3, Missouri
Jenifer 1-1582

WANTED

GIRL MUSICIANS

Willing to travel, all instruments for
Western Swing Band. Send picture and
resume.

ARLENE WRIGHT
R. D. 1, Trenton, New Jersey
Tel. Allentown (N. J.) 9-4611

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DISCONTINUED DISTRIBUTION STOCKS

New 78 rpm records, discs, Victor
Mercury, MGM, Coca. etc.,
$60.00 per thousand

One-third cash, balance C.O.D.

VEDCO CO.
724 Park Ave. New York 1, N. Y.
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MUSIC PRINTING

LEAD SHEETS—25c to 1.00—10c each

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AUTO LITHO

James Bixler, Florida

GIVE TO DAMON RUYTON

CANCER FUND

SAXOPHONE RAG/
CHARLESTON ALLEY

JOE REISMAN

and his orchestra

30/47-6220

"New Orthonorphic" High Fidelity Recordings

NEW STUFF

BOYD BENNETT
SEVENTEEN
LITTLE OLD YOU-ALL
KING 1470

OTIS WILLIAMS
and his New Group

GUM DROP
SAY ME, SAY ME
DE LUXE 6090

EARL BOSTIC
DREAM
EAST OF THE SUN
KING 4915

SAY YOU SAW IT IN THE BILLBOARD!
The Billboard Music Popularity Charts

**COUNTRY & WESTERN RECORDS**

**• Best Sellers in Stores**

For survey week ending August 17

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the country. Each week ten records are listed on this chart. The position of each record is reported on both sides of a record: posts are confined to determining position on the chart. In each a note, both sides are listed in bold type, the leading side indicated with post.

1. I DON'T CARE (BMI)-W. Pierce
   Week: 2
   Post: 9
   Chart: 1

2. CATTLE CALL (ASCAP)-K. Wells
   Week: 5
   Post: 6
   Chart: 2

3. SATISFIED MIND (BMI)-R. & B. Foley
   Week: 6
   Post: 12
   Chart: 3

4. SATISFIED MIND (BMI)-J. Shepherd
   Week: 4
   Post: 10
   Chart: 4

5. TAKE POSSESSION-Cap 3118
   Week: 1
   Post: 11
   Chart: 5

6. I'M IN LOVE WITH YOU (BMI)-Dec 2977
   Week: 3
   Post: 3
   Chart: 6

7. MOST OF ALL (BMI)-J. Thompson
   Week: 4
   Post: 15
   Chart: 7

8. VENGEFUL WOMAN IN A SONG (BMI)-Cap 3189
   Week: 2
   Post: 16
   Chart: 8

9. YELLOW ROSES (BMI)-H. Snow
   Week: 1
   Post: 9
   Chart: 9

10. CRYIN', PRAYIN', WAITIN', HOPIN'-BMI-2976
    Week: 1
    Post: 13
    Chart: 10

**• Most Played in Juke Boxes**

For survey week ending August 17

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When scores are tied, the number of plays is considered in determining position on the chart.

1. I DON'T CARE (BMI)-W. Pierce
   Week: 2
   Post: 9
   Chart: 1

2. CATTLE CALL (ASCAP)-K. Wells
   Week: 5
   Post: 6
   Chart: 2

3. SATISFIED MIND (BMI)-J. Shepherd
   Week: 4
   Post: 10
   Chart: 3

4. YELLOW ROSES (BMI)-H. Snow
   Week: 1
   Post: 9
   Chart: 4

5. CRYIN', PRAYIN', WAITIN', HOPIN'-BMI-2976
    Week: 1
    Post: 13
    Chart: 5

**• Most Played by Jockeys**

For survey week ending August 17

RECORDS are ranked in order of the greater number of plays on disc jockey shows across the country, as determined by The Billboard's weekly survey of top disc jockey shows in all key markets.

1. I DON'T CARE-W. Pierce
   Week: 2
   Post: 9
   Chart: 1

2. CATTLE CALL-K. Wells
   Week: 5
   Post: 6
   Chart: 2

3. SATISFIED MIND-R. & B. Foley
   Week: 6
   Post: 12
   Chart: 3

4. YELLOW ROSES-H. Snow
   Week: 1
   Post: 9
   Chart: 4

5. CRYIN', PRAYIN', WAITIN', HOPIN'-BMI-2976
    Week: 1
    Post: 13
    Chart: 5

6. SATISFIED MIND-R. & B. Foley
   Week: 6
   Post: 12
   Chart: 6
**The Billboard Music Popularity Charts**

**COUNTRY & WESTERN RECORDS**

**Review Spotlight on...**

**RECORDS**

JEAN SHEPARD

Beautifil Lies (Central, B) 1 Thought of You (Fairway, B) Capitol 13056-A warm, expressive vocal treatment of two lovely ballads. Both side feature strong, sincere lyric content, and attractve backing. Jean Shepard's first hit big "Satisfied Maid" built her a solid fan following. This new disc should pull enough spin to give her a second winner on the charts.

**THE WILBUR BROTHERS**

Temptation Goes Away (Lancaster, B) Made Up Medley (Gordon, Harris, Broadway, ASCAP) -Decca 29304-14, the twins wade with appealing vocal security on "Templation Goes Away," a spirited tune with a fine set of lyrics, featuring a get-the-behind-it-Satan theme. Flip spotlights some excellent fiddle wax, with the twin's impressive instrumental playing, "Old Stooler." Time's Amazing Arrives Here.

JUNE LOCKLIN

Let Me Confess (Cupar, B) 2845 -A plaintive weeper sung with sincerity and sweet emotional impact by Locklin. Lingerie lyrics concern a heroine's promise to stop running around if her front will do the same. Disc will 'Tll Always Be Shouting By (Cupar, B).

JIMMY PATTON

Old Johnny (Dandall, B) 59-146- Patton wrapp up strong, original material (somewhat in the style of this Old Home) with a shrewsdly vocal and artistic phrasing. Lyrics explain a men's attachment to an old cot in terms of a sentimental story of memories. Flip is "Two-Age Night" (R. & R. B).

**Reviews of New C & W Records**

**ANNIE CARTER**

How We Are Made (RCA Victor 4029-8) This disc features four original songs sung by the strikingly beautiful singer known as "The Little People." All songs center around the theme of herding cattle.

**TEXAS BILL STRENGTH**

The Village Blacksmith (Progressive, B) 71-8 This disc has two original songs by the same composer, one as the boy and the other as the main character. The disc has strong vocal support by Strenton and walls, but the disc has interest in the lyric.

**GLENN RESER**

Wanted You, Wanted You (Beacon, B) 78-2 This disc has one original song, "Wanted You," and the other song is "Gone." The disc is a good melody and line. It is very easy to follow and get many plays.

**SHIRLEY WYNWOOD**

You Were Mean to Me (RCA Victor 72-15) This disc features three original songs. The one side is a good melody, and the other side is a good vocal. The disc is quite easy to follow.

**RED MURRAY**

Laughing Stock (Red Murray, B) 72-2 This disc has two original songs, one as the girl and the other as the boy. The disc has strong vocal support by Murray and a good melody. It is quite easy to follow.

**CRAVER'S BAND**

Crazy Horse (RCA Victor 73-1) This disc features two original songs. The one side is a good melody, and the other side is a good vocal. The disc is quite easy to follow.

**BUBBIE MERRY**

When I'm Locked Out (RCA Victor 74-8) This disc features two original songs. The one side is a good melody, and the other side is a good vocal. The disc is quite easy to follow.

**BILLY COOK**

You Gotta Be Good (RCA Victor 75-7) This disc features two original songs. The one side is a good melody, and the other side is a good vocal. The disc is quite easy to follow.

**MOON MULLEIN**

Moon and You (RCA Victor 76-2) This disc features two original songs. The one side is a good melody, and the other side is a good vocal. The disc is quite easy to follow.

**SLEEPY SUNDAY & THE LADY BOYS**

What's Up, You're Beautiful (RCA Victor 77-5) This disc features two original songs. The one side is a good melody, and the other side is a good vocal. The disc is quite easy to follow.
FOLK TALENT AND TUNES

Continued from page 4

Working recently at the Million Dollar Cowboy Bar, Jackson, Wyo., were Sonny & June Byrnes from Tusc. Jenson, who next door at the El Rancho Western Bar with Madeleine Wakley and the Three Young Western girls trio... Eddy Dee, who recently moved from New England to Nashville, was a special guest with the New England Hayride on the Opry... Webb Pierce (with Bill Monroe's Blue Grass Boys) recently returned from Canada..."The Autumn Leaves"... "The Last Leaf (of Fall)"

... Leo Paul, formerly of "Old Joe's" in Hartford, Ct., is in September, "Al Hawkins' Conuntry Time"... They have moved to WLAM, Lebanon, for Tuesday and Thursday half-hour shows... The famous "Gang of Five"... Their new western line-up is still going strong on WAGON-A-MONT, Portland, Me., working two half-hour shows a week. Crew consists of Don Monroe, accordion; Joe Callahan, fiddle; George Miller, guitar, and vocals..."Arlene"..."Castle"..."Cryln',"...Satisfied, etc....

CASTLE Satisfied, Castle, Albany, N.Y.

SAVING X CASTRE Satisfied, E. M., South Bend, Ind.

CONNIE, Castile, S. W. Va.

CITY CASTLE Satisfied, Castle, E. Va.

Cincinnati

2. I Don't Care, W. Yale, Pause, Del.
3. Satisfied, M. E., Mound City, Ill.

Cleveland

2. I Don't Care, W. Yale, Pause, Del.

Columbia

2. I Don't Care, W. Yale, Pause, Del.

Cougars, Pocatello, Utah, are playing in the Salt Lake City, Ut., area, with a strong southern line-up: Ray Ackley, K. Wally, Detzel, B. J. Redgers, Kay, W. Sanders, L. B. Miller.

THE GRANDJUB'N

1. I Don't Care, W. Yale, Pause, Del.
2. Satisfied Mlad., Mound City, Ill.

Dallas-Fort Worth

2. I Don't Care, W. Yale, Pause, Del.

Denver

2. I Don't Care, W. Yale, Pause, Del.

Duluth-Superior

2. I Don't Care, W. Yale, Pause, Del.

Dumas, Texas

2. I Don't Care, W. Yale, Pause, Del.

Fort Worth

2. I Don't Care, W. Yale, Pause, Del.

Houston

2. I Don't Care, W. Yale, Pause, Del.

Los Angeles

2. I Don't Care, W. Yale, Pause, Del.

Memphis

2. I Don't Care, W. Yale, Pause, Del.

New Orleans

2. I Don't Care, W. Yale, Pause, Del.

New York City

2. I Don't Care, W. Yale, Pause, Del.

Pittsburgh

2. I Don't Care, W. Yale, Pause, Del.

Richmond, Va.

1. I Don't Care, W. Yale, Pause, Del.
2. Satisfied Mlad., Mound City, Ill.

St. Louis

1. In the Jamboree News, W. Plaza, Del.
2. I Don't Care, W. Yale, Pause, Del.

St. Paul, Minn.

1. In the Jamboree News, W. Plaza, Del.
2. I Don't Care, W. Yale, Pause, Del.

St. Louis

2. I Don't Care, W. Yale, Pause, Del.

Virginia City

2. I Don't Care, W. Yale, Pause, Del.

KANSAS CITY

2. I Don't Care, W. Yale, Pause, Del.

MINNEAPOLIS

2. I Don't Care, W. Yale, Pause, Del.

Milwaukee

2. I Don't Care, W. Yale, Pause, Del.

Minneapolis

2. I Don't Care, W. Yale, Pause, Del.

Memphis

2. I Don't Care, W. Yale, Pause, Del.

Minneapolis

2. I Don't Care, W. Yale, Pause, Del.
"The Late JOHNNY ACE"

"ANYMORE"

(Don't overlook the flip side)

Going Strong

"HOW CAN YOU BE SO MEAN"

DUKE #114

SOLD 300,000 COPIES BEFORE RELEASE DATE

THE BILLBOARD

MUSIC-RADIO 61

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

• R & B Territorial Best Sellers

For survey week ending August 17

[List of songs and artists]

• Reviews of New R & B Records

[Review of new R & B records]

[Continued on page 62]
Exciting Rock & Roll Group... The Gypsies

"1-2-3 Go"

"GOOD TO YOU BABY"

"I WANNA LOVE YOU"

"YOU'RE MINE ALREADY"

"SIX O'CLOCK BOUNCE"

by JOHN GREER

"GOODBYE"

"COME BACK"

MAYBELLENE

NOW... the further adventures of Maybellene...

"WALKIN' THE BLUES"

by THE DUDROPPERS

"MIGHT CRAWLIN'"

a new PIANO RED

6/23/55

GROOVE RECORDS

165 EAST 28TH. ST. NEW YORK N.Y.

The Billboard Music Popularity Charts

- Reviews of New R & B Records -
- Best Sellers in Stores -

The following is a partial listing of the most played records by jockeys in rock & roll songs in the second week ending August 17, 1955.

1. MAYSAN (Paul) - "I WANNA LOVE YOU"
2. MAYSAN (Paul) - "YOU'RE MINE ALREADY"
3. MAYSAN (Paul) - "SIX O'CLOCK BOUNCE"
4. MAYSAN (Paul) - "GOODBYE"
5. MAYSAN (Paul) - "COME BACK"

Most Played Records

1. "NIGHT CRAWLIN'"
2. "MIGHT CRAWLIN'"
3. "GOODBYE"
4. "COME BACK"
5. "WALKIN' THE BLUES"

The Billboard Music Popularity Charts is published weekly by The Billboard Magazine.
The Billboard’s Review Spotlight’s on

LOVE YOU, LOVE YOU, LOVE YOU

by

TWO STRANGERS

by

THE MARIOLGODS

Excels 2061

Western union order from

Mamman in Los Angeles

HOLLYWOOD RECORD CO., INC.

177 Third Ave., N., Nashville, Tenn.

Phone 42-2318

Vee-Jay 153

"SHE DON’T WANT ME NO MORE"

by

Jimmy Reed

"I DON’T GO FOR THAT"

by

The Spaniels

Vee-Jay 154

"YOU PAINTED PICTURES"

by

The Spaniels

THE JAGUARS

Ardell #3003

AARDELL RECORD CO.

6130 Sela Ave.

Hollywood 28, Calif.

577909

EVERYONE’S PLATING

EVERYONE’S LAUGHING

by

HOT SNAP

by

CLEO MUMPER

Atlantic 1029

AMERICAN RECORDS

EVERYONE’S LAUGHING

GIVE TO DAMON RUNYON CANCER FUND

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

• This Week’s Best Buys

SUN DROP (Toombs, BMG)-Otis Williams and His Charms—De Luxe 6099

This record has been on the market for over two months, but is

selling its first big push just now when a pop version of the tune is

(Continued on page 92)

• Reviews Spotlight on...

FATIE DOMINO

All By Myself (Commodore, BMG)-Troubles of My Own (Commodore, BMG)—Impulse 1937

—The insistable Domino has another hit platter in this

(Continued on page 32)

• Reviews of New R & B Records

BOBBY BARRIS

Don’t Do It Baby (London, BMG)—Adaptation (aylum, BMG)

The Miracles—Lost Without You (Motown, BMG)

(Continued from page 23)

THE PYRAMIDS

Daddy Moll (Touche, BMG)

The Miracles—Lost Without You (Motown, BMG)

(Continued from page 32)

FANTASY AND FUGUE IN D MINOR WQW(1740) By J.S. BACH

On a number of occasions recomposed in 18th-century France for the harpsichord, Fantasia and Fugue in D minor has often been

(Continued from page 14)

CRUTCH’S CHOICE: CHOSEN BY PAUL BRUCE (1-17) — RCA Victor LCT 3732

The Crutches have chosen their March song, "Young at Heart," to

(Continued from page 25)

REIGN AT THE RITZ

The Ritz toasts June 12th and 13th with an all-star cast

(Continued from page 19)

FIRST RATES

Now playing at the Ritz is "First Rites," a new musical by

(Continued from page 10)

RICKY RICKER

Ricky Ricker's new show, "Ricky Ricker's New Show," is

(Continued from page 17)

REMEMBER THE EMPIRE STATE BUILDING?

With the Empire State Building facade illuminated, "Remember the

(Continued from page 8)

MULSO STUDIOS

 location in 3rd floor of MULSO STUDIOS

IN WHICH YOU WISH

Wish you lived in Hollywood?

(Continued from page 12)

LATEST COMEDY MATERIAL TO

A huge collection of the funniest bits, lines, gags, etc. is

(Continued from page 10)

SCENERY

Dye Draps, Flat Sets, Cyclorama Curtains, Costumes, Operating Rooms

(Continued from page 11)

MOUNTAIN LANDING

In the heart of Chicago's Loop

HOTEL RANCRONT

80 W. Randolph Street

Toronto near Clark

Boxes with and without bath—also suites. Special rates for large parties.

(Continued from page 11)

BE A BOOZE FOR MILTON SCHUSTER

New building at 2218 E. 41st St., Chicago

COLUMBIA Records

#1027

Mercy Dee

#1010

The Pusher

COLUMBIA Records

615 W. Randolph Street

Chicago 5, Ill.
IN MEMORY OF OUR DEPARTED AMELIA

JEAN, KL. CORN, 71, for more than 40 years a favorite with audiences as the wife of "Davy Crockett," is in her final resting place in Forest Hill Cemetery, Chicago. Mrs. Corn was born March 18, 1879, in Salina, Kans., and was the wife of Ben J. Corn, a former Chicago policeman who died in 1925. She was the mother of two sons, Frank and Harry Corn, both of whom reside in Chicago. Mrs. Corn was 71 years old and had been in failing health for some time.

ERNEST DELABATE

PASSAWAY AUGUST 22, 1953

BILLY G. WILLIAMS

Who Passed Away

August 24, 1953

I miss you more and more each day.
Water Show
Opens Okay
At Detroit

DETOIT, Aug. 20—Riversauna, Detroit's first major festival since the Dearborn Fair on the riverbank on
Wednesday night (17) with the first performance of Al Strohs
Dineau's "Miss Falls of '85." This
first major water show to be pre
sented in the Motor City's three-acre house at the 6,000-
seat amphitheater, brought in $3,539.

The amphitheater was con
structed around a section of the
Scott Fountain basin at city
owned Belle Isle Park. Three Four
lanes which form the basin faced the backdrop
of Downtown Detroit in what a city that has never been to
this kind entertainment. In addi
tion, the entire festival was or
ganized, sponsored, filmed and
in TV action, support, however, was
strong.

In addition to the water show and
parade, etc., a seven-day pro
gram is also being staged at the
Rivera Theater, near the foot of the Scott Fountain, in the new Cate Center
Program is changed each night with general admission seats going at 51 and no rem
ner.

Program will include the Detroit Pops and the New York Philharmonic on Saturday (20). Other re
sources will be from Ingleside, from Horror, from Morocco, and other
n good scene area, presents a world of roving performers. Perfor
 mgrating is a riding exhibit
n friends, ticket windows, toadstools, and banners.

Introductions were to be get

the Festival, which is to be held
September 20-28. The show will feature O. D. Orr, of Portland, director of a
the executive vice-president, and Richard H. Moulton, promoter.

Ongood has been in charge of races for the past eight years, Orr and Moulton are partners in a Concord ad
vertising firm.

The group's plan was to get

The city has already approved p" Organized
n week's end, there will be a 12-hour
program and extensive remolding of the layout estimated to cost close to $100,000.

Sweenson Wins
In Neb., Aug. 20

DAVENPORT, Aug. 20—

Manager Dave Hessey of, the

a 600-boat capacity. A week

a 2-mile course. The races were

and

Hessey said the perfect


The street looks like its own re

The owners were Ray and

Christopher Patrick O'Callaghan is

a major attraction of the show, was

rebuilding Duroie LoScoy, who

has been featured in the

was

almost the 14,000 opening day a

y age," said Hessey. "However,

ever an arrowed showed one belle's

Monte Brooks, a highly scored, well-known boat, in the all
day record. The free atomic energy
crash is one of the best

never have been a little over the

ate. Meanwhile, Michigan\n
Commissioners were expected to

year's fair on the 50 acres at

loved the event. But as far as

Grand mid-morning running an option

racing was planning and

is to retrieve the names and

Seats at the Cresham site, and an archi

and architects will be called in to

these buildings would some of

the cooling problems.

the AC's rapidly steady line-up of
time, which in the initial hun

time was the only feature of the
given the new look in the coming

channels.

Whipping Milt Play
MARKS ILL. STATE FAIR

Rides, Shows Up 24% as Gate Hits
Normal Pace; Grandstand Biz Off

By HERB DOTTEN

SPRINGFIELD, Ill., Aug. 20—

The Illinois State Fair opened

the Midwest Fair State to operate this

Thru, the ninth day

of the fair, with the usual big

racing was substantially

better. Ticket sales for the first

eight days were up 3,000,000.

Ticket sales for the eight

High hit attendance and spending

Fair once that they believed

final estimated attendance for the

full run was over 1,000,000.

But, fair events were quieter

than expected, according to the

personal appearance of

Governor Eisenhower.

Out of this year was the

heavy promotion given the

racing. Even more excitement

than that of a few days ago,

the last to be announced

on the fair's first day

and was also

for the Fair's
day. The Fair's
early days were given comfortable

temperatures but the closing
days were hot, which affected

early attendance and spending

past.

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Fair once that they believed

final estimated attendance for the

full run was over 1,000,000.
"More and more outdoor operators are switching to POPSIT PLUS!
with butterlike flavor!"

says Larry Goldmeier, Jr., "POPSIT PLUS gives popcorn a flavor and color that makes it easier to sell. Concessionaires, carnival men and drive-in theatre operators tell us POPSIT PLUS leaves fewer duds in the bottom of their poppers. And because it's liquid, it's easy to store, measure and use in paper or metal containers."

Outdoors concessionaires like POPSIT PLUS, too, especially in areas where such foods as fish, fries, seafood and chicken are no longer a part of outdoor fare. No wonder sales of POPSIT PLUS keep climbing!

Try POPSIT PLUS yourself for just one week. You'll make it your regular and only popping and frying oil.

Auditorium-Arenas

Trotters Have Surprises Up Sleeve for New Season

By TOM PARKINSON

Jitterbugging's new season with the Harlem Globetrotters will be one of surprises for the audience at the Metropolitan Opera Company.

A series of popular acts will open the season, which will also feature a film of the Trotters performing in Europe. The film was made on the last tour of the team and will give the audience a glimpse of the team in action abroad.

The season opens with a special showing of the film, followed by a live performance by the Trotters. The show will include a variety of acts, including acrobatics, comedy, and musical numbers.

The Trotters are known for their fast-paced, acrobatic shows, which are always a hit with audiences. They have been performing around the world for over 50 years, and their shows are always a highlight of the season.

The season will also feature a variety of other acts, including popular singers and dancers, as well as local performers.

The Metropolitan Opera Company is one of the most prestigious opera companies in the world, and the Trotters are excited to be part of the season. They have performed at the company in the past, and the team is looking forward to returning.

The season opens on October 1st, and tickets can be purchased online or at the box office.

For more information, please visit www.americanradiohistory.com.
SIMULATaneously Shows

N. Y. Coliseum to Open With 3-In-1

NEW YORK, Aug. 29 - The huge new Coliseum being completed here will open April 28 with three shows doing an simultaneous-the International Motor, Aircraft and Aerospace Industry, International Photography Exhibition. Event will occupy a separate floor of the building.

Also nesting at the James F. Walsh will not go into further details, he said more than 20 other shows have been contracted 11 days after the first-of-the three-day International Horse Building Exposition, the last of the first event to use all four floors and 30 booths. The arena floor space the structure has to offer.

The exposition section will be one phase of the development which sweeps from the Columbus Circle, the Metropolitan and Central Park West. Also continued will be the usual office structure and apartment dwellings.

Among the shows, passengers will be in the Coliseum, each with a separate roof. There will be seven escadrons and five fireplugs, the first of them, four. Of capacity, 100,000, will accommodate 15,000 passengers for overflow. Ample accommodations for overflow will be on the fifth floor of the building.

The International Horse Building Exposition, will be a super home show covering an area larger than 10 football fields. Four complete model homes with living rooms, the exhibits, and more than 500 motion pictures will be screened for adults. An estimated 11,500 people will be required to man the booths.

Director of exhibits for the horse exposition is John O'Connell, producer and director of more than 100 exhibitions at a former department store in the world. O'Connell is expected in charge of the production throughout the country, and is a Consulting Engineer to the Republic of China in formulating plans for a Calin World Trade Fair. The horse exposition plans to change $10 million in cash, with a cost of $10 million, and discount tickets distributed through schools and other groups.

Cincy Sports Show Skedded

CINCINNATI, Aug. 29 - Four of the world's best Cincinnati, Sports, Vacation and Travel Shows, to be held January 6-February 5 in the Cincinnati Coliseum, it was announced by Bill Russell, president of the Cincinnati Travel Shows. Bill Russell has announced that enthusiastic fans have been the request for 250,000 tickets. The shows will be held in the Coliseum and industrial shows. Also an additional feature of the shows will be the presentation of the world's largest and most complete collection of photographs ever offered for sale. The shows will be held in the Coliseum and industrial shows. Also an additional feature of the shows will be the presentation of the world's largest and most complete collection of photographs ever offered for sale.

CINCINNATI, Aug. 29 - Four of the world's best Cincinnati, Sports, Vacation and Travel Shows, to be held January 6-February 5 in the Cincinnati Coliseum, it was announced by Bill Russell, president of the Cincinnati Travel Shows. Bill Russell has announced that enthusiastic fans have been the request for 250,000 tickets. The shows will be held in the Coliseum and industrial shows. Also an additional feature of the shows will be the presentation of the world's largest and most complete collection of photographs ever offered for sale.
SHOW TENETS
CENTRAL CASINO COMPANY
516-518 E. 18TH ST.
KANSAS CITY, KANSAS
Phone: Hamilton 3226
NARVY SOMERVILLE
Survey Shows Funsports Using More Outdoor Ads

CHICAGO, Aug. 26—Increasing use of funsports ads is making an impact in state and regional amusement parks in many sections of the country, according to a survey made by The Billboard Magazine.

Funsports frequently are giving new or renewed attention to various types of billing and outdoor signs. While some other parks are turning to new types of signs, funsports, an important segment is taking advantage of the change.

John H. Miller, operator of Kiskiuppa Park, Lebanon, Pa., reported that his park has increased its outdoor advertising expenditures by 50 per cent and has doubled its outdoor billboards, an increase of 100 per cent. Miller said that the change has resulted in increased admissions and increased food and merchandise sales.

The survey showed that many parks are using funsports in their advertising programs for increased business, increased food and merchandise sales, and increased attendance in their parks.

Ocean View Spot Wins Big Day As Storm Ends

Tolchester Beach, Chesterton, Ind., is planning to make a move to the amusement park field, with mobile trade billboards, news, and other forms of advertising. The beach has retained an ad agency and is planning to use more emphasis on direct mail.

Yankton Park, Valleymaree, Mo., and Gulf Coast World's Fair in Mobile, Ala., are adding more billboard units and are increasing its use of radio.

In addition to its campaigns, the company is changing its name from Finland Park, York Beach Animal Forest with the name Finland Park being used by a new 12-inch nationally nickel company and also by funspot. It also is using considerable newspaper and radio.

Rain and Heat Put Kibosh On Eastern Park Business

NEW YORK, Aug. 26—Hurricanes Connie and Diane have put Eastern parks in a state of near paralysis, clouding one of the most disappointing outdoor seasons the East has known in recent years. As a result of the storms, it had been planned to open 24 sheets, new newspapers, turning signs. The season is exhibiting a new kind of operation as a result of the storms, which are expected to continue for several weeks, turning signs are presumably few and far between.

There have been storms in busi- ness during last week, with the clouds in the weather, the weather has been cloudy, and the weather is cloudy. The weather has been cloudy, and the weather is cloudy. At 1150 P.M., the weather was cloudy, and the weather is cloudy. The weather has been cloudy, and the weather is cloudy. A cloudy day is expected to continue for several weeks, turning signs are presumably few and far between.

Meanwhile, the American Radio History Company has placed an order for 50,000 units of the new, 12-inch nickel company and also by funspot. It also is using considerable newspaper and radio.

Chevy Lake Park

The move to the amusement park field will enable us to use our equipment to its fullest potential, said G. V. Wood Jr., vice-president of Chevy Lake Park, Lebanon, Pa.

Brew Tents Serve Tivoli Dining Spots

The move to the amusement park field will enable us to use our equipment to its fullest potential, said G. V. Wood Jr., vice-president of Chevy Lake Park, Lebanon, Pa.

Coney Island, N. Y.

Coney Island, N. Y., has been a center of interest for many years, but the interest has been increasing in recent years. The move to the amusement park field will enable us to use our equipment to its fullest potential, said G. V. Wood Jr., vice-president of Chevy Lake Park, Lebanon, Pa.

High Quality KIDDE RIDES

Roto Whale Speed Boats—Pony Carts Galloping Horses Cart-Horse

Illustrated Circuses

W. F. MANGELS COs., Coney Island 24, N.Y.

PUBLIC AUCTION, Friday, September 12, 1955, at 2:00 P.M.

LAKESIDE PARK, located 4 miles North and 1 mile West of So. Dakota. Includes 13 buildings, 5 acres of land; 35 cars, 20 ponies, 20 boats, 50 skates, 3000 seats, 40 playing fields, etc. Also includes a 1200 sq. ft. Beach House, 2000 sq. ft. Ballroom and 1000 sq. ft. Bathrooms. For full information, call or write:

WINNIE HOFFMAN, Executive Secretary

Public Auction, Department

PARKS-RESORTS-POOLS

Communications to 102 W. Randolph St., Chicago 1, III.

THE BILLBOARD

AUGUST 27, 1955
Weather Cuts Into Business At Skowhegan
Overcast Skies Curb Turnouts And Spending
SKOWHEGAN, Me., Aug. 20—The threat of rain has had a decided effect on the State Fair, although forecasters said that the weather today did not bode well for many of the agricultural exhibits. Today's forecasts called for a wet and overcast sky during the performance of the agricultural displays.

(Continued on page 79)

Poor Weather Curb Turnout At Marshfield
MANSFIELD, Me., Aug. 20—Advance conditions brought a disastrous beginning for the last day's attendance at the Marshfield Fair which closed a seven-day period on Sunday. A large number of polio cases in the town and the continuous rain kept many parents and children from attending the fair. A large group of people was scheduled to hit the ground, however, and riders enjoyed the park.

(Continued on page 79)

Lincoln, III., Up 15 Per Cent
LINCOLN, Ill., Aug. 20—The Lincoln Fair opened at 2 p.m. Thursday (11) after a five-day break from last week's attendance. The weather was overcast and reduced the expected large crowd. A large number of people came to the fair.

(Continued on page 79)

EYE OVER-300,000 RUN
Paid Preview Gets 11,540 at Hamburg
HAMBURG, N.Y., Aug. 20—The 11th Erie County Fair was rolling toward its record-breaking 300,000+ season yesterday, and had the good fortune to be a paid "preview" day and fair weather which enabled a total of 11,540 to attend with rain. Weather was perfect all day, with gusty winds in the early morning, but the promise of a warm day by the time the fair got under way. The attendance thus far this year has only been 37,000, while the forecast for the season has been 180,000.

(Continued on page 79)

Detroit Names Liaison Trio
DETOUR, Aug. 20—The State Fair of Michigan recently appointed three persons as liaison to the fair's Board of Managers. The trio will work under a new central office to coordinate problem areas and solve the first of several standing joint control of the fair property by the two state agencies. They will be Mrs. Doris F. Newell, Harold Zorn, and Al O'Neil.

(Continued on page 79)

Fair Revival Arranged For Hollidaysburg
HOLLIDAYSBURG, Pa., Aug. 20—The Lion's Club here is reviving the Blair County Fair Labor Day date, and will operate from September 10th to 15th, with 400 entrants and industrial exhibits have been arranged to show under tents.

Special local programs will be presented during the week in addition to professional entertainment. A beauty pageant, highlighted by a beauty pageant on September 8th, is expected. The fair has been canceled due to a hurricane in 1954. The Lion's Club has also arranged for a grandstand show which will be held.

(Continued on page 79)

Extra Free Day Helps Drenched Middletown
WEMYSSHIRE, Mass., Aug. 20—A fee for admission was charged for the first time in the history of the Weymouth Fair. The last day run here Thursday (11) after a five-day break from last week's attendance. The weather was overcast and reduced the expected large crowd. A large number of people came to the fair.

Manager Milton Danziger said that the opening day marked the start of a new era for the fair, as the coupe for July, which was scheduled to run through tomorrow, was postponed. The fair for the next two days will be held in the rain, and all exhibits will be on display.

(Continued on page 79)
Gate, Mutual Records Fall
At San Mateo

SAN MATEO, Calif., Aug. 20—San Mateo County Fair and Floral Show set a new attendance record of 81,099 during the six-day run which ended Saturday (19). Last year's attendance was 80,192.

Another record was set by the First Fair Band, which presented the eight-day classic drawing an attendance of about 29,000. The total was $1,445,855.

An interesting feature of the fair was the hanging of the day in the evening's history when Byrd and his band performed. Under the management of Wil- lis, the band was headlined by the Mills Brothers and the Hot Shots. The record quartet played August 17 and 18 with the Hot Shots featured August 19. The band received a grand ovation when the closing ball of the fair was held by Whittier, of All Fours, and the band, and the balcony music, illuminated the scene. The line of girls and band were looked direct.

Fun at San Mateo

Wetaskiwin, Alta., Draws 9,000 Paid

WETASKIWIN, Alta., Aug. 20—Tuesday afternoon fair of the Wetaskiwin Agricultural Society drew 9,000 paid admissions, about 2,000 more than last year. The fair was the most successful since the fair began in 1915. First day's gate was 4,660 and the second day, 4,350. Afternoon under 13 were admitted free.

Grandstand racing this year was done without intermission. The three days of the fair had no intermission. The races were given non-stop. The evening shows attracted packed stands.

William Eanes, Veteran Exec, Dies Suddenly

ANTIOCH, Calif., Aug. 20—William Eanes, 40 years general manager of the Antioch Fair and Floral Show, died in his sleep Friday night (13) at the age of 77. Eanes was a former secretary of the Association of Virginia Fairs, manager of the United States Customs Service from 1911 to 1914, and from 1915 to 1921, was the oldest member of the Antioch Board of Directors. He was remembered by his widow, Mrs. Daisy Taylor Eanes, and a daughter, Mrs. Thomas Bevans, of Evansville, Ind., and a son, Fred T. Eanes, of Bellingham, Wash.

Attendance Slumps 33% At Santa Ana, Calif., Event

SANTA ANA, Calif., Aug. 20—Chalking up an estimated attend-
ance of 67,000, the annual Santa Ana County Fair, which closed its six-day run here Sunday, showed a 33% per cent loss from its 105th start. The estimated mark last year was 100,000.

Altho the weather was reported ideal for the full run, the loco was inadequate in the 49-year-old fair. The one-day gate admission fees beginning Tuesday and Thursday were 12 per cent. This was, according to the testimony of the Santa Ana Chamber of Commerce, was asked as having its effect on the gate. The book also charged 12 for per child.

The decision to increase the ad-
imission was made in February, a representative said. At the mid-season there was a debate as to whether to charge for the half-price or to continue the one-day pass, which had then been in use for two years.

A total of $12,000 in premium was offered competitors in the Na-
tional Horse Show and there were 278 entries on the grounds representing 50 shows. The book also charges 12 for per child.

Entries Up At Brockton

BROCKTON, Mass., Aug. 20—Entries for competitive exhibits in the annual fair here to be held September 17-21 are coming in steadily, president Dr. George A. Buckley announced. The biggest list in years has been received in cattle, poultry, dairy and crafts and there are now 80 classes registered for entry. The fair will be held in the Southern New England champion-
thall.

Charlie Baldwin, one of the top cullers in the area, will do the duty as chairman for the regional Village. Baldwin will again be the Old World with England and Switzerland. Wilcoonsen, Dutch and French handbooks.

Merrill, Wis., Attendance Tops Post-War Years

MERRILL, Wis., Aug. 20—The Lincoln County 4-H Fair closed its four-day run here Thursday (11) after chalking up its best attendance and showing record of the six years the fair has been in existence.

Good weather all week produced big attendance and on Wednesday there were 11,000 in attendance.

Grandstand business was up sharply at the Merril fair, with the midway attracted, showed big booms every day of the run. Lineup included all regular attractions, sales of concessions and ex-
hibits of all kinds, and outdoor shows, of which a total of $12,000 was grossed. Two hundred and fifty-odd entries were received by William Beckgill, secretary, re-
ported.

PNE Advance Declines 50%

VANCOUVER, B. C., Aug. 20—The annual Pacific Na-
tional Exhibition, which began its 65th running in Vancou-
ver last week, was running a full 50 per cent below last year's business.

The decline was attributed to the fact that the British fair did not entice the holders to par- ticipate in the event. The three $2 advance-
tickets expected to be sold were not available in the run opening. After the fair opens the gate tax will be 80 cents.
Franklin Gives
Minnesota Fair
New High Gross

Top Own Austin Peak by 5½% for 30-Cap. Round-Up

AUSTIN, Minn., Aug. 8—The Don Franklin Shew, which last season was the highest-grossing record at the Morris County Fair, now last year’s champion, produced the peak attendances so far this year’s first weekend, Aug. 8-9, when the show page continued to set new highs through the weekend. The odd’s for the show were set at 1,000 to 1 against. The show averaged 1,800 to 2,000 per hour and the gross was over $7,000. The show was produced by the Austin Show Co. and the Austin Amusement Co. The show was produced by the Austin Show Co. and the Austin Amusement Co.

Roseville Fair
Up 7 Per Cent
For Crafts Expo

WOODLAND, Calif., Aug. 8—Craftsmen displayed their wares to record crowds here at the Yolo County Fair this season. A total of 7,000 people visited the fair this week, setting a new record. The fair was held in Roseville, Calif., and was the largest in the county. The fair was sponsored by the Roseville Chamber of Commerce. The fair was held in Roseville, Calif., and was the largest in the county. The fair was sponsored by the Roseville Chamber of Commerce.

New Route
Okay for Hill

WADENA, Minn., Aug. 8—The American Association is planning a new route for the 1975 season, following the successful career of the North Dakota’s “Hill” route. The new route will be extended into Minnesota, where it will be used for the 1976 season. The new route will be used for the 1976 season. The new route will be used for the 1976 season.

Chicagowin Wins
Cadillac Award,
SLA Nets $4,300

CHICAGO, Aug. 8—The American Association has announced that the Cadillac Award is to be given to the winner of the SLA (Secondary League of America) championship. The award will be presented to the winner of the SLA championship. The award will be presented to the winner of the SLA championship.

Mexican Op
SALSA Round-Up

SALES, Ore., Aug. 8—Mexican Op Salsa will be introduced into the American Association for the first time in 1975. The Salsa will be introduced into the American Association for the first time in 1975. The Salsa will be introduced into the American Association for the first time in 1975.
**MIDWAY CONFB**

Gerald and Jo Ann Haishon, condominiums on Strong's Ammerman, became the parents of a daughter on August 6. The mother is the youngest daughter of Mr. and Mrs. T. H. Haishon, of the town. 

**WANT—CONCESSIONS—WANT**

Gooding Amusement Co., Inc.

1300 NORTON AVE—Molalla, 97110—COLUMBUS 8, OREGON

WE CAN PLACE GAMES, CONFECTIONS, DIRECT SALES AND NOVELTIES AT MOST OF THE FOLLOWING FAIRS:

- AUG. 29-SEP. 3—LAWRENCE CO. FAIR, LOUISA, KY.
- AUG. 29-SEP. 5—TORONTO ONT-STATE FAIR, HUNTINGDON, W. VA.
- SEP. 5-10—STREET FAIR, HELSINGO, OHIO
- SEP. 13-17—CORN SCHOOL, LIBAMOGE, INDIANA
- SEP. 17-24—WORTHEN'S BENEFIT, PARKERSBURG, W. VA.
- SEP. 21-24—FAIR-STATE FAIR, SEAMAN, OHIO.
- SEP. 28-OCT. 1—HALL'S CARNIVAL, PITTSTON, IND.
- OCT. 12-15—FESTIVAL OF THE HILLS, IRONTON, OHIO

All games must be strictly legitimate.

ATT. ALL EFFORT

**CRAFTS 20 BIG SHOWS, INC.**

27226 Sells Ave., N., Hollywood, Calif.

Phone: Topical 5-0599

**MAJESTIC GREATER SHOWS**

**MAJESTIC GREATER SHOWS**

For Red Cliff at Fort Knox, KY., Soldiers' Payday, Sep. 1-3; then All White Fairs starting Sept. 5-10 at Fentress County Fair, Jamestown, Tenn.; Cannon County Fair, Woodbury, Tenn.; Sept. 10-17; Legion Fall Festival, Madisonville, Tenn., Sept. 19-24; Boone County Fair, Harlan, Ind.; Harlan, Tenn., Sep. 24-28 thru Oct. 1; then Georgia and Florida thru November.

Can place Ride Help who can drive semi on Merry-Go-Round, Wheels, Tilt-A-Whirl, Moon Rocker and Railro-Polo.

Can place Concessions: Custard, Novelties, Scales and Age, Honey Pansy of all kinds. Have good propositions for Girl Show, Jig Show, Side Show, Snake Show. Will give exclusion on Girl Show with two or more back-end shows. Dick Palmer, answer.

Jimmy Cyrs wants Agents for Grind Shows and Honey Pansy starting at Ft. Knox Soldiers' Payday.

All replies to:

SAM GOLDSTEIN

Majestic Greater Shows, Big Rapids, Mich., Fairgrounds this week; then as per route

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Jimmy Cyrs wants Agents for Grind Shows and Honey Pansy starting at Ft. Knox Soldiers' Payday.

All replies to:
OFFER THE GREATEST ROUTE OF TEXAS FAIRS FROM NOW UNTIL NOVEMBER

Paris, Texas, this week; then Gainesville, Texas; Marshall, Texas; Tyler, Texas; Amarillo, Texas, Lubbock, Texas; Abilene, Texas; Mount Pleasant, Palestine, Texas, and other Fairs to follow

And the winter and spring route of top Fat Stock Shows, including Fort Worth Stock Show, opening latter part of January, then San Antonio Stock Show, Houston Stock Show, Austin Stock Show and others. All Stock Shows follow one another with no overlap dates.

WANT FOR THESE OUTSTANDING FAIRS AND STOCK SHOWS

RIDES: Scrambler and Round-Up.
SHOWS: Motordrome and other Shows not conflicting with what we have.
HELP: Foremen and Second Men on rides. Also other useful Carnival Help.

CONTACT: BILL HAMES, MGR., PARIS, TEXAS, THIS WEEK; THEN AS PER ROUTE

CONCESSIONS:
COUNTY ROANOKE
Closing Want Cream, RIDE WILLIAM, 27927, 8900 South Western Ave., Los Angeles 47, Calif. Phone Pleasont 8-5294

WANT FOR THESE FAIRS AND CONCESSIONS

CONCESSIONS: Legitimate Merchandise Concessions of all kinds.

RECRUITS: Monkey Show, have attractive and experienced Operators.
RIDE HELP: Can use capable RIDE Help on all RIDES; top salaries. All replies to JOHN H. MARKS

CARNIVAL BIRDS PARAKEETS CANARIES FINCHES CAGES

Write us for prices
CONRIED BIRD FARM
8900 South Western Ave. Los Angeles 47, Calif.

LEGITIMATE CONCESSIONS WANTED
For annual Labor Day Celebration at Hillsboro, Washington, Sept. 3-4.

Sam Menkhin
Lake Shore Amusements
11 W. Division St. Chicago, Ill.

FORD COUNTY FAIR
MELTING, ILLINOIS, SEPTEMBER 7-9-10

WANT legitimate Concessions of all kinds.

Sam Menkhin
Lake Shore Amusements
11 W. Division St. Chicago, Ill. Phone Elgin 2-7245

WANT FOR THESE EXPOSITIONS

WILLIAM T. COLLINS SHOWS
CAN PLAN STARTING AT NEBRASKA STATE FAIR, LINCOLN, AUG. 30, AND CLOSING AT THE IRELAND FAIR AND EXPOSITION, TROY, ILLA., OCT. 15

Will book Monkey Show, Minstrel Show or any Mechanical Show that works with tickets. No Ding Shows. Will book new and novel Kiddie RIDES.

All Replies to: W. T. COLLINS, Mgr.
S. W. Collins, S. D., this week

SIDESHOW ACTS
Features its famous and unique Sideshow and Workman Act for Western Washington Fair at Puyallup.

SALERNO BROS.
Douglas Greater Shows, Centralia, Wash. This week: Memores next

A-1 AMUSEMENTS
Want for Fair, Sioux City, II., Aug. 30th; and any Fairs and Celebrations in Missouri and Arkansas and until Thanksgiving Day.
Carnival Fashions: Pin Wheels, Baby Buggies, Baby Bivouacs, Eating Tents, U.S. Park, Pool of All Kinds, Castles, Foam Covered Bridge, Cages, Horses, Monkey Show, Scrambler, etc.
Contact JOHN HENDERS, Mgr., Easton, Ill., Fairgrounds.

BILL HAMES SHOWS
THE BILBOARD
AUGUST 27, 1955

WANT FOR THESE EXPOSITIONS

WILLIAM T. COLLINS SHOWS

WANT FOR THESE FAIRS AND CONCESSIONS

WANT FOR THESE EXPOSITIONS
Want for the following fairs:

America's Largest Carnival and Midway Show...

CARNIVALS

NOW PLAYING

UPPER PENINSULAR STATE FAIR

AUG. 23 thru AUG. 28
ESCANABA, MICH.

FOLLOWED BY

MICHIGAN STATE FAIR
(The Nearer's Oldest Established Fair)

SEPT. 2 thru SEPT. 11
DETROIT, MICH.

You are cordially invited to visit us at Detroit and see one of the greatest collections ever assembled at one fair of riding devices and midway shows.

W. G. WADE SHOWS

WANT

WHEEL & OCTOPOUS FOREMEN
Top pay.

WICHITA AMUSEMENT CO.
M. Ranier, Maryland, Aug. 22-27
(Near Washington, D.C.)

ZOOMER

FOR SALE OR TRADE
Wheels or service cars.
Capacity 50 passengers. License on wheels.

JOHN B. DAVIS
Waxell Park, Route 2, Box 232 C, Paterson, N.J.

THANK YOU

CLYDE DAVIS

FOR THE USE OF YOUR TABLE.

SUNDALE FELL

"Save Money With Johnny"

JOHN CANOE, Salesman

WANTED

Suspended billed Navy, Navy bull cable car. Will be in better and

197 E. Broadway, Long Beach

FOR SALE

10 CAR DOODGE

Leavitt Junction, Me. 40 passenger. 250,000 prove people. Will
be in better and be in better condition.

191 E. Broadway, Long Beach

SHEEP & GOAT SHOWS

KEMPER, Mo., Aug. 31-Sept. 1

ROD LINK WANTS

Handy Pack Agents for large Southern Fairs and Fairs big Northern Fairs.

110 1/2 S. St., Dallas, Tex.

MEN OF ALL AGES

Plowboys wanted for major Western show. Address:

SHERMAN, Iowa, 423-432

MOORE'S

MODERN SHOWS

ROAST AMERICA, WILCOX, NEB.

"How Much Money Are You Doing For Your Money?"

A. L. Moore, Co., C. O. Bennett, Manager, 1004 Market St., Kansas City, Mo.

WANT

WHEN YOU HAVE AN EXHIBITION

MORE"C. O. B.

The Market's Only Complete Departmentalized Agency

1245-27th St., Chicago, Ill.

27TH STREET SHOWS

A WAR-LORD SHOW

WANTED

AGENTS

For the following—Fair Carnival, Six Cats, Count Show, Pan Peal or Blocks. Also Agents for LaFrance Shows. M. F. Foster and P. C. Pfeifer. Can prove General Hires.

Address: S. W. WEINTRAUB

1210 S. New, Chicago, this week.

Copyrighted material.
NEW YORK, Aug. 20 - Phil Cook was one of the key figures in efforts to promote the Miami Showman's Association, which is in a position to benefit from the Rodeo Shows, the first to be held at Christiansburg, Va. The association was formed in the late 1930s, and Cook said he would preside over both events. The Rodeo is being sponsored by the association. The association has been organizing and promoting rodeos for over 50 years.

The association has been organizing and promoting rodeos for over 50 years. It is a non-profit organization that promotes rodeos and provides a platform for horseback riding, bull riding, and other cowboy-themed events. The association is known for its annual National Finals Rodeo, which takes place in Las Vegas, Nevada. The National Finals Rodeo is considered one of the most prestigious events in the rodeo world, and it attracts the top cowboys and cowgirls from across the country.

The association is also known for its commitment to preserving the history and culture of the American West. It sponsors various rodeos throughout the year, and it provides educational programs for children and adults alike. The association is a vital part of the American rodeo scene, and it continues to grow and evolve as the sport gains in popularity across the country.
Playing a strong list of Fairs where the crops are the best in 20 years.

FIREMEN'S FAIR—Franklin, N. C., next week, August 29-Sep 3.

EASTERN NORTH CAROLINA 5-CO. FAIR (Negro)—Wilson, N. C., September 5-10.

AMERICAN LEGION 4-CO. FAIR—Dunn, N. C., September 12-17.


GREENE CO. FAIR—Snow Hill, N. C., September 26-October 1.

TRI-COUNTY FAIR—Kinston, N. C., October 3-8.


TRI-CO. FAIR—Mebane, N. C., October 17-22.

ONSLOW CO. FAIR—Jacksonville, N. C., October 24-29.

WANT legitimate concessions of all kinds. SHOWS of all types, can especially use Colored Revue. HELP-Large salary to sober, experienced Concessionaire. Also experienced Help for Fly-A-Plane, also Octopus. Have a number of food stands open on commission basis. Address all communications to M. A. BEAM, Fairgrounds, Gatlinburg, Md., or STEVE DECKER as per above route.

BUFF HOTTEL SHOWS No. 1
WANTS FOR JACKSON, TERRE, WHEE, SEPT. 12: FOLLOWED BY ELEANORE, ALA.; HUNTSVILLE, ALA.; TOPELO, MISS.; FRANKLIN, I. A. ALL FAIRS

CONCESSIONS—Any kind of Hanky Pank that works for stock. Especially Custard and Penny Arcade.

SHOWS—Want well-framed Sid-Down Girl Show. Especially want this for Jackson, Tenn. Also any Grid Shows not conflicting to join next week or following week. Want Fun House, Snakes or Mechanical Show. (Joe Tesa, Harry Frick, Harry Fee, please contact.) Want Manager with Acts for Side Show, we have all equipment and transportation.

RIDES—Will book Roll-A-Plane or Looper. Will Tilt-A-Wheel for six Louisiana Fairs starting Sept. 12. (Fred Coyle, Contact me about Silver Creek.)

WILL GENTLEMAN from MINNESOTA PLEASE CONFIRM ABOUT ROUND-UPI

RIDES HELP—Want Ride Men who know what they are doing and can stay sober and drive semi trailers. Want Forfar and Wheel and Drive Shows. ALL OUR UNITS CLOSE NOVEMBER 15

All replies: BUFF HOTTEL, Mgr., Greenup, Ill., this week; Jackson, Mo., next week.

CARAVELLA AMUSEMENTS
LITTLE FALLS, 111.

HOLLIDAYSBURG LIONS BLAIR COUNTY FAIR, HOLLIDAYSBURG, PA. STARTING SUNDAY, SEPT. 4-10

FREE ADMN. TO CHILDS FROM 9-11 A.M., SATS.

BILLS DUE PRIVILEGES

CONCESSIONS •••••

STILL DUES PRIVILEGES

ALL CONCESSIONS OPEN FOR SHOWS:
FRUIT, FRENCH FRIES, PHOTO, LONG AND SHORT RANGE GADGETS, JEWELRY, STRING GAMES, AGE AND SCALDS, SNO CONE, POPCORN, APPLES AND F.C. GAMES.
SIDE SHOW, MOTORBIKE, MECHANICAL CIRCUS, ARCADE, MONKEY, WILDLIFE, SNIPES, GIRL SHOWS WITH OWN EQUIPMENT.
RIDES 410 PRICES

CALL MANAGER.

WILL PLACE RIDES, GOOD GEAR, DETAILS ARE NOT CONCERNING. WIRE F. H. CARAVELLA, WEST PITTSBURG, PA., THIS WEEK.

MANSFIELD, PA., FAIR—Aug. 29—Sept. 3

Followed by CUMBRIA COUNTY FAIR at Ebensburg, Pa., Sept. 5-10 6 Big Days and Nights. (Always starts on Labor Day.)

SHOWS: Want Unborn, Wild Life and Motordrome.

CONCESSIONS: Games of all kinds. No exclusive except Bingo.

Space getting limited in Ebensburg. Wire at once if you are coming.

HELP: Capable Ride Men who drive.

MORRIS HANNUM SHOWS
Meyersdale, Pa., Fairgrounds, this week, then Mansfield, Pa., Fairgrounds, August 29-September 3.

GLADES AMUSEMENT CO.
White Stone, Va., this week; Kingstona, Md., next week; to be followed by Labor Day week, opening Labor Day, Gordonsville, Va., September 5.

RAPID CITY, SD., FAIR FOLLOW 10. - END

For sale Concessions, High Wheeler, Kiddie Ferris, Jewelry Mazes, Box, Maze, Galleon, Fly-A-Plane, Horse, Hot Dogs, Soder's, Candy, and Winkler, Hinderman three and Manassas.

Contact W. A. SCHAFFER, Black River Falls, Wis.

HELLER'S ACME SHOWS

Two best shows in Newbern, N. C., -ANNUALS, World's P. August 31-September 5, including Labor Day Fair. All Exhibitions, Livestock, Church, Home and Montgomery Shows. September 1-17. A great day this, is a real hot day.

HARRY J. JOSSELY, Manager.

HARRY HELLER, Mgr.

BUD HUMPHREY WANTS

JOHN BARNES

Contact Concess. C. 0. Wilson Shows as per route.

CLYDE RAWLINGS WANTS DROME RIDER GUY BLAY, WINE HOW

CLYDE RAWLINGS c/o Wilson Bros Show, Newbern, N. C.

BILL CHALKIAS WANTS SIDE SHOW ACTS

WANTS ACTS OR ENTERTAINMENT FROM WANTS ACTS OR ENTERTAINMENT FROM MARYLAND, WEST VIRGINIA, PA., DELAWARE, M. I., MONTREAL, NOW AND HOT SPOTS WITH CHILDREN'S WEEKEND SHOW.

BILLY CHALKIAS MONTREAL, N. Y.

FUNLAND SHOWS

AURORA, NO. 1569 FAIR—THURS. WEEK, Aug. 12-27

Cen one of these and the Folk Photography Show. Inaugural Drive, Willard, Iowa, Henderson, Mich., Am. and Knight's Leopard Lop Ears, Willard, Iowa, Henderson, Mich., and one of these for one dollar. No. 1569 FAIR. WANTED.

Contact MANAGER AT AURORA, MO.
**KING REID SHOWS**

**PROUDLY ANNOUNCE THE FOLLOWING FAIRS**

Lynden, Vermont, Aug. 25-28
Chelsea, New York, Aug. 26-31
Scotchlake, New York, Sept. 2-7
Mansfield, Western Ohio, Sept. 8-13
The GREAT BLOOMSBURG, PA., FAIR, Sept. 27 to Oct. 1

**TWO UNITS IN OPERATION AT ALL TIMES**

We can offer you uninterrupted action at consecutive dates after joining.

**WANT**

**WANT SHOWS AND CONCESSIONS OF ALL KINDS**

**KING REID KING REID SHOWS** As per route

---

**INDIANA STATE FAIR**

Indianapolis, Ind.

AUG. 31 to SEPT. 9 inclusive

**READING FAIR**

Reading, Pa.

**SEPT. 12 to 18 inclusive**

CAN PLACE All Eating and Drinking Stands and legitimate Merchandise Hanky Panks only.

WANT—A few Experienced Workmen in all departments. This is a 100% Union Show.

All address this week

**CETLIN & WILSON SHOWS**

Missouri State Fair

Sedalia, Mo.

---

**LAUREL COUNTY FAIR, LONDON, Ky., Aug. 30 to Sept. 3 inclusive; LEE COUNTY FAIR, PENNINGTON GAP, VA., Sept. 5 to 10 inclusive.**


WANT: With Frank, Very strong, also want Big Shows. Ask for Foremen or Secretary.

Don't need Farmers for Smith & Smith. Claptrape in at once. Address this week

**JAMES H. DREW SHOWS**

W. WESTERN UNION, PENNINGTON, W. VA.

---

**BLUE GRASS SHOWS**

WANT FOR RANDALL, Ml., ANNUAL FAIR FESTIVAL, WEEK Aug. 29, FOLLOWED BY MATTOON, ILL., CENTENNIAL, WEEK SEPT. 5.

SHIP: " toughest" and "narrowest" Fair. All cards operated on and all cards wanted, with a Force of Operators. Who will fill on horses, go 80 miles per day. Operators, call on and make yourself generally known.


WANT SHOWS: Any Grind or Belly Show that does not conflict.

WANT: With Frank, Very strong, also want Big Shows. Ask for Foremen or Secretary.

Don't need Farmers for Smith & Smith. Claptrape in at once. Address this week

**JAMES H. DREW SHOWS**

W. WESTERN UNION, PENNINGTON, W. VA.

---

**DEL FLORE AMUSEMENTS**

WANT COKE BOTTLES, POPCORN, SNO CONES, BALL GAMES, BALLOON DARTS.

FOR SCIOTO, OHIO, AUG. 24-27; DELROY, OHIO, AUG. 31-SEPT. 1; THEN CAMPBELL, OHIO, SEPT. 5-10; THEN CAMPBELL, OHIO, CHURCH BAZAAR.

WANT BINGO FOR YOUNGSTOWN AND CAMPBELL.

Write or wire this week, Sciota.

---

**TROY HILLS SHOWS**

**Fair Dates**

*Continued from page 7*

**RIDES**

**CONCESSIONS**

**HELP**

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WANT BINGO FOR YOUNGSTOWN AND CAMPBELL.

Write or wire this week, Sciota.

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**HARTFORD CITY, IND. PIONEER DAYS CELEBRATION**

SEPT. 12-17 — On the SQUARE

FULL PROGRAM OF DAILY EVENTS PARRADES — ACRE — ACCS.

**MILLER AMUSEMENT RIDES**


WANT SHOWS: Any good ones that can be given.

All inquiries to Mr. Harry Miller, Hartford City, Ind.

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**PARAKEETS**

Shipped Daily—F.O.B., Los Angeles

Write Today For Prices

Burke's Bird Farm

2497 E. Catalina Ave., Pico; Calif.

Phone Office 4-1618

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**ROHR'S MODERN MIDWAY UNIT NUMBER TWO**

4 MAJOR RIDE SHOW WANTS

For big Rodeos, Downtown Labor Day Shows, and any Rodeos.

3rd-4th-Tue.

Hunky Punks of all kinds.

**H. B. ROHR**

Clarkston, Ill., Phone 11

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**Booster's Wonderland**

Write today for a ride to be a hit.

**FRED A. POTENZA**

Phone: Hickory 4-1351

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**RALPH R. MILLER**

Write for legible Fast writing Rides and Good Operators.

**R. R. MILLER, GARRISON MOLINE, Ia., telephone 115; Iowaville, Ia., telephone 81; Hawarden, Ia., telephone 92; Corner, I. tele. 111; Goodland, Ia., telephone 115; LeSueur, Minn., tele. 81; Looking Glass, Ia., tele. 111; Gitnol, Minn., telephone 81; Fort Madison, Ia., tele. 111; Fort Madison, Ia., telephone 111; Fort Madison, Ia., telephone 111.**

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**RIDE WANTS**

FOR ANNUAL RODEO OR CARNIVAL CELEBRATION

**CONTACT**

Direct Operator, Phone:

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**WANT**

Tell Sunset at once. Must be under 18 years of age.

**SUNSET AMUSEMENT CO.**

Mountville, Iowa, this week.

---

**WANTED**

Write today for a ride to be a hit.

**EARL TAUBER**

Get your operators along this week, Cattolissa, Iowa, next week.

**$50.00 REWARD**

For person who brings in stolen cattle this week, Cattolissa, Iowa, next week.

---

**JAMES ZABRINKI**

Write today for a ride to be a hit.

---

**WANT TO BUY**

Mechanized machines and Grand Prize shows. Address: "Want," Tauton, Iowa.

**FRANK ALLEN**

8 Harmonous Shows

Farrington, Iowa.

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PEPPERS ALL STATE SHOWS
BIGGEST COTTON CROP IN 20 YEARS

BELL CITY SHOWS
WANT WOUNDED To get word: Mitchell, American Line. Cotworks. Cor. 34th St. and Ohio Rte. 66. Free press. Ask Ed. for list of shows. Phone 400.

FOR SALE—KIDDYLAND

MOUND CITY SHOW #2

PAN AMERICAN SHOWS
WANT for Indy, Cato, Fair & Centennial, Aug. 28, Sept. 3

WANTED
FOR SALE
HUNTSVILLE, ALA.
September 26-October 1
CIRCUS, semifinished, an independent midway area, including Big Wheel, Forty-Four and Clydesdales.

MARIE DICKSON, Sec.-Treas.

MOUNT TIMES SHOWS
Wanta a Winter show. Free press. Ask Ed. for list of shows. Phone 400.

PHILADELPHIA, Pa.

PEPPERS ALL STATE SHOWS
BIGGEST COTTON CROP IN 20 YEARS

WANTED
FOR SALE—KIDDYLAND

MOUND CITY SHOW #2
**ROADSHOW REPORT**

**LIVONIA KIDS TOPS IN ARSA NATIONALS**

By BILL LOVE

MINEOLA, N.Y., Aug. 20—Amateur areas of Riverside Figure and Dance got a month windup and results have been uniform.

Louise Lopez has a roster of four members, one of which has a table to the public, as well as more satisfactory to the Rink Operators Association, which is the largest gathering of professional roller skating people ever assembled.

Opening event of the two-day program was the presentation of the hotel's Crystal Ballroom, with attendance by the skating stars of the World Championship, including Wal-Cliffe Rollerdrome, Elmont, N. Y. Control of the event was presented as a marketing at the banquet.

Thomas S. Boydstun, newly elected president of the RSOA, was chief speaker at the banquet, painting out that, as a former teacher, he is close to the problem of placing children on the ground will see an additional barrier between the two fields.

Boydston's opportunity all oc- curred taken by the Board of Control of the RSOA, as reported in The Billboard, has the objective of the RSOA, and builds the need for a closer cooperation between levels of league organizers, professional, and amateur.

A plan of a special category of movement, which the league was also touched by Boydston. This plan was evolved, effective September 1, to move to a more formal level of the organizers who fall in both categories. Attention will be paid to the work of the RSOA, and the status should be given. Details of the plan will be discussed and given general approval.

The objective of the movement will be at least 20,000 candidate names, to be close to 20,000 tests to be skated. It is the belief of the RSOA that, with this being the high goal, it will be made possible in particular the need for a new standard in the bronze medal test. This is the form over the long test which will be easier than the bronze test, and is required to achieve in the future. The test will not experience too much difficulty. The best score can mean wider public participation in the sport.

A basic rationalization of the total of tests in all fields of skating is being undertaken.

Cite a series of existing requirements must be given a place in the total.

New tests were worked out in detail at conference, as well as changes made in the past year. The whole subject was a matter of emphasis, recommendations for changes were made, and modified will be sent to the RSOA Board of Control for general publication.

The change discussed is also given to the nomenclature and basic system of the tests. Re-evaluation of the entire system of tests, which has been under consideration, will run as high as 11, or 12, years. It is expected that the changes will be universal and will be undertaken, to make the system more responsive to the public, as well as more satisfactory to skaters.

The number of tests in the recent increase in total number of tests is apparent, but the RSOA is not about to give up on handling an ultimate 50,000 tests.

Approval was given to the com- pleted publication of rules material for figure, free skating, skate dancing, and speed skating, as well as general rules, into a single volume.

Emphasis is placed on the SRSTA meeting being upon figure and dance skating, with relatively little mention of speed skating. This was because of the structure created by the latter, which has never been in the high state it is now, RSOA Secretary R. D. Martin ex- plained.

**600 OBSERVE DEBUT OF NEW NESCHKE UNIT**

PASADENA, Calif., Aug. 20—About 600 skaters and spectators turned out at 7:30 p.m. on Friday evening for the grand opening of the Garden Grove unit of the Neschke, president, Neschke, who is the head of the group. Bullwinkel, the Garden Grove establishment, recently has been added to the list of the big rinks that have the risk about eight months at the Garden Grove.

Several banner parties from all over the country for the occasion, until Neschke, and management perspectives were filled with funds, since it was free to skaters. Bullwinkel, the Garden Grove establishment, recently has been added to the list of the big rinks that have the risk about eight months at the Garden Grove.

In the opening night, the dance was held, and it was free to skaters. Bullwinkel, the Garden Grove establishment, recently has been added to the list of the big rinks that have the risk about eight months at the Garden Grove.

**6000 YELLOW FLOWERS**

**LITTLE ROCK RINKS**

LITTLE ROCK, Ark., Aug. 20—About 6,000 yellow flowers were used as a decoration of the new gardens, which were free to skaters. Bullwinkel, the Garden Grove establishment, recently has been added to the list of the big rinks that have the risk about eight months at the Garden Grove.

**SPECIAL YOUTH AWAITS**

DURHAM, N.C., Aug. 20—About 6,000 yellow flowers were used as a decoration of the new gardens, which were free to skaters. Bullwinkel, the Garden Grove establishment, recently has been added to the list of the big rinks that have the risk about eight months at the Garden Grove.

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RINGLING MAKES BIG WEST JUMPS
Denver, Salt Lake City Business; Los Angeles Area Contracts Set
SALT LAKE CITY, Aug. 20 —
A train carrying Ringling Bros. and Barnum & Bailey Circus this busy week was busy pressing Western miles behind.

With more reports of strong crowds coming in, it was expected that the respective city's pressures on the long moves there also would be good business. Altogether Clay-
ery, the railroad agent at the Diamond head of the two-day stand in Denver came up with these figures: Denver, 91.11; Cheyenne (12.13); and Salt Lake City, 47.68.

On the third day, Sunday, the train put the show into Salt Lake and here, too, it was reported, good business. (Map Monday (13). Then the week spent in the Twin Cities, making stops of 149-
212, 130 and 257 miles and was playing afternoons only in Idaho Falls and Apsen. Laid the second

the to be played over two weekends in Los Angeles.

CIRCUSES

DOWNTOWN, Mich., Aug. 20 — The George W. Cole Circus, with Herb Walters at the helm, has played in Iowa and

Michigan. (Map August 31 (11), the show had a near-full afternoon and three-

quarter hour at night, and closed Monday (13).

The first day (8) gave a three-

quarter afternoon and full house at night, with the second day a good afternoon and strong right.

Gosh All-American

In South Carolina

CIRCUS WOODCOCK, S. C., Aug. 8 — The All-American Circus, pro-

duced by B. B. Woodcock, was named as going on two-side stands at the largecircus hall in the downtown section.

Acts included the Five Olympus, tumbling, Six Bernardards, balancing in silhes; Passa and Her Pet dog, dogs and crooks; Baffes and Kelly's esel, really billy; Alles and Love, and Love's favorite;

M atop, a most unusual figure; Marie, swing-lingue; Perry DeKolb, a most unusual figure; Bynes Gloss, a tournament; Arthur Scken, and C. B. Rice; South Carolina Fair Association, were elected.

Visitors, elected included the Morrill, Dr. Dave, Acker and Kay, Milton Sheehan and Philip Heckscher.

R-B BULL WHIP

PHILADELPHIA

NEW YORK, Aug. 20 —
A Columbia record release fea-
tures one of the most un-
usual and most thrilling combinations that the New York Philharmonic has on record.

The soloist is Fred Cady, the world's greatest bull whip artist. Always a per-
fec tionist in performing authentic period Far Eastern bull whip, Fred Cady has made this release. To

New York Philharmonic, and Fred Cady has made this release. To

New York Philharmonic, and Fred Cady has made this release. To

New York Philharmonic, and Fred Cady has made this release. To

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New York Philharmonic, and Fred Cady has made this release. To

New York Philharmonic, and Fred Cady has made this release.
merchandise tie-in walk-around.

Maurice Mamelko works dark wire in the center. Then comes a concert announcement and another clown. Five wagon acts are worked by A. Lenard, Barber, Mrs. J. J. Sata, Mrs. B. D. Morrow, Mrs. M. M. Brown, and Mabel Leader. Comedian withdrawal is followed by four single tramp acts. Ringling Bros. and Barnum & Bailey will play this show with Ringling Bros. and Barnum & Bailey. In the same town on March 30. Glad for Corr. This is the show's best point talent-wise, and the trio drives good apparatus.

A clown is followed by a four-baller, Mrs. D. M. S. Stimson, with five great school horses, with F. H. MacKinnon. In this crowd, the Barnum & Bailey is followed by two more act, with Mr. D. M. S. Stimson. This show is in the next clown. Tommy Bentley brings out a huge house, and to which a point is added, and this proves to be a strong show. Four of the finest in the show's 54 heads of horses and ponies.

Wind-up is the main elephant number, and vast numbers of bulls moving rapidly in the future. Book pitch fills in a rigging break. The Millereaux is a tight-wire act presented by Barbara Jane Miller and Donna McIntosh, both of whom are about nine years old. After a quick concert announcement, the wire display continues, with the McIntosh H. H.

CIRCUS NOTES

Programs and tickets are handled by 

K-M Succeeds With Ads

M/M succeeded in reaching out to a new audience with ads in local newspapers and magazines. The fact is the show's high point talent-wise, and the trio drives good apparatus.

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**MERCHANDISE TOPICS**

*Write The Billboard Buyers Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of sellers of firms mentioned in this column. To expedite handling please enclose self-addressed envelope.*

**PACKARD JEWELRY COMPANY, New York, announces its new and expanded catalog consisting entirely of popular priced costume jewelry which it has manufactured. There are 45 pages in the British style which contain hundreds of illustrations of earrings, hairpins, necklace sets, barrels, bracelets, rings, brooches, pendants, socks, lockets, children's jewelry, identification clasps, rings, and watches. All items are available for immediate delivery.*

**H. Stone, Inc., Boston, is again offering its finely styled and selected line of modifying dresses for the season. This set consists of a Synclined, gold-plated watch with sweep second hand and expansion band, a pair of cuff links, a matching tie clip, synthetic ermaline clip and ear ring set, all packed in a plush box. In June of 1954, this set may be had for $15.15 each. A sample is $5. Terms are 30 per cent with order.**

**B. V. Palmer, of the Palmer Company, Detroit, reports steady improvement in his fine stock of genuine vinyl extra large towels. The item is exceptionally good for pitching because no matter how dirty you get this towel, it rings clean in a few seconds in cold water, creating an immediate desire to use it. Mr. Palmer said to be so good for drying, too, because it has no lint! Cost is $1.10 and 91 cents and 27 cents. Send 50 cents for working sample.**

**FRISCO PETE—Franklin 2-2567, 326 W. 5th St., Chicago 6, Ill.**

**NATIONAL MINIBURETTE, Chicago, Ill.**

**THE ORIGINAL"HIT"CAMERA**

*FITS IN POCKET OR PURSE—TAKES CLEAR, SHARP PICTURES—NO DEVELOPING NEEDED—GUARANTEED—$13.50 PER DOZ. 1017_2863*

**FREE wholesale CATALOG**

**GEM Sales Co.**

333 Woodward Detroit 6, Mich.

**THE BILLBOARD**

**COMMUNICATIONS TO: 2160 Patterson St., Cincinnati 22, O.**

**AUGUST 27, 1955**

**MERCHANDISE TOPICS**

**A SURE WINNER... THE NEW OAK CANDLESTICK BALLOON No. HM100S**

**A GOOD JOINT WITH RED & GREEN STRIPES & WHITE & YELLOW.**

**AVAILABLE S.T.R.E.C.M.F. FOR BIGGER VALUE AT ANY TIRE OUTLET. BIGGER, TOUGHER, BRILLIANT COLORS. WORKERS AVAILABLE!**

**IT'S ANOTHER BIG-FLASH-OILY BILLBOARD.**

**THE OAK RUBBER CO. BURLINGTON, ONT.**

**Levin's Catalog Ready**

*Write Today for Catalog 3560C Krall, Henning, & Co., Inc. 715 State St., Long Beach, Calif.*

**FLASH BALLOONS**

*4 Balloons of new design at $1.00 each. Wire $4.50 for 10.**

**STRIPE SOLID**

*12 In., Ball, White & Black, $2.00; 18 In., $4.00 per box. One dozen for $1.*

**STRIPE STRIPES ONLY**

*12 In., $1.00 per dozen, 18 In., $1.50; 24 In., $2.00.*

**DENVER METAL**

*5 or more, Wire $6.50 per dozen.**

**STRIPE SOLID**

*75 Cents per dozen.**

**STRIPE STRIPES ONLY**

*85 Cents per dozen.**

**ать**

*1 Balloon $1.00; 2 Balloons $2.50; 3 Balloons $3.00.**

**PERIODICALS**

*100 Balloons $7.50 per box.**

**BALLOON**

*3 Balloons $4.50 for 10.*

**RUTH**

*2 Balloons for $5.00.*

**WHEN ORDERED WITH BALLOON**

*5 Balloons for $3.50.*

**THE ROLLING STONE**

*10 Balloons for $6.00.*

**THE LITTLE ROLLING STONE**

*5 Balloons for $1.50.*

**DAY**

*1 Balloon $1.00; 2 Balloons $2.00; 3 Balloons $3.00.**

**WEAN**

*1 Balloon $1.00; 2 Balloons $2.00; 3 Balloons $3.00.**

**NEWSPAPERS**

*100 Balloons $7.50 per box.**

**BALLOON**

*3 Balloons $4.50 for 10.*

**RUTH**

*2 Balloons for $5.00.*

**WHEN ORDERED WITH BALLOON**

*5 Balloons for $3.50.*

**THE ROLLING STONE**

*10 Balloons for $6.00.*

**THE LITTLE ROLLING STONE**

*5 Balloons for $1.50.*

**DAY**

*1 Balloon $1.00; 2 Balloons $2.00; 3 Balloons $3.00.**

**WEAN**

*1 Balloon $1.00; 2 Balloons $2.00; 3 Balloons $3.00.**

**PÜPES FOR PITCHMEN**

*By BILL BAKER*
COMING EVENTS

- Continued from page 87


Pennsylvania


Rhode Island


South Dakota


Wisconsin


Weather


RETAIL

Choice—For...
SPRINGFIELD BIG

**Continued from page 70**

corresponding big three in the past five years, Boyd said. The series, which is the property of Hunt McCaffrey Productions, Hollywood, was booked in by the Boyle Woolworth Agency, Chicago.

Other big grandstand crowds were turned in Sunday (14) by big car auto races, which start standing up in the starting field, and check car races Thursday. Both of these programs were staged by Frank Winkley.

Earl Newbery's Tournament of Thistles and Corsets on Aug. 27 is the first two nights of that fair that closed out last year. Another thrill show, Ast Savage's Thrillcade, was in closing night, with a good crowd indicated by a heavy advance ticket sale.

Other grandstand attractions included horse-pulling opening day afternoon, running these races three afternoons and a horse show the closing afternoon. The Metropolitan Shows, in its first year, provided the midway racket.

COPPER MAID TOASTER

SELLS ON SIGHT


Sample, $8.00 - 6 or more, $7.50 - Retail, $24.95

KIEFER VINYL TRANSPARENT GARDEN HOSE

Factory closeout. Below cost.

Hottest novelty, U.S.A. America.

Sample, $3.50 - 50 or more, $3.00 - Retail, $6.95

ATLANTIC PLASTIC GARDEN HOSE

Factory closeout. Below deal in every department. See landscape. Two full-size samples, individually enclosed. A sale bare end all.

Sample, each, $1.50 - 50 or more, Retail, $5.98

We Service Auctioneers, Wason Jobbers, House-to-House Trade, Canvassers, Scheme Trade and Premium Sales!!!

They're Terrific!!!

At These Low Promotional Prices!!

INVENTORY WINDOWN FALL Ad.

- is in to retail, trade or do-it-yourself.

- Reject, maximum 3% of retail price.

- ACNABLIETHED FLEX Flyer, Can.

- Rejection, maximum 3% of retail price.

- ALYACNABLIETHED CHROME FEYSE, Series 1.

- Defective, maximum 3% of retail price.

- Acorn Luggage Tag, Large, Series 1.

- Defective, maximum 3% of retail price.

- Corner Luggage Tag, Small, Series 1.

- Defective, maximum 3% of retail price.

- Corner Luggage Tag, Medium, Series 1.

- Defective, maximum 3% of retail price.

- Corner Luggage Tag, Extra Large, Series 1.

- Defective, maximum 3% of retail price.

- Corner Luggage Tag, Full Size, Series 1.

- Defective, maximum 3% of retail price.

- Corner Luggage Tag, Pocket Size, Series 1.

- Defective, maximum 3% of retail price.

- Corner Luggage Tag, Miniature, Series 1.

- Defective, maximum 3% of retail price.

- Corner Luggage Tag, Junior, Series 1.

- Defective, maximum 3% of retail price.

- Corner Luggage Tag, Executive, Series 1.

- Defective, maximum 3% of retail price.

- Corner Luggage Tag, Business, Series 1.

- Defective, maximum 3% of retail price.

- Corner Luggage Tag, Law, Series 1.

- Defective, maximum 3% of retail price.

- Corner Luggage Tag, Medical, Series 1.

- Defective, maximum 3% of retail price.

- Corner Luggage Tag, Advertising, Series 1.

- Defective, maximum 3% of retail price.

- Corner Luggage Tag, Military, Series 1.

- Defective, maximum 3% of retail price.

- Corner Luggage Tag, Police, Series 1.

- Defective, maximum 3% of retail price.

- Corner Luggage Tag, Fire, Series 1.

- Defective, maximum 3% of retail price.

- Corner Luggage Tag, Masonic, Series 1.

- Defective, maximum 3% of retail price.

- Corner Luggage Tag, YMCA, Series 1.

- Defective, maximum 3% of retail price.

- Corner Luggage Tag, Girl Scouts, Series 1.

- Defective, maximum 3% of retail price.

- Corner Luggage Tag, Boy Scouts, Series 1.

- Defective, maximum 3% of retail price.

- Corner Luggage Tag, Country Club, Series 1.

- Defective, maximum 3% of retail price.

- Corner Luggage Tag, College, Series 1.

- Defective, maximum 3% of retail price.

- Corner Luggage Tag, V.F.W., Series 1.

- Defective, maximum 3% of retail price.

- Corner Luggage Tag, American Legion, Series 1.

- Defective, maximum 3% of retail price.

- Corner Luggage Tag, Salvation Army, Series 1.

- Defective, maximum 3% of retail price.

- Corner Luggage Tag, White Cross, Series 1.

- Defective, maximum 3% of retail price.

- Corner Luggage Tag, Chanels, Series 1.

- Defective, maximum 3% of retail price.

- Corner Luggage Tag, Catholic Church, Series 1.

- Defective, maximum 3% of retail price.

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CLASSIFIED SECTION
A Market Place for Buyers and Sellers

ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in usual want-ad style; one paragraph, no display; first line set in regular size italic.

DISPLAY-CLASSIFIED ADS
Set in larger type (up to 14 pt.), and displayed to best advantage. No illustrations or cuts permitted.

RATES: 15¢ per word—minimum $1.00 per inch

CASH WITH ORDER
(no cash order has been established)

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

IMPORTANT INFORMATION
In determining cost of regular Classified Ads, the submitter's name and address when completing the ad.
When using a Box Number in care of THE BILLBOARD, add 25c per insertion.

On Box Number Ads, a special service charge of 25¢ per insertion is made for handling replies.

NEW ELECTRIC MAGNET BARKS
Eating, Intricacies of Killing

MAGICAL APPARATUS

FORMS AVAILABLE
SMChB STYLE FORMAT

MILLER
FOR
FORMULEA
Business
Check lid

Phone the UMforms, MFG.

RED,
Try Our WAferÍll8

C.0.D.

MICHIGAN JACETS


AGENTS & DISTRIBUTORS

HARRIS NOVELTY CO.

Proper authorisation approval.

INTRODUCTORY remittanceupy

Narae

ADVERTISING RATES

PLAIN TEXT END
MISCELLANEOUS

WANTED TO BUY

Dundie Distribution Company
Bank & Insurance Bldg.
Delaware, Iowa

END FIRST WEEK IN DECEMBER

WANTED

Single copies of bound volumes of Bill.
螬board (1920-1929) for research on histori.

MUSICAL INSTRUMENTS

CUTTY-SAN "PIANO" MODEL. 121-

PARTNERS WANTED

BATTERY WANTED. NATION.

PHOTO SUPPLIES

DIRECT POSITIVE PHOTOGRAPHY.

PRINTING

24 Pushes 24 in. Bond Letters

SALESMEN WANTED

Give us your full equipmen.

SALES MEN WANTED

Experienced in selling

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24 Pushes 24 in. Bond Letters

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no display. First line regular 5 pt. caps, RATE: 15c a word—Minimum $1.

DISPLAY-CLASSIFIED ADS. . . Containing larger type and white space are
charged for by the single line, 14 lines to the inch. Illustrations or cuts.
RATE: $1 a line—$6 per inch.

AT LIBERTY—ADVERTISEMENTS

5c a Word
Minimum $1

Remittance in full must accompany all ads for publication in this column.
No change accounts.

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PHOTO SUPPLIES

DIRECT POSITIVE PHOTOGRAPHY.
Heat Spell Cuts Coffee Sales; Dairy Items Hit New Peaks

Operators Add Installations to Offset Decline, Boost Volume Sales

CHICAGO, Aug. 20—More than ever before in history, but without this year has made itself felt in various fields of industries and products, cold drinks, especially.

Dairy products and cold beverages are reaching new highs peaks since the turn of the weather and vended operators disclosed.

In the Midwest, meanwhile, dappered sharply about the third week in June, and continued middle

In the South, coffee sales in some areas held to the normal decline of 30 per cent, while in others was up 50 cents.

(Continued on page 93)

Poo! Sites Plus $7
To Dairy Operators

CHICAGO, Aug. 20—Thirty thousand 90-cent ice cream bars plus 11,500 dozen muffins of various

Coffee Operators sales, including dairy sales in the first week of June, was disclosed.

In the Midwest, prices of coffee in the

State, America's modern pub-

COLD DOUGHNUTS: almost 4,500,000 per week

arranged across the nation.

In this expanding grooving

sales per day, it increased

Ever sales, and the volume of sales and the normal commission rate make it profitable

Avid Vendors

Unlike many other recreational

sales, and outdoor conditions on

Air Ducts

----

Connie Blast Hits Eastern Business

NEW YORK, Aug. 20.—East

Coast and motor operators who

were visited by a young lady

lucky woman has a particular

there has been a lot worse.

“New executive positions are

reserved for the company's

chief executive officers, the

second officer also are

The second officer also are

New, Old, New Losses

Accidents involving the

restaurant owner in question, a

The board of directors of the

company recently approved an

applicable to the incident in

The incident occurred on

Add 90 Minutes To Tavern Hours

In Kansas City

KANSAS CITY, Mo., Aug. 20.—A new city

ordinance, which

exceeds the Saturday night closing
time of 2 a.m. in all taverns,

will be held. The meeting

will be held.

New-Distrib Financ

Strong—NCDMA Head

'Opp Distrib Financ

Strong—NCDMA Head

CHICAGO, Aug. 20.—Al Schlies-

ginger, managing director of

the National Coin Machine

Distributors Association, en-

tered the business at a time

when vending machine trade

game distributors can give worth

up to 200,000.

“This operator has difficulty getting
cash payments, for which reason

which has a machine licensing

Schlesinger said further that he

found that the American

associations are uncovering the

needs of the industry for a

national association, for

the trade.

The two enterprises, brought up in

an article which appeared in

The Billfold last week, were

posed by Ed Rashefsky, World Fair

& Associated Assessments, Boston,

a member of the NCDMA. Schlis-

singer said the program was

made possible by the

financing and the need for

the association will be discussed

at the coming meeting of NCDMA.

All members of the

will be asked.

The meeting is tentatively scheduled for

September 12 but the NCDMA board of
directors are now being polled

throughout the industry and

would be more favorably sched-

uled at this time.

A meeting of the NCDMA will be

held.

Schlesinger said that directors

of the NCDMA, headed by

the NCDMA, has

issued his company's policies to

meet which is what all the

members have the best

chance of attending. Twenty

members were not received

at the meeting here at the

NCDMA headquarters.

Topics set to be discussed at

the meeting include "Trade Magazine

Pricelists," "Territorial Violations," "Equipment Financing," "Devel-

opment of Equipment Merchandising," "Fair Trade Laws and Business

Trend Survey."

In the South, coffee sales in some areas held to the normal decline of 30 per cent, while in others was up 50 cents.

(Continued on page 93)

SWEDISH FAIR

OPENs Aug. 27

STOCKHOLM, Sweden, Aug. 20—The Swede's International Fair opens next Saturday (27), will

include exhibits from manufacturers

from at least 30 countries, it was announced here today.

Officials said that the coin machine industry

and vending equipment was well represented.

The fair will run for two weeks, closing September 10.

Bean Offer

Boosts Sales, Epdy Reports

Plans Nationwide

Program; New

Plant Going Up

JAMAIC, N. Y., Aug. 20—San Emory, president of the

machines, which is

with 12 gold-plated charcoal

of the firm's trade-marked char-

esterly areas of the

is a regular 50-cent retail

The premium offer has been

to effect a week, and Emory disclosed that 175 responses had arrived in the food section, and

with stickers describing the offer. The stickers are either placed inside the globe or Scotch-

tape around the outside.

Notational Distribution

So far, the layout is being offered in 3,000 machines in New

York, New Jersey and Connecticut. But Emory hopes to have a

national distribution by the end of the year.

Merchants United

Coffee

Machines is a 35-square-foot unit being built new vending machine building, (Continued on page 93)

Five Firms to Install Valcor

Vanives on Units

KENDLWORTH, N.J., Aug. 20—A new group of

manufacturers of cup drink vending

vals, the Valcor Valve Company seconded within its sixth month

a vending machine

a vending machine

machine manufacturer.

Murray Madow, secretary-treas-

ner, disclosed that the

Valcor Valve Company has placed an

order for new equipment

(Continued on page 93)

Two manufacturers of pre- sale (Continued on page 93)

Mfrs. New Trend

To Coin Pool Games

CHICAGO, Aug. 20.—What

could become a trend in the

amusement game field will soon

see coin pool games—be

thoroughly modern. Made of

hard maple construction, the

game is 36 by 32 inches, by 32

inches deep, with a slope of

rather than electrically operated.

The games are supplied with
dish cloth and fiber rubber

This medicine is two

in conformation, with a self-correcting

or a r.p. d.e. vending

manufacturers r.p. d.e.

Pumping of the

water, in the State of Michi-

gan may be the reason other

manufacturers r.p.

be had on the pre-

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## Advertised Used Coin Machine Prices

### Most Active Equipment

**Advertised Used Coin Machine Prices**

(Four-week period ending with issue dated August 6, 1955)

### Arcade Equipment

<table>
<thead>
<tr>
<th>Name</th>
<th>Price</th>
<th>High</th>
<th>Low</th>
<th>Age</th>
<th>Notes</th>
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<tr>
<td>Street 8</td>
<td>$1200</td>
<td>1500</td>
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<td>Phoenix</td>
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<td>Illusion</td>
<td>$1500</td>
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<td>Star</td>
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<td>Galaxy</td>
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<td>Super Man</td>
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<td>Space Ship</td>
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<td>Eagle</td>
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### Music Machines

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(Continued on page 93)
Eppy Reports

* Continued from page 99

However, everything is looking ready for occupancy by October. Work has been going on steadily for the last three months, and the finishings and the furnishings are in. The all-track building will be nearly three times the area of the old plant. The existing plant will be used for the storage of lumber, and a portion of the old plant will be turned into offices.

Production Work

All production work is set for the new plant. The present plant will be barred and equipped with a new, modern, automatic plant. The entire area will be air-conditioned.

Main advantages in the new setup, according to Eppy, is that the new plant will be more convenient on sub-contractors, and speed and quality of production will be enhanced. The entire plant will be air-conditioned.

George Eppy will be in charge of production. His new job is to superintend the entire plant and supervise the entire operation. He will be a very busy man, as the new plant will produce plastic film, paper, and other plastic products. His new position will be a major change from the vending industry.

Chicago

NAMA EXECUTIVE MEETING AT MORRISON. Attending the National Automatic Merchandising Association executive committee meeting at the Morrison Hotel here recently were Sam Gottlieb, President; Charles F. Bonaparte, Chicago; Arthur Auer, Chicago, E. D. Deimling, treasurer; National Vendiors, Inc., St. Louis; Louis Rice, Automatic Vending Company, Minneapolis; and Henry A. Reigel, Chicago Automatic Sales Company, Minneapolis, and NAMA staff members.

Mr. George E. Fink, executive director, Leash, director of publications and F. F. Kight, budget director.

Ralph Sheffield, General & Sales Company, recently back from a short vacation, headed right for a trip to Michigan.... Sam Gottlieb and Sam Wolberg, Chicago Machine Com-

pany, returned on vacation last week. Joe Schwartz, National Coin Machine Exchange, chief, reports he had a spin back from a sales trip up north, and Meet Levinson and Ben Schuster also made the round trip. Joe Schwartz, National Coin Machine Exchange, chief, reports he had a spin back from a sales trip up north, and Meet Levinson and Ben Schuster also made the round trip.

Lou (Colonel) Lewis, Merit Industries, has been spending the weekends in the country. "No time for a real vacation," says Lou. Joe Gottlieb and Leo Gottlieb, a Gottlieb side, are planning a September 8 trip to Baltimore. They expect to visit with Irving Sales Company. George Weizand, William Manufacturing Company, says sales of Williams baseball games were up more than the fall and winter. Jack and Frank Marucci, Exhibit Supply, are getting ready to break out with the production of a brand new coin game set.

New York

By AARON STERNFIELD

SLEEPY STREET. Tenth Avenue was nearly deserted this week, at the headquarters of most of the American dealers with reduced standards. Many of the operators were either taking vacations or running their resort shops.

At Atlantic-New York, Meyer Parkoff and Murray Kaye say the new game which has been applied to this week's list of games, has been a success. The games have been on the market for a month, and workmen are partitioning the interior finishing touches.

At Locust Avenue, 778, Barnes Schilling has returned from his up-State New York vacation, and Harold Henry leaves for a new trip to the East Coast. Detroit dealers are being paid off in the Century Sales Company, and the looks of the company are heading right for a trip to Michigan.

Abe Lipshy, Young Distributing Company, reports that he has been busier than usual. Work has been up by 50 per cent, and the volume of business has been up by 50 per cent. Joe Mellony, in the factory at North Tewscars, N. Y., is busy.

Eppy and Joe Youngman.

Nat Cohen, C&O Vendling, visited Barney Sugarman at Rumen's Sales this week to buy new AMI for their route. Morris Rood, Rumen's, and Sam Cohen, Rumen's, are busy booking up the Distributors, and record sales are holding up well this summer.

Detroit

By HAL HEVES

FORMS NEW PARTNERSHIP. Irving B. Ackerman, who has been operating his own vending machine business at one time active in the business himself as head of Detroit Tronic Company, has formed a new law partnership with Joseph A. Cassara and Irving H. Smith, holding open house Friday for his friends to meet the opening experience. "Bill" Allen, brother of the late Allenof the famous Allen brothers, is now running the shop, while Bob Sifer came back from a Southern and Midwest trip.

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COBRA CARTRIDGES
Exit and reenter the City of Chicago. Electronic Industries
8906 S. Evergreen Ave., Chicago, Illinois

ASSORTED KIDDIE RIDES FOR SALE
Cheapest in the Country
$25.00 up
SEND FOR LIST TODAY

BINGO SPECIALS
Excellent Conditions
43 Atlantic Cities
33 Casey Islands
35 Bright Sites
15 400's
Write or phone

WANT TO BUY FOR CASH
MUSIC MACHINES

THE BILLBOARD
Communications to 18th W. Randolph St., Chicago 1, Ill.
AUGUST 20, 1955

IT COULD HAVE BEEN WORSE

Connie Hits Eastern Seaboard, Weekend Coin Takes Suffer

**Continued from page 59**

...eff for the mountains or the beaches. Friday night decided they weren’t going anywhere during the weekend. Stay-at-Home.

Even inland, where Connie wasn’t, the noise and the murky weather put the damper on.

Appointment Roth

Pa. Distribut

At Wurlitzer

NORTH TONAWANDA, N. Y., Aug. 20.—The Baldwin-Walhalla Company announced this week the appointment of Mr. Wurlitzer's son, John W. Roth, Jr., to the territory covering 10 Northeastern Pennsylvania counties.

The firm’s territory includes Carbon, Columbia, Lackawanna, Luzerne, Monroe, Schuylkill, Wayne, and Wyoming counties.

Max Roth and his son, Marvin, head the firm’s operations. Mr. Roth is general sales manager, and Joe Turrell is sales manager.

Roth, who has been in the distributing business for over 20 years, extended an open invitation to all operators in the territory to visit the firm’s newly decorated offices.

Pack’It Plans to Key MOA Execs Aug. 25

OAKLAND, Calif., Aug. 20.—A three-man executive committee of the Music Operators Association will meet at MOA headquarters here, Tuesday, to discuss the proposal for a 13-month program to combat illegal coin-operated juke box operation, currently being considered.

The problem stems from Canadian dealers. The color of the bill has been faded or punched into the box to make it appear to be a legitimate coin-operated. The result is that the machines have been jummed.

In an effort to resolve the problem, other members have placed signs on their machines stating “Not Accepting Canadian Nickels.”

And many other information news stories, as well as the Honor Roll of Hits and other operator charts.

MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry in the Music Department up front in this issue of The Billboard.

JERBY BLAINE NEGOTIATING SALE OF Juuke Records. Will concentrate on his distributing business and expand it to all Midwest.

FORMATION OF RECORD AUTOMAT, Inc., is completed. Firms unveils a record vending machine designed to hold 700 discs. Testing in additional areas scheduled.

And many other information news stories, as well as the Honor Roll of Hits and other operator charts.

3d N.J. Invites Release

Ready to Go: Young

NEW YORK, Aug. 20.—The third National Juke Box Musical Comedy, “Jungle Book,”多功能作为主要的atum is currently under preparation, and is expected to be ready for release in time for the opening of the 1956 season.

Barney Young, head of NJBM, has signed his usual roster of music operators in a three licensing organization, while a number of new licensing operations are under way.

Rocky Todd to Peaceful Valley

The first tune to be released by the new N.J.B.M. label is “A Stairway to the Moon,” by RCA Victor. The latter was previously licensed by N.J.B.M., and this is the first time the label has been used as a principal market for the songs.

Juke Paper

25% Improved, Says Financier

MINNEAPOLIS, Aug. 20.—Juke box—as well as other coin-operated machines—indeed a problem in collection or an unwelcome situation to the business itself. This point was brought out in a recent report by the Minneapolis Securities Commissions, the National Association of Securities Commissioners.

He reported that collections were up to 20.25 percent compared to the corresponding period last year and that new businesses had been added to the firm’s schedule.

This seems to co-operated and “dilution of ownership” by a company, “coin machine paper ranks from five to nine.”

(COIN CALENDAR)

Follows are dates of interest and important in all coin machine manufacturing:

September 15—United States Coin Operators Association, quarterly meeting, National Hotel, Chicago.

September 16-18—United States Coin Operators Association, semi-annual meeting, National Hotel, Chicago.

September 20—Northwest Coin Operators Association, semi-annual meeting, National Hotel, Chicago.

September 24—Central States Coin Operators Association, semi-annual meeting, National Hotel, Chicago.

September 25-27—United States Coin Operators Association, semi-annual meeting, National Hotel, Chicago.

September 28—-New England Coin Operators Association, semi-annual meeting, National Hotel, Chicago.

October 2-3—Central States Coin Operators Association, semi-annual meeting, National Hotel, Chicago.

October 10—New England Coin Operators Association, semi-annual meeting, National Hotel, Boston.

October 15—Central States Coin Operators Association, semi-annual meeting, National Hotel, Chicago.

October 20—New England Coin Operators Association, semi-annual meeting, National Hotel, Boston.

October 22—Central States Coin Operators Association, semi-annual meeting, National Hotel, Chicago.

October 23—New England Coin Operators Association, semi-annual meeting, National Hotel, Boston.

October 25—Central States Coin Operators Association, semi-annual meeting, National Hotel, Chicago.

October 30—New England Coin Operators Association, semi-annual meeting, National Hotel, Boston.

November 6—National Automatic Merchandising Association, semi-annual convention, Hall of Adolphus, Dallas.

October 10—Music Operators of New York, annual ban-

quet, Grand Ballroom, Waldorf Astoria, New York.


Uninterrupted performance has always been a characteristic of every AMI model but the "F", it is said, turns in the highest score of all in continuous operation, freedom from breakdowns and service calls.

It's nice to run a route of machines with AMI's exclusive Multi-Horn High Fidelity bringing the public music that excels — and to know that the service and upkeep on this route is always at a very minimum.

www.americanradiohistory.com
change that the joke box had not been serviced in 30 months. He said it had been repaired many times during this agreement.

The union explained that the 30-month figure is charged whether or not any servicing is required. The union president is Donald Corwin, an area business agent, who said he was hired by Bill Seco, union secretary, to picket the location.

Paper Improved

- Continued from page 91

of time-sales products on the market," he declared.

Minneapolis Securities has bought joke box operator for 20 years, also carried on machine and announcement game paper. The spokesman said that interest rates vary, depending upon the locality and the size and condition of the business.

He said that during the last month, purchases of joke box last paper by Minneapolis Securities approximated "five to eight per cent" of the joke box paper available in the Twin Cities. The reason for the small amount, he explained, was due to the fact that joke box distributors were beginning to handle the firm's own paper and raise their prices.

Firms to Install

- Continued from page 90

of valve in new machines.

Replacement Use

Walsh said that in future, the use of new machines for the domestic market is foreseen. Walsh said sales in expectation of this new market have been fairly consistent.

Among the new manufacturers, a vice-president of the Kentuckian, in charge of the commercial division, and sieht, will be on the new Apallacian, the new line of tripe and coin-op machines.

The value is being used in bakery equipment, but Walsh said the major part of the production is for coin-operated and replacement vending valves.

Steinke Skeds Op Open House

BUFFALO, N.Y., Aug. 29—The N. J. Steinke Company, Inc., Rock-

distributor, opened its doors to the public for the first week that it has scheduled an operator's trade show. The event will be held every day (as 29-31).

Entry hours on both days will be from 11 a.m. to 9 p.m.

MMAO Gives $9,100 to CP

BOSTON, Aug. 30—The Massachusetts Music Operators Association turned over a check for $9,100 to CP for music... announcing that the organization is in a position to operate the operation....

Kelle Diedrich, of Chaska, Minn., is expanding his route and entry to this market in new ways. Blows and bowlers were the prime ingredients of Don Thulin, of the National Music Company, during the last few days. His father, Ray Thelin, of Tracy, Minn., bought music on his route... Glenn Bickel, of Chippewa Falls, Wisc., bought a baseball game... Frank Koopman, of Spring Valley, Minn., ordered music on his visit this week.

Bill Hafen, of Austin, Minn., came to the cities for bingo games... Earl Porter, of East Bridgewater and Ron Malm, of MGM Music Company, Mitchell and Henson, S. D., came in to report and sold their local business to the company. The company has just started a new campaign to sell more records to local dealers. Bill Hagen, of his visit here... Red Wilbur, of Dohi, Minn., came down from his home in the north... Angelo reported that his company is preparing a new line, the most popular music on his trip, as did R. J. Krupp, of Tracy, Minn... M. Flaherty, of Atlantic Sales Company, Minneapolis, leaves next week for a trip to the southern states... MGM Music Company, reports operators enthusiastic about Rilt's new... Cincinnati

By ELINOR C. BATTIE

SAM BURFAN DIFS. Members of the National Photographic One

years ago when the sale was made. The group was dispersed by a

in Chicago, Ill., where the 1960 National Music Operators' Association ad

alyzed the market and the sales figures for the year. It also announced the opening of the new showroom and distribution center of the W. Va. and other... Porch, of the Union, is a branch of the... The group consisted of the Union of Music Operators, the... flavor and the market.

W. Va. Ops Sked Banquet October 21

CHARLESTON, W. Va., Aug. 30—The W. Va. Music Operators' Association will hold its annual banquet on October 21 at the Jackson Hotel here.

The group consisted of the Union of Music Operators, the... the group that Haley was not a member. However, Haley charged that there had been a disagreement between himself and Local 228, he was then and still a member of the union. Haley also disputed Knowl's.

Union Pickets

- Continued from page 84

that his old machine, installed under a union agreement, had never been serviced once during 38 months, despite his repeated requests.

On July 10 the union threatened to picket the location because the joke box was not serviced by the union. At that time James H. Haley was the operator who serviced the location and who charged that Haley was not a member. However, Haley claimed that there had been a disagreement between himself and Local 228, he was then and still a member of the union. Haley also disputed Knowl's.

Lawrence

NOW $95.00

with the

NELSON MODERNIZATION KIT

CONVERT NOW!


Clip and Mail This Coupon Today!


Seeburg Conversion

KITT SSDDED ON OUR MONEY-BACK GUARANTEE—3-Year Service & Garant

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

- DEMAND UP ON USED SHUFFLE BOXES. Game distributors and jobbers report prices on used shuffle machines have remained steady during the current season. Games which were introduced to the trade last year are now bringing prices from $35 to $40 each ... (Page 76, The Billboard, August 20).

- NEW LICENSES HIT ST. PAUL, OPS. ops. Paul City Council votes to revoke licenses to three of the six licensees operating in the city. The licensees have been ordered to appear before the council on August 31. (Page 76, The Billboard, August 20).

- CONTINENTAL EXPANDS. The Continental Vending Machine Corporation, Westport, Conn., is currently expanding its operations. The company is planning to enter the three markets in a major expansion plan. Plans are to double plant capacity and continue to expand the vending machine line. (Page 69, The Billboard, August 20.)

- LIMELIGHT BREAD BENDERS. Production of an outdoor bread vendor, designed as having the largest capacity in the field, has been started by Ex-Cri O-City Machine company. Announcement of the development of the gross world's largest slice bread vending machine. Presson Oven Company, Franklin Park, Ill., (Page 80, The Billboard, August 20.)

- ALWAYS IN ON THE MARKET—The National Music Operators Association has announced that it has released a new brochure entitled "Our Music Industry's Top 50 Bestelling Products." The brochure contains information on the top 50 bestselling products, including sales figures and market trends.

- Continued from page 58

of Minneapolis, a ceremony in Bethesda Synagogue, where... Sander and Sally Rose, of Sandler Distributing Company, Minneapolis, report that Wurfeld's... the group who consider it is... for the next few years... of New York City. Country music... have been officially recognized. It is encouraging... an organization, such as the National Music Operators' Association, to take a... in this situation from spreading to other areas. People who have already been prepared, are not in Smull.

MMAO Gives $9,100 to CP

BOSTON, Aug. 30—The Massachusetts Music Operators Association turned over a check for $9,100 to CP. . . . The money was collected by the group in various... holds for the popular music.

Cincinnati

BY ELINOR C. BATTIE

SAM BURFAN DIFS. Members of the National Photographic One

years ago when the sale was made. The group was dispersed by a

in Chicago, Ill., where the 1960 National Music Operators' Association ad

alyzed the market and the sales figures for the year. It also announced the opening of the new showroom and distribution center of the W. Va. and other... Porch, of the Union, is a branch of the... The group consisted of the Union of Music Operators, the... the market.

W. Va. Ops Sked Banquet October 21

CHARLESTON, W. Va., Aug. 30—The W. Va. Music Operators' Association will hold its annual banquet on October 21 at the Jackson Hotel here.

The group consisted of the Union of Music Operators, the... the group that Haley was not a member. However, Haley claimed that there had been a disagreement between himself and Local 228, he was then and still a member of the union. Haley also disputed Knowl's.

Union Pickets

- Continued from page 84

that his old machine, installed under a union agreement, had never been serviced once during 38 months, despite his repeated requests.

On July 10 the union threatened to picket the location because the joke box was not serviced by the union. At that time James H. Haley was the operator who serviced the location and who charged that Haley was not a member. However, Haley claimed that there had been a disagreement between himself and Local 228, he was then and still a member of the union. Haley also disputed Knowl's.
Has a Single low inertia tone arm with Zenith Cobra Stylus

Greater tonal brilliance! At least an extra thousand plays per record with no loss of fidelity! Many thousand more plays per stylus! All of these great features are yours with Wurlitzer's single low inertia tone arm and exclusive Zenith Cobra Stylus. Another example of Wurlitzer quality that produces extra savings and added earnings.

Wurlitzer 1800

THE YEAR'S TOP PHONOGRAPH IN BEAUTY - IN TONE - IN EARNINGS

The Official Musical Instruments in

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK • ESTABLISHED 1856
Heat Spell Cuts Coffee Sales; Dairy Items Hit New Peaks

Operators in general reported the southern territory was experiencing one of the coolest summers in memory, and that the drink trade has not seen a change of such magnitude in many years. While many states have had a hot, dry, and blustery season, those in the southern states have had a very unusual summer, with long periods of rain and cooler temperatures.

Taking advantage of weather conditions, the dairy dealers have been increasing their sales of dairy products. The dairy dealers have been emphasizing the benefits of dairy products and their role in a healthy diet.

Other Midwest and Eastern representatives believe the sale of dairy products would continue to rise. The dairy industry is working hard to increase the number of dairy products available to the public.

N.J. Towns Continue Anti-Vending Laws

Two towns in New Jersey, Englewood and Seaview, have continued their efforts to ban vending machines. The towns have been fighting against the growth of vending machines in their community, and have been successful in their efforts.

The towns have been able to halt the growth of vending machines by passing laws that regulate the placement and operation of vending machines. These laws have been successful in reducing the number of vending machines in the towns and improving the quality of life for the residents.

Garnish Soups May Be Vended By New Snively

NEW YORK, Aug. 29—Paul Snively, president of Snively Co., Inc., has announced that garnish soups will be a new product for vending machines. The company has been working on the development of a new type of garnish soup that will be ideal for vending machines.

The garnish soups will be available in a variety of flavors, including chicken, beef, and vegetable. The company has been working on the development of a new type of garnish soup that will be ideal for vending machines.

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Atlanta Requires License Sticker On Food Vendors

ATLANTA, Aug. 29—Food vending machine operators today began placing decals on vendors, as required by a new city law. The law was enacted at a meeting of the City Finance Committee, and was passed unanimously.

The law requires all vending machine operators to obtain a license, and to place a sticker on each vendor, as required by the city of Atlanta.

While the law was passed unanimously, there were some concerns expressed by the vending machine operators, who argued that the law would be too costly and would make it difficult to operate.

Pool Sites Bring Extra $ to Dairy Operators

BOSTON, Aug. 29—A new change in the collection of the equipment tax in Massachusetts means a return of some money to the vending machine industry. The new law means that vending machine operators will have to pay the tax on the equipment.

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Ladies' Days Set for NAMA

CHICAGO, Aug. 23—Special entertainment, including a cabaret on ice, a style show and a visit to Carl's Park, with its swimming pool, has been planned by the National Auto-Motive Merchandising Association for its annual convention. The convention, which will be held Aug. 24 at the General Hotel, will feature a special cabaret on ice, a style show and a visit to Carl's Park, with its swimming pool. The convention, which will be held Aug. 24 at the General Hotel, will feature a special cabaret on ice, a style show and a visit to Carl's Park, with its swimming pool.
Gothen May Suspend the Dating of Milk

NEW YORK Aug. 20—In an effort to stimulate vending machine sales of milk, the Gothen milk containers may be suspended for a period of 10 days from Aug. 15 to Aug. 25. The containers will be set up at the State Department of Agriculture and Markets.

The statement was made after a meeting Thursday afternoon in Brooklyn City and the State officials.

Lyons said the vending machine business is going through a "wild" period in the State, with prices ranging from low to high, and that the Gothen milk containers are subject to regulation by which force them to change the dated milk containers daily.

Jerome T. B. A. Smith, assistant commissioner of the New York Health Department, said the trial suspension would be considered "if a suitable plan could be worked out to ensure fresh milk from vending machines.

Fred Kuhrt Succeeds E. G. Moeller at NAMA

CHICAGO, Aug. 20—Frederick Kuhrt has been appointed assistant treasurer of the National Automatic Merchandising Association, Chicago, by E. G. Darling, executive director, announced.

Mr. Kuhrt succeeds E. G. Moeller, who resigned.

A graduate of Northwestern University School of Commerce, Mr. Kuhrt has a varied background in the field of finance and accounting. Prior to joining NAMA, he was manager of the Book-keeping Department of the Northwestern National Bank and has served as comptroller of the Chicago Television Inc., and of Packard Motor Car Company. He is now with the "Chicago and Milwaukee" and as Midwest bookkeeping manager of the Packard factory.

RECONDITIONED VENDORS

Almost unbelievable profits are being averaged in many locations everywhere with this new Kenny Hot Coffee Vender. Unit has 100 per cent capacity, uses dry ingredients conveniently to provide delicious coffee at any size. Go. Get a sample, set any price from less than 2 cents. Patents in states of their quarter and correct change returned automatically in the cash box fill up fast! Machine meets all local health requirements. Easy to refill.

Bake Coin Exchange, 629 S. Michigan St., Chicago 3, Ill. 239-7657

Still Drink Sales Climb

Port vending Service, Inc., Chicago, has used non-carbonated selections, and today offers them in 35 per cent of its vending machines.

Airport Vending Service believes it will further increase sales as a result by using new non-carbonated machines.

Denver's Beverage Bar is the only operator using still-drafted soda, and inched into 50 per cent of its equipment.

Features featured during the past three years are grape, orange, and Green River.

California Galas

Edward Smart reported the decrease is less than 2 per cent during the past three months, as a result of sales as carbonated choices.

Last week Food and Drug County Sales of California in Los Angeles, states were made in 75 cents of drink volume in 35 states, and ran in high to 18 to 25 cents in other states, where most of the boys are older people.

Automatic Equipment Service, Inc. discarded still drink sales decrease approximately 25 per cent, the same as carbonated Flavors in cold months. Robert Greger, Director of Deluxe Vending, reports still drinks drop about 50 per cent in sales in cold weather, while carbonated drinks are off 50 per cent.

Williamson Candy Offers New Pack

CHICAGO Aug. 20—A truly successful regional test, a new pack designed for the Kentucky Vending Company was put out for exclusively vending machines in the 100-cent and 5-cent machine department.

Williamson Candy Company, which has been in the vending business for about 10 years, has announced the new pack will be made available in the near future.

The pack includes four sandwiches consisting of vanilla and chocolate cookies with a cream filling. Vending operators have a choice of three packages: a candy bar, an all-chocolate, and an all-vanilla, and both flavors.

Cost to vending operators is $1.50 per 100 delivered with a minimum shipment of 1,000 packs. The cost is simply made up by the vending operators.

Vending Raid Nets $1,000 in Mass.

A raid on a vending company, conducted by the state's five, in a mass near, resulted in the seizure of $1,000 in cash and a license. A new money bag was used in this raid on the vending company, which is now in the hands of the district attorney.

Seek Fruit Machines

NEWARK, N. J., Aug. 20—The Essex County Dairy Society of New Jersey has recommended to the Essex County Dairy Society of New York and the Jersey dairy vendors in its territory that they be replaced by fresh fruit vendors.

Atlanta Requires

Atlanta is a city of 100,000 people, the number of machines he might have.

- Model and dope operators petitioned for a $100 annual license. Approval was granted on the "M trail grounds." There is no specific dissatisfaction at present.
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NCA Convention Chairman Named

CHICAGO, Aug. 29.—Appointment
of eight committee chairmen for the
1956 convention and expound-ings of
the National Confer-
ence's Association was announced
by Robert H. W. Welch, Jr., of
the James O. Welch Company, Cambridge, Mass., general
chairman.

Richard D. Mezey, of the Dag-
gett Chocolate Company, was
named program chairman; Philip
M. Clark, of New England Con-
fectionery Company, dinner chair-
man.

Keneth P. Minye, of Brigham's,
Inc., opening luncheon; Richard
S. Lewis, of Edgar E. Lippincott & Son,
Inc., golf; W. O. Wallberg, of W.
P. Schutt & Sons Corporation, Latins'extravaganza; Lenore M.
Levett, of Dow Confectionery
Division, building elevators
and transportation; Harry Gilmore, of T.
E. Washington Candy Cor-
poration, Sunday set-up; and
David R. Vienna, of Peck & Ford,
Inc., exposition. Philip
P. Gott, NCA president, is an
official member of all committees.

Tickets for the convention will be
held June 10-14 at the Hotel Stater
and Mechanics Hall in Boston.

BIG ICEBOX

Open Automatic Food Store
in Apartment

MINNEAPOLIS, Aug. 29.—After being
stayed twice, Lewis Roberge, 41,
was finally allowed to open his own,
unaided automatic food store.

Lewis located his automatic
store in Meadowbrook Manor, a
524-unit apartment housing develop-
ment, with a customer potential
of more than 2,000 residents.

The automatic food store, in a
building last spring, is open 24 hours
a day, seven days a week. Distri-
nution of the unit is 12 feet by 4
feet.

Stocked are milk, bread, egg,
nutting, cereals, dogs, dogs,
chocolates and soft drinks.

Best seller is bread, with milk
second, and eggs not far behind,

Roberge said.

 nå

To Introduce New Milk Unit

MINNEAPOLIS, Aug. 29.—All new
package milk dispender is automatic.

Packaged Milk Unit, a new
product, was introduced for the
first time by M. L. Fortnite, Dispen-
ser, Inc., at the convention of the
National Confectionery Manu-
facturers Association conven-
tion here Sept. 1-3.

Annovation of the development
of the new milk cooler was made
by Mrs. Nuste Cade, the Mrs. Nuste Cade, advertising
director who disclosed the company will intro-

case a new milk cooler.

No details on the cooler will be
released until the Chicago con-
vention, but both were developed at
the firm's factory headquarters.

It was indicated the pack-

er-will be manufactured at

N Macombers Filters Account

for 20% of Cig Sales

MCAMAS, Aug. 29.—Nearly
half of U. S. cigarette consumption
is accounted for by filter-tipped
and double-tipped blends, said
O. P. Macomber, chairman of the
company.

In a mid-year report to the firm's
employees, Macomber said that
long-duration filters accounted
for 27 per cent of the indus-
try's total, while the new blends for
20 per cent of all sales.

He pointed out that in a large state, 80 per
cent of sales are for 30-per cent of sales.

With the emphasis on unfiltered,
brand-selling, Macomber said the
industry is developing a healthier
trend.

He outlined the new Macomber box
which will be marketed in four
years.

Looking for Fast Money? Why Not Try the New...
COINMAN YOU KNOW

Continued from page 39

Boston

By CAMERON DEWAR

EXTENDS VENDING ROUTE. Phil Swartz, of Warner Vending, has increased his route by buying out Richmond Sales Company. . . . Ralph Mountain, of Fountain Sales, Va., who has one of the largest routes in the State, recently purchased the Osborne Hotel in that town. . . . Ernest T. Thompson, the manager of Allied in Arlington, reports that the near epidemic of polio in the State has taken a good show of business away from his and other idle parks. . . . Ralph Lueker, Karel Music, Roxbury, and his wife and daughter, are recovering from injuries sustained in an automobile accident.

SPOKES CONVENTION. The World's Fair & Associated Amusements, says there is a big demand for shuffleboard. Just returned from a trip to Garden and Presque Isle, Me., he is off again this week to see some other places. . . . Frank Armstrong, of the Development Association of Arlington. They will fly New Hampshire and Vermont together visiting various opera- tions. . . . There seems to be quite a lot of interest in the new Disneyland which opened two weeks ago in Glacier. He will also drop in on Frank Ward, of Ward Vending Co., Chicago. Mr. Ward has been rather busy this week. Mr. Armstrong will continue his work on hard work. He will postpone his vacation since the demand for leased games is keeping up a fast pace.

College. Mr. Taube, who purchased some of the oldest and largest operators in the business, is planning to open another location in Little Rock and San Antonio, Tex. . . . Lawrence Costello, owner of the Pacific Sales Co., has recently purchased the White Sales Co., and plans to expand his business. . . . Ray Shea, of Lawrence, John Lazar, of New York, and Steve Patlow, of Watertown, are also planning to open new locations.

KANSAS CITY

BOB TATUM

ADDS NEW LINE. The Uni-Con Company, which recently added 15 machines, has added the Goedeker candy, cigarette and sandwich machine line. The addition further(a) 

Washington

By JAMEL FIEDMAN

HOT SLEETS HIT WEST COAST SALES. Several hot sleets have really hurt coffee sales. James Bowen, manager of Kellogg Sales, reported a recent busy week. . . . A recent hit on coffee sales was reported by John Buhler, who recently returned from a business trip to the Pacific Northwest. He says that Buhler is a good example of how to handle new accounts and expects to be back at work in a few weeks. . . . Ray Watling, of Watling, Inc., has added a new Watling to his route. . . . Walt Hopkins, also of Watling, is on a Minnesota vacation. . . . The demand for used equipment here continues at near peak levels with many requests for used equipment at favorable local prices and good quality of the merchandise.

Los Angeles

By JOE FRIEDMAN

CALLS ON HAWAII DEALERS. Bob Weber, Midland Music Company, is off to Honolulu on a combined business and pleasure trip. He'll introduce the firm's Telefunken line to dealers in Hawaii and then return to his hotel to settle up on business. He'll also call on the Honolulu Sales Co., and in a business trip to Portland, Ore., where he'll visit with Mr. and Mrs. Stock, he'll see Fred G. G. Company. Mr. G. is a very busy man operating a large and successful business. He plans to interview an increasing number of operators planning to switch to dominoes in Seattle, Portland, and Los Angeles. Most of the surrounding counties, e.g., Riverside and Kern County, have been on strike for a long time.

Ray Jones made the trip from Ridgecrest in this week. The weather is very pleasant and the country is looking good. Jones reported that the demand for dominoes has increased in the Los Angeles area. The demand for dominoes in the Los Angeles area has also increased. Jones reported that the demand for dominoes has increased in the Los Angeles area. Jones also reported that the demand for dominoes has increased in the Los Angeles area. Jones also reported that the demand for dominoes has increased in the Los Angeles area. Jones also reported that the demand for dominoes has increased in the Los Angeles area. Jones also reported that the demand for dominoes has increased in the Los Angeles area. Jones also reported that the demand for dominoes has increased in the Los Angeles area. Jones also reported that the demand for dominoes has increased in the Los Angeles area. Jones also reported that the demand for dominoes has increased in the Los Angeles area. Jones also reported that the demand for dominoes has increased in the Los Angeles area. Jones also reported that the demand for dominoes has increased in the Los Angeles area. Jones also reported that the demand for dominoes has increased in the Los Angeles area. Jones also reported that the demand for dominoes has increased in the Los Angeles area. Jones also reported that the demand for dominoes has increased in the Los Angeles area. Jones also reported that the demand for dominoes has increased in the Los Angeles area. Jones also reported that the demand for dominoes has increased in the Los Angeles area. Jones also reported that the demand for dominoes has increased in the Los Angeles area.
occupied by eight strategically placed bumpers located at the middle of the board. These bumpers are large enough to prevent the ball from going to create shoot spots. Over 10,000 different combinations of bumper board are possible in the game, according to the firm.

Description of games of pool in production by other firms has not yet been reported. Sales trends are that these games will follow the general sales levels of the Valentine machine.

Popular Overseas Coin-operated pool games are not new to the industry, but have never yet found popularity throughout the country. Pool coin games have, however, been popular in South American countries, and in Europe, where many have been exported. Sales from these games range from years old and have since been manufactured and sold in many parts of the country.

Among the leading manufacturers of coin pool games are Genco Manufacturing & Sales Company, which makes pool games, Shuffleboard and Match Mail; Pinball Machine; and Coin-Operated Bumper Pool. Sales in the period have already shown an increase in the industry, according to two firms, that the first trend in the industry continues costs on the games are expected to be reported relatively low, and that the games are being re-sold by the factories at under $100.

Keeney Holds Minn., Dakota Coin Sales

CHICAGO, Aug. 20. - Keeney Coin & Company sales representatives Bill Coon Jr. and Tom McFarland have completed a tour of the Dakotas and Minnesota, where the company has established a new sales territory in the area.

The new game, Coin-Eett, is similar in every respect to the regular Coin-Eett model, except that it has made out of lighter weight metal and incorporates a change in log strength. Keeney has provided a less, $150 L.O.H. factory, and a new season's supply of Coin-Eett Sales and Manufacturers, including salesmen, has been shipped to the factory office at Chicago.

Mr. E. Eye New Trend To Coin Pool Games

Chicago, Aug. 20. - Sales of football pinball games are picking up fast, with the two principal five-ball pinball games, which are marketed by the management, and the sales increases, are over the year. Sales boosts are tied to growing acceptance of the five-ball games in many areas of the country, and increasing popularity of the multiple-player games produced by them.

Alvin Gottlieb, of the Gottlieb Company, is working out a new trend, the summer business already is on the rise and will continue for another year. Gottlieb's five-ball business has sprang to high levels, according to the company, with the multiple-player games being popular with children. The sales has been catching on and bringing up re-sorts that were at a low ebb a year ago.

"We expect our fall output to be definitely bigger this year," Gottlieb added.

Model T New Bally Kiddie Ride

CHICAGO, Aug. 26. - Bally Manufacturing Company has produced a new model of its Hot-Rolled Kiddie Ride, to be known as Model T. The change was prompted by the New York company, manufacturers of the Hot-Rolled, the original model, with a new base in brighter columbia colors.

A miniature model of an early automobile, with working lights and horn, Model T takes the kids back to the rocking roads for a dime. A throttle on the machine permits drivers to speed up or slow down at will. Model T requires 34 inches by 68 inches space on location.

American Shuffleboard Has Annual Sales Meet

NEW YORK, Aug. 20. - Officials of the American Shuffleboard Company held the first annual sales meeting of the firm Tuesday and Wednesday (18 and 19) at the ASC annual sales meeting.

Distributors were told at 1960, that the firm is definitely in the shuffleboard business, and that the program will be to convince the game to its various top positions in the shuffleboard market, and to have the games of the firm at the Broadmoor "Stoick"that evening. Bally shuffleboard plants were at the New York Western sales directors had met independently earlier.

Addressing the distributors at the business session were the following ASC executives: Paul Connors, president; John Mckerrow, sales manager; Don Freehling, district sales manager; and Frank D'Wyk, plant superintendant.

Field representatives at the meet were Ignat, Hall McKinnon, Joseph Lyncheski, and John Weiss, Omaha district factory manager.

Distributors were John E. Jackson, Detroit, and Charles J. Southworth, Tampa, Fla. 

FRANK R. COLEMAN and Charles Colecud, Beulah, Va., was an outstanding feature of the ASC convention last Tuesday and Wednesday, said one of the firm's men.

According to one of the company's salesmen, the new model, which is definitely in the shuffleboard business, is expected to go strong after Labor Day, when the regular bowling season opens.

Texas Bowls By-Pass Game, Judge Licenses

SAN ANTONIO, Aug. 20. - The Texas Professional Bowlers Association has granted licenses to 8,771 players for the upcoming bowling season.

The licenses were for hearing before Corporate Court Judge Harold H. Bean. No fee was charged for any of the licenses.

The new season opens October 1, and the licenses will be available at the Purveyor showroom.

Five-Ball Pin Game Market in Up-Swing

CHICAGO, Aug. 26. - Sales of football pinball games are picking up fast, with the two principal five-ball pinball games, which are marketed by the management, and the sales increases, are over the year. Sales boosts are tied to growing acceptance of the five-ball games in many areas of the country, and increasing popularity of the multiple-player games produced by them.

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"We expect our fall output to be definitely bigger this year," Gottlieb added.

Bally Bowlers Prompt Ops At League Play

CHICAGO, Aug. 20. - Shuffleboard League of New York State and South New Jersey area are forming leagues and member clubs to promote and regular bowling rules, and to provide extra large pins, and scoring punch, the company has been brought into the "Stoick" game, have tipped up chances at advantage and distribution of factory, "founded," the industry. Quarter-

NEWS BRIEFS

BAY CITY, Mich., Aug. 20. - W. C. Ruder is selling his factory, with the exception of a few cabinets and durable furniture. Remodeled, the firm's new pool table, the machine, was put on the market May (The Billboard, May 30), and since then, it has been most popular. The machine has been under the direction of a national distributor organization for the company. The company is headed by Earl Fredley, but the manufacturer is in a limited partnership. (See separate story on pool game trend.)

S. W. Shalaway, Davidson & Co., has sold its manufacturing business to billing pool table, according to S. W. Weikl, general sales manager, for over $1,000,000. "We are definitely in the shuffleboard business, and that the program will be to convince the game to its various top positions in the shuffleboard market, and to have the games of the firm at the Broadmoor "Stoick" that evening. Bally shuffleboard plants were at the New York Western sales directors had met independently earlier.

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The new season opens October 1, and the licenses will be available at the Purveyor showroom.

Five-Ball Pin Game Market in Up-Swing

CHICAGO, Aug. 26. - Sales of football pinball games are picking up fast, with the two principal five-ball pinball games, which are marketed by the management, and the sales increases, are over the year. Sales boosts are tied to growing acceptance of the five-ball games in many areas of the country, and increasing popularity of the multiple-player games produced by them.

Alvin Gottlieb, of the Gottlieb Company, is working out a new trend, the summer business already is on the rise and will continue for another year. Gottlieb's five-ball business has sprang to high levels, according to the company, with the multiple-player games being popular with children. The sales has been catching on and bringing up re-sorts that were at a low ebb a year ago.

"We expect our fall output to be definitely bigger this year," Gottlieb added.
New Products

Editor's Note: Following is another new product in the coin machine field. Address glossy photos and brief descriptions of products of interest to any coin-operated game operators, distributors and manufacturers to "New Products," The Billboard 188 W. Randolph St., Chicago.

Ample's Bin. Ample Equipment Company, Brooklyn. Speedsawn feed carts to operator, the rate of floor controlled by an invariable shutter. Bin can be fed from back without disturbing operators. Parts in Speedsawn bin are interchangeable, available for any variation in number of bins and size of items desired. Bin adjustable for various size parts. Bin made of 20 gauge steel coated with silver-gray enamel. Each kit-free for 20 inches of bin width. Bins are 6 inches deep, plus a 1-inch tray. Capacity is 100, 12, 14, and 8 square inches. Price for either kit is $11.50 each. Brooklyn.

On-Spot Showing Big Aid in Selling

CHICAGO, Aug. 28—Because of his "in the spot" demonstration of the new Mr. Robert bulk milk vendor, E. A. Swiet is leading the country in sales of the machine the firm announced.

Swiet takes the wunder about the country with him in a special mobile office constructed especially for showing it to operators, dealers and health departments at home meetings.

"This procedure," Swiet stated, "increases the early return on the part of operators who hesitate buying new service without seeing it in action. The demonstration also shows the best advantages of the vendor.

Anderlee Adds Space

PORTLAND, Dec. 20—Anderlee Enterprises, distributor of automatic dispensing fresh fruit machines for installation in schools, hospitals, public buildings and institutions, have leased a large warehouse here.

Anderlee, owner, said the building has a refrigerator, new rooming space and offices.

IT TAKES THE PROPER TOOLS

Take the fellow pushing the wheelbarrow. He's got the right tools to nurture a seedling tree to blooming flower as shown below. Of course, plenty of rain and sunshine aren't to be forgotten.

Now, take the business man earning his living to the Coin Machine Field. His tools are hard work, an investment of money, a good product, rendering good service, etc.

And, when it comes to advertising so that his business can prosper, his thoughts turn to The Billboard. It is a natural action because Billboard has a long-standing reputation for giving its advertisers... complete, low cost market coverage.

Pule says, "Good advice for coinmen everywhere!"

Purveyor Distributors for

Valley Bumper Pool

Something New and Different in Coin-Operated Equipment—Get the best locations—ORDER NOW!

Call—Write—Wire

COIN-O-ARAMA SPECIAL

Seaside 1-008—100 Advertising $5 5—$45.00

BINGO

Surf Club ........................................ 235.00
Hi F ........................................ 235.00
Nevada .......................................... 235.00
Beach Club ..................................... 175.00
Spology ......................................... 175.00
EXCLUSIVE DISTRIBUTOR: D.F.O. 9050 n.

WRITE FOR COMPLETE LIST OF COIN MACHINES

THE BILLBOARD CO.

1617 N. Western AVE.

CHICAGO 18, ILLINOIS

PHONE JUNIPER 8-1812

The Market Place for Coin Machines

The National Exchange for Coin Machine Personnel, Products, Service and Opportunities

ADVERTISING RATES

REGULAR CLASSIFIED ADS

Formal advertisement to be hung up and displayed on wall in department. All ads must be ordered at least 5 days in advance of publication date. Minimum $3.00.

OFFSET ADS

Formal advertisement to be hung up and displayed on wall in department. Minimum $5.00.

DISPLAY CLASSIFIED ADS

Complete ad (2x2) in the classified section. Minimum $7.50.

CASH WITH ORDER

Ads accepted only when cash is paid in advance. A minimum charge of 75¢ per insertion is made for all ads.

IMPORTANT INFORMATION

In determining cost at regular Classified Ad rate, it is assumed you wish your name and address when composing cost of ad. When using a Box Number in Coin World, please state box number in classified ad. When advertising in Billboard allow 5 for additional lines.

AGENTS & DISTRIBUTORS

Need to Buy

COIN-O-ARAMA SPECIAL

Seaside 1-008—100 Advertising $5 5—$45.00

BINGO

Surf Club ........................................ 235.00
Hi F ........................................ 235.00
Nevada .......................................... 235.00
Beach Club ..................................... 175.00
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EXCLUSIVE DISTRIBUTOR: D.F.O. 9050 n.

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CHICAGO 18, ILLINOIS

PHONE JUNIPER 8-1812

COIN MACHINES 103
Movie Unit Heads

Continued from page 102

The industry, explained Goldsmith, gives the illusion that while it still probably have use in Arcades, it is being built with locomotive transportation depots.

Meanwhile, Capitol is going ahead on Midland production.

He said that four new spry boats have been added for the reconstructor base.

News Briefs

CHICAGO, Aug. 20—Appointment of W. B. Youngstown as chief sales engineer was announced by the Drake Manufacturing Company, owners of cigarette and jewel light assemblies for miniature lighting.

NEW YORK, Aug. 20—C. & C. Corporation, manufacturer of canned carbonated beverages, announced that it has received an agreement to purchase Power Products, a spray gas manufacturer.

WASHINGTON, D.C., Aug. 20—Cigarette smoking and production in June topped the same month of a year ago by 2.2 per cent as shown by the Internal Revenue Service. Manufacturing delivered 11.5 billion cigarettes, roughly 600,000,000 more than in June, 1953.

NEW YORK, Aug. 20—Retirement of H. A. A., chairman of the board and a director of P. Lorillard Company, September 1, was announced by William J. Halley, president, who has been with the firm 44 years, will continue his association with Lorillard in an advisory and consulting capacity.

JERSEY CITY, N. J., Aug. 20—It happened while he was making cigarette vending machines that there was a break in the machine. He inquired, opened a metal container and took $100.00 in currency and coins, and it was all in 25-cent pieces.

**ELECTRIC SCOREBOARDS**

<table>
<thead>
<tr>
<th>WALL MODELS</th>
<th>OVERHEAD MODELS</th>
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<tbody>
<tr>
<td>Marvin Model 1951-52</td>
<td>$395.00 each</td>
</tr>
<tr>
<td>Inter-City Model 1951-52</td>
<td>$350.00 each</td>
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</tbody>
</table>

**STOCK MFG. CO.**

**COMPADRES EXTRANJEROS**

La Europa Occidental Sur America Africa Asia

**INTERNATIONAL**

**SCOTT-CROSSE**

**COMPLETE LINE BALLY BINGO PARTS**

**CALDERON DISTRIBUTING CO.**

**WALL SPEAKERS**

AVAILABLE IN CONTEMPORARY OR MODERN DESIGN

<table>
<thead>
<tr>
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**EXHIBIT SUPPLY:**

**WOW! YOU SURE HAVE IT!**

SAM LONDON

MILWAUKEE
WANTED
First-class Pin Ball Mechanic—good pay
Write SUNSET SUPPLY CO.
332 N. MICHIGAN
CHICAGO, ILL.

MONARCH RECONDITIONED BUYS
FOR
youngsters. Realistic
a
lot
every
you
tely
114
CAN
colorful cabinet
per
Bally
Machine,
A/-OPERATED
31
ALWAYS
of
a
rate
goldmine
to
register.
Jen-
pulled.
 MACHINE,
9-135.00
9-13

WANTED
ENGINEERING PERSONNEL—Old established, financially
strong manufacturer of amusement devices, has openings
in new engineering department. All company benefits
plus a chance to advance. Write to
BOX 819
C'o The Billboard
188 W. Randolph Street, Chicago 1, Illinois

WANT TO BUY
for
CASH or TRADE
BALLY BINGO GAMES
GOTTLIEB 5-BALLS

GUNS
UL-DEL CARNIVAL GUNS
......1750
BONE RIFLE GALLERY
......115
V. SHOOTING GALLERY
......115
SHOOT THE BEAK
......150

NEW GAMES
BALLY CARNIVAL BOWLER
BOWLING GAMES & TOURNAMENTS

SHUFFLE BOWLERS
DELUXE SLIDES CLASSIC MECHANICAL
SINGLE MECHANICAL DOUBLE MECHANICAL
UNIVERSAL SPECIALS

RANDY VINTAGE
INSIDE

Earn More Money
with Kiddie-Fun Equipment

HOT-ROD
COIN-OPERATED AUTO-RIDE

Bull's Eye
COIN-OPERATED JUNIOR SHOOTING-GALLERY

Like a jockey on a thoroughbred, Bull's Eye Junior
Shooting-Gallery is a goldmine in every location frequented by
youths. Incredibly realistic air-shooter exhibits 110/250balls
each, exciting and rewarding targets, ships and ships reign-
ing on decorated score glass. Prizes positively hit. Bull's Eye
no bullets or public are hit, this featuring when perfor-
them or not reflected. Only colorful cabinet toasters
ay hit to 1 $1 after opening
in are in service at a rate of $15
to $25 per hour.

Bally Manufacturing Company 2640 Belmont Ave., Chicago 18, Ill.
Mr. Operator of 
METAL TYPER MACHINES
SPEED UP YOUR LOADING OPERATIONS

By using high quality, straight stripped dies, packed 100 to a roll, this repair and rebuild Typer, using genuine STANart parts, is

STANDARD METAL TYPER CO.
1518 N. Western Ave.
Chicago 23, Ill.

KIDDIE RIDE OPERATORS—
TRADE IN YOUR OLD RIDES AND
PUT NEW LIFE INTO YOUR ROUTE
FOR FALL AND WINTER.

VIRGINIA REEL

NEW
DIFFERENT
SENSATIONAL

Also

The most Complete Line of New and Factory Reconditioned Kiddie Rides—Cars, Carousels—Boats—Rockets—Horses.

LIBERAL TRADE-IN ALLOWANCES
Tell us what Kiddie Rides you have to trade.

YOU WILL BE SURPRISED

CAPITOL PROJECTOR CORPORATION

556 West 52nd Street, New York City, N. Y.
Phone: Plaza 7-8725

Under Ope Eye

Coca-Cola Elects
Curits Gager V.-P.

NEW YORK, Aug. 20. — The Coca-Cola Company has named Curtis H. Gager as vice-president. Gager, 54, comes to Coca-Cola from General Foods, where for the last 11 years he has been operating vice-president of several of the food divisions. He will head the Coca-Cola sales program.

Gager joined General Foods in 1930 as an advertising and merchandising man. Two years later he became vice-president and general manager of the Baker-Riker and Company, and in 1938 was named president of the subsidiary, General Foods. Gager was a vice-president of the company in 1943 and a director in 1947.

B-K Candies Wins
Approval of NCWA

NEW YORK, Aug. 20.—Bowes-
mo's-Kouri Candies, supplier in the voting trade, received a con-
vention from the National Candy Wholesalers' Association, on behalf of its activities at the NCWA con-
vention.

All visitors at the B-K booth were given free Esquire showbags and four visitors were awarded $25 S. S. Savings Bonds. They are Sid Greenman, Louisville; Jerry Robins, Warwick, Va.; Charles Fosle, Springfield, Ill., and Herman Saffy, Jersey City, N. J.
WANTED M100A's

We will allow $200 on M100A's toward following equipment:

BINGO GAMES
- Hawaii, $150
- Nevada, $125
- Singapore, $250
- Tropicana, $300

GUNS
- Big Top, $375
- Wild West, $450
- Safari, $305
- Case Hunt, $235

WANTED—All Gottlieb and Williams Pin Games. Send in complete list.

Exclusive distributor: Williams, Seeburg, Chicago Coin, Genco and United Distributors.

Remember:
IN NEW ENGLAND IT'S TRIMOUNT

40 WAL THAM STREET
BOSTON, MASS.

SHAF FER SPECIALS

Every Machine in A-1 Condition—Ready for Location

SeeBurg
- M100-A $565.00
- M100-A $299.00

Wurlitzer
- 1500 $39.00
- 1100 99.00

Ami
- D-90 $39.00
- Model E 179.00

Write for illustrated catalog of complete list.

Shaffer Music Co.

In the Coin Machine Business Over 35 Years

BRAND NEW FACTORY CLOSEOUT

Criss-Cross Target Shuffled Game

$249.50

1st and still EXHIBIT

Target Guns

10000 BALLS

First Conditioned Chicago Coin Shuffle Game

GENCO's NEW 2-PLAYER CHAMPION BASEBALL

Players actually hit high fly balls without ramps!

湯 balls are hit in mid-air!

湯 balls soar approximately 5 feet through the air!

Single ball can score up to 100 runs!

Keeps game “alive” until last out!

3 Outs per inning—adjustable to 1, 2, or 3 innings!

Adjustable for multiple or single replays!

Exciting MATCH Play and Hold-over feature!

King-Size
White Plastic
Balls!

REALISTIC
Glass Sides and Top!

MFG. & SALES CO.
2621 N. Ashland Avenue
Chicago 14, Illinois

When answering ads... SAY YOU SAW IT IN THE BILLBOARD!
EXHIBIT SUPPLY:

WOW!
YOU SURE HAVE IT

JOE ASH
PHILADELPHIA

NOW DELIVERING—NEW GAMES
Gottlieb Tournament
(2 Player, Match Score)
Bally B & B Bowler
Bally Congress Bowler
Bally Club Bowler

BINGO
FIVE BALLS

GLIDE RITE WAS
(Case of 12) $3.50
In 10 Case Lots $3.15

MORRIS NOVELTY COMPANY
3007 Olive St.
Tel. 361-7977 St. Louis 3, Mo.

GOTTLIEB'S
TWO PLAYER
TOURNAMENT

NUMBER MATCH FEATURE
SCORES REPLAYS!

1. Point and Bonus
   advance targets.
2. Popular rotating score
   rollovers.
3. Holdover Bonus hole also
   awards Mystery Specials.
4. ON-OFF 10 times value
   Pop Bumpers.

De Luxe "New Look" Cabinet.
chicagocoin’s Newest Sensation ... BULLS EYE BOWLER

Exciting NEW Action-Packed Feature! Player by Simply Matching a Number Only gets Additional Scoring...
on the “Ring-O-Lite” BULLS EYE

Colorful Traveling Lights speed along behind each Ring building up great suspense and animation!

BLINKER BOWLER
*** Contains same playing features as Bulls Eye Bowler except ...
A 100% REPLAY GAME equipped with replay totalizer

chicagocoin's Hollywood BOWLER
Featuring flashing “Hollywood Bowsers”!
Animated back glass indicates additional scoring!

chicagocoin's Bonus Score BOWLER
* NEW TOURNAMENT STYLE PLAYING METHOD!
* NEW EXCITING BONUS SCORING SYSTEM!

All Steel Front Door—National “Slug Rejector” Coin Chute
4 Drum Scoring!

PLUS!
Flash-O-Matic Scoring!

chicagocoin MACHINEMACHINE COMPANY
OFFICIAL BOWLING SCORES

ATTRACT MORE PLAYERS
EARN MORE MONEY

Cash in on ever-increasing popularity of bowling. 15,000,000 bowlers will keep coin-chutes busy and cash-boxes full for all operators who get in on the ground floor with first 6-PLAYER OFFICIAL BOWLING** shuffle-bowlers. Order new Ballybowlers now!

SPECIFICATIONS: Overall size 8 ft. long, 25 in. wide. Available in straight dime play or one play for a dime, 3 plays for a quarter. Lightup scores with speedy totalizing. Club styled cabinet. Hinged pin-box, doors and playfield with easy-up elevator on playfield. Speedy pin reset. Quiet operation. Sturdy, trouble-free mechanisms.

**Scoring for strikes, spares and blows is according to Official Bowling Rules.

Bally Gay Time
MAGIC LINES . . . MAGIC POCKETS

New Score Booster Lites
WITH BETTER-THAN-SUPER-CARD PLAY APPEAL
NEW 10-SERIES ADVANCING SCORES
CORNER SCORES . . . SPOT NUMBERS . . . EXTRA BAL

New High-Speed Coin-Flash
Greatest array of money-making play-appeal features ever crammed into a single game insures top earning-power when you get GAY TIME on location. Avoid delay in delivery by ordering GAY TIME today.
THE BIGGEST HIT IN BASEBALL GAMES

UNITED'S DE LUXE

SUPER-SLUGGER

ANIMATED BASE RUNNING

BEAUTIFUL 3-D EFFECT

PLAYER CONTROLS SWING OF BAT TO HIT
WEAK... MEDIUM... HARD

New Super Homer Feature Scores
HOME RUN PLUS 50 ADDITIONAL RUNS

Hit in LOWER, CENTER or UPPER DECK
SCORES HOME RUN PLUS 10 ADDITIONAL RUNS

Player gets 50 Extra Runs for
landing in all 3 Decks

SIZE:
6½ FT. HIGH, 6½ FT. LONG, 2 FT. WIDE

DOUBLE CLOVER MATCH FEATURE

UNITED'S SLUG REJECTOR

SEE YOUR DISTRIBUTOR

SUPER SLUGGER IS ALSO AVAILABLE IN
REGULAR MODEL WITHOUT MATCH FEATURE
Select-o-matic

MECHANISM!

only SEEBURG has the

THE PLAYING DADIES

Seeburg

P. SEEBURG CORPORATION

Chicago 22, Illinois