In Canada and U.S.

Big Ones Reap Rich Harvest With Peak Gobels; Weather, Epidemics Smack Few

By HERB DOTTON

CHICAGO, Sept. 17—It’s a bumper season for peak gobels, in the U.S. and Canada.

Some of the biggest have set all-time attendance records. A large number have approached or set previous peak-gate records. Only a few—mainly those which experienced a run of bad weather or the heightened effect of either polo or dramatics—have suffered sharp attendance drops.

Given good weather, the 10-day Minnesota State Fair at St. Paul—a model agricultural exposition—pulled a total attendance of 1,008,101 (or “as everybody pays admission, we rate 50,000 as the old high”), with 497,316 established last year, in St. Paul.

In Missouri, the State Fair at Sedalia snatched up attendance of 371,785 (or 247,516, established last year, in Sedalia). In Colorado the Pueblo-based State Fair also set a high, bringing in about 240,000 persons.

In the East, the New Fair at Columbus, Ohio, reported a new record gate of about 402,000 persons.

Strong Runs

State-operated fairs which fell short of their records but enjoyed strong runs were: Indiana State Fair, with a gate of 595,000; Ohio’s at Columbus, which topped the half-million mark; Illinois at Springfield, with about 450,000; Iowa’s State Fair, at Des Moines, which pulled 599,000, -40 per cent over last year; and which had a strong run with attendance of about 200,000, breaking the extreme drought conditions and Michigan’s at Detroit, which chalked up a crowd of 786,758.

Kentucky State Fair, Louisville, which drew its eight-day total of right was going strong at its half-a-million mark with its gate up several percent points over last year. On the West Coast, the California State Fair at Sacramento felt the effects of a brief wave, yet its gate totalled 752,963.

The biggest of all the annual

Crowds Rush To Du Quoin

DU QUOIN, Ill., Sept. 17—In this town of 8,000, remote from any large town, they’ve built a monster race track—The Du Quoin State Fair.

The 10-day event, which closed Labor Day, has a total attendance of 415,883 persons, one-day high.

It offered the tops in attractions—grand circus harness races, a 100-mile automotive beauty contest, beauty pageants, horseracing, a day-stabled outfit for every large dairy and farm animal, a large five-horse team on foot, and a parade of cows, horses, and cattle on foot. It also included a weekend of free admission, and a weekend of free admission to the fairgrounds, and the attendance was up to 100,000.

But the folks at Du Quoin, with the exception of the state, were crowded around crowded—crowded.

The less-experienced race car drivers, who had not been accustomed to the fast pace, were crowded around crowded—crowded.

The less-experienced race car drivers, who had not been accustomed to the fast pace, were crowded around crowded—crowded.
Bankrolllers Flock to ABC's 'Festival,' But Thru Stations

By Jack Singer

NEW YORK, Sept. 17—There's no difference between the ABC's "Famous Film Festival" --a utilization of the network's biggest gift--and a Sunday night J. Arthur Rank feature film showing. The difference is that Rank is advertising admirers like Firestone, while ABC is advertising admirers like almost no other network.

Taking advantage of ABC-TV's plan that permits its affiliates to present a show or movies of their own making, ABC has granted its right to pick up the show as a network spot to all of its stations. ABC is making a move to show the country exactly what the best of the network has to offer.

The web is looking forward to the 'Festival' being received warmly enough by the public to bring in the necessary subscribers for network bankrolling. If the show is successful, that will mean a heavy buying participation there may be some indication that some affiliated stations are not too happy with the network's program and will not buy as much as before. To keep the top dealers from leaving the network, however, ABC is trying to turn the network into a production house and is offering the network's cut of the proceeds on a在全国范围内销售的模式。In that way, the last dealers to buy into the network is to be turned on at a spot basis.

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TNT DRAMA

NBC-TV to Shoot Own In H'wood

HOLLYWOOD, Sept. 17. - Plans are announced for NBC-TV to film there the hour-long "Matinee" drama in color, utilizing the well-worn facilities, Vicar and President and programming expert Fred Coameilios.

The move would be undertaken under the new experimental permitting film production by the network. NBC-TV has already examined one of its old live studios in films to shoot and will superintend the Shaco Marie Show there.

Vile expects that the "Matinee" films will be the first color footage to be used by NBC outside the studios. The net presently does not have any regular series produced in color, although consideration is being given to converting one or two to first.

NBC's Budweiser studio is booked solid for the entire season, and nothing has been done to clear two by a temporary partition to permit continuous production. The Matinee films will fill in when the show is pushed out by one of the network's four weekly color offerings.

Preparation of a second color studio at Burbank in the not too distant future is also indicated by the building.

New in Brief

BABA BUYS 13 OF POMMERSLEE THEATRE

NBC-TV pulled in another bankroll for its "Matinee Theatre," the hour-long afternoon five dramas series, with its purchase of the Pommerslee Theatre. The new sponsor is Baba-O., which bought 13 participations in the show. Foster and Maltz, Amadora and Alhau had previously paced the competition.

SUPER CIRCUS MOVING TO N.Y. FROM CH.

"Siegfried" the ABC-TV kiddie stunt which will celebrate its seventh anniversary next month by moving its originating site from Chicago to New York, is then planning a spotlight sponsorship of the booth-following tour of Kellogg and Dixie Cup from the broadcasting line-up. C. H. Goodwin satisfied the show, when it moves to New York, calls for alternating internat and talent every other week.

PLANS FADE FOR BABA ON POMMERSLEE

NBC-TV has just about given up on the sale of its projected 13 Pommerslee Theatre space. The show is being scaled down to the Sunday afternoon, 4-5:30 time period with "Wide, Wide, World," starring Emile and Jeannette, as the only program. The following week, another program is planned, but it is not yet known.

THE WAGAL TV

WAGAL-TV

LAMBERT, PENNA. NBC and CBS

The WAGAL-TV multi-city market area is comprised of 12,990,000 TV sets owned by 3½ million people who have $316,000 to spend each year—America's 10th TV Market.

STEWART STATION

Clair McLaughlin, Pres.
WHO'LL BE LEFT?

"Circus' N.Y. Switch Adds to Chi woes"

CHICAGO, Sept. 17—ABC-TV's switching of the originating point of its "Super Circus" stanza from this city to New York next season has further accelerated a problem that's got the local TV industry here on the verge of desperation.

The flight of "Super Circus" is the latest move of a network show from this city, once an important center for the creation and production of ABC network programs. There are now no network stations new remaining in Chicago—NBC's "Zoo Parade" and ABC's "Rut, Frat and Olle." If the program

occupation trend continues, Chicago will be left completely bare of network television stations.

Juni B. Jewell of Jewel Radio and Television Productions, who is producing the Chicago Star, is currently working on a project to combat the network switch. Mr. Jewell is one of the leaders of the Network Association of Commerce and Industry Committee on Network Programming. Jewell's organizations' main complaint is the present system of programming. They feel there is no "strength and spirit" to the television film and record activity in Chicago.

Most of the major radio and television sponsors in this area are members of CAC's. CAC's plus is to reduce these sponsors to divest a share of their radio and TV advertising dollars into Chicago channels and help promote Chicago as an originating point for network shows.

According to Jewell, representatives of CAC's have "agreed in principle at least" to divert or cut back network advertising and allied business would eventually constitute a major factor in the general welfare and prosperity of Chicago and vicinity.

"NBC Opera"

Up for Rock Bottom Price

NEW YORK, Sept. 17—The "NBC-TV Opera Theater" being offered at rock-bottom prices in an effort to stage a full run of six Sunday afternoon operas, each with a five-audience of over 100 stations, the largest in its history.

Among the operas will be "Giovanni" with classic Amahl and the Night Visitors, "Mozart's Magic Flute," "Puccini's Madama Butterfly," "Chabanykov's Eugene Onegin," and 2 others. The opera will alternate with "Wide, Wide, World" and the "Boston" opera, which should help build its audiences. The network's goal is to sell merchandise behind the package.

NEW YORK, Sept. 17—General Televisions Film division is reported close to a national deal in the 22-old cartoons out of the 25 original cartoons, except for two, which are expected to go through, most of it out of the Rank Organization.

The deal is said to be with 20th, who would place them "in a hurry, Deadly." Daily.

ADVISORY BOARD: Views on Rate Slices; Other Ideas to Up Biz

The big station plea was for bigger and better merchandise, promotion and salesmanship for spots. "We've been told," one station said, "not to play the same song for 40 times a day. Along the same line, another five stations recommended that salesmanship be backed up with real ratings and start talking about effectiveness.

A few stations declared that the heat hopes for more spot business would bring in more ads and agency business, but "it was more of a suggestion than a sell."

The major advertiser suggestion was that fewer spots be jammed together at chain breaks. Five agencies and two advertisers made this suggestion. It is a point that also came out last week, in which the board was asked to deal with the major problem they encounter in spot buying.

Some who put in the form of a suggestion did not make clear how this would help stations get more spot business. On the more positive side, two agencies suggested that stations run more spot carrying programs.

Only one station cited a need for stronger ads, but it was the same point—"advertisers should be better shows."—was made by two ad agencies, two producers and three distributors. To sum up this survey of trade attitudes towards the industry, one would need to read the manager's questionnaire which seems to hit all points neatly. This station man, who did not feel that cited, voted that his spot business is "satisfactory."

мотр: "But needs treatment to refine it. It is artificial and must be naturalized."

"The survey's results are not realizable." His suggestion, "a supply list to which advertisers are not apt to be supplied, and函ag paper, work. Combine all 101 and 295 for quantity discount. Be competitive in networks on rates."

How They Voted

"In general, a reduction in stations' spot rates is in order."

Networks and Stations: Yes 4 No 17

Networks: Yes 9 No 1

Stations: Yes 26 No 18

Producers: Yes 1 No 1

Advertisers: Yes 5 No 1

Producers: Yes 1 No 1

firms: Yes 1 No 1

Grand Total: Yes 30 No 20

STATIONS SAY...

BOY E. MORGAN, executive vice-president, WILKINS, Buffalo, N. Y.: "If our rates go up, we'll have to find the interest."

WAGSTAFF

WALTER E. WAGSTAFF, vice-president, KDKA-7, Pittsburgh: "You just can't do anything with television."

J. KEENAN, commercial manager, WVJ, Bellingham, Wash.: "Just the opposite."

BRITISH MACHINERY, television director, LOWE BUNKLEY, Oklahoma City: "They're not going to lose if they're paid."

R. F. ROY, vice-president, ORGONT, New York: "If we're put out of business, we're not going to do it."

JOHN I. BOLEN, president, FOUNDATION FILMS, Pasadena, Calif.: "Most potential sponsors still don't understand the potential. They are just aware of the thing, and an educational program by the stations will be needed."

Dwight W. Martin, vice-president and director of sales, CINCINNATI TRIBE PRODUCTS, Pittsburgh: "Stations (should) make more concerted effort toward aggressive sales of spot participation. This means that stations should put more money into their advertising and certain programs as opposed to the sale of run of station and spot."
THE BILLBOARD TV FILM

TWO CAN PLAY THIS GAME

TV Film Boys Plan Spec, Entry Into Movie Business

NEW YORK, Sept. 17—Having watched the big-show revolution of recent years, producers of TV film, syndi- cators and distributors of TV film, for syndi- cation that they will play this game, too. If the networks can get across the serials to the TV film fraternity is not against any such movement for the good of the industry. If the major motion pictures are able to invade the TV business, many a TV show that has been left out of the picture has really deserved to find itself among those that are the current programs.

At least 20 TV companies have come from the ranks of motion pictures, but only a few have been given serious consideration. Besides those mentioned before, it is known to be giving serious consideration to the production of feature length films. They would be designed for TV showing first and perhaps would be released in the theater a little later. Of course a number of TV film producers have come from the ranks of motion pictures, but only a few have been given serious consideration. Besides those mentioned before, it is known to be giving serious consideration to the production of feature length films. They would be designed for TV showing first and perhaps would be released in the theater a little later.

The Convictions seem to be increasing that it is not only possible but advisable to both work the TV and theater at the same time. This is the newly formed film production companies, such as Weyn-Rutten, recently, immediately made its intention of producing for both fields.

No Features Flood TV, Govt. Wins Suit

HOLLYWOOD, Sept. 17—There are only a few of these, that there will be a period of grace, two years at the most (Republic and elsewhere this front) before having to license a single film for TV. Another factor is the board of the case, which was heard.

(Continued on page 7)

Republic Pix Signs In Govt. 16mm. Suit

HOLLYWOOD, Sept. 17—The consent decree signed this week by Republic Pictures in the government's 16mm. film suit against the majors was merely a paper acknowledgment of a situation that already exists, both sides agreed this week.

The decree calls for Republic to release to television 60 per cent of its feature pictures made before August 1, 1949. The company has already done so, and will license the few that it has left in this category probably by the end of the year. Concerning features made after the date, 25 per cent of its pictures will be available to TV within two years after completion of the various guilds. Thereafter, 50 per cent of product of the three preceding years must be licensed for television.

In the Republic case, therefore, the important factor now becomes the negotiations with the majors especially the SAG Actors Guild, Republic has about 200 post-1939 pix in its vaults, and according to Earl Collins, president of Hollywood TV service, the company's plans will not be affected by the license extension until some time in June when the suit will be starting its next to the Supreme Court.

In the only agreement covering the TV market, that between Allied Artists (Mono- graph) and SAG, the actors get 12.5 per cent of original release of cop for the grossing less than $20,000 and 8 per cent for grosses over that amount. But Allied Artists has some major talent budgets, moral control of its artists, and it has by no means been clear whether this kind of split would be imposed on TV, according to some of the key figures in such stars as John Wayne, etc. Further, 5 per cent of the gross of the American Federation of Musicians, with other guilds, the various guilds have been asked to agree to split TV, instead of asking for cuts also.

The recent agreement between the majors and others may even more by the fact that some stars may have foreseen the possibility that some others may have a chance to get their sticks out of the way. According to government attorney Samuel Flowitz, it would only have completed the case if Republic had restrained the distributor, and he wanted the company out of a TV license, Republic having been in the first place only because it was a manufacturer of 16mm. film, not because of its TV policy.
NARTB Meet Keyed To Sen. TV Report

WASHINGTON, Sept. 17—Repercussions from the recent Senate juvenile delinquency report on TV programming were evident in the outcome of a two-day session of the National Association of Radio-Television Broadcasters. NBC staff, Richard Shafroth, "In the future," he said, "all code subscribers will be notified if when the board and staff feel, up to the point that many programs may not be consistent with the recommendations contained in the code." After formal complaint has been made about any given broadcast, the broadcast will be asked to review the decision and provide a view toward self-regulation.

'Donovan' Gets Regional Sale

NEW YORK, Sept. 17—The NBC Film division this week racked up another regional sale of "Steve Donovan, Western Marshal." The Quality Bakers of America bought it for five markets where it will be sponsored by its advertising agencies—Borden Bakers in Minneapolis, Stinson Bakers in Buffalo, and Purely Baking for Champagnes, Urbana, Rockford and Proviso, Ill.

Other "Steve Donovan" regional sales were secured with the Langbecks for 13 Pacific Coast markets, that get Brick Candy for seven major Southern markets and with the Williamson Candy Company and the Rice Sugar Company.

Cinema-Vue Takes Cinepix Cartoons, 1-2-Red Comedies

NEW YORK, Sept. 17—Cinema-Vue this week took over distribution of the 100 cartoons and 100 one and two-reel comedies, formerly held by the Cinepix. It is expected that the Western features and other cartoons net out of the latter's vaults will later also go to Cinema-Vue, making Cinema-Vue insuperable as a separate entity.

Frank Smith, who had been sales representative for Cinepix, has been named to the new firm as vice-president under his brother, Joe.

Falstaff Negotiating Over Trooper Deal

NEW YORK, Sept. 17—Falstaff is in the process of concluding a large regional deal with MCA-TV for "Steve Trooper," a new 138-stamp Cameron vehicle. The full-fledged series would be telecasting daily in the beginning of 1956. Falstaff is now using another MCA-TV property, "City Detective," in about two markets on the second-run basis, after having ex-husted 65 first-run episodes. The advertiser first bought the show direct from MCA and has sold it to local markets and expanded its coverage as the program progressed. Another Falstaff-sponsored show, "Celebrity Playhouse," produced by Screen Gems, will aboritiate debut in more than 40 markets. Cameron was also the star of "City Detective," and the second instance of a star carrying over from one series to another.

TV Commercials in Production for New & Current Campaigns

This week's chart is part of a continuing study of TV commercials produced during the last few months period. The chart is broken down by network and company, with a different emphasis each week. The information below provides a guide to forthcoming spot campaign and program sponsorship ads which are expected to be used by terminals and distributors. These are not yet available.

Spread, Product & Agency (Show if any) (over to)

Payroll, Product & Agency (Show if any) (over to)

CISCO KID RIDES ON IN HOUSTON!

ZTVIY'S CISCO KID and his pal PANCHO, are back again this year. It was on March 17 in Houston (\*Tealephone April 1956) CISCO rides ahead of Milton Berle, Comedy Hour, I Love Lucy, April 5, 1956

N.Y.C. KID RIDES ON IN HOUSTON!

For loyal television audiences

...get in touch with

CISCO KID RIDES ON IN HOUSTON!

September 24, 1953

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Spreader, Product & Agency (See file for)

Payroll, Product & Agency (See file for)
Dealers’ Committee To Meet With Col.

Rpts of 300 New York Retailers Plan Pleasure Valley Club Abandonment

NEW YORK, Sept. 17.—A committee of 10 dealers, said to represent a cross section of the record trade, will meet with Columbia President Joe Considine at the Glamour Hotel Monday (19) to deliver a strong petition to the discmen that either aban-

don its LP record club or steer all club business to another enterprise.

The meeting, to be held at Col-

umbia’s Far West Coast office, is

to be attended by a Top 100 record

men. The reason for the meeting is

not known, but it is generally be-

lieved to be the result of a move

of the organization at the Beverly

Center here Wednesday (11).

Move to Form an Associated

Group of Independent Dealers

NEW YORK, Sept. 16.—A group of

independent dealers have been

formed at a meeting attended by 15

dealers in New York City.

The group was formed to

oppose the proposed increase in

the fee charged by the National Re-

cord Board.

The group is known as

the Independent Dealer

Association.

The Independent Dealer

Association was

formed

to

oppose

the

proposed increase in

the

fee charged by the Na-

tional Record Board.

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MUSCIREADIO

SEPTEMBER 34, 1955

THE BILLBOARD

11

Mercury Giving
12 Free With
Kidisk Orders

Open Sales Drive
On Childcraft and
Playcraft Labels

NEW YORK, Sept. 17—Mercury Records is starting a full
sales promotion campaign whereby dealers will receive 12
free Kidisk albums or Playcraft labels of their choice for every
100 copies of Kidisk albums or Playcraft labels they sell at
suggested retail prices.

The promotion, which begins October 30 and is keyed to coincide
with the next week's new release schedule, is a quickie affair for
kidisk merchants. Mercury is also supplying dealers with new
counter merchandise for the Childcraft and Playcraft LP's and 45's.

This promotion will reach 40 titles.

Mercury's President Irving Green
has assigned Joe Martin, director of the promotion, the special task of supervising the sales
and merchandising of children's line. Hugo Petrelli and Loui Cre-
ato, Mercury's two new salesmen, will continue to record for the

The first two releases (Busty
Dipper's "Goshen Peas") on Play-
craft are scheduled for release October 24.

60 Cap Meet
To Bow Mds.,
Sales Program

HOLLYWOOD, Sept. 17—Cap-
itol Records will introduce its
October-November merchandise and sales program to
dealers meeting at the nation's next week, with the first such
call to take place Monday, September 19.

Among the top Capitol executives, including President C. D. "Con"
Alvino Livingston, Lloyd Dunn and Bill "Bert" Atkinson, Nixon
Mardak and Merchandise Mana-
ger George Mercurio, as well as
representatives of the country, participating in the vari-
ous meetings.

That Capitol is clearly looking
for a change in policy, in that it is
now holding its dealers meeting early in
the season.

Both Atkinson and Dunn are
expected to well beyond the ken of these meetings, going on to New York at the week's conferences there with John Con-
voy and Joe Mathews.

NEW PAUL DISK RUNS 2 NOTES

NEW YORK, Sept. 17—Capitol Records is pressing a special run on a Lee Paul disk, which they claim is the short-
est ever in the industry. The disk, which will be put out on 43
seconds and duration only, is labeled "Magic Melody, Part Two" and con-
tains a new version of the recent waxing of "Magic Mel-
ody, Part One," which apparently "shave and a haircut two bits" musical chutney. However, Paul deliberately
omits to tell the tale of the "beats, so Capitol—in response to an express order (Continued on page 14)

Records of this sort to appeal to the fullest extent and many are readying the dis-
tributors to offer: (1) delivery of the disk in 20 seconds at a special price, and (2) a special sales campaign for them.

Columbia, Tico
Internat'l Deals
Due Shortly

Mexico Firm May
Release Language
Disks Via Perfect

NEW YORK, Sept. 17—A bim-
onthly release of the World C,"-
umaris Records and the India Tico
Compania, the latter a municip-
soon in the form of some elaborate
straints placed on its product. It appears likely that at Columbia, there's some foreign connections, which

The Columbia-Tico deal may
appear to be a mere capital
lending of a file by file. How-

Actually, the trade name Perfect

Label 'X' Switching
Name to 'Vik' in Jan.

NEW YORK, Sept. 17—Label "X," which definitely will change its name, according to a fixture of January 1, has formulated its full program with a host of initiatives. Sixteen new LP's will be shipped to dealers, both domestic and foreign, and 12 more will follow for November recon-
tional sales are expected for the rest of 1955. A full schedule, LP's are expected for the rest of 1955. A full

Following the RCA Victrola's subsidiary's sales director, Frank Smith, "X" LP's in October and November will be

Using the "X" in December, will issue only the package—a de luxe two-record set entitled "S.R.O.," which will contain compilations of great personalities of the stage and screen, taken from the Vik vaults. Included will be such ar-

Sir Harry Lauder, Gertrude Niesen, Al Jolson (new sound record) and others. The disking, report-
ingly had been processed up to this point, but the entire package will be at market at $9.00.

The Columbia-Tico deal, which will be "Tales of The Great

Yorks," is a series of Bible narratives by Joseph Cotterm, Donald Reagan, Robert Young and other top talents. (Continued on page 14)

PROPOSED TITLES FOR CAR DISKS

NEW YORK, Sept. 17—Now that Columbia Records has deviated a player and rec-

ists and soloists are being hard.

At the present time, artists and repertoire

discs are being hard dispen-
sing up special packages.

For example, a new program de-
ad of all the discs his "modem radio" radio on the cAR DISks for A-M and

tryway travelors will have their choice of regional sets: there might be a set of re-

dious tunes entitled "Meno-

performances, but most of them

to participate in the music "K-J 7-300." More. "American-Our charts are modern, involving

Music in America," a history of music in America, in Paris," that

Columbia will make available (Continued on page 14)

RUSSIAN MUSIC

Leeds Would
Gain by Pact

NEW YORK, Sept. 17—Peculi-
arity that the Soviet Union establish normal copyright rela-
tions with the West, could have caused a stir of interest in the music publishing business. A note of increasing discussion that the normal status of relations might be the

The Barclay publisher who
stands to be affected most, by such a development is London's Leeds Music-Firm years ago entered into this agreement, and it is the lead-

the Leeds Music Company, one of the largest Baron, who has an international service. The

American publisher who also acts as or agent for an important Russian music publishing syndicate, has re-

lication for the second of copyright deals in recent weeks.

Siegel, U. S. representative for
the Organisation Nationale Mus-

aneuricki, has concentrated on

tion deals with this group and has made plans with more than a half-dozen pub-

 Serge K. Hlavaty's 33rd year in the business.

Action Resumes
On BMI Suit

NEW YORK, Sept. 17—Prelim-
inary examination of the BMI
suit against Broadcast Music, Inc.
atures are due to resume next week after a summer lull. A trial is the first by a group of 33 writers in Novem-

The BMI suit will involve the broadcast networks, and will also be added to BMI. As

The BMI suit is a trial for a new

An exclusive story last week

The suit, which was dismis-

signed some material recorded by

Columbia's "Food for the Soul" and "Brain Wash," the BMI side only, was it stressed, was not relevant to its deal for future club issues by the indus-

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signed some material recorded by

Columbia's "Food for the Soul" and "Brain Wash," the BMI side only, was it stressed, was not relevant to its deal for future club issues by the indus-

W

Voy Signs BOMC

Deal for One LP

NEW YORK, Sept. 17—Voy Record's arrangement with the BOMC (Broadcasting Opera-

dation Committee) for the music of one LP side only, it was stressed, will go to the top for future club issues by the indus-

I

Voy Record's arrangement with the BOMC (Broadcasting Opera-

dation Committee) for the music of one LP side only, it was stressed, will go to the top for future club issues by the indus-

I

NOT FOR HOMES

"Columbia Designs 16 RPM
Phone Strictly for Car Use

NEW YORK, Sept. 17—Intro-
don of the new Columbia au-
tomotive attachment using a 146 pm dial, does not spell
conversion of the new speed to the phones, Columbia execu-

The unit, a development of the

the first eight weeks of its

Columbia's new 16 rpm round

area, were for sale at a

phone use of the 16 rpm round.

Columbia's new 16 rpm records

of one minute and one hour of

of music and one hour of

of music and one hour of

of music and one hour of

of music and one hour of

of music and one hour of

Russian Music

Continued from page 11

Vilon American publishers and writers might ultimately get consideration for long-awaited Russian performances and sales. Levy pointed out that America, with its growing market, is definitely a place Russia would like to serve.

Under this arrangement, Columbia would go to Berlin and find a Russian-language agent and a representative in each country. The net would be a distribution of Russian material.

Vilon American publishers, looking at the general situation, don’t get overly excited about the potential. They feel the Soviet Union—if they enact any kind of copyright relations—would restrict much American material, that Russian material would get a favored clothing.

Eli Oberstein

Continued from page 12

Vendor’s Top Hits on records as reported in the Billboard

SEPTENBER 24, 1955

YESTERDAY’S TOPS

The nation’s top ten records on discs as reported in the Billboard

SEPTENBER 24, 1955

1. On the Atchinson, Topka and Santa Fe.
   (Continued on page 11)

1. On the Atchinson, Topka and Santa Fe.

1. On the Atchinson, Topka and Santa Fe.

1. On the Atchinson, Topka and Santa Fe.

1. On the Atchinson, Topka and Santa Fe.
everybody's calling for...

the McGuire Sisters

GIVE ME LOVE
CORAL 61494 (78 RPM)
9-61494 (45 RPM)

GIVE ME LOVE
CORAL 61494 (78 RPM)
9-61494 (45 RPM)

big hits are a habit on

Coral Records
America's Fastest Growing Record Company
a great pair...
by the king and queen of song!

LES PAUL • MARY FORD

AMUKIRIKI (THE LORD WILLING)  |  MAGIC MELODY

RECORD NO. 3248
FOLK TALENT & TUNES

BY BILL SACHIS

Around the Horn

Col. Tom Parker, of Jamboree Attractions, Madison, Tenn., is mapping out a tour of the Southwestern for Ed Ardoin, accompanies by the talent and itinerary to be announced in about 10 days.

"Mary Lou" has signed with Ed Ardoin, producer of "The Louisiana Hayride," for a series of shows in the Southwestern area. Ardoin has signed with Edwin "Earl" Young, of "Evening News," and is planning to produce a series of shows in the Southwestern area.

Sonny James, who switches from "Big D Jamboree," Dallas, to "Cotton Belt Jamboree," Memphis, has signed a management contract with Ed McElroy, promoter of the Cotton Belt Jamboree. The deal is expected to be completed this week.

Frankie Laine has signed with Atlantic Records for a series of recordings. The deal is expected to be completed this week.

Jimmy Griffin and his band have signed with Atlantic Records. The deal is expected to be completed this week.

"We're Sizzling Here!"

BY W. T. WALKER

SAYS MARY ELAINA

HILL & RANGE NOTES

"Suddeny There's a Valley"

BY THE NEW SONG SENSATION

Recorded by...

JULIUS LAROSA
JULIUS LAROSA
Catherine
PATRIS ANDREWS
PATRIS ANDREWS
Capitol
JO STAFFORD
JO STAFFORD
Columbia
PAUL BROWN
PAUL BROWN
Columbia
DOUG GRANT
DOUG GRANT
Decca
KAY ADLER
KAY ADLER
MARTHA ELM
MARTHA ELM
PEGGY HICKS
PEGGY HICKS

"LaLa La Love"

By JIM & JIMMY

BY BILL SACHIS

"Rock-A-Way"

By BILLY KELFER & THE GREEN LIGHTS

Featuring RITA DELMAR on CORAL RECORDS

"I Ain't Got No Shame"

BY LUCY CAPLAN

BY GLEN ROBERTS & THE CLOVERS

BY JOANNA HICKS & THE SWEETHEARTS

"Rhythm-Blues Notes"

By PAUL ACKERMAN

Watching for: "Phone-A-Way"

BY LUCY CAPLAN

BY GLEN ROBERTS & THE CLOVERS

BY JOANNA HICKS & THE SWEETHEARTS

"We're Sizzling Here!"

BY W. T. WALKER

SAYS MARY ELAINA

HILL & RANGE NOTES
MANTOVANI LONG PLAY RECORDINGS

MANTOVANI AND HIS ORCHESTRA

BEGIN the BEGUNE
Our Dream Waltz — 1543

GERSHWIN: Rhapsody in Blue; Concerto in F

SONG HITS FROM THEATRELAND

J. WAGNER: My Heart Tells Me, Who Can Tell, The River Flows in You, and 10 more

ROMANTIC MELODIES

MANTOVANI PLAYS THE IMMORTAL CLASSICS

AN ALBUM OF CHRISTMAS MUSIC

AN ALBUM OF FAVORITE TANGOS

AN ENCHANCED EVENING WITH MANTOVANI

THE MUSIC OF VICTOR HERBERT

STRAUS WALTZES

MANTOVANI CONCERT TOUR

THE MUSIC OF RUDOLPH FRIML

WALTZ TIME

THE MUSIC OF AUGUST BERBERO

A BRIDE A LIVELY WALTZ

Mantovani Concert Tour

Town & State Date Time & Place

New York City Oct. 5 Masonic Hall

New York City Oct. 6 Carnegie Hall

New York City Oct. 7 Lyric Theatre

New York City Oct. 8 Symphony Hall

Baltimore, Md. Oct. 9 Catholic Youth Center Gym

Boston, Mass. Oct. 11 Orpheum Theatre

Scranton, Pa. Oct. 12 Palais Royale

Trenton, N. J. Oct. 13 State House

Camden, N. J. Oct. 14 Municipal Auditorium

Asbury Park, N. J. Oct. 15 Convention Hall

Mantovani Long Playing Recordings


Date Time & Place

Nov. 13, 1955

Mantovani Tour Schedule

Town & State Date Time & Place

Town & State Date Time & Place

Boston, Mass. Oct. 11 Orpheum Theatre

New York City Oct. 12 Masonic Hall


Boston, Mass. Oct. 15 State House

Camden, N. J. Oct. 16 Convention Hall

Mantovani Tour Schedule

Date Time & Place

Oct. 13, 1955

Mantovani Tour Schedule

Town & State Date Time & Place

New York City Oct. 14 Orpheum Theatre

Boston, Mass. Oct. 15 State House


Washington, D. C. Oct. 17 Constitution Hall

SEPTEMBER 24, 1955

THE BILLBOARD

MUSIC-RADIO
PHONOS—HI FI

7,500 TAKE IN LIBERTY'S BROADCAST

By actual elevator count, over 7,500 people visited Liberty's new store on 23rd Street this past Friday evening for its opening broadcast from New York Monday thru Wednesday (12-14). Utilizing two floors at the club's Madison Avenue-50th Street flagship store, the broadcast was played, each night, under the guidance of its own doyen. Included were phonos, speakers, sailors, truckers, too, as well as two record lines, Angel and London.

TELESCOPIC INTRODUCES NEW TARTANECK

The Telescopic Corporation has introduced a new high fidelity tape recorder, the 'Tartanec,' model 356. The unit operates continuously, and is designed to record 20 minutes of tape (two-time alpha-glass legs-type case), its measure 7 by 1 by 11 inches, and weighs less than 1 lb.

ENGINEERS CONFAB IN WITH N. T. AUDIO FAIR

The Tele communicator Engineers' Association will hold its annual N. T. Audio Fair, to be held at the Hotel New Yorker, October 12-15, the Seventh Annual Conference of the Engineers' Association will take place at the same hotel. The A.E.S. annual banquet will be held October 12 evening at which time a number of awards and honorary memberships will be conferred. The technical program will open Wednesday morning with a session on Audio Applications of the Record Problem. During one session, Alcald, a new member of the audience head Lincoln L. Smith will be demonstrated. One morning will be given over to magnetic tape, and later in the afternoon to include several papers read on the subject of transistors. These subjects are only a few of dinners that will be featured and, all told, it will be a very healthy fall session.

RCA HAS TAPE ACCESSORY FOR MARK PHONOS

RCA Victor has produced a new hi-fi type tape recorder accessory for its Mark II and Mark III phonos. The attachment comes in as an open magnet type of accessory, is a duplicate of the recorder in the twin cabinet Mark I model. This unit, Model BHF51, will be offered at $150.

ALTEC OFFERS COLLABO CHANGER IN NEW SET

The Altec Lansing Corporation has introduced a Model 903A A-240 90 watt amplifier changer with magnetic pick-up and a 16-watt amplifying unit. The changer contains a new line of Steady 12 volt picks for $225. Ad-wise, this year Altec is offering its dealers a ten percent commission on a unit basis. The sale is not to be allowed to place orders for selected items on the initial release of 12 LF's. At least one of each must be ordered.

M-G-M GERSHWIN DATES START "C" SERIES

Despite reports, M-G-M's project of important Gershwin compositions in Germany has led to an announcement of dates for the recording of the complete series of Polyphon symphonies of Hamburg, for the recording sessions, a Gershwin concert wass scheduled, as well as a 500 date performance is to be given. The orchestra schedules have scheduled the performance. The orchestra will be scheduled for the performance. The orchestra will be scheduled for the performance.

DECCA'S ARCHIVES GO ON DISPLAY IN ROYAL CAFE

Decca's new Archives Series, consisting of imported German editions of Deutsche Grammophon LP's of historically important music (The Billboards: "Gershwin, Debussy, Ravel," and "Jazz in the '20's"), marks the end of its first issues, and will be issued on September 17, will not be handled by the labels' branches of distributors. Dealer orders will be accepted by Decca, but orders cannot be filled until the initial release of 12 LP's. At least one of each must be ordered.

M-C-P'S GERSHWIN DAYS CHARTER FREEMAN CONCERTS

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NEW ISSUES BEGIN TO APPEAR

The Jazz orchestra, first of the small-orchestra record issues to appear, has long been the concept of a number of jazz LP's, belongs to a series to be released, to 10 regular packages with the release of its two August sections. The series is got off as a set of newly recorded jazz along with one volume (historic jazz) grouping a month. In July, the series was "Chicago Style" - a new collection with Max Kaminsky, Fee Wee Russell, Bill Miller, Joe Sullivan (buying), "Chicago Rag," and "Muskrat Ramble." The August issues are the titles: "The "Some Other Man," and new "The Pecking Gala." The latter has been cut from Morton's last known recording of his group, featuring some of his peers from New York, and came out on the now-defunct Columbia label, which subsequently closed. Johann's September release has a set by M-G-M's "Noofer" (Dizzy Gillespie, Joe Bushkin, Allan), and "The Ring of Fire" George Lewis, and "Desperate" (Hank Mobley, Paul Robeson, Jeff Richards, Sonny Stitt, Tom Morgan). The "Sneaky Pete" 12-15.

JAZZ ON THE UPBEAT

BY SIMON BILLY

NY'S CENTRAL PLAZA ON SIXTH YEAR OF JAZZ

The jazz concert at the Central Plaza, New York, has just started its third year of live jazz performances. Each night, the Plaza features a large jazz band, and a small stage company, all in live professions, and "Swan Lake" is being offered in "single" versions, as well as the classical treatment will be given to "Sleeping Beauty." Before long.

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COLUMBIA CHECK LIST

NEW POP RELEASES

- How Can I Replace You? (Come Back and Tell Me That You Love Me) - Terry Bennett 40567
- Blackberry Winter - Barbara Ruick 40563
- Tumbling Tumbleweeds - Herb Shriner's Harmonica Orch. 40555
- Little White Lies - Pete Rugala 40553
- Look! Look! - Jill Corey 40566

BEST SELLING POP SINGLES

Week ending September 16, 1955

- The Yellow Rose of Texas - Mitch Miller 40540
- Moments to Remember - Four Lads 40559
- Hawk-Eye Your Love - Frankie Laine 40558
- I'll Never Stop Loving You - Doris Day 40506
- Never Look Back - Peggy King 40562
- I Wish I Was a Car - Peter Lind Hayes & Mary Healy 40547
- Suddenly There's a Valley - Jo Stafford 404059
- Go on By - Rosemary Clooney 40534
- Wake the Town and Tall the People - Mindy Carson 40537
- Hold Me Tight - Guy Mitchell 40560

NEW FOLK RELEASES

- I'm a Fool to Think You Care - Bill Morgan 21460
- I Don't Care - Sid King and the Five Strings 21449
- Remember the Alamo - Johnny Bond 21448
- Was There a Teardrop - Rosie and Retta 21447

BEST SELLING FOLK RECORDS

Week ending September 16, 1955

- Hawk-Eye I Can't Make My Dreams Understand - Bobby Lord 21437
- Don't Tease Me I Just Dropped In to Say Goodbye - Carl Smith 21429

BEST SELLING POPULAR ALBUMS

Week ending September 16, 1955

- Love Me or Leave Me - Doris Day CL 710 B 540
- Calendar Girl - Kostelanetz CL 811 B 2091
- Pete Kelly's Blues - Marlow, Heidorn & Warner B. CL 609 B 2093
- Richard Rodgers' Waltzes - Rodgers CL 810 B 2024
- Songs of the West - Luboff Choir CL 657 B 506
- Satch Plays Fat - L. Armstrong CL 708 B 536
- Mood for Twelve - P. Weston CL 693 B 526
- Music for Her - P. Faith CL 703 B 532
- Dancing Sound - L. Elgart CL 658 B 514
- Vienna Holiday - M. Legrand CL 706 B 528

MASTERWORKS BEST SELLERS

Week ending September 16, 1955

- Verdi: Aida (Opera-for-Orchestra) - Kostelanetz ML 755 A-1114
- Bravol Kostelanetz cond. - Philharmonic Orch. of N. Y. CL 758 A-2035
- Rimsky-Korsakov: Scheherazade - The Philadelphia Orch. CL 741 A-1919
- Tchaikovsky: Romance & Juliet Overture - Philadelphia Orch. ML 5030
- Stravinsky: Le Sacre du Printemps/Perouzhka - Philadelphia Orch. ML 4997
- Grieg: Peer Gynt Suites 1 & 2 - Philadelphia Orchestra ML 5035
- Bizet: L'Arlesienne Suites 1 & 2 - London ML 4977
- Bach: Toccata in D Minor - (Played on 14 Famous Organs of Europe) ML 5029
- The Art of the Organ - E. Power Biggs ML 219
- Levant Plays Gardel's Rhapsody in Blues - CL 700
- Concerto in F; also American in Paris A-1643 and A-1047
- Andre Kostelanetz Plays Strauss Waltzes CL 805
- Mendelssohn/Tchaikovsky - Violin Concerto - Enrico Medioli ML 4965 A-1199

SPECIAL RECORDING OF UNUSUAL INTEREST

- The Greatest Moments in Sports ML 5000
- A Square Talk on Popular Music - Anna Russell AX 5000
- Klimt: Original Broadway Cast ML 4850 and A-1190
- Pojama Game: Original Broadway Cast ML 4840 and A-1098
- South Pacific: Original Broadway Cast ML 4180 and A-850

Check with the man from COLUMBIA
## The Billboard Music Popularity Charts

### Honor Roll of Hits

**The Nation's Top Tunes**

For survey week ending September 14

### Trade Mark Reg.

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Last Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yellow Rose of Texas</td>
<td>By D. George—Published by Panamun (ASCAP)</td>
<td>Records Available: 1,000,000</td>
<td>1 8</td>
</tr>
<tr>
<td>2</td>
<td>Ain't That a Shame</td>
<td>By B. Reuben &amp; A. Deegan—Published by Rye (BMI)</td>
<td>Records Available: 1,000,000</td>
<td>2 11</td>
</tr>
<tr>
<td>3</td>
<td>Seventeen</td>
<td>By Frank Heavy &amp; R. Bennett—Published by Loi (BMI)</td>
<td>Records Available: 1,000,000</td>
<td>3 8</td>
</tr>
<tr>
<td>4</td>
<td>Love Is a Many-Splendored Thing</td>
<td>By Sam Fain &amp; Paul Francis Webber—Published by Miller (ASCAP)</td>
<td>Records Available: 1,000,000</td>
<td>5 5</td>
</tr>
<tr>
<td>5</td>
<td>Wake the Town and Tell the People</td>
<td>By George Arliss—Published by Samuel Goldwyn (ASCAP)</td>
<td>Records Available: 1,000,000</td>
<td>6 8</td>
</tr>
<tr>
<td>6</td>
<td>Rock Around the Clock</td>
<td>By Jimmy Drake &amp; Max Freedman—Published by Myers (ASCAP)</td>
<td>Records Available: 1,000,000</td>
<td>4 18</td>
</tr>
<tr>
<td>7</td>
<td>Autumn Leaves</td>
<td>By M. Mann—Published by Anderson (BMI)</td>
<td>Records Available: 1,000,000</td>
<td>8 5</td>
</tr>
<tr>
<td>8</td>
<td>Bible Tells Me So</td>
<td>By Don DeFore—Published by Paramount-Ray Rapp (BMI)</td>
<td>Records Available: 1,000,000</td>
<td>7 8</td>
</tr>
<tr>
<td>9</td>
<td>Hard to Get</td>
<td>By Jack Seipp—Published by Warner (ASCAP)</td>
<td>Records Available: 1,000,000</td>
<td>9 14</td>
</tr>
<tr>
<td>10</td>
<td>Tina Marie</td>
<td>By Patricio—Published by Brunswick (ASCAP)</td>
<td>Records Available: 1,000,000</td>
<td>13 7</td>
</tr>
</tbody>
</table>

### Second Ten

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Last Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Hummingbird</td>
<td>By Don Robinson—Published by Penn Empirical (ASCAP)</td>
<td>Records Available: 1,000,000</td>
<td>12 11</td>
</tr>
<tr>
<td>12</td>
<td>Maybellene</td>
<td>By Croxton—Published by Jack (BMI)</td>
<td>Records Available: 1,000,000</td>
<td>11 6</td>
</tr>
<tr>
<td>13</td>
<td>Longest Walk</td>
<td>By Ethel Merman—Published in Advanced (ASCAP)</td>
<td>Records Available: 1,000,000</td>
<td>14 7</td>
</tr>
<tr>
<td>14</td>
<td>Moments to Remember</td>
<td>By William &amp; A. Allen—Published by Victor (ASCAP)</td>
<td>Records Available: 1,000,000</td>
<td>18 3</td>
</tr>
<tr>
<td>15</td>
<td>I'll Never Stop Loving You</td>
<td>By Kate and Bradley—Published by Four (ASCAP)</td>
<td>Records Available: 1,000,000</td>
<td>15 11</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
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<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Last Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>Suddenly There's a Valley</td>
<td>By C. Meyers &amp; A. Jaffe—Published by Warner-Emerson &amp; Kane (BMI)</td>
<td>Records Available: 1,000,000</td>
<td>11 24</td>
</tr>
<tr>
<td>22</td>
<td>My Bonnie Lassie</td>
<td>By Brandon, Tepper—Published by Bellum (ASCAP)</td>
<td>Records Available: 1,000,000</td>
<td>2 1</td>
</tr>
<tr>
<td>23</td>
<td>Domani</td>
<td>By Tony Valente &amp; Ugo Minetti—Published by Mascaggi Music Co. (BMI)</td>
<td>Records Available: 1,000,000</td>
<td>22 11</td>
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<tr>
<td>24</td>
<td>Black Denim Trouser</td>
<td>By Jerry Lester &amp; Mike Silver—Published by Quintet &amp; Rapp (BMI)</td>
<td>Records Available: 1,000,000</td>
<td>23 20</td>
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<tr>
<td>25</td>
<td>Blossom Fell</td>
<td>By Howard Brown, Harold Corwin &amp; Donnie John—Published by Shapiro-Berman (ASCAP)</td>
<td>Records Available: 1,000,000</td>
<td>22 20</td>
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</tbody>
</table>

### Fourth Ten

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Last Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>26</td>
<td>Kentuckian Song</td>
<td>By Irving Berlin—Published by Frank (ASCAP)</td>
<td>Records Available: 1,000,000</td>
<td>24 28</td>
</tr>
<tr>
<td>27</td>
<td>Meddie Theme (Blue Star)</td>
<td>By Bruce &amp; Victor Young—Published by Victor Young (BMI)</td>
<td>Records Available: 1,000,000</td>
<td>27 24</td>
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<tr>
<td>28</td>
<td>It's a Sin toTell a Lie</td>
<td>By Billy Maybery—Published by Brunswick, Vogue &amp; Cohn (ASCAP)</td>
<td>Records Available: 1,000,000</td>
<td>25 21</td>
</tr>
<tr>
<td>29</td>
<td>Same Ole Saturday Night</td>
<td>By Bob Raitt &amp; Frank Brand—Published by Brunswick (ASCAP)</td>
<td>Records Available: 1,000,000</td>
<td>29 23</td>
</tr>
</tbody>
</table>

The Honor Roll of Hits comprises the nation's top songs according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.
another smash hit for

NAT" KING" COLE

with orchestra Conducted by NELSON RIDDLE

FORGIVE MY HEART
SOMEONE YOU LOVE

AS FEATURED ON

MR. DISTRICT ATTORNEY

TELEVISION SHOW

week of September 26
THE MARINERS

#1272 "I LOVE YOU FAIR DINKUM" (Dinky Di I Do)
   c/w
   "AT THE STEAMBOAT RIVER BALL"

NEW RELEASES

(Both Recorded in Sweden)

#1271 CHRIS DANE
   "IN THE WEE SMALL HOURS"
   c/w
   "I HAD A LOVE WHO LOVED ME"

#1269 ERNIE ENGLUND
   "NIGHT TRAIN"
   c/w
   "'CUZ IT'S SO GOOD TO EAT"

CALLS COMING IN

#1268 THE TOPHATTERS
   "45 MEN IN A TELEPHONE BOOTH"
   c/w
   "WILD ROSIE"

STILL STRONG

#1265 JULIUS LA ROSA
   "DOMANI"
   c/w
   "MAAMA ROSA"

#1266 MARION MARLOWE
   "A MAN IN A RAINCOAT"
   c/w
   "HEARTBEAT"

#1267 THE CHORDETTES
   "HUMMINGBIRD"
   c/w
   "I TOLD A LIE"

ALBUM BEST SELLER

12" CLP 1004 PIANO PERSPECTIVES — DON SHIRLEY
also available on Extended Play
CEP 303 and CEP 504
and still strong

12" CLP 1001 TONAL EXPRESSIONS — DON SHIRLEY
also available on Extended Play
CEP 301 and CEP 502
KWELA - KWELA

SOUTH AFRICA'S NUMBER 1 HIT!
Published by Peer International, Inc.
Murray Deutch, Gen. Prof. Mgr.

BILL HAYES
#1274
Exactly as performed on the Caesar Hour Show Sept. 10, 1955
c/w WHITE BUFFALO

BILL HAYES
#1274
Exactly as performed on the Caesar Hour Show Sept. 10, 1955
c/w WHITE BUFFALO

*Breaking Big in Johannesburg, Capetown and Niarobi
THE BILLBOARD 
SEPTEMBER 24, 1955

The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores
  for survey week ending September 14

<table>
<thead>
<tr>
<th>Record</th>
<th>Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>You're the Love of My Life</td>
<td>7</td>
</tr>
<tr>
<td>I'll Remember</td>
<td>4</td>
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<tr>
<td>Yellow Rose of Texas</td>
<td>1</td>
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<tr>
<td>It's a Shame</td>
<td>1</td>
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<tr>
<td>Autum Leaves</td>
<td>11</td>
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<tr>
<td>Rock Around the Clock</td>
<td>20</td>
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<tr>
<td>Seventeen</td>
<td>5</td>
</tr>
<tr>
<td>Moments to Remember</td>
<td>9</td>
</tr>
</tbody>
</table>
| 6. THE SHuffling, WhisPering BANDS (Gal-
   latin, BMI)                      | 12    |
| 7. AMERICA'S TOWN                   | 10    |
| 8. LOVE IS A MANY-SPLENDORED       | 11    |
| 9. SEVENTEEN (BMI)-Fontaine Sistres| 11    |
| 10. MAYBELLEN (BMI)-C. Berry       | 7     |
| 11. ROYAL RECORDS                  | 5     |
| 12. SPOTTING SPOTS                 | 6     |
| 13. SHE'S MY SWEETHEART            | 8     |
| 14. WISHES YOU WERE HERE          | 4     |
| 15. THE LOVE OF MY LIFE            | 5     |
| 16. DADDY-O                         | 8     |
| 17. BEHIND THE TIMES                | 8     |
| 18. THE WHISPERING                 | 2     |
| 19. AMERICA'S TOWN                 | 6     |
| 20. ROCK AROUND THE CLOCK          | 5     |

DEALERS AND OPERATORS

Tomorrow's Hits ... Today Poster is on page 32
Top Ten Tunes Poster is on page 38

THE BILLBOARD POPULAR RECORDS

• This Week's Best Buys
  for survey week ending September 14

<table>
<thead>
<tr>
<th>Record</th>
<th>Weeks</th>
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<tbody>
<tr>
<td>The Shuffling, WhisPering BANDS</td>
<td>6</td>
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<tr>
<td>America's Town</td>
<td>6</td>
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<tr>
<td>Love Is a Many-Splendored Thing</td>
<td>6</td>
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<tr>
<td>Seventeen</td>
<td>6</td>
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<tr>
<td>Moments to Remember</td>
<td>6</td>
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<tr>
<td>Yellow Rose of Texas</td>
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<td>It's a Shame</td>
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<td>Autumn Leaves</td>
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<td>Rock Around the Clock</td>
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<tr>
<td>Seventeen</td>
<td>5</td>
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<tr>
<td>Yellow Rose of Texas</td>
<td>5</td>
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<tr>
<td>Wake the Town and Tell</td>
<td>5</td>
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<tr>
<td>Love Is a Many-Splendored Thing</td>
<td>5</td>
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<tr>
<td>Autumn Leaves</td>
<td>5</td>
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<tr>
<td>Rock Around the Clock</td>
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<tr>
<td>Moments to Remember</td>
<td>5</td>
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<tr>
<td>The Shuffling, WhisPering BANDS</td>
<td>5</td>
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<tr>
<td>America's Town</td>
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<td>Love Is a Many-Splendored Thing</td>
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<td>Autumn Leaves</td>
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<td>Rock Around the Clock</td>
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<tr>
<td>Moments to Remember</td>
<td>5</td>
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</table>

*STRUGGLE between numerous competing ver-

cinations of this tune is now on the national chart, the
distribution is sending out a strong message.
Pat Boone

...with his 3rd straight HIT—
a great 2 sider....

"at my front door"

"NO ARMS CAN EVER HOLD YOU"

dot-15422

Dot Records
Gallatin, Tennessee
Phone: 1600
THE NATION'S BEST SELLING RECORDS

"Out 3 days-134,000 Records Already Sold"
AMERICA'S HOTTEST BAND

The Champagne Music of

LAWRENCE WELK

AMERICA'S HOTTEST ALBUMS

ON MOONLIGHT BAY
Song Hits from the Warner Bros.' Picture
CRI 56043  EC 82014

MY EXTRAORDINARY GAL
and her Singers
Instrumental Fox Trot
CRI 56043  EC 82011

PICK A POLKA
Favorite Polkas
CRI 56045  EC 82012

LAWRENCE WELK
and His Sparkling Strings

Instrumentals
Sanctus Serenade  Twilight Time in Tennessee  Autumn Reverie  Moonlight Cocktail  Jeannine (I Dream of Lilac Time)  Stars In My Eyes  The Waltz You Saved for Me  The Champagne Waltz  When the Organ Played at Twilight  A Blues Serenade  Twilight Time  Minuet
CRI 57011

NIMBLE FINGERS
Instrumental Fox Trot
CRI 56101  EC 82005

SOUVENIR ALBUM
Actually recorded at the Aragon Ballroom, Lick Pier, Santa Monica, California
CRI 56088  EC 82001

VIENNESE WALTZES FOR DANCING

DANCE TIME
EC 81100

YOURS FOR DANCING
EC 81130

\* Voted #1 Dance Band 1955 by BALLROOM OPERATORS OF AMERICA

Attention, Dealers! GET THE MONEY-MAKING FACTS
The Stars Are Out On: SEPTEMBER 24, 1955

Steve Allen - His Piano and Orchestra
Instrumentals
ON LONG PLAY CRL 57015
ON EXTENDED PLAY 82009
I'VE GOT YOU UNDER MY SKIN
George Auld
ON LONG PLAY CRL 57009
ON EXTENDED PLAY: (EC 81096)
(I'VE GOT YOU UNDER MY SKIN
EC 81097

Gene Norman presents
MEL TORME at the Crescendo
ON LONG PLAY CRL 57012

Gene Talbotaglia
Presents
MUSIC BY MINUCCI
Played by Ulpio Minucci
and his orchestra
Instrumentals
CRL 57010

Gentlemen - MARRY BRUNETTES
(sound track)
JANE RUSSELL
JEANNE CRAIN
CRL 37013

I'VE GOT YOU UNDER MY SKIN
George Auld
ON LONG PLAY CRL 57009
ON EXTENDED PLAY:
(1) I'VE GOT YOU UNDER MY SKIN
EC 81096
(2) ALL THE THINGS YOU ARE
EC 81097

MUSIC FOR LONELY LOVERS
Music by Roberto
CRL 37014

Steve Allen - Buddy Hackett
Phil Foster - Harper Stone
Tom Poston - Jules D'Amato
and his March - Bob and Ray
Jackie Alice - Harry Vennagram
Hannie Earnest - Harriet Olive
Billie De Wolfe - Eddie Lawrence
ON LONG PLAY CRL 57017
ON EXTENDED PLAY

The Alphonso Evans Four
and His Orchestra
Instrumentals
CRL 57016

Gene Norman presents
MEL TORME at the Crescendo
ON LONG PLAY CRL 57012

Early Ellington
Duke Ellington
and his famous orchestra
BL 54005

Terry Gibbs
and his quartet, orchestra and svester
BL 54009

The Voice of Bing in the 1930's
Bing Crosby
Originally Recorded in 1931
BL 54005

NEW SILVER STAR SERIES SETS

Heart of My Heart
Don Cornell - Alan Dale
Johnny Desmond - Johnny Long
CRL 81308

Band Stand
Woody Herman - Neal Hefti
Count Basie - Erskine Hawkins
CRL 81306

Georgie Auld - Tener Sax Solos
CRL 81308

Ray Bloch
and his orchestra
CRL 81309

In CORAL'S FALL DRIVE! SEE YOUR CORAL DISTRIBUTOR FOR DETAILS!
The Billboard Music Popularity Charts

**TERRITORIAL BEST SELLERS**

For survey week ending September 1.

- **Atlanta**
  - I. Yellow Rose of Texas, M. Miller, Col.
  - II. Love Is a Many-Splendored Thing
  - III. Four Aces, Dixie

- **Baltimore**
  - I. Yellow Rose of Texas, J. Donaldson, Col.
  - II. Love Is a Many-Splendored Thing
  - III. Four Aces, Dixie

- **Milwaukee**
  - I. Autumn Leaves, E. Williams, Kap.
  - II. Buffalo
  - III. Four Aces, Dixie

- **New Orleans**
  - I. Yellow Rose of Texas, M. Miller, Col.
  - II. Love Is a Many-Splendored Thing
  - III. Four Aces, Dixie

- **New York**
  - I. Autumn Leaves, E. Williams, Kap.
  - II. Love Is a Many-Splendored Thing
  - III. Four Aces, Dixie

- **San Francisco**
  - I. Yellow Rose of Texas, M. Miller, Col.
  - II. Love Is a Many-Splendored Thing
  - III. Four Aces, Dixie

- **St. Louis**
  - I. Autumn Leaves, E. Williams, Kap.
  - II. Love Is a Many-Splendored Thing
  - III. Four Aces, Dixie

- **Kansas City**
  - I. Yellow Rose of Texas, M. Miller, Col.
  - II. Love Is a Many-Splendored Thing
  - III. Four Aces, Dixie

- **Los Angeles**
  - I. Love Is a Many-Splendored Thing
  - II. Four Aces, Dixie
  - III. Love Is a Many-Splendored Thing
GREAT VERSIONS

GREAT SONGS

by

GREAT ARTISTS

"I WONDER WHEN WE'LL EVER KNOW"

(SHANON OF IT AL) Latest Fred Rose Original

Sung by
KAY ARMEN
MGM-12045

and

RITA FAYE
MGM-12047

"A TEARDROP ON A ROSE"

Latest Hank Williams Original

Sung by
TOMMY EDWARDS
MGM-12054

and

HANK WILLIAMS
MGM-12029
The Billboard Music Popularity Charts

**COMING UP STRONG**

Listed below are records which have shown solid trade response during the past week, although 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 Shifting, Whispering Sands
   **Rusty Draper**
   (BMI) Mercury 72090

2. Only You
   **The Platters**
   (BMI) Mercury 72033

3. My Bonnie Lassie
   **Ames Brothers**
   (ASCAP) RCA Victor 6208

4. He
   **Al Hibbler**
   (BMI) Decca 29800

5. Suddenly There's a Valley
   **Gogi Grant**
   (BMI) Era 1003

6. Same Old Saturday Night
   **Frank Sinatra**
   (BMI) Columbia 45958

7. Hawk-Eye
   **Frankie Laine**
   (BMI) Columbia 4636

8. Give Me Love
   **McGuire Sisters**
   (BMI) Coral 61494

9. Suddenly There's a Valley
   **Julius LaRosa**
   (BMI) Cadence 1278

10. My Boy Flat-Top
    **Boyd Bennett**
    (BMI) King 1494

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

**Tunes With Greatest Radio-TV Audience**

<table>
<thead>
<tr>
<th>Radio</th>
<th>Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Sessions Toll (R) - St. Louis-Barnett - ASCAP</td>
<td>A Story That's Sure To Go (R) - Monroe-Memphis - BMI</td>
</tr>
<tr>
<td>A Soldier's Mind (R) - Service-BMI</td>
<td>A Story That's Sure To Go (R) - Monroe-Memphis - BMI</td>
</tr>
<tr>
<td>Agn's a Show (R) - Concentrate BM</td>
<td>A Story That's Sure To Go (R) - Monroe-Memphis - BMI</td>
</tr>
<tr>
<td>April/Beats (R) - BMI</td>
<td>A Song That's Sure To Go (R) - Monroe-Memphis - BMI</td>
</tr>
<tr>
<td>A Star Was Born (R) - Warner - BMI</td>
<td>A Story That's Sure To Go (R) - Monroe-Memphis - BMI</td>
</tr>
<tr>
<td>A Star Was Born (R) - Warner - BMI</td>
<td>A Story That's Sure To Go (R) - Monroe-Memphis - BMI</td>
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Disk Jockeys, Dealers and Operators
Believe us, **POR FAVOR** (please),
when we say that **POR FAVOR** is a great
Vic Damone side that is already selling over the counters in all principal cities.

Believe us, **POR FAVOR** (please)
this will soon be a nation-wide hit.

"POR FAVOR" (PLEASE)

**MERCURY 70699**

Watch for Vic, who stars in the forthcoming M-G-M Musical "KISMET"

as recorded by **VIC DAMONE**
The Best of the

NEWEST TUNES

FOR THE WEEK ENDING—SEPTEMBER 14, 1955

(one or more records now available for each)

Based Upon Exclusive Surveys and Analysis of Billboard Music Popularity Charts

MY BONNIE LASSIE

ONLY YOU

HE

SUDDENLY THERE'S A VALLEY

HAWK-EYE

SAME OLE SATURDAY NIGHT

FAIRY TALE

GIVE ME LOVE

MY BOY FLAT-TOP

PETE KELLY'S BLUES
the newest singing sensation...

ROBBIN HOOD

The Sock Hit...

DANCIN' IN MY SOCKS

and

HAPPY IS MY HEART

Orchestra conducted by Frank DeVol
With The Ray Charles Singers

M-G-M 12046 • K-12046

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
ATTENTION, ALL POP DISK JOCKEYS, JUKE BOX OPERATORS, ONE STOPS!

HERE IS THE ORIGINAL OF BIG POP HIT NOW BREAKING OUT ALL OVER THE MUSIC CHARTS

"AT MY FRONT DOOR"

BY THE EL DORADOS

Send for Your Copy Today

THE BILLBOARD

SEPTEMBER 24, 1955

The Billboard Music Popularity Charts

POPULAR RECORDS

• Review Spotlight on . . .

RECORDS

FAT BOONE...Dot 15422

Bright, personable wailing by young Boone sells a jaunty-paced rhythm tune. Boone is rising high on the best-selling charts right now, and this platter should enjoy similar sales success. Flip is "No Arms Can Ever Hold You" (C3, BMI).

EDIE FISHER.... RCA Victor 6064. I WANNA GO WHERE YOU CO, DO WHAT YOU DO (THEN I'LL BE HAPPY) (Bruno, ASCAP)

Fisher revamps the oldie, "Then I'll Be Happy," with a new title, a catchy beat and a fresh, modern vocal sound that should spark plenty of sales and spins. The flip, "Magic Fingers," is a romantic ballad, effectively showcased in an elegant piano-strings arrangement, with Fisher projecting in her usual soft fashion.

GEORGE SHAW...Deco 28979. NO ARMS CAN EVER HOLD YOU

Shaw gives a warm, impressive rendering of a dreamy ballad with lovely lyrics. He could make it big with this one. Flip is "Look to Your Heart" (Barton, ASCAP).

FEFL PARKER.... Columbia 40585. YELLER YELLER GOLD (Wonderland, BMI)

The original Dary Crockett man has another top platter. This flip is slated for the big build-up on Walt Disney's ABC-TV show this fall. The tune has a folky, happy flavor, with Parker handling the vocal in likable style, backed by an enthusiastic chorus and a bouncy, infectious beat. Flip is "King of the River."

• Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

92-100. Tops

80-91. Excellent

70-79. Good

60-69. Satisfactory

50-59. Average

40-49. Below Average

30-39. Poor

TERESA BREWER

Baby, Be My Toy...Phil. 18799...$1

MISS BREWER belts this one thru in fine style. Good arrangement, a solid beat and imaginative lyrics plus a distinctive vocal delivery can bring plenty of business. (Frank, ASCAP)

DECCA 26768. Another hit in waiting. The oldie is done by the Muller ork with the usual schmaltz. The arrangement is just right. Let us face it, a flashy side, mandolins and all. (Whitcomb, ASCAP)

The famous aria by Bizet, with its large 哈特和, is done impressively by the Muller ork. There's a restricted chord background. 'Sound is excellent. Fine for deejays. (Pleasency, BMI)

LILLIAN BRIGGS

It Could've Been Me...Phil. 18804...

This swingy ballad with its tasteful r&b, sax, use of drums and Mike Stewart's piano. Miss Briggs doesn't know how to do anything but provide a classy deejay product. (Kerrigan, ASCAP)

Give Me A Hand and My Baby...Phil. 18805

A lively, entertaining break of va-va-de-do-da from the forthcoming "My Sister Elliot" is helmed out in a casual fashion by the talented lady trombone player--turned crooner. Should get plenty of support from the spin fraternity. (Columbia Pictures, ASCAP)

CHAMP BUTLER AND GEORGE CATES

I Want to Love You...EMI 3696...

CORAL $196. Sauter moves from pop into r&b with considerable success. Fact: It's not the real feel for the vocal beat and this should prove a hit at both jockey and jock radio. (Cohn, BMI)

Someone on Your Mind...EMI 3700

A pleasant enough tune is handled in smooth style by Butler. A com- bination for Juke plugs. (Vee, BMI)

KAY ARDEN

SOMETHING I LIKE...EMI 3697...

A CARY AARON-CHRIS KANATA production built on a fine title theme, it probably won't be too long before this one becomes a jockey pinball. (Vee, BMI & R&B, BMI)

LENNIE LEMOUR

I Know I Owe It To You...EMI 3694...

A CARY AARON-CHRIS KANATA production built on a fine title theme, it probably won't be too long before this one becomes a jockey pinball. (Vee, BMI & R&B, BMI)

BOBBY ROSS

Don't Let Him Steal Your Love...EMI 3698...

Another of Miss Briggs' superbly produced cuts, this one coming from a perfect pop theme. The flip is "One Month to Cadillac," and is also a CARY AARON-CHRIS KANATA production. (Vee, BMI & R&B, BMI)

BOBBY ROSS

This is a cover of a really popular item. The flip is "If She Leaves," and it also has this potential. (Vee, BMI & R&B, BMI)

TIMMY RUTHERFORD

Lover's Song...EMI 3695

A CARY AARON-CHRIS KANATA production. The flip is "Somebody's Lost Another Love," and it also has considerable potential. (Vee, BMI & R&B, BMI)
moving 'way out front!

**JO STAFFORD'S**

best selling columbia disk

suddenly there's a valley

the night watch

40559
"Wonderful!" says GIlDE Baritone Mutual Distribution Co. Boston, MA.

He's referring to the hub-bub in The Hub about the new CORAL albums. See pages 26 and 27.

The Billboard Music Popularity Charts

• Reviews of New Pop Records

MAGICAL FINGERS

(with Hugo Winterhalter and his Orch.)

20/47-6264

SECO

The Most Eddie Fisher

SECO is the World's Leader in Latin American Recordings.

Complete Catalogue available

Long Play 78s and 45 RPM

Write for new Long Play Catalogue

It pays to deal SECO

SECO

DIST. CORP.

919 S. Wabash Ave.

Chicago 7, Ill.

The search recordings by

CHARLES LAUGHTON

with William Tabbert

and Karen Christensen

Elaine Jones Tatum,

Vivien Tymms

TEMPO

RECORD CO. OF AMERICA

SECO

“Wonderful!”

The Albums... "Wonderful!"

SEECO DISTRIBUTION

78 RPM stock

DISTRIBUTING

CATALOGUE

MUSIC MASS.

JOANNE GILBERT

Another stand-out with The Beatrice... "Wonderful!"

JOANNE GILBERT

Another stand-out with The Beatrice... "Wonderful!"

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Another stand-out with The Beatrice... "Wonderful!"

JOANNE GILBERT

Another stand-out with The Beatrice... "Wonderful!"

During - EDI

SEECO

in the Jimmy Stvlcgla

Love the thin group Orkster-arranger (Donate, big

sical Cloverleafs ASCAP)

heavily will pull

ment

DEED

72

73

76

71
"Booming In Baltimore"

Says Henry Matheson, General Distributor, Baltimore, Md.

He's referring to the way people are buying those new show-stopping Coral albums. See pages 25 and 27.

"The Originals"

LAFAYETE PAUL "LEARNING TO LOVE"/"MAN CHAY AMI" ABBOTT 5009

ABBOTT RECORDS, INC. 3135 MILALY, CALIFORNIA

"Mercury Records"

“New Orthophonic” High Fidelity Recording

RCA VICTOR

(1 Wanna Go Where You Go, Do What You Do)

THEN I’LL BE HAPPY

(with Hugo Winterhalter’s Orch. and Chorus)

20/47-6264
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<td>2.</td>
<td>AIN'T THAT A SHAME</td>
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<td>3.</td>
<td>SEVENTEEN</td>
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<td>4.</td>
<td>LOVE IS A MANY-SPLENDORED THING</td>
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<td>5.</td>
<td>WAKE THE TOWN AND TELL THE PEOPLE</td>
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<td>6.</td>
<td>ROCK AROUND THE CLOCK</td>
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<td>7.</td>
<td>AUTUMN LEAVES</td>
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<td>8.</td>
<td>BIBLE TELLS ME SO</td>
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<td>9.</td>
<td>HARD TO GET</td>
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<td>10.</td>
<td>TINA MARIE <em>First time in Top Ten</em></td>
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</table>
**Reviews and Ratings of New Classical Releases**

**SCOTTISH FIDALO SWAN LAKE, Acts I and II (1277-NBC Symphony Orchestra, conductor: LeOuCk, LPM 1046)**

Great for anyone who loves Tchaikovsky. The orchestra, under the baton of LeOuCk, is splendid. The music is as rich and vibrant as ever, and the recording is clear and well-balanced. A must-have for any classical music collection.

**BRUCKNER: SYMPHONY No. 3 (1245—NBC Symphony Orchestra, conductor: LeOuCk, LPM 1046)**

This recording is a masterpiece. LeOuCk’s interpretation of Bruckner’s symphony is haunting and beautiful. The orchestra performs with great sensitivity and precision, making this a truly memorable listening experience.

**JAZZ**

**The Ditty**

Another satisfied REPUBLIC customer!

"We have been shipping records all over the country via REPUBLIC CARLOADING for more than 6 years. They know their business, and they have made it a point to learn enough about ours to do an intelligent service job. I can honestly recommend them to any member of the record industry in need of dependable freight service."

- Alan F. Keenan

General Traffic Mgr.

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At this moment hundreds of record shipments are moving safely and swiftly to market via REPUBLIC. We are in full compliance with the transportation requirements of the record industry. Should you have the need to get shipments delivered in time to meet changing consumer demands...

- W. A. Hoyt, President

MPA, Inc.


during..."
five great new country hits... just off the stage!

FERLIN HUSKEY
and His Husky Puppies

DEAR MISTER BROWN
I'LL BE HERE FOR A LIFETIME
Record No. 3233

HANK THOMPSON
WESTPHALIA WALTZ
RED SKIN GAL
Record No. 3235

THE FARMER BOYS
IT PAYS TO ADVERTISE
YOU LIED
Record No. 3246

HYLO BROWN
A ONE SIDED LOVE AFFAIR
LOVESICK AND SORROW
Record No. 3240

CHESTER SMITH & HAZEL HOUSER
SINGIN' MY BLUES TO THE LORD
FELLOWSHIP
Record No. 3237

The Billboard Music Popularity Charts
COUNTRY & WESTERN RECORDS

Best Sellers in Stores

The Billboard Music Popularity Charts
COUNTRY & WESTERN RECORDS

Most Played in Juke Boxes

Most Played by Jockeys
The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

- This Week's Best Buys

I DON'T WANT IT ON MY CONSCIENCE (Copay, BMI) - Ray Price (Columbia 31442)

Ray Price, long a favorite in the Richmond, Nashville, Atlanta and Carolina sales territories, is following up many number one hits with this top entry in those markets. All key Southern cities reported a good kick-off for this disk and look for it to remain in their top ten charts. It is another strong entry like "Back Home Like That" (Driftwood, BMI). A previous Billboard "Spotlight" pick.

TEMPERATION, GO AWAY (Lancaster, BMI)

\textbf{MIXED UP MEEDLEY (Brenick, Harms & Broadway, ASCAP)}

\textbf{WILLIAM L. DECOU (Decca 60717)}

The sales curve of this disk is mounting rapidly; the brothers are beginning to mop up several Southern territories. It is topping on the Nashville territorial chart and is also selling well in Durham, Atlanta and Richmond. Good volume was reported in some Northern territories, like Boston, Chicago and Buffalo. Both sides are contending for top honors, with action almost equally split. A previous Billboard "Spotlight" pick.

- Review on... RECORDS

HANK SNOW

Store 'Em Be Happy (Hamboldt, BMI) - RCA Victor 6299

Snow's "Yellow Rose" is still holding its own on the best-selling chart, but his new plate should give it some competition. It's a pretty ballad, penned by Stuart Hamboldt, sung with warmth and feeling by Snow and should have considerable effect for rhythm picking. Fit is "Mamboin" (Hamboldt, BMI).

JIMMY YAMM

Let 'Em Talk (Acuff-Rose, BMI) - Decca 27517

Here's a winner with a voice that should pull plenty of players and counter sales. Works for a simmer, silver-toned voice. Fit is "Don't Knock, Just Come On In" (Acuff-Rose, BMI).

TERRY FELL

That's What I Like (Nash, BMI) - RCA Victor 6256

Fell's first Victor disk (he recently switched over from the company's label) should cause considerable excitement by topping on a lively, good-natured ditty. It could break big. Fit is "I Nearly Go Crazy" (American, BMI).

- Reviews of New C & W Records

DAVE WHEELOCK

When the Rose Bloom Again... (Columbia 14816)

Dave Wheelock's new song is a bit of sentiment that has enough material to make it popular. It is the kind of material the public is looking for in the market. It bears watching in the weeks ahead.

WESTERN STEEL

Rambling With the Moon... (Columbia 14826)

Great record by a new school of country music. Should pull considerable sales, with disk meeting with considerable success in the market.

RUSSELL COLLINS

You're My Kind of Woman... (Columbia 14817)

Russell Collins is now about to release a fine record. His music is good and his singing is first rate. "You're My Kind of Woman" is a hit in the market.

JIMMY COLLIE

H恶hy Dave... (Columbia 14818)

Collie has a number of good songs that should sell well. He is a good singer and a good material writer. This is his second Columbia recording.

HARRY COLLINS

This Little Old House... (Columbia 14819)

Collins is working on a fine song for the market. He is a good writer and a good performer. This song should sell well.

BILLY WALLACE

You Can't Tie Me On My Trunk... (Columbia 14820)

You can't tie me on my trunk no more. I'm going to go where I'm going to go. I'm going to leave my troubles behind me and I'm going to start over again. I'm going to be happy and I'm going to live my life to the fullest. (Fike & Wanser, ASCAP)

- C & W Territorial Best Sellers

for survey week ending September 14

\textbf{Novelty Songs}

1. Hitched My Mule, P. Walker, Pvt. 65077

2. I Don't Care, W. Price, Pvt. 65073

3. All Right, P. Walker, Pvt. 65078

4. I'm Gonna Keep That Clyde, E. B. Plate, Pvt. 65079

5. Talk About the Weather, J. Beaman, Pvt. 65080

\textbf{Classics}

1. I Don't Care, W. Price, Pvt. 65073

2. Yellow Rose of Texas, R. Stanley, Pvt. 65074

3. That's What I Like, J. Beaman, Pvt. 65075

4. There's No Good Like Old, A. Arnold, Pvt. 65076

5. That's What I Like, J. Beaman, Pvt. 65075

\textbf{Record Sales}

1. I Don't Care, W. Price, Pvt. 65073

2. Yellow Rose of Texas, R. Stanley, Pvt. 65074

3. That's What I Like, J. Beaman, Pvt. 65075

4. There's No Good Like Old, A. Arnold, Pvt. 65076

5. I Don't Care, W. Price, Pvt. 65073

- Suit Claims Unpaid Royalties on 'Nola'

\textbf{NEW YORK, Sept. 17.--A move for the seizure and the disposal of the contents of all existing contracts and the dissolution of the company by a representative court by Nola L. Ameln, widow of the late songwriter, who did not have financial backing. Nola Ameln, who took over the company in 1960, is now involved in a lawsuit with the company. Mrs. Ameln asked for $10,000 in unpaid royalties from 'Nola.' There are other names involved in Mrs. Ameln's lawsuit.}

\textbf{I. Jack London, representing Fink, made a}...
### The Billboard Music Popularity Charts

#### RHYTHM & BLUES RECORDS

**4 Best Sellers in Stores**

<table>
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<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Weeks</th>
<th>Last Week</th>
<th>Chart Position</th>
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<td>&quot;Just in Time&quot;</td>
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<td>12</td>
<td>7</td>
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<td>&quot;Ring-A-Ding Ding&quot;</td>
<td>The Platters</td>
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**R&B Territorial Best Sellers**

- Listens are based on hit lists made

**Most Played by Jockeys**

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<td>&quot;Ring-A-Ding Ding&quot;</td>
<td>The Platters</td>
<td>9</td>
<td>9</td>
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**NEW RELEASES**

- **CALLING ALL COWS**
  - b/w Johnny Moe by The Blues Brothers
  - 29

- **Two Beautiful Spirituals**
  - Low Down Chariot
  - b/w I'm Alright Now by The Swanee Guinea
  - Nashville 362

- **Said I Wouldn't Tell It**
  - b/w Hide Me by Featuring Delia Samphone
  - Going Big Contraband (BMI), 22-F

- **Don't Keep From Crying**
  - by Louis Jordan & His Harlem Hopsters
  - Written by Josephine McCullar, published by Plaza BMI, New York, 2017
  - 273 2nd Ave, N Y 2, New York
  - Phone 432323

- **One-DOT-"ENNA"**
  - The Pardners 1964

- **Always & Always**
  - The Pardners 1967

- **RINGING & ROCKING**
  - "Wetback Hop" by Chip Higgins 1970

- **NEW RELEASES**
  - "Don't Take Your Love" by The Cobhams 1971

- **HIDE AND SEEK**
  - by Joe Turner 1963

- **New Orleans**
  - "Good Rockin' Daddy" by Etta James
  - Modern 1962

- **MARY LOU' LONELY NIGHTS**
  - Johnny Watson
  - RPM 436

- **'GOOD ROCKIN' DADDY'**
  - Etta James
  - Modern 1962

- **MARY LOU' LONELY NIGHTS**
  - Young Jessie
  - Modern 1961

- **42 Best Sellers Heading for the Top!**

- **‘TEN LONG YEARS’**
  - B.B. King
  - RPM 437

- **‘THOSE LONELY LONELY NIGHTS’**
  - Johnny Watson
  - RPM 436

- **'Good Rockin' Daddy'**
  - Etta James
  - Modern 1962

- **MARY LOU'**
  - Young Jessie
  - Modern 1961

- **SAVOY**
  - "A Powerful One" by Johnny Otis
  - Getting Here Drinking
  - Peacock Records, Inc.
  - P.O. Box 9103, New York 11, N.Y.
The Billboard Music Popular Chart

**RHYTHM & BLUES RECORDS**

- **This Week's Best Buys**

  **PAINTED PICTURE** (Tolle-Tawn, BMI). The Spanish—Vee Jay 154
  The group has come up with a sensational chorus in this recent release. An old-fashioned R&B shouter that's sure to be on the national listings shortly. Flip is “Hey, Sister Lizie” (Tolle, BMI). A previous Billboard “Spotlight” pick.

  **ALRIGHT, OKAY, YOU WIN** (Messner, BMI)—Count Basie Orchestra—Clef 4893
  The blues-shouter, Joe Williams, is leading the Boss band up the big money track once more. This disk is now reported to be selling very well in New England, New York, Philadelphia, Buffalo, Baltimore, Cincinnati, and St. Louis. The record is quickly Arenning the country and should be on the national listings shortly. Flip is “How’s My Baby” (Tolle, BMI). A previous Billboard “Spotlight” pick.

- **Review Spotlight on... RECORDS**

  **LAVERN BAKER**

  Play It Fair (Progressive, BMI)
  Lucky Old Tom—Robinson, ASCAP—Atlantic 1075—The
  shouter has a heck two-toned hit, which should grab off plenty of plaque and peysey points.

  **BELVEDERES**

  The Teddy (Old Town, BMI)—Old Town 1014—The
  boys have an unusual disk here which could very well be a big one. Many rounds moves with the marriage goes many sites, with the group packing sock-emotional appeal into a great-sounding material. Flip is “Don’t Fall In Love” (Old Town, BMI).

- **WANTED**

  **BELVEDERE**

  Dear Angels Above (Dave, BMI) — Rallies 214—Loyal
  singer Jimmy Morris contributes a standard vocal performance on a dreamy ballad, with sweet, slow-paced lyrics. The smooth-paced melody, shuffling rhythm and attractive backing should spark many spots for this disk. Flip is “Come to Me Baby” (Dave, BMI).

- **SPECIALS**

  **MACING**

  Don’t Take Your Love From Me (Crescent, BMI) — C.W.
  This is an odd bit of harmonica work, and should be on the
  group’s next release. The material has great potential.

  **BONNIE BEATTIE**

  Get Love Here, Woman, and Don’t Let Anyone Else Have It! (Robbins, BMI) — RCA
  This is another bit of harmonica work, and should be a
  big one. It is one of the most interesting things to be
  released this week.

- **LINDA RODGERS**

  I Will Walk (Tolle-Tawn, BMI) — C.W.
  This is a real dandy by the group’s popular vocalist. It
  is a good thing to have a hit here.

- **THREE CANEVAS**

  I’ve Got You (Joseph, BMI) — C.W.
  This is a good ditty by the group. It is a hit that will
  make a big hit.

- **ROBERTA FLACK**

  Right Time Is the Right Time (MCA) — C.W.
  This is a good ditty by the group. It is a hit that will
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- **LINDA RODGERS**

  I’ll Be There (MCA) — C.W.
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- **THE CILANTHRO**

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- **THE CARNETS**

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THE BILLBOARD

THE FINAL CURTAIN

HOCUS-POCUS

By JAY MARSHALL and FRANCES IRELAND

This is the conclusion of a series of articles by Jay Marshall, well-known music critic for the Mercury News and editor of the Haiti Times. This series has been carried in the Billboards of January 10, 16, 30, February 6, 12, and 19. It has been returned to the readers early in June. In this and previous articles, Jay and Frances Ireland have explained their experiences in Chicago, where they have been working in the music business.

After spending a weekend in Paris, night-seeing and attending a number of shows, the couple returned to Chicago. They found the city to be quite lively, with many different types of entertainment available. The French government has made it possible for the art form of music to thrive, and there are many successful music halls throughout the city.

In the course of the article, the couple visited the Moulin Rouge, which is one of the most famous music halls in Paris. They were impressed with the variety of acts that performed there, and the atmosphere was very lively and energetic.

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Icer Gives Topeka Fair Strong Finish

Grandstand, Track Seat Sellouts Are Seen for Closing Three Nights

TOPEKA, Kan., Sept. 17—The First Fair of the season here is running counter to its usual form, with a powerful finish at the end of the afternoon on Sunday, following a weak wind up.

The final leg of the season is being given a strong presentation for the first time in nine years by the closing night of the fair. "Holiday

NETWORK PLU"

To Feature Dallas Fair

DALLAS, Sept. 17—The State Fair of Texas will be Joined by a segment of "Wide, Wide World," a new NBC-TV spectacular television program.

The Dallas exposition will be included in the longer list of the series, Sunday afternoon, at the Dealey Plaza, and will be the big middle Sunday, traditionally the low attendance day. On the overbooking basis, the attendance totaled over 281,000.

The State Fair, which is able to copy possibly 20 minutes of the "Wide, Wide World" program which will include the fair's opening of the show.

King-Cole Pulls Better Houses; Norfolk Strong

EMPORIA, Va., Sept. 17—King Bro. and Cole Bros. Circus was pulling in some better business. (Continued on page 60)

Western Fairs Assn. Sets Oct. 20-22 Meet

MERIDEN, Calif., Sept. 17—The Pacific States Fair Assn. annual meeting will be held in Fresno for three days starting October 20. Attendance of over 200 from 15 states is expected, reports secretary-manager of the Assn., R. E. N. Neighbors.

Governor's opening of the fair, opening day, there will be meetings of the various sections of the Assn., with agents of fairs and meetings and secretary-manager of the Assn., to be announced at a later date.

(first published in the July 1955 issue of THE BILLBOARD)
YORK IS AHEAD, ARENA UNVEILED

$350,000 Building Big Attraction; Night Grandstand Click Continues

YORK, Pa., Sept. 17.—Cleveland can consistently ahead of last year at the York Interstate Fair this year. Even the weather covered the five-day event and helped attract more crowds for increased spending on the midway and bigger grandstands.

Once again President Samuel S. Lewis had a new feature of major proportions—a pillared 381-foot colonnade and exhibition hall—to show off to the crowds. Put in operational order just in time for the opening of the fair, the new building won considerable favorable comment both for its beauty of design and functional aspects.

The clear space in the auditorium, 300 by 200, was jammed with commercial exhibits that netted the fair some $10,000, a sizeable return on the total cost of $350,000.

New Midways

In addition the building of the structure in a former low traffic area made possible the creation of two new midways and arena, and, consequently, the sale of additional concession privileges. A large portion of the new midway was paved in the 10-day period preceding the fair.

The midways were equipped with all utilities. It can be used for sea odiers, big top, sideshows, concerts, banquets, basketball, and boxing. As a basketball arena it can accommodate about 5,000 persons. For sports about 3,000 can be seated.

After the first day of operation the fair had net $140,000 in till and considerable mob money was earned. The carnival-concession operation alone accounted for some $130,000. Space along the extensive fence zone again was at a premium. A big opening day with thousands of youngsters showing up as result of the distribution of more than 50,000 free tickets probably got most of the concessionists off the lot, Lewis said.

Grandstand Pull

The night grandstand continued to attract big crowds to the 11,000-seat stand. Side-shows were featured for last night and today for the Frank Writh presentation on the midway, weather permitting, this being the final stage. Vocalist Bill Haynes was featured on Tuesday, Phil Spalding and His All Girl Orchestra on Wednesday, the Four Aces Thursday and the McGuire Sisters on Friday. Bill Anderson's auto-mobile thrill show was a Saturday feature. Buck's marked the attractions with a splash this time and numerous novelty acts, including Will Murray, Talbot for the run to more than $60,000. Harness racing was featured on both afternoons.

The tremendous drawing power of the event is highlighted by the fact that the grandstand which was posted on several occasions prior to the opening only itself harbors only about $60,000. A convention of five hotels which buy tickets for their patrons are well ahead in advance to guarantee a seat in the house.

Special, three-dimensional scene was constructed. The stage, measuring 70 by 100 feet, is equipped with 73-foot gondolas, continuing to adorn itself for one of the first time. Backstage is remarkably uncluttered although every technical detail coming out of the floor in the wings and dressed is likely to be limited to six feet.

The James E. States Shows had an excellent week.

Fay and Bill Snyder, of Snyder's Trained Boxers, finished their fair season in grand style, winning the Charles, Mo., and are currently playing the Grand Theater, St. Louis.8

WINTER FAIRS

TOPSFIELD, Mass., Sept. 17.—Topsfldl Fair ended its seven-day run today with a total attendance of more than 121,000. The venerable annual event netted $350,000, an increase of $5,500 over last year. It was also the first time in 43 years that the event had moved its headquarters to the permanent fairgrounds.

Last year, with the final unknown and impact of the hurricane, the event drew 67,000.

Growners were up also at the steed dog racing meet which attracted more than 50,000. Grooming and the dog show held a tight grip on purses by the.

Dun reported that 80 per cent of the minor accounts had of offered deposits for next year. The policy of the fair is to affect the fair's big attraction, which had Cobbs Wadlow heading the closing day for four shows, one at 1:30, two at 6:30 and 7:30. The 4.1 show was three quarters filled with the other three did capacity machine business.

Directors of the fair had not been too optimistic about the attendance. In the neighborhood had suffered from weather, floods and the polio epidemic. It was believed that the extension of school dates because of polio limited the crowds.

McKINNEE, Tex., Sept. 17.—GIll Gray Circus gave three performances daily here September 12-18 in order to accommodate the crowds. Sponsored by the Lint Club, Gray had his largest local audience in the season. The $125,000 grandstand was a standing grandstand at Brownsville, Tex., where the circus played two days. Information included the Kansas comedy band; Joe Howarth, mixed band; the Cobras, Boston; Vanity Fair, harriot, baby elephants; Hazel Case, Tightrope; Liberty Taxi Driver; Brothers in Arms Dog; Rafei Maceo, head of the group; skateboard, black doll; Wally and black elephant; Eric Tentsley, high wire; Jim Wing, Tornage, Oriental; Reuben Flying Malmon, and Gray's pony dray and trained coin and Luna act.

There are 3 spot, 10 clowns and 8 ballet girls, Chaplin is a drummer and Cleo Packard is an

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YORK, PA.

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AUDITORIUMS—ARENAS

Blades of 'Ice Capades' Just as Sharp as Ever

Continued from page 10

records in getting "Peter Pan" off the ground. Barrie's fairy tale is a hit in the arena treatment.

One of the most interesting in this year's "Boles" is a small girl in charge of the "Toots," a miniature court jack-of-all-trades. In spite of her small size, she is a big winner among the circuses. She is dressed in a miniature version of the former court and is made up like a fairy tale princess. She is a big hit and is a valuable addition to the circus.

Their Galling Legs

May 26, 1932

The New Era

Barr Changes Routine Rental Into Major TV-Football Event

By TOM PARKINSON

What started out to be a routine rental of an auditorium for a distributor to introduce a new television set into a special event that promises to pack the facilities at the Grand Amusement Hall, Midlothian, was turned into an event that was not only packed but also a major selling point for the new television set.

The RCA Distribution Corporation, with Grand Rapids offices, wanted to introduce its new 21-inch color television set and rent the auditorium for a demonstration. The building manager Fred Barr gave the idea the green light.

Elaborate plans were made for the installation of 20 of the color TV sets in the building's executive hall of 4,500 square feet. These will be wired to the master TV system installed on the building roof some time to come so that home show and after-hours shows, Niteglow and others of the sets will be in the bays of the hall, the 50th will be on a stage where more can see it.

Cheerleaders will be in attendance to mark the event. It is the program's debut on October 15 football game between Notre Dame and Michigan State. Grand Rapids is a home run of fans for each team, reversing positions from the area on the Michigan State squad and a former high school star is with Notre Dame.

In addition, there will be 500 people from high schools and colleges who will be installed for the presentation on the TV screen. While RCA shows its new product, Grand Rapids fans will be cheering their favorite. The building's consecutive departures will be in operation, too. RCA will have a display booth as well.

Enthusiasm that followed the routine announcement of the new TV set was expected. Newspapers, television stations and others have plugged it too. There is wide interest throughout the country whether this would be a one shot or the ball will be filled. The capacity is figured at 2,000 for this set, and some observers think that more people will turn out.

Barr believes his idea could be adapted to use in many other buildings and is a distributor of similar products in the hall.

While there is no value to his football allegiance is confused. His son, Terry Barr, is half back with the area's third major school, the University of Michigan.

ARENAS

Blades of 'Ice Capades' Just as Sharp as Ever

Continued from page 10

In the same arena, Barrie's fairy tale is a hit in the area treatment. Themes of "Peter Pan" are being rented by the "Boles" almost any medium, with the exception of the "Toots," a miniature court jack-of-all-trades. In spite of her small size, she is a big winner among the circuses. She is dressed in a miniature version of the former court and is made up like a fairy tale princess. She is a big hit and is a valuable addition to the circus.

Their Galling Legs

May 26, 1932

The New Era

Bluffton, Ind., Wins Right To Use Streets

BLUFFTON, Ind., Sept. 27—The State of Indiana legalized and probably the first of a series of efforts to hook the Bluffton Street Fair, which is run from September 20-28.

The State suffered its fourth rebuff Saturday (10) when Judge Homer J. Byrd, of the Wells Circuit Court here in Bluffton, denied a temporary injunction which would have restrained the fair association from holding the fair. Judge Byrd ruled that the State failed to prove that it will suffer and irreparable harm if the fair is held as planned.

The action to do the fair, which has been conducted since 1929, was initiated last year by Gov. George N. Craig. Contradicting that the Bluffton streets used were fair areas and that the State highway system, Craig threatened to close the fair if the State police force for the forcible removal of the fair and its visitors was used.

That threat led to the first of the four maneuvers in the courts when Bluffton citizens obtained an injunction which find the hands of the Governor. The Bluffton Fair issue reached the State Supreme Court and even the Indiana State Legislature, and the position of the Governor was repudiated in both places.

The case in general, the high tribunal turned a State petition for a writ of prohibition and the General Assembly gave ever increasing approval to a bill legalizing the fair—fair destined to be strong, stronger, and still stronger in the 1929 plans for in the Governor's appointment for the next Legislative session.

LAFAYETTE, Ind., Sept. 17—Future Farmers of America, under the supervision of J. J. Kelleher, will perform in the Kite Festival at Wabash College, sponsored by the Bluffton Street Fair. The Kite Festival will be held on September 20.

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Ringling Business
Light in L.A. Area

Los Angeles, Sept. 17—Ringling Bros. and Barnum & Bailey Circus came back to Los Angeles for a second weekend’s run after spending time in different parts of the city. The initial Los Angeles stand was held on Friday and opening night, but it was well attended. The show was well worth seeing, especially on the second day, when the weather was clearer and the sun came shining through.

Picketing of the Los Angeles lot and theater offices continued with little effect. Deliveries were being made to the show and all shows were playing to sellout capacity. Leaflets blasting the show were being handed out, but no group was working to keep the show from playing.

Blame for the poor business generally was laid to situations which have prevailed all season and to continued weather here.

On Monday (12) the show went to Napa, and on Tuesday (13) it returned to Napa and played the second day. The show moved to San Francisco on Thursday (15) and played a good show there. The weather was fine and the show made a good hit. The weather was hot and children were in their second year of school, and as night the top was half filled. In their second show on (16) the show had less than one-quarter of capacity in the afternoon and two-thirds of it the night. However, it was good and the school

was in session. The East Los Angeles appearance on Thursday (17) brought a small audience for the afternoon and a half house at night.

Returning for the second try in Los Angeles, the show arrived on time Friday (18) and was scheduled to stay through Sunday (20).

The Las Vegas Times said:

"The season-long reports that Tommy Dorsay’s orchestra might be with the show next season.

(Continued on page 109)"

Carnival Routes
Send to 2160 Patterson St. Cincinnati, 32, O.

Circus Routes
Send to 2160 Patterson St. Cincinnati, 32, O.

INSURANCE

IDA E. COHEN
175 W. Jackson Blvd.
CHICAGO, ILLINOIS

WARNER’S
MERRY-GO-ROUND
HAS FOR SALE
One new large, complete, Merry-
Go-Round. It is complete with 20
horses, wagons, etc., and is 40 ft.
high. Everything brand new.
Will take $7,000 cash for both.
Both are in factory. Will deliver
for freight charges.
J. WARNER
Box 1815, D., Louis., Miss.
Or call 9142

FOR SALE
PORTABLE SPEEDWAY TRACK
122 ft. by 55 ft.
Wood construction, backed at both end, painted complete with lamping and lights. It is Ready NOW! Only ONCE

Carnival Equipment
Rental of Carnival Equipment
and Supplies.

Morgan C. Mott, 1096 W. Twelfth St., Cincinnati, 12, O.

Morgan C. Mott, 1096 W. Twelfth St., Cincinnati, 12, O.

H. W. TERPENING

Creteon Machineries
SALE OFFICE: Creteon, Chicago, III.
FACTORY: Chicago, Ill.

ACTS & ATTRACTIONS WANTED
Looking for acts for 1956 season of Creteon Attractions and road shows.

Robert W. Hurting

HALLOWEEN SHOWS
1020 Harrison Ave., B.

HIGH-CLASS PHONE SOLICITORS
needed for 1956 season.

Robert W. Hurting
CHICAGO, Sept. 17.—Twenty-two key decisions that have been made by the American Association of Amusement Parks, Pools & Beaches since its past season’s convention have been announced in the 10th trade show since 1946. Among the decisions were the election of the ex-Investigator, Secretary Paul H. Mudge, to the office of president, which he will hold until the next 10-day event is taking place.

The first 22 key decisions to be given will be those for the five calendar years 1938-1942. The five-year period is meant to give a better opportunity for a survey of park operations, since the 10-day period is only a partial one.

Additional 22 key decisions will be announced at the convention next year, and the remaining seven will be announced in the next 10 days.

Promotions

Winter Sked Gets Started At Rockaways

NEW YORK, Sept. 17.—Alhobby for the daily season is at an end, Rockaway’s Playground is continuing its plans this week, until next spring heralds the opening of another full season. The ice skating and curling parties Saturday and Sundays as long as the weather is favorable will continue.

A turn of thousands particular interest to the Albert Mann and John Hazen Baseball Park will be the return of the New York Giants and the Chicago Cubs to the park. The Giants will play on March 31st, and the Cubs on April 1st.

Once a week for business was up 11 per cent compared with the previous year's week, and the capital spending took a bigger hop. The capital spending took a bigger hop, largely to the profit of maintaining the facilities, building and promotion stabling, soliciting picnics and charter business during the off seasons. In month the total at a maintenance of $1,000 was given.

Rains Keep Some Spots From Getting Top Highs

CHICAGO, Sept. 17.—Ammonium and bromides are coming up on the rise of the season.

In the next ten days of rain in June head the Carter Lake Pleasure Park, with 10,000 acres of water in its all-time record, set in 1933. It is the largest in the world, and it is open to "every run, walk, run or swim, and child in the world."

Chances of cooperation have been announced as the Carter Lake Pleasure Park, with 10,000 acres of water in its all-time record, set in 1933. It is the largest in the world, and it is open to "every run, walk, run or swim, and child in the world."

Fishing Rodeo Prolongs Interest at Myrtle Beach

MYRTLE BEACH, S.C., Sept. 17.—More than 1,000,000 visitors are expected to take part in the annual fishing rodeo to maintain the Myrtle Beach tradition of attendance at the shore event. The event began on Saturday, and concluded on Sunday, and continued through the month of August, ending Thursday night.

Moses Lake, a cowboy caravans, guests and a hillybid auction at 5:30.

Four-Month Round-up

HOLIDAY WEEKEND BIG

Season Just So-So

For Spots in N. E.

BOSTON, Sept. 17.—Perfect weather with no cast-off air, and no crowds making the Labor Day holiday gave many operators their first chance of getting the Labor Day holiday to make a good start on the new season. The Labor Day holiday was opened July 18.

According to the shortened week, schools opened in the area and the pie-square kept above 100 degrees to set new September heat records.

The hot weather took its toll of the patrons at the park. However, at a record 188 per cent. Spending was reported stable and the take-up of parking, admissions, rides and food.

Roy Gill at Norumbega Park in Newton reported a fairly satisfactory finish for the week. An "It's been a good season," he said. Fireworks display and other special entertainments.

Other operators felt similarly, but since Revere carries on well after Labor Day "they were happy that things would settle down to that same profit could be shown for the season.

Paraque Park operator Larry Stone, running his second season, and "It's weather that ride Y.," he said, "and we hope we will be able to open up next week."

The first in many years Paraque Park closed down after the Labor Day holiday, and now he will be open and ready. Mrs. Rose Stone, Larry's mother, gave her annual dinner at the park's Polo Club restaurant for ladies cashiers. Mrs. Stone was presented with a bow by one of the waitresses.

Other operators at the South (Continued on page 65)

For Sale—Cape May, N.J.

PALISADES, N. J., Sept. 17.—A super public appearance performance was held at the Palisades Amusement Park yesterday, with the launch of the longest-day crowd in seven years.

Nearly 10,000 people crowded the park. Over 200 food stands and 100 rides were open.

Leaf Mitchell, president of the Palisades Amusement Park, said "We are glad to have the longest-day crowd in seven years.

Over 100,000 spectators attended the Labor Day parade which features big name stars and top bands for the entertainment of the onlookers.

The parade was a huge success, and it was a great boost for the park. The parade was followed by a huge fireworks display and other special entertainments.

New Jersey state fair, which features big name stars and top bands for the entertainment of the onlookers.

The parade was a huge success, and it was a great boost for the park. The parade was followed by a huge fireworks display and other special entertainments.
CNE Misses '54 Gate Mark by $1,000

Sullivan Cracks Grandstand Mark;
Conklin Midway Gross Tops $500,000

TORONTO, Sept. 17.—Despite rain and cool weather, the Canadian National Exhibition’s attendance yesterday was 2,898,300, slightly under last year’s all-time high of 2,952,481. Total gate was $9,665,796, compared with $11,667,764 in 1952.

The weather was not favorable for many of the shows and exhibits, but the midway and grandstand attractions were well attended.

LEWIS STAGES GOOD WILL AT YORK

York, Pa., Sept. 17.—President Truman, who earned a heap of good will today in a rain-soaked show opening Tuesday (13) when he invited some 400 persons who had worked on fair shows for the past year to attend the opening of the Interstate Midway and the new coliseum in time for the fair's opening Thursday.

The fair was opened with a record $506,543 on rides and dances, and big increases in the money department were the Coliseum show, which drew $10,792.75 in $10.25 and $500,000 mark.

GATE, Income Jumps At Michigan State

DETROIT, Sept. 17.—With an upward trend in every major review of daily grosses, the State Fair closed its 10-day run here with an attendance of almost 900,000 over last year’s 828,027. Total attendance, which included 53,088 on the 10 days, 93,635, was the first time in the history of the fair that the attendance had been recorded.

The fair was attended by more than one million people during the 10-day period, with the new coliseum in time for the opening of the Interstate Midway and the new coliseum.

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**GREAT BARRINGTON, Mass.** — Rainy weather was running comfortably ahead of last year then the latter stages of the week, with both local and grandstand attendances being high. Opening last Friday (11) the eight-day event has been drawing close to 15,000 daily for the final weekend.

**Reduction was 50 percent**

The fair opened Wednesday (9) with an estimated 54,000 persons through the grounds. Attendance was considerably lower Monday (10) but the midway gross that day still multiplied over the $1 on Friday.

Such was the case with the great attraction of the New Jersey Fair which will be opened Tuesday (14). A total of 90,000 persons passed through the fairgrounds yesterday, bringing the total to over 594,000 this season. The fair opened on July 1.

The fair was well attended by local residents, with the high season passing through the fairgrounds in large numbers. The fairgrounds were busy with people of all ages enjoying the various exhibits and attractions.

**Top Ark Results**

The Top Ark results for the week are as follows:

- Top Ark: 13,500
- Top Ark: 13,500
- Top Ark: 13,500
- Top Ark: 13,500
- Top Ark: 13,500

**Winning horses**

The winning horses for the week were as follows:

- **Top Ark**: 13,500
- **Top Ark**: 13,500
- **Top Ark**: 13,500
- **Top Ark**: 13,500
- **Top Ark**: 13,500

**Grandstand admissions**

Grandstand admissions for the week were as follows:

- **Grandstand**: 13,500
- **Grandstand**: 13,500
- **Grandstand**: 13,500
- **Grandstand**: 13,500
- **Grandstand**: 13,500

**Ticket sales**

Ticket sales for the week were as follows:

- **Ticket sales**: 13,500
- **Ticket sales**: 13,500
- **Ticket sales**: 13,500
- **Ticket sales**: 13,500
- **Ticket sales**: 13,500

**Concession sales**

Concession sales for the week were as follows:

- **Concession sales**: 13,500
- **Concession sales**: 13,500
- **Concession sales**: 13,500
- **Concession sales**: 13,500
- **Concession sales**: 13,500

**Fair grounds**

The fairgrounds were bustling with activity, with various exhibits and attractions drawing large crowds. The midway was a popular destination, with rides and games providing entertainment for all ages.

- **Midway**: 13,500
- **Midway**: 13,500
- **Midway**: 13,500
- **Midway**: 13,500
- **Midway**: 13,500

- **Gates**: 13,500
- **Gates**: 13,500
- **Gates**: 13,500
- **Gates**: 13,500
- **Gates**: 13,500

**Conclusion**

The New Jersey Fair was well attended throughout the week, with record-breaking crowds visiting the fairgrounds. The fair provided a wide range of exhibits and attractions, ensuring a fun-filled experience for all visitors.

**Additional notes**

- The fair was held in the town of Great Barrington, Massachusetts.
- The fairgrounds were located on Main Street.
- The fair was open from July 1 to July 8.
- The fair was a popular destination for locals and tourists alike.
- The fair featured a variety of exhibits, including animals, agricultural displays, and children’s rides.
- The fair was a family-friendly event, with activities for all ages.

**Contact information**

For more information about the New Jersey Fair, contact the fairgrounds at 555-555-5555 or visit their website at njfair.com.
A program was booked into four segments, all honoring American comedians. The first segment was Gordon MacRae, with an encore; then Harry Langdon, and Margaret Whiting filling out the first segment. The second segment was also presented, with the shows featuring the Hollywood Bowl Pops Orches- tera a balcony-level act.

The fireworks display in front of the fair on opening night was presented by Pat Langdon, president of the Maryland State Fair Manufacturing Company, in Redwood, Calif. Langdon has been in the business for about 30 years.

The Sunday afternoon grandstand spots were filled by Bill Frey, manager. A fair reported that a last minute run had developed that a number of entities beyond the fair. The special events department also presented the grandstand run on the Bubbers, which included a paid a paid attraction. The BBS Puppeteers put on a six-man show for the popular. Pat Dubois, the clown minister in front of the free stage.

Carnival Shows and Crafts and Exposition Shows combined to fill the fairgrounds.

Dudley F. Smith, appointed fair manager in March, staged the fair's first parade with the help of Bert F. Williams for the third consecutive year.

MIGHTY BUILDING FOR GASTONIA, N. C.

CASTONIA, N. C., Sept. 17—The 1954 Castonia Rodeo, called ‘‘Hope Composers,’’ was produced by Warnick & Young of Beverly Hills and New York. The program was booked into four segments, all honoring American comedians. The first segment was Gordon MacRae, with an encore; then Harry Langdon, and Margaret Whiting filling out the first segment. The second segment was also presented, with the shows featuring the Hollywood Bowl Pops Orches-

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Conklin's Top $500,000 At CNE for New Record

Kiddieland Grosses 60G; Scrambler Bags 16G; Coaster Has $7,434 Day

A large number of new records were set by individual units. The Kiddieland grossed slightly in excess of $3,000 on this day. The Roller Coaster hit a one-day high of $1,500 and set a new record before Labor Day.

The record-smashing gross was reported despite a drop of 10,000 in attendance over last year's peak day. The two 25-cent specials this week, $539,589 for $10,399,65 with the Wheels option, and $10,571,32 with the Scrambler option, further increased the financial week. The Scrambler had a notable

Sun. it ground $10,399,65 with a 23-cent price and topped $2,000 on biggest day. Conklin was elated.

It has the greatest appeal for re-

The Twister, operating behind 15 and 23-cent prizes, also reported $1,400 on biggest day.

Mickey Hughes' Hot Rod Ride, run the rest of the week on a $10,571,32 gross with a $4,082 gross. In the dark contributed a $2,000,000 take. Among the live acts was Harry Seiber's Girl Show, which was followed in order by Pete Korot's Sale Show, which bagged $4,000 more than last year, and by Allen Phillips' water show. The Cool Girls Show moved this week to the Western Fair at London. Under, during the fall's early days it was great ideal weather and business sharply higher than last year, with Monday's take double that for the corresponding week. Turnover was $10,571,32 per cent and Wednesday 25 per cent.

Gooding Gross
Rises Sharply
At Knoxville

KNXVILLE, Sept. 17.—The Gooding Amusement Company unit handled by Hal Edinger, who disposed of $22,500 (year 16) at the Tennessee Valley & J. Exposition here in the one-day gross of last year.

In the fifth day of the six-day event, the Gooding base was evidently better than at the same point last year and indications were that this pace would be maintained for the remainder of the Fair. Seventeen major rides, 12 undedicated and 12 trained up.

During the first four days the Smoother was the biggest money-maker among the noted performers and Tie Zecher's Bag of dark ride, third. Three shows, Ida Lu's Reamy's Western Show, "Dancing Waters" and "Yellowstone," were closely behind in the battle for top-grossing honors.

The Theat-Center, made by the Pee-Wee Valley Amusement Co., again was reported as the biggest grosser of the kiddie rides.

Weather Aid C&W
At Reading Event

READING, Pa., Sept. 17.—A winning string of five consecutive dry days con-
tinued this week for the Cecilian & Wilson Shows here. Principal fac-
tors were the rain-averse fall weather which prevailed throughout most of the 35 miles circuit run in, consistently fine for several days a week ago.

The show trained in here from Keystone shows and took the former top gross to set a new high. Band played with free electric clock run at the Minnesota State Fair, the Illinois State Fair, and the Indiana Fair (Mich. Fair). Despite the long run from Illinois to Pennsylvania to go ready to here late Monday. The Scoundrels were good and steady through the week and unit operator on the midway were especially happy about the show, with the particularly a somewhat

The show jumps into the South in the latter part of the week beginning at Richmond, Va., and ending at Jacksonville, Fla., with a continuation of good business at the Dixon Fair and Eastern Fairs. Weather was much better than looked ahead for.

The Sunshine, operated for Bsexon shows for the most part, has also done well. Fairs are well on the way with all 30-ride units here, including all possible space and by the show, making $2,000 comparatively all, howe-

Polio Cuts Down Kids, Wom $50 At Brockton

BROCKTON, Mass., Sept. 17.—A polio epidemic is sweeping the city, particularly at several recent reminders of the Brockton Fair, which has been canceled as advance of the fair in accordance with the advice of city health authorities, parents were advised to keep their youngsters away.

Children continued to show on the fairgrounds despite their numbers were considerably under those of former years. There was evidence, too, that many adults also avoided the event because of the health hazard. The second older persons are judged less intolerable to the disease.

Units at Allenton

The World of Truth eliminated many rides this week for a spot in anticipation of a business decline. The show moved down on grounds and exhibits was shipped directly into Allenton for the fairgrounds and the fun of the event.

This move will make it possible for the Allenton midway to operate in the second week of the season in the second week of the season.

Roses Faces Em

Top man of the National Roses was here the week headed by Roses, the always large crowd from town, and the Art Concourse's Side Show, this;

"Dancing Waters," which had a

"Weather Aid C&W"

At Reading Event

READING, Pa., Sept. 17.—A winning string of five consecutive dry days continued this week for the Cecilian & Wilson Shows here. Principal factors were the rain-averse fall weather which prevailed throughout most of the 35 miles circuit run in, consistently fine for several days a week ago.

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The show jumps into the South in the latter part of the week beginning at Richmond, Va., and ending at Jacksonville, Fla., with a continuation of good business at the Dixon Fair and Eastern Fairs. Weather was much better than looked ahead for.

The Sunshine, operated for Bsexon shows for the most part, has also done well. Fairs are well on the way with all 30-ride units here, including all possible space and by the show, making $2,000 comparatively all, howe-

Polio Cuts Down Kids, Wom $50 At Brockton

BROCKTON, Mass., Sept. 17.—A polio epidemic is sweeping the city, particularly at several recent reminders of the Brockton Fair, which has been canceled as advance of the fair in accordance with the advice of city health authorities, parents were advised to keep their youngsters away.

Children continued to show on the fairgrounds despite their numbers were considerably under those of former years. There was evidence, too, that many adults also avoided the event because of the health hazard. The second older persons are judged less intolerable to the disease.

Units at Allenton

The World of Truth eliminated many rides this week for a spot in anticipation of a business decline. The show moved down on grounds and exhibits was shipped directly into Allenton for the fairgrounds and the fun of the event.

This move will make it possible for the Allenton midway to operate in the second week of the season in the second week of the season.

Roses Faces Em

Top man of the National Roses was here the week headed by Roses, the always large crowd from town, and the Art Concourse's Side Show, this;

"Dancing Waters," which had a

"Weather Aid C&W"

At Reading Event

READING, Pa., Sept. 17.—A winning string of five consecutive dry days continued this week for the Cecilian & Wilson Shows here. Principal factors were the rain-averse fall weather which prevailed throughout most of the 35 miles circuit run in, consistently fine for several days a week ago.

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SHOWS AND CONCESSIONS
FOR THE FOLLOWING FAIRS
FRESNO DISTRICT FAIR, FRESNO, CALIF.
SEP. 30-OCT. 9 INCLUSIVE
Attendances 200,000. Optimum location. Plenty of parking space. Notice for the good locations.
HANFORD, OCT. 12-16-RIDGECREST, OCT. 12-16
FIREBAGU COTTON CARNIVAL, OCT. 19-23
YUMA, ARIZ. OCT. 19-23-BLYTHE, OCT. 26-30
THEN
ARIZONA STATE FAIR
NOVEMBER 6-19-SPACE $55 PER FOOT
Ray Shepherd, our Ride Sup't, can use Foreman and Second Man for most all rides. Also a few Women Ticket Sellers. Extra mileage pay for licensed Semi-Driver, and Infants at the gate.
PHONE, WIRE OR WRITE AS PER ROUTE OR
CRAFTS 20 BIG SHOWS, INC.

RICHARD S. VIVIAN, FOREMAN.

WANT BOUQUET OF FLOWERS? GIVE US A CALL!

RICHARD S. VIVIAN, FOREMAN.

WANTED FOR THE THREE BEST FAIRS IN THE SOUTH
These Are bona Fide Fairs, No Promotions
Anniston, Alabama
Griffin, Ga.
Thomason, Ga.
Sept. 26-Oct. 1
Oct. 3-8
Oct. 10-15
Concessions—Hi-Striker, Long Range Gallery, Live Ducks, Pitches and All concessions that work for stock.
Shows—Monkey Show, Motor Drome or Monkey Drome, Wildlife, Illusion, Mechanical City, Dog and Pony Show, Side Show, Minstrel or any clean Show with own outfit. (No Girl Shows or Sex Shows.)

All replies to JOHN T. TINSLEY, Newman, Ga.

AH-STAR SPANGLING MIDWAY
THE BIG ONES
LED COUNTY AGRICULTURAL FAIR
Sanford, N. C., Sept. 26-Oct. 1
GOLDEN BELT FAIR
Henderson, L. C., Oct. 3-8
SUMTER COUNTY FAIR
Sumter, S. C., Oct. 10-15

AND OTHER TOP FAIRS UNTIL NOVEMBER 12
Can place Concessions, Hideouts of all kinds, Eating and Drinking Stands, Huts, Ball Games, SHOWS-Grill Shows, Acts for Marie Selby's Side Show and Roustabout Operators. HELM—On-a-Place Foreman, Second Man on all Rides. Must be licensed and drive safe.
Address John Vivona, Leesville, N. C., this week.

CONWAY ISLAND ROAD SHOW
WANTS
5 SENSATIONAL FREE ACTS
FOR WINTER BOOKING IN CUBA, DEC., ’55, THRU APRIL, ’56
Send photos and press. Miss Luxem—Zachiin Double Cannon, please contact.
ALSO WANT OUTSTANDING SHOWS & ATTRACTIONS. Write GENE BEECHER, Gen. Mgr.
BOX #1123, SOUTH MIAMI 43, FLA.
Phone MIAMI: MIDEWOLF 7-3217

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AMUSEMENTS OF AMERICA
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THE BIG ONES
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All replies to JOHN T. TINSLEY, Newman, Ga.
Jimmie (Carmen Lee) Hilyard, on route to Kansas State Fair, renewed acquaintance with hometown folks. Kansas City, Mo., where he recently underwent an operation. He reports that he will complete his fair commitments in Connecticut and then go to Florida for the winter. His son, Harold, came on from U.S. Navy Headquarters in Washington, D.C., from Miami to assist Pappy in the operations.

H. A. (Big Six) Beak has been discharged from Veterans' Hospital, Albuquerque, N. M., where he recently underwent an operation. He reports that he will complete his fair commitments in Connecticut and then go to Florida for the winter. His son, Harold, came on from U.S. Navy Headquarters in Washington, D.C., from Miami to assist Pappy in the operations.

Paul Greer, secretary of the Michigan Showmen’s Association, was at the Saginaw (Mich.) Fair, visiting with John Mahler, concessionaire.

His commitments underwound a week in the troupe, Kansas City, Mo., where he recently underwent an operation. He reports that he will complete his fair commitments in Connecticut and then go to Florida for the winter. His son, Harold, came on from U.S. Navy Headquarters in Washington, D.C., from Miami to assist Pappy in the operations.

Van Stakes is back at his home in 2513 Alabama Avenue, Los Angeles, Calif., after being released from hospital there. Sadie Ayres, son of the Ringling show, visited recently. Miss Ayres, tattooed man and tattoo artist, rejoined Gold Medal Shows after visiting relatives in South Carolina.

Ben Morrison, left Detroit to visit the California State Fair, followed by a trip to San Diego and Los Angeles. Jack Diekman, executive secretary of the Michigan Showmen’s Association, reported just home from California, where he was at the Rosemont, P., followed by a trip to Los Angeles. Charles Schmehl returned to Detroit to reopen the clubrooms.

Mrs. Flossie Ayres has returned to her home in Mobile, Ala., after visiting her husband, C. W. (Big Joe) Ayres, concessionaire on the Exposition Shows.... Betty-John Oland, who has been on the Sid Show on the Great Sutton Shows, is now in journalism. At present she’s working on a book based on the life of blues singer Bessie Smith. She’s anxious to contact some of Mr. Oland’s mindful people who might be interested in contacting her at 1303 62nd Avenue, S. E. Washington, D.C.

Edward K. Johnson became a great-grandfather, September 5 when his granddaughter, Marguerite Nocella, gave birth to a girl in Georgetown (Pa.) Hospital. The infant was named Glenda. Johnson was a member of the showmen’s community in Niagara Falls, N. Y., and his home is in Allentown, Pa., and Philadelphia.

Edsel Weisberg dropped in at the W. S. Fair in Reading and York, Pa., to drum up business for the National Showmen’s Association of America. He’s spent the past few weeks with some friends in New York City.

The baby was born at the hospital in Reading, where the family resides. The baby was named after her father, Edward K. Johnson, who is head of the showmen’s community in Niagara Falls, N. Y., and his home is in Allentown, Pa., and Philadelphia.

J. O. Barbee, Detroit, has put the last touches on the Michigan State Fair, which is opened this weekend. He’s been working with some friends in New York City.

The baby was born at the hospital in Reading, where the family resides. The baby was named after her father, Edward K. Johnson, who is head of the showmen’s community in Niagara Falls, N. Y., and his home is in Allentown, Pa., and Philadelphia.

Willie Ayers, the former Detroit, has been making arrangements for the Michigan State Fair, which is opened this weekend. He’s been working with some friends in New York City.

The baby was born at the hospital in Reading, where the family resides. The baby was named after her father, Edward K. Johnson, who is head of the showmen’s community in Niagara Falls, N. Y., and his home is in Allentown, Pa., and Philadelphia.

French, a doctor, has been making arrangements for the Michigan State Fair, which is opened this weekend. He’s been working with some friends in New York City.

The baby was born at the hospital in Reading, where the family resides. The baby was named after her father, Edward K. Johnson, who is head of the showmen’s community in Niagara Falls, N. Y., and his home is in Allentown, Pa., and Philadelphia.
RIDES FOR SALE
Cash Only—No Deals
Flying Scooter with transportation. 1951 No. 5 Ell Wheel with transportation. 16 tub Octopus with transportation. Renteseler Train with two wheel trailer built for same. Horse and Buggy Kid Ride, Tractor and 10 car Auto Ride. 2-60 K-V.A. Louis Diesel Light Plants in 24 ft. Aluminum Trailer built for same, very reasonable and in A-1 condition. All this equipment is clean and in top condition, up and running. Can be seen this week at Versailles, Indiana. Sept. 22 to 24, next week Aurora, Indiana. Sept. 29 to Oct. 1. Season ends. Can be seen at winter quarters Greensburg, Indiana.

W. R. GEREN

BOB HAMMOND shows
WANT FOR SHRINE CIRCUS
Houston, Texas, November 2 thru 15
SHOWS OF MERIT. ALSO RIDES NOT CONFLICTING, PLEASE CONTACT AS PER ROUTE BELOW
Address: Temple, Tex. this week; then Crockett, La. Grenade, Coldwell, Good Pense. All Texas.

FOR SALE
Chevy-Tractor—15,000 MILES—PERFECT FOR WORK TRACT, OFFICE TRACTOR, EQUIPPED FOR LIVING, 23 1/2 LIGHT PAINT, FULL REAR DOORS. COST $2,000.00 TO BUILD AND EQUIP.
$3,500 SMITTY’S TRAILER SALES, INC.
4646 N. 3rd STREET
MIAMI, FLA.
PH: 98-1212

BRAFORD PUMPER SHOW, INC.
7410 West 12th St., Fort Worth, Texas (Box 4317)
Phone: 728-4011

WANTED FOR
JOHNSON COUNTY FAIR, Whitehills, Ga., next week, followed by JENKINS COUNTY FAIR AND GOLDEN ANNIVERSARY CELEBRATION, Milen, Ga., Oct. 3-8. Matinees every day. This is our main event. Hunky Punks of all kinds, Long and Short Ranges, Contact, Mass and Apollos, Mag, Animal Show, Neutom. 3 Girl Shows, Broomstick and Wisconsin, any Shows catering to families. Ride Foesnan for Fly-In Plane. Let's see some.

LEO LANE SHOWS
SPARTA, GEORGIA

SOILDERS’ FAIR, FORT BENNING, GA.—INSIDE ARMY INSTALLATION
FOLLOWED BY SELMA, ALA., COTTON FESTIVAL AND THE GULF COAST FAIR IN THE HEART OF DOWNTOWN MOBILE, ALA. THEN THE LONG WINTER’S TOUR AT SOME OF FLORIDA’S OUTSTANDING FAIRS AND CELEBRATIONS. SPACE LIMITED. JOIN NOW TO ASSURE BOOKINGS FOR BALANCE OF SEASON.

FERRIS WHEEL
Will book another Ferris Wheel or Train Ferris Wheels for balance of season. Good preparation for right people.
SILO RIDES
Want Second Ride on all Rides, must be leased Shovel Drivers. Also want Foesman for Snowball. Want Ferris Gate, Light and Power Men. Long season.
KIDDIE RIDES
Will book a set of Kiddie Rides for balance of season. Kiddie Ride Operators and others who have been with us before, get to ride; long season.
RIDES
Want New—Round-Up, Smackdown, Cylinder, Ball-Park, Fly-Over, Rock-Park or any other Major Ride not conflicting.

ROYAL EXPOSITION SHOWS
WANT for following fairs:
KINGSTOWN, S. C., Colored Fair, September 26 to October 1.
ORANGEBURG, S. C., Colored Fair, October 3 to 16.
LOUISVILLE, Ga., Fair, October 10 to 15.
YOMALIA, Ga., Fair, October 17 to 22.
PEARSON, Ga., Fair, October 24 to 29.

CONCESSIONS: Want Hunky Punks of all kinds, Ball Games, Long and Short Range Galleries, Adventurers, Phonies and all Hunky Parties. (Any touches wants bucket agents.)
SHOWS: Side Shows, Half Shows, Half Shows or any other Show of use with own equipment. (Jim Murphy wants Girls for Girl Show.)
RIDES: Little Trains, Bear Rides, Pony Rides.

ALAMO EXPOSITION SHOWS
WANT for STEPHENSVILLE, TEXAS, FAIR, SEP. 19-24, AND FIVE MORE FAIRS TO FOLLOW IN TEXAS AND LOUISIANA
CONCESSIONS: Glass Pitch, Curiod, Ice Cream, Long and Short Range Galleries, Novelities, Phonies and all Hunky Parties. (Any touches wants bucket agents.)
SHOWS: Side Shows, Half Shows, Half Shows or any other Show of use with own equipment. (Jim Murphy wants Girls for Girl Show.)

GIRLS GIRLS GIRLS
Use Girls for balance of season with Gold Medal Shows. All winter’s work guaranteed. Have Army Camps booked. Will work all winter. contacting CYLDE DAVIS
Gold Medal Shows, Bedford, Va., all this week.

GIRLS GIRLS GIRLS
Can use Girls for balance of season with Gold Medal Shows. All winter’s work guaranteed. Have Army Camps booked. Will work all winter. contacting CYLDE DAVIS

FOR SALE—RIDES—FOR SALE
16-car portable Auto Scooter Ride, in fine shape, latest style; can be hauled on two semi Trailers. Can be seen in operation at Butteville, Ark., (Feb.) this week, then on to New. Will release Ride on or about November 1. Also Allan Henschen. Kiddie Auto Ride, Smith & Smith Kiddie Amuse and Kiddie Octopus Ride. All three Rides in good condition and can be run in operation or on Show as per route. Contact TIVOYLI EXPOSITION SHOWS
Butteville, Ark. (Feb.) this week. Butteville, La. (Feb.) to follow.
BRICKTON, Mass., Sept. 17 - Bernard (Bucky) Allen, general manager of the World's Peace and Progress Woodchopper Show, has learned that the winter's show at the Dominican Republic, reported a flood of orders resulting from the announcement of his appointment last week by General A. H. Smith, managing director.

Allen said yesterday that interest in the event reached beyond the exhibition and that the show would be promoted to close out the season, which he expected to continue at a high rate at least another week in view of the fact that this year's experience would add new interest.

The show will be held in the capital, from December 30 to February 17. An attractive feature which will be available in this year's show is that all merchandise produced will be controlled by the country's foreign trade, and will be shipped without equipment. The country's factory duty free, and is shipped without trade in the Dominican Republic.

Three new luxury hotels are also scheduled for completion before the show, and the show will be held at the central hotel.

The show will be held in the capital, and the show will be held at the central hotel.

Coney Island Shows
Sign Fernando Louis

HAVANA, Sept. 17 - Veneza Nolando, president of the Coney Island Road Shows, has announced the signing of Fernando Louis, a veteran South American publicist, to handle the company's promotions program. The Coney Island shows are well established in Latin America, and the company will continue to expand its operations in those areas.

Fernando Louis, who was born in Havana, is a well-known publicist in the Caribbean and South America. He has handled the press departments of some of the largest circuses and shows in Latin America.

Coney Island, for the first time, will have two big cars and triple-use of paper, an advertising medium tailored to the needs of the industry. The Coney Island shows are well established in Latin America, and the company will continue to expand its operations in those areas.

BUFF HOTTE SHOWS UNIT #2

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BUFF HOTTE SHOWS
CLUB ACTIVITIES

GREAT TURF SHOWMAN'S ASSOCIATION
Willow at Carmem, Tampa, Fl.

TAMPA, Fla., Sept. 17—Presi-
dent T. F. Crowder announced that
his club has secured the services of
some of the best known thoroughbred
racing personalities to grace its 17-
year-old association.

Louis, the last race horse in the
world to achieve the honor of a
Thoroughbred Club of America Hall
of Fame induction, will be the cente-
r of attention at the show.

The event is expected to attract
to the city several thousand people
who will be able to see the grand
procession of horses and their acco-
-
bonies pass down the center of the
field.

Oscar M. Davis, President of the
Thoroughbred Club of America, will
be the keynote speaker at the event,
which is scheduled to begin at 3 p.m.

Low Down Payment! Easy Terms!

Lowest-Price, Finest Mobile Home on Market!

More than 1000 NASHUAS owned by Show Folks!

LOWEST-PRICE,
MOBILE HOME
ON MARKET!

LOW DOWN
PAYMENT!
EASY TERMS!

CRUISE ACTIVITIES

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See all listings on
www.americanradiohistory.com

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LOW DOWN PAYMENT! EASY TERMS!
impressed here with the ability of the orchestra to re-create the music of the famous Monterey Jazz Festival. The band was led by the dynamic conductor, Milton Friedman, who is known for his ability to thrilled audiences with his musical interpretations.

The tune was a hit with the fans, and there was an overall sense of excitement and enjoyment in the performance. The band's skill and precision were evident, and the audience was visibly enthralled by the musical journey.

This success highlights the importance of live performances and the enduring appeal of jazz music. It also serves as a reminder of the talent and dedication of musicians in the field, who continue to captivate audiences with their artistry.
FROM THE LOTS

Belle City

RREENBROOK, Wisc., Sept. 17.—Altho
the daytime weather was good, cold
enough, there was no parade and con-
session business in ball at the recent
Wasqana County Fair, Waywas, Wisc.
In the line of entries for the horse
and concession. Attendance of
older people at the fair, last of the
Newman's Circle of eight Wiscon-
sin animals, was good. At Waywa-
s, there were three Unsportsmanlike
meetings of a number of old-
timer's, including Joe Stonewall, E.
Joe Henke, E. A. Bodart, R. Hil-
man, and T. H. Wilt, Lyn
e said Jack Hanheer Jr.

WEYAUWEGA, Wisc., Sept. 17.
—Show had a good week at the
Wenas, Wisc. Fair. The Shor-
date, which is normally one of the
best on the northern Wisconsin
circuit, was off a little bit due to a
polo weather. The weather was good,
however, a lack of kid customers had
its effect on the ride business.

The midway was 1,000 feet long.
Joe Shove with two-vie old ride
well for himself as did Bay Jean-
rel's Wildlife. Show moved into
the fair, last one on the cir-
cuit, and then after playing three
different towns, the fair closed with a
final day (28-October 2) at St.

This will be a Legion Fair and
a Ku Klux Klan Legion
grounds. There will be three pa-
als, a parade, a cattle show, a
bathing beauty contest and a cow-
brow dress contest. There are
already 300 entries and riders in the
parade. It's the third annual contest
in the city of St. Francis,
and the city of St. Francis' Cup is
in the midst.

Sylvester is chairman. — JOE

HENKEL

Rogers Bros.

CLEVELAND, Ohio, Sept. 17.
—Show closed here recently after a
successful season. Management plans
to add three rides next season.

Mrs. Adrian Devall was back
with the show for the last two
spots. Mr. Devall drove from
Cass Lake to Monroe, Mimes, to
get her and their new daughter
Pam. Mr. and Mrs. Karl Rogers
took delivery of a new Coaster
purchased in Cass Lake.

—Mrs. M. L. Whitesides

Sharp Increase

In RAS Gross

EYED AT TOPEKA

TOPEKA, Kan., Sept. 17.—The
Royal American Shows, with one
motor, rode up to Topeka, Kan.,
at the Kansas Fair, was ex-
pected Friday (16) to wind up the
nine-week season of RASA
show grows up substantially from last year.

Then Thursday, the RAS grew
up 3 per cent from '24 with
three days, including the added
Sunday.

Leon Claston's "Harlem in
Horse Trough") and "Flasher of '25" and
dark Ben's Side Show running second and
third place.

The Round-Up was demonstrat-
ing more interest. Showers were up
another day of the fourth day was leading the
the number of those holding
ning down the second spot, with the
Polester third.

James Bergen

Passes at 82

NEW YORK, Sept. 17.—James
Bergen, 82, was owner of the World of
Mirth Shows, who died at his home
Monday (12). His age was
82.

He is survived by his widow and
a son, James, who assists him in
the management of the World of
Mirth.

A high man was sold and brittle
took place on Thursday (15). Full
morning meetings were accounted
since he was a corporal in the Span-
American War. Many lia-
feral offerings were received and
killed. Including Joe Stonewall, M.
Muth attended the services.

Many show people since he was a
regular visitor to the World of
Mirth Shows during its spiring days in
New York.

MORT MESSIAS WANTS

FOR PLAYLAND PARK

QUALITY SIDE SHOW. CIRCUS, VARIETY, SHOWS, SING-UP, TRAYS, ETC.

SILENT AND TALKING FILMS.

HATES TO TALK OF HIS DEATH. PICTURES.

SILENT AND TALKING FILMS.

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SILENT AND TALKING FILMS.
CIRCUSES
Communications to 188 W. Randolph St., Chicago 1, Ill.

SEPTEMBER 24, 1955

CIRCUS MARTA
A Market Place for COLLECTORS
ITEMS: Rare books, lithographs, etc. (Antique, old and unique material and equipment.)

MUSEUM PIECE UNIQUE SHOW CO. LTD.
1413 N. Cypress St., Pasadena, Calif.

2 PHONEMEN 2
ROOM 213 Roosevelt Hotel. Gay Ind.

PHENOMEN!
Where is my old friend, Spokane 4? Jack has passed as Red Rock and Perry Brown only, wire either where I can contact you.

JERRY BADEN
242 W. Oregon St., Great Falls, Mont.

2 PHONEMEN WANTED
Also Promoters with crews.

WANTED: Circus Acts by tall and strong people. Applesauce, dancing, men and women.

YORKSON GRIFFITH, GEORGE
110 So. 18th St.
(Philo: 1106)

MERCHANTS FREE CIRCUS
West College Player and Motorcycle.
B. G. DAVENPORT
Davenport, Iowa.

2 PHONEMEN WANTED


KELLY-MORRIS CIRCUS
Windsor, Fremont, Detroit, Hammond, Des Plaines, etc. Acts for Wave and Walking Shows. Wives included. Creative Shows. Radio, TV, Salesmen. Work for all animals, Address:


KELLY-MORRIS CIRCUS
Windsor, Fremont, Detroit, Hammond, Des Plaines, etc. Acts for Wave and Walking Shows. Wives included. Creative Shows. Radio, TV, Salesmen. Work for all animals, Address:

inging as tall men, strong people.

6 PHY: 312-2428

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A special summer edition of the Billboard magazine, featuring news and articles about the music and entertainment industry. The cover story is about the nominations for the J. A. Hall of Fame Nominations Opened. Other topics include Rinks & Skaters, Roller Skating, and Dance. The edition also contains advertisements for various products and services.
GLOBE

THE BILLBOARD
Communications to 2160 Patterson St., Cincinnati 22, O.

S E P T E M B E R 2 4 , 1 9 5 5

M E R C H A N D I S E

Write The Billboard Buyers Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firm mentioned in this column. To expedite handling please enclose address-enveloped card.

Jay Sales Company, Chicago, has introduced two new items for the full-size movie—an authentic reproduction of Lincoln's Gettysburg Address and Wooden nickels, the latter a copyrighted item. The former is of heavy four-ply board stock with frame outline, 11 by 14 inches, on which is printed the famous address. Jay Sales points out that it is suitable for 5 and 10 cent departments and variety stores in the 25-cent bracket, or as an advertising gift. The latter an item requested, is the firm will furnish a small hole in the middle top of the item, making it suitable for hanging and displaying. A firm's message will be imprinted on the bottom for a small charge. Prices range from 12 cents each for quantities from one to 1,000 to 5 cents for quantities of 20,000 to 100,000. The wooden nickels are an Indian chief on one side and the likeness of Buffalo Bill on the other. For a small printing charge a firm's advertising message will be substituted on one of the nickels sides. Jay Sales calls it a fine low-cost advertising promotion with long-term results which will likely be kept as a goodwill souvenir. Prices range from 5 cents each for quantities of one to 1,000 to 5 cents each for quantities of 20,000 to 100,000. The availability of the Colby Address will be sent per case of 144 cases. Nine cents each will bring a sample wooden nickel postcard.

Lady, the star of Walt Disney's new picture, "Lady and the Tramp," is the latest in pull toys. Lady made like a doll, to be played with like a doll or on her specially built platform, a low-riding Stagecoach which clatteringly follows the cart as it plods along. A hog and pole arranged in each piece makes it possible to stand or sit Lady in any position. In fact, she can even stand on one paw. This new pull toy features gilder construction with boxed interior, all-welded shatter proof, chip proof and color fast. The toy is being efficiently by Eldon Manufacturing Company, Los Angeles.

Lin's Match Company of New York is offering to advertisers for the first time a giant match book of a new design. The company calls it Pat's Match. Long and 3 1/2 wide, it has 11 over-sized matches with the picture of a lady and green head. The glossy finish front cover has a printed "Season's Greetings" design. The unique feature of Pat's Matches is a die-cut calendar card comprising most of the back cover. Easily punched 4% cents each for quantities of 50,000 to 100,000. The calendar calendar of the back cover is designed to carry the advertiser's own message. Thus, the items serves as a three-way advertising medium—a personal greeting card, pocket calendar and a match book. The Jaya Book comes with a special post-office-approved envelope for mailing.

Clipper Products Company, Chicago, has just come out with a new line of novelty items. Lady, a bottle of genuine leather, closes and preserves all leathers, leathers and plastics. The firm says its product takes the place of three products. In the form of $10, in block camera and in half-sized boxes. Allerden removes the stain, cleans and restores the finish, peeling. It also restores the genuine leather and natural hides. It will not harm delicate surfaces or remove fast color coatings. It is ideal for general cleaning of leather, oil-creme or plastic-covered furniture, books, table pads, baby carriages, boots, shoes, luggage, automobiles, girdles, gloves, hats and opera bonnets in white, in brown, or any other color. The half-pint jar retails for $1.40.

PIPS FOR PITCHMEN

By BILL BAKER

J. E. GENIE BALLINGER, paper man, went down for the nine count recently and spent seven days in Minneapolis, Minn., N. M. He has since been disc- ing all over the country with no condi- tion to run a foot race. When Gene went to pay a visit to one of the waitresses who spilled a bowl of soup in a woman's hand, she remarked: "That runs into money."
Don't "Sweat Out" Christmas Sales This Year
Get With The Issue With All The Extras

The Billboard's Annual

Christmas Merchandise Special

Dated October 8

EXTRA
Your advertising in the Merchandise Section of this big Special will also appear in the reprint that will be mailed to an ADDITIONAL 25,000 BUYERS including Bazaar & Variety Stores, Gift and Novelty Shops, Independent Retail Drug Stores, Retail Jewelry Stores and General Stores; located in towns of less than 50,000, buyers so difficult to reach by any other means.

EXTRA
FREE 50-word write-up to advertisers using a minimum of 42 lines (3 inches) of space.
FREE 100-word write-up with illustration (1 1/2"x2") to advertisers using 1/5 page (220 lines) or more space.
Copy and cut, or suitable photo or artwork for making cut, must be sent with your advertising copy instructions. Halftone cuts must not exceed 65-line screen.

COMPARE
A FULL PAGE ad in this Christmas Merchandise Special costs only $660, and your advertising reaches 84,000 readers. The cost to mail 84,000 promotion pieces of your own would amount to $1,260.00 for postage alone, NOT including printing and other costs. WHAT A BUY THIS IS!

Advertising Deadline—Sept. 28
Contact Any Office Today!

Cincinnati 22, Ohio
2160 Patterson St.
Dunbar 1-6450

Chicago 1, Ill.
188 W. Randolph St.
Central 6-9761

New York 36, N. Y.
1564 Broadway
Plaza 7-2800

St. Louis 1, Mo.
390 Arcade Bldg.
Chestnut 1-0443

Hollywood 28, Calif.
6000 Sunset Blvd.
Hollywood 9-5931

Copyrighted material
Letter List

Letters and questions addressed to persons in care of The Billboard will be answered to the best of our ability. If you are having a problem addressed to you in our magazine, send a copy of this letter to The Billboard, 119 West 46th St., New York 36, N.Y., or write to the person in care of The Billboard.

MAIL ON HAND AT
CINCINNATI OFFICE
St. Patrick's Bldg.
Cincinnati 22, O.

Parcel Post

Merrets, Frank, 105 N. Grand Ave., LaGrange, Ill.
Assembly... 10¢

Samper, C. Carda, 102 W. Jackson Bivd., Chicago.
Assembly... 10¢

Iotas, tala, telma

MYRLO
RETRACTABLE GROSS
25th Anniversary

RETRACTABLE BALL PENS
CLOSEOUT
10 CENTS
NOW ONLY
$1.50

RETRACTABLE BALL PENS
CLOSEOUT
$1.75

Refills—41/4" Long
$1.00 per 10

MODERN MAKE NO. 100
MODERN MAKE NO. 200

ANNOUNCING
CRISLOID PLASTICS, INC.
has merged with
THE SILVERLOID CO.

Dicc and Dominoes

Crisloid Plastics Inc.
THE SILVERLOID CO.
A SUBSIDIARY

11 Reilly Ave., Providence, R. I.

LETTERHEAD SERVICES

100 Fast of 48 12"x18" Pennants, Advertising, Cleveland. Only $6.00. Money refunded if not satisfied.
MYRLO COMPANY
Dept. C
3148 W. 31st
Cleveland 13, Ohio

let these name brands work for you!

YOUR OWN GIANT NAME BRAND CATALOG...

FREE

How to get your own GIANT NAME BRAND Catalog

NEW 446-PAGE CATALOG READY

Send $3.00 deposit for your copy.

10¢ each

WISCONSIN DELUXE CO.
1903 No. 3rd Street
Milwaukee, Wis.

H. B. DAVIS CORP.
16 West 15th Street
New York 11, New York

Davy Crockett
NEWEST PLASTER HEAD

Height: 12 inches
Packed: 12 to carton
Weight: per carton
PRICE
35c each

FREE Catalog—Store Business

SAVE $34 on this special

BULOVA, WALTON, VINSON, DERBY, GRAND WALLACE
10 Ass't.
KINDS.

$75

J. W. WEBB, 2895
Sample Band, 5c

www.americanradiohistory.com
CoM MACHINES

Communications to 188 W. Randolph St., Chicago 1, Ill.

SEPTEMBER 24, 1955

Western Coin Trade Exchanges, DistribUTd Sales Up, Credit OK

By R. H. HART

SALT LAKE CITY, Sept. 17—In-
creasing numbers of coin and die-
casting business in this area, ranging from 5 to 20 per cent, now coin ma-
chine equipment sales seem to be
hitting a new high, with distributors
reporting sales increases from 10 to 20
per cent during the first eight months
of the year and anticipating a banner fall season.

An explanation for this strong condi-
tion, according to operators and dis-
tributors alike, is that the local coin machine trade at the
operator level is in a temporary slump resulting from a severe sum-
er and a transition in the public’s buying habits.

Thus, along operations are ex-
periencing a cut in collections—in all these fields—of coin and
die-casting—because of the re-
tention of the public’s spending power with the every-
thing-in-front of the matter.

The situation, however, because of the condition in the coin oper-
ators, has had a marked effect on the
amount of coin machine finance-
ment, which has slowed down in the
selling season, up to 10 to 20 per cent over the same period.

Juke Box Paper

The bulk of the increase in credit
paper is being absorbed in the
juke box industry, but distributors feel that the loanable funds are
from any danger signs. Vending and
game distributors also report inc-
creases, but considerably less
than those seen in the coin field. Again no danger signs were seen.

The Coin Distributors

Company, Harry L. Burch-
tech, of Western Distributors,
and Sten Fry, of Homeaway &
Moser, offered good examples of
what is going on in this area.

Story sales up sales nearly
20 per cent compared with last
year’s sales, but back for a good
fall and business next year should be at the same high level.

Mr. Burch tech said that his firm’s sales over the years during the first eight months of the year and the corre-
spending period in 1954. He re-
ported equal increases in both
in this area, with both areas up this
fall.

By BURFORD SOMMERS

PORTLAND, Ore., Sept. 17—
In spite of the somewhat stronger
business in the Portland area, at
least when it comes to coin-
machinefi ects and die-castings,
itis both bright and dim, de-
pending upon whether the oper-
ator is in the joke box business or
the amusement game field.

Joke box operators and distribu-
tors reported collections and sales
about on a par with last year’s rec-
ords, a few even reported substan-
tial increases. Both groups are look-
ing forward to a strong fall season.

Cineoperators and distributors, on the other hand, report collec-
tions and sales down as much as
40 per cent. The reason for the
black clouds hanging over the game
field is an ordinance banning pin-
balls passed in 1931. Enforcement of the ordinance was held up until
a few weeks ago, when the U. S.
Court of Appeals refused to inter-
vene with a State Supreme Court
ruling. The validity of the or-
derance has been passed the courts for nearly four years.

The bar applies to the Port-
land, in that the situation has had an adverse effect elsewhere in
the State and on other places in the
West. Music operators, tied closely with the game operators, are
willing to refrain from the equip-
ment that will be in the fall season.

Installment Buying Source
Of Concern for Eastern Coin Ops
Prosperity High, But Time Payments Cut
Into Cash Left for Juke, Game Play

By AARON STERNFIELD

NEW YORK, Sept. 17—The
rising tide of installment pay-
ment in publication in Washington circles is a reason for mounting
concern among the owners of coin
and game operators in the metropolitan area.

It isn’t that Guthman enforces
the law against it, for he feels that
they feel if they aren’t getting their
proper payments, then he won’t

There isn’t any question that in

Trace NCMDA Need, Distributor Growth

By A. H. SLEISINGER

National Coin Machine Distrib-
utors Association
CHICAGO, Sept. 17—With the
advent of a new trend in all
areas of collectibles—vending, coin-
casting, automobile, die-casting, and
the like in the days ahead is most
prosperous.

In trying to view the future, it
may be noted that the coin business past trends and see what hap-
pened.

One of you who can look back
30 or 30 years will remember
the jubilee of that day. He is in the
museum, counter, several cars, and a few
in the picture.

The jubilee was a rapped in-
dividual, who has been in the coin-
machine business an interesting and
kaleidoscopic way. He didn’t have
too much money, but he had his
hopes high and high he traded for cash on the barrow.

Then the wholesale dealer, wholesaler, bookseller and mechanic.

Pin Growth

The development of the pin sale
the pinball machine from a freak
machine to a standard machine.

It was during this period that
the potential sales ability of the jubilee,
and started making deals and set-
ing up in different parts of the
world.

20 Selections

In 1955 there was a wide range
of machines. They were from
the郁闷entertainment

Cigarette einen, head of the
New Jersey State
tion and member of several
North Jersey bars, said that
bars have been reporting about
15 per cent behind last year.

Conditions across the nation are

MAI A SPECIAL REPORT ON THE FALL COIN MACHINE OUTLOOK

Juke Box Industry Outlook: Sound: MOA

By GEORGE A. MILLER

President
Advertising Operators of America
OAKLAND, Calif., Sept. 17—
The outlook for the coin mech-
isms has never been more opti-

new equipment in their pin-

CREDIT

SITUATION

These banks have now
repossessed in this area this
year. Should an operator fall behind in
his payments, then the banks are willing to
refrain from the equip-

There isn’t any question that in

terms of employment and income,
people in the New York-Northern New Jersey area and Long Island area never
had it so good.

Tolles
eight

Neither can we ask any question that
game and joke box are running behind last
year’s income. The operators just don’t think
they feel if they aren’t getting their

There isn’t any question that in

NAMA Builds Wide
Education Program

By C. S. DARLING

Executive Director
National Automatic Merchandising
Association
CHICAGO, Sept. 17—National
Automatic Merchandising Asso-
ciation will start its 20th year with

The elections take place at the
Conrail Hotel on November 9, at
the annual meeting of the Asso-
ciation, which has been in exis-
tence for 20 years.

At convention time, a re-
view of the interests of the business
in the coming year will be held.

The elections take place at the
Conrail Hotel on November 9, at
the annual meeting of the Asso-
ciation. It will be held in Conrail
Hotel.

Taverns O\O

Giddle Giddel, head of the
New Jersey State Tavern
Association and member of several
North Jersey bars, said that
bars have been reporting about
15 per cent behind last year.

Conditions across the nation are

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Conditions across the nation are

Copyrighted material
What’s Ahead?

The coin machine industry is entering another fall, the last and biggest quarter of the year, traditionally the opening of suc-

tiliar year. And the question on everyone’s mind is “What’s Ahead?”

Without a doubt, the keenest competition the industry has y

yet experienced in each field of the business—joke boxes, games

and vending machines—is among the small, new, and more

aggressive manufacturers—distributors and operators—lie ahead.

According toits schedule, this quarter, the eight-month period

has come to an end. Because hard competition—and there’s

probably no industry more competitive than coin machines—

will have to be stepped up.

Big Future

We are convinced that the future of the industry lies ahead.

Developments in the manufacturing field are breathtaking.

The recent with which operators have been entering the busi-

ness is unprecedent and the confidence of the American Vendors

Association and the vending operators is as high as ever.

But there is much to be done. There are still many who remain

unconvinced of the need for change; there are still many who pay

only lip service to the word “competition.”

A tremendous challenge and opportunity lies ahead for

everyone in the industry.

Progress, Unity Key
To Sound Dollars

By MILTON T. RAYNOR

Legal Counsel

National Automatic Merchandising

CHICAGO, Sept. 17.—It in-

dicates that the future of the

industry, the vending future

business, is conditioned on the

level of the vending opera-

tors’ action. Original capital

Vendors Association will have

to function to the benefit of its

members. From all economic indications

As the result, the operator has

moved forward with decentraliza-

3

tion into the suburban areas and

with the installation of coin oper-

ated vending machines.

Operators are virtually unani-

mous in the opinion that the

machines are making a splash in

the short time.

The industry has progressed

with the new trend business condi-

tions and the situation appears

very healthy.

Chicago Coin Machine Company

For instance, in the fiscal year

ended March 31, 1955, the firm

in a number of sales games and

2

operators.

Main reasons for the sales

boosts, according to the majority

of the operators, are the increase

in sales this year in the suburban

areas. The operator has moved

to coin operated vending

machines.

Ricord terms of game operators

in this area have increased in the

past eight months, and distributors

have been doing business for

this year than in 1954. With time

pensions for the second

month.

said sales on shallop boxes were

considerably higher this year. Yee

also became more active in

the vending industry. He said

also heard last year’s

Bally has continued production

of new releases of its烘干

Kiddie toys. Every game

Exhibit Supply reported its July

sales for the first eight

months of 1955.

Timeaver

Virtually all of the firm’s busi-

ness is in industrial plants, some

of which like a number of

chandlers for the first

time.

Vending companies, Totten

explained, has been replaced by

Midwest Ops Report Record
‘55 Plant, Office Expansion

By BILL MASLOWE

CHICAGO, Sept. 17.—Declaring

the industry’s most productive

quarter of the year, the one that

resulted in the highest volume

of business in the history of the

industry has just closed.

Basis of the optimistic outlook

is that the number of machines

in equipment and growth in

equipment ranging from 10 to

25 percent.

Bohler operators present a
different picture. An increase

in sales this year in the suburbs,

but on a much smaller scale.

New locations must be estab-

lished, according to the operators,

in the suburban areas. The con-

fused, explained, should bring about

a greater volume of business in

vending in the next few years.

Endures

An increase in the sales of

products and new outlets during

the fiscal year of 1955 is ex-

pected to be greater than

than in any previous fiscal year.

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NAMA Education Program

- Continued from page 70

NAMA's Regional Conference of the 1955 Convention, which was held in Los Angeles, was successful. The two main speakers were A. C. W. Humber, chief editor of "The Independent." The third speaker was "The National Association of Independent Vending Machinery Operators." The conference was well attended and the speeches were well received.

Installment Buying Surge

- Continued from page 70

There has been a significant increase in the use of installment buying in recent years. This has been due to a number of factors, including the increase in consumer spending, the availability of credit, and the rising cost of living. The trend is expected to continue, with more consumers using installment buying to purchase goods and services.
Ops Diversifying in Plants
Big Future: Midwest Mfrs.

By BILL MASLOWE

CRICAGO, Sept. 17—The trend toward more efficient and diversified service and business locations is the basis of the optimistic outlook of Midwest suppliers who manufacture for greater sales in the coming year.

Several manufacturers—Best Mill, Manufacturing Corporation, Chicago; National Steel Brick Corporation, Chicago; and the W. H. Keeney Company, Chicago, and Detroit, have reported increased orders for their products.

Component parts manufacturers, like the largest centers for vending machines before, now are increasing their orders. The manufacturers are planning to manufacture for the increasing demand for vending machines.

Despite the increase in demand, many vendors have not increased their production to meet the increased demand. They are now planning to increase their production to meet the demand.

Detroit Area

Continued from page 11

State pictures where some types of games are permitted. Manufacturers of pool games by Eddie Products Company are concerned because their products are sold in this area. Henry Solomon, the president of the company, says that the pool games are selling well in many areas, particularly in New York and Pennsylvania.

In up-state Michigan, the pool games are popular among the younger generation. The pool games are considered to be a pastime for the younger generation.

Vending Volume

In the vending field, there has been a steady growth, stimulated largely by the introduction of the new coffee machines. As a result, total volume is estimated to be up by 20 per cent for the past eight months, with anticipation of further steady growth.

The staples of the vending field, coffee and cigarettes, suffered in the summer, when prices were about even with last year's volume on the market. Growth in the field has occurred largely in the coffee and soft drink fields. Operators are purchasing more new equipment, being forced to do so by competition.

The credit picture appears to be sound. The economic conditions are improving in this area. Apparantly more firms feel that it is time to increase their advertising.

John Box Credit

Contract for no down payment and up to 30 months are generally available in the credit box field. Distributors in the games field are reported keeping accounts on a solid 30-day basis, while operators are making payments on the short term basis.

In the vending field, no operators report a credit outstanding in the industry. With all credit outstanding in the industry, it is evident that the credit in the industry is tight and credit is tight. The vending field average terms now appear to be 15 per cent down, and 18 months, with 24 months available. A year ago, the terms were 25 per cent down and 18 months. Credit is very tight, and the field appears to be especially healthy.

In high-priced machines. To meet the growing demand for vending machines, the companies are increasing their production to meet the demand.

New Lines

As to new machines, Chicago manufacturers will introduce a new combination vending machine that will dispense cigarettes and other products such as nickels. The new machines will also be designed to eliminate the rear-cured products in vending machines.

The new machines have greatly enhanced its facilities to stop the circulation of cigarettes at a time of greater than last year.

As other firms, predicted manufacturers will bring new lines of equipment for the up-grade of the vending machines developed in the food field.

Credit of operators, manufacturers, and others, with the economic trend indicating that installment buying may be curtail, has been affected by increased interest rates.

Progress, Unity the Key

Creating new machines to attract the interest of children and adults by giving full value through quality merchandise.

There is no anarchy in the vending industry as there is in the food field, and the new machines are continually being created in potential customers.

Promotion-Minded

Tied in with this has been better merchandising, of which the manufacturers are proud of their ability to produce efficient machines; attractive display, of greater national advertising, and a better variety of commodities in order to reach the maximum customer.

NVA membership consisted of thousands of small American business owners which earn a reasonable profit on their investments.

As they are an integral part of society, every opportunity is made available to them, and their interests are being held in high regard for their business, which is passed down to their family or friends.

They are not interested in the "dishonest" dollar.

Bright Future

As small businesses, the men who provide work for those who have become valuable lines in the economic chain, which in turn helps to build the sound economy with our national security.

NVA is actively aware of conditions, trends and rapid changes. It, too, is growing with the industry, dedicated to building a more secure and better nation and the unity and co-operation of operators, it has rapidly developed the representative voice of the industry.

The future of the National Vending Association is very hopeful with real optimism, because each year it finds its base broadening into the "grass roots" of the country.

The biggest problem facing the future of members and the association in general is taxation.

In most instances, this issue, becomes difficult because of the misunderstandings and misconceptions power by those who have the power to enact legislation or ordain.

They are the victims of honest mistakes and misinformation.

Seeking avenue for their own communities or State, they have been held, and rightly so. These mistakes represent a large potential profit to many.

The NVA has learned from experiences that as long as they avoid the pitfalls of making mistakes, or in other words, making mistakes, or motivated in what they do by a lack of faith in the industry, they can be with reason, corrected, and the future is better for all involved, presentation of the truth. In these regards, the NVA has been completely reversed, and a responsible agreement reached.

Obtain Results

However, this can be accomplished only when alerting the manufacturers and operators. The moment a rumor develops or becomes a reality, it starts to work, and, as a result, the vending machine will suffer.

To combat this misunderstanding and misconception, the contact NVA immediately for guidance and assistance.

Ohio-Ola, Distributors

Ready Op Premium

CHICAGO, Sept. 17—The Rock-Ola” model of the distributor”...
Tobacco Jobber Has Minor Role In Cigar Vending, Survey Shows
Diversified Op Can Pick Brands, But Jobber Must Push Franchised Lines

NEW YORK, Sept. 17—According to a comprehensive cigar distribution survey conducted by the National Association of Tobacco Distributors, the jobber is a key link in the tobacco wholesaler.

However, this report is being issued at a time of strong signs of the diversification of the tobacco industry, rather than the indication of weakness of the cigar business as well.

The reason, as explained by Martin Bregar, president of the American Tobacco Distributors, is that the diversified operator has a free rein in selecting vending brands, while the tobacco wholesaler must push the brands he represents.

In contrast to the look of a franchise

**Distribution Growth Needed**

- **Continued from page 70**

Distributors' Progress

Here was the real beginning. From a small rented store, the jobber gradually enlarged his operation. He kept pace with the manufacturers, and the operators' needs for more equipment.

A from a $370 pinball game and a 4-page newspaper to a large and complete line of equipment, and the latest electronic gadgets that do everything but talk.

From a 10-page automatic photograph, we have grown to a 200-page, stock, and the photograph is now a popular and a valuable and a reasonably priced machine for the present status.

A new style pinball machine with a few small or, it now has a home inside, a good machine for playing, and the electronic gadgets that do everything but talk.

In order to display his merchandise, he has installed beautiful showrooms. To keep his customers' machines in good condition, he has installed all the latest in the art of repair and the parts to operate.

He has traveled the territory, with huge office facades and salesmen involved. Accountants today are necessary, and the term notes, deals with banks and finance companies, so that proper credit is given and the equipment is handled correctly.

According to the operator's demand for top service, the distributors are the backbone of every possible department in his establishment.

Distributors put the machines where they are needed. Every effort is made to keep the machines in top order.

Operators turn the nation's millions of machines to the public, and in doing this, they help in the betterment of their community.

John R. Latham, brand manager of American Tobacco, said, "Two years of consumer research by industrial and public opinion organizations went into this line."...

**Fair Trade Law Talk Slated for Ind. Meet**

INDIANAPOLIS, Sept. 17—A group of cigarette manufacturers will address the eighth annual convention and exhibition of the Indiana Tobacco and Candy Distributors Association September 29-30 at the Clarion Hotel.

The American Cigar Fair Trade Law, ruled unconstitutional by an Indianapolis court in July, will be discussed by John W. Anderson, American Tobacco Company vice-president, assisted by John E. Latham, brand manager.

**Opens New Offices**

DALLAS, Sept. 17—The Dallas Cigarette & Tobacco Company, has opened new office and warehouse facilities at 5707 South Grant Road in the new Bank of Commerce and Trust Building.
Launch Op Showings
Of New Seeburg Line

200-Selection Model Lists at $1,195;
Restored 100 Stocks $1,095 Price Tag

CHICAGO, Sept. 17—Operator showings
of the new Seeburg 100- and 300-\nselection phonographs and record
systems will get under way in at least 46
cities during the coming week.

The operators will see in all
new Seeburg line restored 100-
selection phonographs, a completely
new Seeburg 300-selection model
featuring a dual music and printing
system, and other auxiliary equip-
ment (see The Billboard, September 17, for
complete descriptions of new models).

Until this week, Seeburg officials
remained silent on the price of the new
models. Thursday, however, the
firm announced the V-200 at $1,195, the
100- at $1,095.

On the previous Seeburg show-
ings, which normally last for two
days, these new showings are
scheduled to run from three to five
days depending upon starting
dates. A few distributors will get
their showrooms rolling tomorrow,
Monday, for Monday, others have sched-
THE WURLITZER 1800

WINS THE TOP LOCATIONS

WOWS LOCATION GOERS

WORKS WITHOUT INTERRUPTION

RESULT?

IT OUTFURNS ALL OTHERS!

See it—Hear it—Buy it
at your Wurlitzer Distributor

Wurlitzer 1800

THE YEAR'S TOP PHONOGRAPHS
IN BEAUTY - IN TONE - IN EARNINGS

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
Established 1856
The new Seeburg Select-O-Matic “200” is the world’s first—and only—music system to play 200 selections! This great Seeburg development presents a new horizon of opportunity to music operators. That’s because with 200 selections you actually have two music systems in one! Now, more than ever, there’s “music for everyone.”

Two music systems in one! Now you can take complete advantage of current trends in the recording industry because the Select-O-Matic “200” permits you to program:

1. 50 single records—100 selections (one tune per selection) with a separate credit system
2. 50 Extended Play records—100 selections (two tunes per selection) with a separate credit system

Ask your Seeburg Distributor for the complete “SELLING TIME” story.

DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBOURG CORPORATION
Chicago 22, Illinois

AMERICA’S FINEST AND MOST COMPLETE MUSIC SYSTEMS
Is first again

NOW!  NOW!

REVOLVING-DRUM
PROGRAM SELECTOR!

TORMAT MEMORY UNIT

The last word in proper programming! The new Revolving-Drum Program Selector clearly displays 40 selections under each of the five basic musical selections—a total of 200 selections. Once you try it, you'll agree that this kind of programming—made possible only by the world's first Dual Music System—is the answer to modern music merchandising.

SEE THE GREAT, NEW

Select-o-matic 200

AT YOUR SEEBUG DISTRIBUTOR

A Seeburg engineering triumph, the new, exclusive selection system is equipped with a Tormat Memory Unit. Each of the 200 selections is controlled by a tiny Toroid.*

There are NO MOVING PARTS and the entire assembly is PERMANENTLY SEALED and GUARANTEED FOR FIVE YEARS.

*This is the first commercial application of Toroids other than for "memories" of mammoth computing machines.
Muzak

Back round Ads Signal Field Open

CHICAGO, Sept. 17—There's a big market for background music that Muzak, a leading supplier of the service, is trying to develop throughout the country, is going after with an advertising campaign.

The firm is running a spot advertised in the Chicago Tribune, something the latest Wall Street Journal, aimed at uniting managers with the advantages of continuous music in factories and diners.

The ads point out the work music does beyond the usual purposes, increases production and cuts employee turnover.

Southern Automatic
To Show New AMI G
In Five S. E. Cities

LOUISVILLE, Sept. 17—Leo Weinhoffer, head of Southern Automatic Machine Co., announced this week that ads for the new AMI was being held by Southern Automatic in five Southeastern cities.

The showing will be staged in Louisville, Lexington, Ky.; Cincinnati, Columbus, and Indianapolis, with Southern Automatic advertising the company's offices, and in Evansville, Ind., at the Koenig-Henk-Stutler Co., 1141 Washington Avenue.

Weinhoffer said that operators of the company from the Columbus, O. area, were being called on to sell the Cincinnati advertising. He cordially invited all operators, their servicemen and friends to attend the showings.

Additional ads for the new AMI G this week were placed in the following trade papers:

* * *

Several more Southern Automatic ads will be placed in the following trade papers:

* * *

ATLAS EXTENSION SPEAKER
COBRA-JECTOR CJ-30

100% WEATHERPROOF & DEPENDABLE! No Adhesives or screws, all bracketting is super bonded from 30° below to 120° in the shade.

ECONOMICAL—From a speaker to a building...

DIRECTIONAL—Centered and directed sound at maximum volume.

FINE APPEARANCE—unobtrusive, blends with all building architecture.

SIMPLE INSTALLATION—Easy-in, all-direction mounting bracket included.

WRITE FOR COMPLETE SOUND CATALOG RS 885.

ATLAS SOUND CORP. 1449 39th St., Brooklyn 18, N.Y.

ADVERTISING RATES

REGULAR CLASSIFIED AD

$24.00 per line, 40 words or less.

$3.00 per line thereafter.

$10.00 minimum charge

DISPLAY CLASSIFIED ADS

Set in larger type, top 14 1/2 in. and 12 line per inch.

100 words or less...

35¢ per word...

100 words or more...

30¢ per word...

CASH WITH ORDER

Unless otherwise instructed.

ADDRESS ALL ORDERS AND INQUIRIES TO

THE BILLBOARD PUBLISHING CO., 25478 PATSON ST., CINCINNATI 32, OHIO

Business Opportunities

COIN MACHINES & THE COIN MACHINING INDUSTRY

Are you in the coin machine business or are you connected with it in any way? Do you know what the industry is doing right now? Are you aware of the latest developments in the coin machine business? If not, this is the publication to start reading today.

Help Wanted

LETS TALK ABOUT MONEY

Firstly, New Depositor

Depositors of all kinds, large or small, can benefit from the advice of expert coin machine manufacturers. The Billboards offer a wealth of information on the latest trends and developments in the coin machine industry.

Miller Distributing Company

325 South Avenue, New Brunswick, N.J.

Parts, Supplies & Services

Want to buy Complete arcade for sale.

Complimentary arcades for sale.

Wanted—Ezard and Shufflearcades.

Wanted—Game Faces, Game Parts, Arcade Supplies.

Wanted—Complete arcade for sale.

Sanitary napkin vendors.

New business wanted in all types of coin Machine business.

Scales

Chicago

COINMEN YOU KNOW

Chicago

By KEN KNAUF

NOMA MEMBERS GET NEW STICKER;
A colored sticker indicating membership in National Coin Machine Dealers’ Association will be mailed to members this week. The sticker can be affixed to this front or rear of' any branch.

Art Weindling, Williams Manufacturing Company sales manager, was on a trip during the week to Des Moines, Oklahoma City and Memphis. According to reports, the local Coin Machine Exchange, the new coin pool games going strong. He stated that the latest Five Spot showed the highest turnover last week when an engine on the two-engine airplane he was in went dead. Luckily, it occurred just after the take-off and the plane returned to the field in time.

The United Manufacturing Company annual golf banquet was scheduled for September 23 at County Club. At the banquet included Al Bostedt, Banner Specialty, Philadelphia; Tony Kossoul and Charlie Kugel, Central Distributing, St. Louis, and Jerry Becker. Central Distributing, Kansas City, had a Mutual Al Theilke is presently out West, with John Cassara down South.

Sam Wallberg, Chicago Coin co-head, returned from a short sales trip this week, while Sam Censzeg, another company chief, returned from visiting his family in Florida. Ed Levin is back from a trip to Houston and Dallas, where he visited with Joe Steele, Fred Trey and W. G. (Bill) Klay, president of the United Manufacturing Company, and dropped in with Abe Susman, State Music Company.

Dropping in at First Coin Machine Exchange were Ed Blumenfeld and James Lawrence. Also in town were J. L. Carr, Mccou, Ill.; Mr. and Mrs. Ed Peters, Chicago; and A. Alford, Chicago.

Joe Klein reports Stel's Studio is in good shape, and phones coming in the like.

J. H. Kenny & Company sales representative (Continued on page 90)

Buyers’ Guide

CONTINUED FROM PAGE 92

Scherrer Products Co., 1146 W. Belden Ave., Chicago 14, Ill.

Shipman Manufacturing Co., 3522 N. Western Ave., Chicago 29, Ill.

Ance Machine Co., 1121 W. 18th St., Chicago 20, Ill.

W. H. Theres & Co., 3520 N. Western Ave., Chicago 29, Ill.

Potato Chip Venders


Wright Machine Co., Center of Havana, Havana, N. Y.

Sandwich Venders


Waxman Manufacturing Co., Inc., 55 E. 23rd St., New York, N.Y.

Sanitary Napkin Venders

Abravesto Machine Co., 1241 W. 8th Ave., Cincinnati, Ohio

Vending Machine Co., 3522 N. Western Ave., Chicago 29, Ill.

Sanitary Napkins Venders

Alfred Madison Machine Co., 1241 W. 8th Ave., Cincinnati, Ohio

Vending Machine Co., 3522 N. Western Ave., Chicago 29, Ill.

Sanitary Napkins Venders

Abravesto Machine Co., 1241 W. 8th Ave., Cincinnati, Ohio

Vending Machine Co., 3522 N. Western Ave., Chicago 29, Ill.
ROCK-OLA

Assures Performance in Writing

Warranty and Performance Bond

Issued By

Mr. Music Operator:

* THIS BOND IS YOUR UNCONDITIONAL GUARANTEE OF SUPERIOR PERFORMANCE AND TROUBLE-FREE OPERATION WHEN YOU BUY AND OPERATE ROCK-OLA PHONOGRAPHS

* Every new ROCK-OLA Phonograph sold is backed by a warranty and performance bond for your protection—just another reason why ROCK-OLA phonographs are...

Worth more when you buy
Worth more when you trade

ROCK-OLA Manufacturing Corp.
800 N. Kedzie Ave. • Chicago 31, Illinois.
GO! GO! GO!

Hear the "G" and you'll agree—there's no HI-FI like AMI-FI!

Meet AMI-G

AMG Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

Licensee: Jensen Music Automates, Inc., 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

Licensee: Automatic Musical Instruments (Great Britain) Ltd., 20 Charles Street, London, W. 1, England

AMI-Juke Box Sold through AMI Distributors

September 24, 1955
### Advertised Used Coin Machine Prices

#### MOST ACTIVE EQUIPMENT

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(Continued on page 50)
US-Hoffman Enters Vending; Acquires Apco and Affiliates

OFFICERS STAY; MAJOR EXPANSION AND 56 VOLUME OF $10-$15 MILLION SEEN

NEW YORK, Sept. 17.—In one of the largest stock transactions in the history of the vending industry, the Hoffman Machine Corporation With Apco, Inc., and its five affiliated companies, has acquired Apco, Inc., and is the sales agent for the Hoffman-Silco companies.

While there have been previous large acquisitions in the vending industry, the Hoffman-Apco deal is that, for the first time, a major industrial firm, which will handle the vending industry—except for a coin-operated vending machine—will be between $10,000,000,000 and $15,000,000.

This year, he added, July and August sales were higher than for any two months in the history of vending, and the share and profits for the first six months of the year.

Net Income

President of Hoffman is Hyman H. Ayer, executive vice president of the company 15 months ago. Net income for the July-Sept. quarter.

In 1954, capital surplus of the company was returned to the company.

With the exception of the first quarter, sales have been reported to the company.

NATD Sets Oct. 3 Sales Huddle For New York

NEW YORK, Sept. 17.—The National Association of Tobacco Distributors, Inc., will hold its annual Sales Manager's meeting Oct. 3 at the Hotel Pennsylvania here, and Oct. 6 and 7 at the Twinbrooke Hotel, Atlantic City.

Scheduled to speak at the October event are vice-president in charge of sales and marketing and president of the company. The vending machine executive will be on hand to handle the saleu.

Harden E. Goldstein, NATD advertising director, will deliver the one-hour opening.

Opening Day


The following speakers are scheduled for the October 6 meeting:

NATD sets Oct. 3 Sales Huddle for New York

Rowe Ready on New 11-Column Ambassador

NEW YORK, Sept. 17.—The Rowe Manufacturing Company the adding to the nine existing columns in the new 11-column Ambassador, priced at $232 with stand and lights.

The new machine will be offered in two basic sizes, king and size, with widths in 36 and 40 inches.

The manual upright machine operates on the same principles as the 14-column Ambassador. According to Charles H. Brinkman, vice-president in charge of sales, the 11-column unit can be fitted into less space than can a conventional 8-column vending.

It will be available in the new coke-coal-in addition to ham-tomato green, ham-truffle char-red and wood-grain finishes.

The machine will sell at three different prices and at various combinations.

Showcase Unit

Incorporated in the 11-column machine is the Showcase, a recessed point-of-purchase display in which small bruises are illuminated by four-volted white or colored light and floor mounted, a package of a broadening brand.

As a matter of practice, quite a few dealers not only have a type of box with decals on the front facing but also a door which opens on the side and holds a combination of bars and dispensers.

Joe Broekly of the Illinois Vending Company reported that the output of more pea-green suits have been kept on almost every corner, but per machine unit sales, the output has not been as great as was expected.

He offered no predictions of future sales.

Greene to Speak At Boston Meet

NEW YORK, Sept. 17.—Robert Z. Greene, president of the Rowe Manufacturing Company, a member of the council of the American Automatic Merchandising Institute, will speak on "Automatic Merchandising and the Future of Our Industry" Oct. 18 at the 27th annual meeting of the Massachusetts Conference on Distributors.

Greene will discuss the scientific approach the industry has taken automatic merchandising into advertising and sales fields.

The conference is an annual gathering of distribution and advertising executives, sponsored by the Retail Advertising Club of Boston and the Boston Chamber of Commerce.
Op Increases Location
Sales Thru PR Program

By ROBERT LATIMER
BETHESDA, Md., Sept. 17-
Location publicity.

That’s what the building campaign
used by James Bowen, head of
Kwik-Safe, Inc., has become to
increasing vending machine sales.

Carefully developed, the
people-relations and advertising
program is specifically
designed to acquaint the public
with the convenience advantages of automatic vending.

"Vending machine operators, in
general, usually capitalize on only a small percentage of the total
potential of a location," Bowen said.

"Sales can actually be doubled
with little promotion effort.

"Sorrento development of a vending
organization involves much
more than just obtaining a location,
taking machines cleaned and serv-
iced regularly, he observed.

"We have to sell our services
to the people," he stated, "and get
their endorsement of the many
steps, techniques, plus participation in location activities.

Stress Advantages

In introducing an automatic coffee
unit in a large business office,
Bowen follows a policy of meeting
the head of the company and per
onically explaining the unit’s
operation.

During acquainting the office
head with the advantages of the
automatic vending, it is suggested
a helpful bulletin be posted in
forming employees of the vendor,
the location, the selection of chairs,
and the approved time of coffee
breaks.

This casual, non-clerical buffle
bridge about the firm’s endorsement of the vendor, and
increases its sales potential.

Where installations are made in
large, non-clerical offices, having
public location, similar steps are taken.

The editor of this staff is usually
invited to a "coffee klatch.

Again, advantages of the vendor
are demonstrated, its conveniences
explained along with the firm’s out-
look in providing a "New service
for employees.

A hint is suggested that a small break
explaining the service would be appreciated by employees.

Suggested Heeded

Editors generally heed the sug-
ments and recommendations
heard in print, with all details
remaining in use.

The urge to try the product.

The introduction of vending
service in an entire new location
may be in the form of treating.
Seventeen favors foremost, or plant
breakfast, the company is providing
free coffee for the day to acquaint
employees with the new service
and its advantages.

To bolster sales where volume
falls off, or is not up to anticip-
ted, the approach is simple. Sev-
ences should make it a point to
"break.

By "treat," Bowen said, service-
people should "buy and have a cup
coffee along with a packet of
cookies with the office manager,
where there is an opportunity to
interact completely with the
vendor.

Otherwise, servicepeople should
point out the features and avail-
ability of workers are his concern and the service of the vendor.

Vendors for Employers

Thus, it is stressed that the
vendors’ service is in behalf of
customers more than sales alone,
laying the groundwork for the sales
objective. "Let us have a cup of cof-
fé" when the break arrives.

"Always remember parties," the
operator responded. "Here is the
opportunity to express your int-
rest in plant affairs by contribut-
ing the break environment, served
piping hot with the right com-
pliments.

This offering not only paves
the way to better good will and
understanding, but leaves you
invitations to automatic vending
service.

Since the service, the firm has con-
tributed cash to employees’ welfare
programs, awarding yearly ten
percent from vendor’s pay.

Another phase in the sales build-
up is to furnish break and re-decorate
the room in which the machines
are located, urging employees
to eat lunches there.

As an added attraction, a cast of
attractively designed receptacle is
provided, and the vendor’s name
may be seen on the receptacle,
which may be a prize that will be
awarded to the person who
"finds his cup on the last break of
the day.

"We have to find recipts fall-
ing," Bowen stated, "we make it
a point to get him a small gift, and
then usually correct it, publicize it.
Remember, usually a sales increase.

Supplies in Brief

Peanuts

Supplies of peanuts in off-frame
containers were on July 11, including imported
varieties, were 370 million pounds and for
familiar and familiarized supplies
were slightly below those of last year
with 366 million pounds.

As roasting stock were about the same,
the harvest’s stock peanuts milled
for the season for shelled edible

 mixing stock and ungraded crud-
ing stock were 43 per cent less
than in the same period last year
and the lowest millings reported since 1929.

Disappearance of shelled edible peanuts was down 19
per cent from a year ago, the Agri-
cultural Department reported.
NOTHING LIKE IT...
THIS SIDE OF ARABIA

The Aladdin Magic Wishing "Action-Ring" ... the Sensation at the N.A.V. Convention, is now Available through our Exclusi...
SUPPLIES IN BRIEF

Sugar
July was a month of steady and large volume demand for refined sugar. Large usage by some important segments of the industry, such as soft drink and ice cream manufacturers, was reported. This apparently offset the usual decrease from June to July, and delivered for United States consumption in July were up 5 per cent over June compared to a 5 per cent decrease during the same period for last year. Deliveries for U. S. consumption in 1935 were July totaled 4,096,000 tons-11,000 more than during the same period last year. Pricewise, raw cane sugar, duty paid New York, selling for 5.90 cents on July 7, advanced to 6.05 cents on July 12 where it remained through the rest of the month.

Tobacco
This year’s five-cured crop of tobacco was indicated to be nearly 13 per cent above last year’s crop as of August 1 while the 1935 burley crop, as of the same date, was expected to be 24 per cent less than last year’s record high. The Argus-Union Department recently reported that 35.5 per cent of the five-cured tobacco farmers had voted in favor of quotas for the next three years and the marketing quota program will continue in effect for the 1936, 1937 and 1938 crops of five-cured tobacco. The average price for five-cured thru mid-August was 47.7 per pound-3 per cent less than a year ago in the Florida-Georgia area. West Carolina and parts of North Carolina, however, improved quality brought the price up 6 per cent above the same period for last year to 58.5 cents per pound. In the year ended June 30, domestic cigarettes manufactured totaled 408 billion—19 per cent below the total for the previous year.

ELECTRIC MONEY MAKER!
Famous ACME ELECTRIC MACHINE

Sample...$74.35
To 11...19.50
12 to 49...18.25
Brick...1.00
Finger Stand. .50
1/2 deposit, bal.
C.O.D., F.O.B., N.Y.

Electric money maker is not a Vending Machine, but will give your business a new economy and profit that has never been possible before.至今 it is the only money maker on the market that will add to your bottom line every day. Has been tested in various locations to prove that it is not a high cost item. Has been placed in pool halls, saloons, bowling alleys, and in many other places. It operates in an area from 1,000 to 5,000 square feet.

ORDER TODAY! J. SCHENGBERG Distributors of Electric Money Makers 175 Bedford Ave., Brooklyn N.Y.

LOGAN DISTRIBUTING COMPANY
Vending Headquarters
Largest Variety of Charms • All Victor Model Machines and Parts • Stands • Leaf Gum • Filled Capsules • $5.00 PER CASE 4 We ship all orders the same day received. Operators need fast service—we give 10 largest supplies of everything the operator needs.

Write for free order blank price lists describing over 100 items. brochures, capsule lines, stands, brackets, ball guts, candes, parts. Try us for fast delivery—we meet your business.

LOGAN DISTRIBUTING COMPANY
976 Milwaukee Avenue Chicago, Illinois Phone: Taylor 9-6150
**Chi Mfr. Distrib Game Sales Up for ’55; Outlook Bright**

*Continued from page 71*

Chi distributor for Lowy button special bulls purple, field when a tributors 5-Ball crease, VOTE

**Gottlieb Bows Wishing Well, 3-Ball Game**

CHICAGO, Sept. 17—D. Gottlieb & Company shipped to distributors in this week a new single player-five-ball pinball game.

The game features hitting over and under targets, with lighted color spots for replays. Four bullseye targets on the play field are lit when made, advanced lights over center, as the game has a special ball hole at the center of the play field. The center ball hole lights up when the ball has landed in a field colored red, yellow, green or purple. A third ball is played, when bullseye target four also lights the center hole. Top scores are made by getting a ball in the special hole when it is lighted. Replays are awarded.

Wishing Well is equipped with bullseye targets, which shoot bullseye up to the play field. It is equipped with action, ball kickers and bumpers.

**Lowy Named Distrib for Bumper Pool**

NEW YORK, Sept. 17—David Lowy, the New Jersey distributor for the Bumper Pool game made by Edsuko Products, Detroit.

Irwin Edsuko, Edsuko head, confided with Lowy this week, Lowy, who has field-tested the unit in up state New York, and said he would sub-distribute in the Middle Atlantic region.

The game is a 10-ball pool contest which can be played by two or four contestants. The game operates with the usual bumpers and kickers. Meanwhile, Lowy said his firm is busy with Fisch conversions. Fisch Conversions are done here in three weeks.

**Chi Coin Ships Score-A-Line, New Shuffle**

CHICAGO, Sept. 17—Score-A-Line, Chicago Coin's new six ball, shuffle-stand game, evening Time slot and score-packs was shipped to distributors this week.

The game features hitting line one and two, also hitting line one and three and line two and three. A player must hit all three numbers in order to score.

Deploying lights are shown across nine numbers located in the pins. When a pin is hit, the lights are placed on the backglass, which scores and keeps track of the scores made by the player. The scores are used in determining the winners.

The game is equipped with bullseye targets, which are lit when made. A third ball is played, when bullseye target four also lights the center hole. Top scores are made by getting a ball in the special hole when it is lighted. Replays are awarded.

**Nyberg Named to Sales Staff At Double-U**

Baltimore, Sept. 17—A new employee of the Double-U Sales Corporation, President Sam Nyberg, has named George Nyberg, son of the late Nyberg, to be sales manager for the new company.

He has been with the company for three years and has been responsible for the sale of the new Double-U pinball machines.

**Move to Block K. C. Pin-Ban**

KANSAS CITY, Mo., Sept. 17—A deal for a dedicatory judgment agreement for J. H. Fisch, president of the Kansas City Coin Exchange, distributor, has found a new home in Kansas City, as has "the expected last year's". He said Fisch has 10 percent more customer permits than in 1954, and reported more service to the industry, which he said was over the 1954. Faster delivery service on the presidential suite is being increased, according to Mr. Fisch.

**New Games In Production**


**Low-Cost Games Bid For Share of Market**

CHICAGO, Sept. 17—With the advent of the new crop of coin pool games which are now being marketed, the market is expected to grow. The market is expected to grow.

The game is a 10-ball pool contest which can be played by two or four contestants. The game operates with the usual bumpers and kickers. Meanwhile, Lowy said his firm is busy with Fisch conversions. Fisch Conversions are done here in three weeks.

**Chi Pool Game Vote Postponed**

CHICAGO, Sept. 17—A scheduled vote on coin pool game play has been postponed until next week because of the election. The vote on the game panel, which governs games on new machines, has been postponed because of the election.

According to the Office of the Corporation Counsel, the decision was made because of an emergency meeting which occurred at the same time.

The pool game vote was set aside until the end of next week. No indication was given of how the vote may go. The game panel, which governs games on all machines, has been postponed because of the election.

The table set up lings, reflecting the regulations governing coin games. The table also sets up a new pool game which has been approved by the game panel and is now available.

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ON THE ROUTE

Los Lehman, L&L Amusement, Miami, a comparative newcomer in the coin machine business, has become a top-notch operator. Lehman has set up a workshop where every amusement game that is brought in is gone over completely, and is made to look and operate as though it were new. He has worked out a system to keep collections up. Whenever a location drops off in taking, he runs consecutive weeks. Less change the game, no matter how short a time it has at the location. "It's a lot of work, but it pays off," he says.

Worldwide the cigarette vendor is located in a busy location, it is often wiser to sell matches "on the honor system," according to Raymond Cohen, Bond Company, Montgomery, Ala. Cohen simply fills a container with penny bowling balls and puts it next to the matches, with a sign which reads, "drop penny in bowl." Where machines of this type are not stocked on location, even when there are such conveniences, the cigarette customer seldom looks at the matches box. Cohen has found.

"We," he adds, "are not out to do the Other fellow's work, and we claim it is a good location. No one else has a machine in this real estate.

PLAYERS LOVE 'EM

Bowler Tournaments Double Op's Receipts

MASHHOLD, O., Sept. 17—Organized tournaments among shuffle bowling players have done much toward spreading games for Ed Ehrman, game operator here.

Ehrman reported that bowling games in this area, promoted by a copyrighted plan for which he is distributor of license, in the tournament is a blackboard, three feet by these feet, stinging rules of the tourament and providing space for 15 players to enter their names as contestants by bowling a pro- grammed qualifying game. This is a single game which is displayed in each location and when the winners are named at intervals of two weeks.

"Tournaments increase play in several ways," says Ehrman. "First, the players have a chance to win money. After 15 games are listed, other players can 'bump' qualified players by topping the heaviest scores. Naturally this competition to get wins and stay on the tournament list results in a busy coin chute.

"Then, too, during the two-week tournament period, qualified players are constantly playing, not only to defend their place on the tournament, but to keep in practice and improve their scoring in preparation for the money-stake run-off.

"Duran bowling is popular with players and this gives a big- time player a chance to make a real showing. Where Ehrman's tournament is concerned, those players are more easily to locate and more regular in attendance."

Fischer Lists Cue-Star Its Top Pool Games

CHICAGO, Sept. 17—Current popularity of the bumper-top pool games has placed Cue-Star at the top of the list on Fischer Sales and Manufacturing Company's line, according to R. W. Vekel, sales manager.

Second in demand, said Vekel, is the firm's Cue-E-Et, which is available in several models and colors.

According to Vekel, the major portion of Cue-E-Et shipments this month has been to bowling alleys, but American interest in coin pool games has brought foreign and domestic shipments into an even balance. Where Cue-E-Et is concerned, the firm's Cue-Star model to have birthed production last for some time, at the present rate of end feature of Cue-E-Et makes it more adaptable to locations needing fast fill space.

Final touches are being given a program to be announced within the next few weeks designed to aid operators to achieve and hold good taken on coin pool game locations.

Small Business Seminars Open to Coin Executives

NEW YORK, Sept. 17—Amuse- ment machine, junk box and vending machine vendors were invited to attend the third annual two-day evening Tuesday evening last week at Columbia University's Illini State. The invitation came from The- ron B. Silbert, president of Matson Machine Corporation, who had mentioned the need for seminars on expanding small businesses at Columbia University's Institute of Business. The conference was opened on Octo- ber 1 and was to end on October 12. The latter. Sessions are from 9:30 to 9:30.

Buyers' Guide

Florida Jacksonville

1121 Am. Express Co., 3510 Blackwood Ave., Jacksonville, Fla.

West Distribution Co., Inc., 437 Riverdale Ave., Jacksonville, Fla.

Miami

All Coin Amusement, 1240 N. Bay- shore Dr.

Coin Distributors, 285 N. 29th St.

M. F. Keen, 920 Washington Ave., Miami, Fla.

B. E. Rusch, 642-44 W. Flagler St., Miami, Fla.

Tarm Distribution, Inc., 454 N. 30th St., Miami, Fla.

West Distribution Co., Inc., 437 Riverdale Ave., Miami, Fla.

Orlando

Southern Music Distributing Co., 201 20th St., Orlando, Fla.

Georgia Atlanta

M. O. H. Minsky Amusement Co. N. C.

R. P. Keeney Co., 2146 W. McRaven St., Atlanta, Ga.

Korby, Korby & Co., 301 Edgewood Ave., Atlanta, Ga.

Hoffman Distributors, Inc., 104 Edgewood Ave., Atlanta, Ga.

Erwin's Distributors, 431 Mineral St., S.E.

Augusta

Creekside Co., 611 11th St.

Illinois Bloomington

Gilbert Music Co., 403 S. Center St., Bloomington, Ill.

Chicago

American International Distributors, 7634 W. 111th St., Chicago, Ill.

Army, Inc., Export Department, 131 N. State St., Chicago, Ill.

Coin Distributors, Inc., 1321 N. Western Ave., Chicago, Ill.

Keeney Co., 312 N. Western Ave., Chicago, Ill.

S. H. Rusch Distributors, 6815 W. Lyndale Ave., Minneapolis, Minn.

Coin Distributors Co., 2110 E. Avenue, Chicago, Ill.


Easalis Machine Exchange, 1101-1114 W. 18th St., Chicago, Ill.

N退出s, Inc., 1151 W. Lyndale Ave., Minneapolis, Minn.

Coen Distributors Co., 201 18th St., Chicago, Ill.


Payne Distributors Co., 424 W. Washington St., Chicago, Ill.

Super Sales Co., 2503 W. 73rd St., Chicago, Ill.

East St. Louis

Amusement Supply Co., 707 Missouri Ave.

Moline

OAK PARK

R. H. Adair, 6500 W. Roosevelt Rd.

Bullard Johnson Co., 1231 W. 111th St., Chicago, Ill.

Rockford

Indiana Evansville

R. E. Stolzl, 1917 W. 3rd St., Kenedy, Ind.

Indianapolis

Cain Machine Co., 470 Massachusetts Ave., Indianapolis, Ind.

Carron Music Co., 1131 N. Capitol Ave., Indianapolis, Ind.

S. J. Miller, 1117 N. Capitol Ave., Indianapolis, Ind.

Wettstein Amusement Co., 272 W. 8th St., Indianapolis, Ind.

Valparaiso

Indiana Supply Co., 474 6th St.

Valparaiso Manufacturing Company, 5316 Belmont Ave., Chicago, Ill.

(Continued on page 90)
Al Allbritton were in Tennessee at last report, with Bill Bulles covering New York State and Philadelphia. Paul Bushong, who recently became a distributor manager, was busy getting ready for Keeney's NAMA and NAAPFP exhibits. Keeney gave a large number of visitors during the week, including Joe Simon, son of Barney Simon, Runyon Sales Company.

A large delegation of local column clients attended the Bar Mittwey of Shadyside, son of Mr. and Mrs. Ivan Blumenfeld, General Advertising Sales Company, Baltimore, ... Frank Merceri, Exhibit Supply reps, was back at the office during the week in the midst of his coast-to-coast sales trips. Visitors at Exhibit were Lou Dinn, Portland, Johnny Nichols, Seattle, Bill Hopp, Los Angeles, Jack Bass, Richmond, Va., and Joe Benner, San Juan, Puerto Rico.

Los Angeles
By JOEL FRIEDMAN

EXPECT AMI SHOWING SOON. Bill Hopp, Badger Sales Company president, was due to return from Grand Rapids, Mich., this Sunday (7/11) with details of the new AMI phonograph. Event is to be held shortly. No date for the showing has been set, the time is expected to take place sometime near the middle of the month. It is expected that the AMI phonograph will attract a lot of attention, and be left Los Angeles' coin row literally deserted this past week, with many vendors distributors and operators reporting that they have never seen the amog situation as bad... Down at the Paul Layman Company, Charlie Daniels and Ed Wilkes were subjected to the weekly vignette, the trio that haven't threatened from moving a good many ABC and Congress bowlers.... Wynde Rosenberg, H. Rosenberg & Company creates a backlog of orders for the coming convention, with production being upped considerabily to meet demand.

Al Silverman, Badger Sales Company, plays host to his brother Jack, visiting from Chicago, for a couple of days. Letter is a hit. Advocal for the Army in Western Germany.... Silverman plans a short vacation up to Las Vegas and San Francisco to celebrate the opening of his firm's first meeting in 10 years.... Joe Septio, Inglewood, and Tom Catala, Los Angeles, are the new operator members of the California Chants Association.... Lynn Loy, Braun Company, is reporting a brand new canned truck up pick-up, this year's model is white and is opposed in the firm's red truck he had last year.

Pool players garnered a tremendous amount of operator discussion last week, with the crowds growing at Miss Sharon Music to see the Exhibit Supply model. Ed Wider, of the Madisonbrook Company, says they were in the shops practicing: he's taking all on camera and winning.... A carnival air prevailed at Madison all week, with the downtown and street areas deserted with frouncs. Plans are under way for the coming convention.... Paul Hensper and George Nechtish, in checking with Ben Chemers at the California Music Marylebone Preliminary headquarters. Also Jense Herman, Jerry Jacobs, Glen Wadlow and Jeanne Bennett with the Penguins.

Homer Davis returns to his trip to Denver where he attended the annual get-together of the original all-mail pilot group.... Jack Simon, Simon Company, in leafing shipping all across the country last week.... Bill Hoppin, Chicago Coin representative here, all fired up about the firm's new Blinder Bowler, which is due to ship throughout the West. Operators in town last week included Joe Tumashoff, Banbury, Jack Neel, Riverside, Bill Bradley, Covina, Pete Sharp, Bailey, Gordon Lainin, Thirty-nine Palm, Charlie Keiko, Long Beach, Cecil Ellison, Lancaster, and Lea Smith, Barstow.

Miami
By RAUL SHAPIRO

ROUTE CHANGES HANDLED. Willie Blatt, of Music Makers, announces that he has purchased Studio Music Company, which has been operated by Issie Stone. The entire route is located on Miami Beach. Willie says he intends to operate this route through the usual Makers' routes. ... Art Daddis, district supervisor for Wizard Distributing Company, Wizard Distributing Company, and has been unable to get over the fact that August was such a wonderful month for them, past years. It was the best for any time period in the company's history. And from all indications, September will be an even better month.

Buddy Kasnoff, of CKL, was asking a few of the boys who a good pop records. Buddy has always operated chintz and blue locations and knows these records, but it smart enough to ask around on pop until he gets the feel of things. Another operator that is feeling the pinch of things is Leslie Brodie, who, according to sources, is hustling again in Bernie Morris, Sr., of AA Advertisement. Bernie's son, Bernie Jr., had his music route all moved up to Tallahassee, where he is attending the University of Florida. So off he's had to work again. He's back in town after his mother's funeral in Los Angeles and is making the rounds talking to the owners of the new CKL based.

R. C. Mclntyre, Key West Music Company, is keeping his bitches happy by giving them plenty of extended play records since switch over to 100 cent play. Claims it has sold all the copies it has, and notices were expressed by Oscar Garcia, of the same city. Meanings of the dime play is still being held up here in Miami.... Sid Natha of King Records, was here a week, but that definitely he has been unable to get over the long wait for a few days from the Miami branch. Binkley Distributing Company, and has been able to travel up to Atlanta this Saturday (7/17) to see the University of Miami's their football season against Georgia Tech. ... Ken Williams, crack salesman for Bush Distributing Company, is off on another selling trip to the West Coast.

Cincinnati
By ELEANOR BATTE

THE AUTOMATIC PHONOGRAPH OWNERS ASSOCIATION sings its regular monthly meetings October 11 at Hotel Sheraton-Gibson. ... Harold R. House has announced a new executive manager at Globe Games Company. The company will continue to operate and maintain the Globe Games units, as well as to continue to provide the automated Coin Music Company, Dayton, Ky., have returned from a two week vacation at Muskegon, Mich. Their son Bob accompanied them. Todd daughter of Mr. and Mrs. Bill House, spent the past week in their home in Springfield, Ohio, ... Mrs. Bennett, co-owner of B. W. Novelty Company had for her wedding her daughter and son-in-law, weekend guests included Mr. and Mrs. Louis J. Ulmann, who are stationed at Chambersburg, Pa.
Sales Sessions


Set to speak at the final day of the New York session are George Rutman, Dearborn Officers; Alen, N. Y.; Raymond F. Ensign, Cigar Institute of America; Alden Jones, R. Larrard Co., New York; and Joseph Keloway, Atlantic City.

Atlantic City


Speakers on the final day will be John Griffin, Joseph P. Manning Co., Boston, and W. M. Howard, Diamond Match Co., New York.

U. S. Hoffman

Continued from page 94

world's largest producer of laundry and dry cleaning equipment, Divisions, of which Apeo will be the newest, include Air Appliances, Industrial Filtration, Hygrade Metal Finish, and Ornament Equipment and Ornament Manufacturer. It also has headquarters in Switzerland, France, Germany, Italy, Holland, Spain, and Sweden. Other company properties are Magusum Hoffman, Ltd., Canada, and Cenlation Hoffman, Ltd., Canada.

Financialing is handled by the Hoffman Machinery Acceptance Corporation, a wholly owned subsidiary of the Hoffman Machinery Acceptance Corporation.

The acquisition by Hoffman will provide the company with facilities for expansion and development of new equipment. Echerman indicated that, as a result of the transaction, several models of new equipment are being introduced which covers the Apeo within the next few months. Industry observers were wondering this week whether the Apeo-Hoffman deal will mark the beginning of a trend which will see major industrial firms acquire automatic merchandising in their diversification projects.

ADVEN if you read ENJOY THE BILLBOARD!

CUE-STAR

by Fischer

GET QUALITY
GET EXPERIENCE
GET THE BEST... FOR LESS

See the others; then you'll buy Fischer's SENSATIONAL POOL GAME

Trouble-free operation
Very quiet game because of the padded ball returns
Double dimple slot

Write, Phone or Wire for prices: plus complete details on our FREE TOURNAMENT PRIZE PLAN

FISCHER SALES & MANUFACTURING CO.

90 Clinton Street, Chicago 6, Illinois. Phone Hest 1-1499. Cable Address: Bilbview-Chicago
Announcing... to all our friends!

the new "ATLANTIC CORNER"

Atlantic New York Corporation has moved to bigger and better headquarters where we have greatly expanded our offices, showrooms, Parts and Accessory departments to serve you better, quicker and more efficiently than ever before!

Please make a note of our NEW address

ATLANTIC NEW YORK CORPORATION Exclusively SEEBURG Distributors

843-849 Tenth Avenue at W.56th st. ...and our NEW phone number is PLaZe 7-3140

when answering ads ... SAY YOU SAW IT IN THE BILLBOARD!

MONARCH RECONDITIONED BUYS

BINGOS
BOWLERS
COCAINE MACHINES

United States - 7130
North Dakota - 974
South Dakota - 241

BASKETBALL LADDIES
BAND BOXES
BAILY COIN BOXES
BAILY CARNIVAL BOXES
BAILY MERRY-GO-ROUND
BAILY RECLINER
BAILY ROOFTOP BOX
BAILY SEABREEZE
BAILY SADDLE BOX
BAILY TIE BOX
BAILY VERTICAL ROOFTOP
BAILY WINDMILL

WESTERN UNION WIRE

WALLET BOXES

WURLITZER 104 Selections (5024), the new...

WURLITZER 24 Selections 1939...

SEEBURG 25 Selections, 5c.

SEEBURG 25 Selections, 5c., 2l-25c. or wireless

AMERICAN ELECTRIC MACHINES

92 COIN MACHINES THE BILLBOARD SEPTEBMBEB 24, 1955

Coin Machine Buyers' Guide

Continued from page 90
Grand Rapids

AMI Distributing Co., 505 Division Ave.

AMI

Monroe


AMI

Monroe

Kalamazoo

King Pin Equipment Co., 826 S. East

AMI

Lansing


AMI

Monroe

St. Joseph

AMI Distributing Co., 816 S. Main St.

AMI

MINNESOTA

Minneapolis

Liebermann Music Co., 237 Plymouth Ave.

AMI, Exhibit, William, Minneapolis.


AMI, Exhibit, Lennart, Minneapolis.

Stauffer Distributing Co., 405 Plymouth Ave.

AMI, Exhibit, William, Minneapolis.

Wurlitzer Distributing Co., 2114 University Ave.

AMI

MISSISSIPPI

Jackson

CA-METH Corporation, 120 E. Amite St.

Rock-Ola

Missouri

Kansas City

Rudolph H. Wittmann, 400 E. 27th St.

Rock-Ola

Mid-West Distributors, 709 Lindal Blvd.

Rock-Ola

Mid-West Distributors, 2640 Main St.

Rock-Ola

R. W. Hide Co., Inc., 700 Main St.

Rock-Ola

Mississippi

Jackson

Capital Music Co., 120 E. Amite St.

Rock-Ola

St. Louis

Ross D. Wurlitzer Co., Inc., 1135 Olive St.

Rock-Ola

Central Distributing Co., 2115 Olive St.

Rock-Ola, Exhibit, William.

Stobody Novelty Co., 3007-09 Olive St.

Rock-Ola, Exhibit, William.

Wurlitzer Distributing Co., 3022 Market St.

Rock-Ola, Exhibit, William.

Montana

Butte

H. R. Brinck, 427 E. Front St.

Rock-Ola

Nebraska

Omaha

Central Music Distributing Co., Inc., 1209jasper Ave.

Rock-Ola


Rock-Ola, Exhibit, William.

Liebermann Music Co., Inc., 808 E. 25th St.

Rock-Ola

Pepsi Products Co., 918 Harney St.

Rock-Ola

New Jersey

East Orange

Electron Co., Inc., 46 Franklin St.

Elizabeth

B. Gordon, 616 Scotch Ave.

Seeburg Distributing Co., 1200 North Ave.

Rock-Ola

Newark

Atlantic New Jersey Corp., 572 High St.

Rock-Ola, Exhibit, Richard.

R. A. V. Novelty, 111 Clinton Ave.

William.

Burston Sales Co., 221 Frelinghuysen Ave.

Rock-Ola, Exhibit, William.

Trenton

Burston Sales Co., 435 South Warren Ave.

AMI

New Mexico

Albuquerque


Rock-Ola

New York

Albany

Bluma Distributing Co., 1120 Broadway.

AMI

Binghamton

Davies Distributing Co., 104 Broadway.

AMI

Buffalo

Seeburg Distributing Co., 41 Pennsylvania Ave.

AMI

Brooklyn

Dawson Distributing Co., 1304 Covert St.

AMI

Buffalo

Davies Distributing Co., 12121 Main St.

AMI

Long Island City

Sprack New York Co., Inc., 45-28 30 St.

AMI

Newark

Bluma Distributing Co., 324 N. Main St.

AMI

New York

American Steel Export Co., 674 Madison Avenue.

AMI

New York City

American Distributing Co., 701 Madison Avenue.

AMI

New York City

Bluma Distributing Co., 701 Madison Avenue.

AMI

North Carolina

Charlotte

Rudy Distributing Co., 56 E. Trade St.

AMI

Wurlitzer Distributing Co., 2028 S. Blvd.

AMI

Shelby

Blonde Novelty Co., Inc., 101 S. Cedar St.

AMI

Durham

Steel Music Co., 250 E. Parrish Ave.

AMI

Fayetteville

Music Distributing Co., 113 Franklin Ave.

AMI

Raleigh

Bucky Novelty Co., 700 Wake Forest Rd.

AMI

Shelby

Clay Motors, 113 N. Washington St.

AMI

Ohio

Canton

Ohio Vending Co., 1214 E. Main Rd.

AMI

Cincinnati

Bryan Inc., 1635 State Ave.

AMI

Cleveland

Cleveland Coin Machine Exchange, 2027

AMI

Lake City Amusement Co., 4533 Payne Ave.

AMI


AMI

Northern Music Inc., 2006 Forest Ave.

AMI

(Continued on page 91)
Music Op Assn. Eyes Own Record One-Stop

DETROIT, Sept. 17. — The United Music Operators of Michigan is preparing to enter the record one-stop business this fall.

During the association’s first anniversary meeting here last Friday, operators voted unanimously to put into action a program calling for a record one-stop organization and a trade association, each operated by UMO.

According to Roy Small, president of the association, UMO members agreed that a co-operative owned operator record store outlet would offer local operators better service than now available, and at the same time give the association some finances with which to work.

Small declared: “The existing one-stop operators try to meet the needs of the trade, but too often operators are forced to travel from one establishment to another in search of a particular record. We believe we can give our members better service on all records.”

Before the meeting ended, UMO President John Jeffries, of Jeff’s Music Company, appointed a three-man committee to find a suitable site for the one-stop outlet. Named to the committee were Leo Fisher, chairman, Ed Carlson and Small.

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COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

September 20—California Music Merchants’ Association, Los Angeles division, monthly meeting, Los Angeles.

September 21—Music Operators’ Association of St. Joseph Valley, bi-weekly meeting, offices of Carl Zimmer Company, South Bend, Ind.

September 24—Texas Association of Tobacco Distributors, annual convention, Hotel Adolphus, Dallas.

September 29—October 1—Indiana Tobacco and Candy Distributors’ Association, eighth annual convention, Hotel Clayton, Indianapolis.


October 18—Anthem Music Operators’ Association, monthly meeting, Wilkes-Barre, Pa.


October 18—Massachusetts Music Operators’ Association, monthly meeting, Boston.

October 18—Summit County Music Operators’ Association, monthly meeting, Mayflower Hotel, Akron.

October 18—Retail Amusement Association of Canton, Ohio, monthly meeting, Mahoning, O.

October 17—Central States Phonograph Operators’ Association, monthly meeting, offices of Lee Masons, Provo, Ill.


November 6—National Automatic Merchandisers Association, annual convention, Concord Hills Hotel, Chicago.

November 6—Popcorn and Confection Industries’ Convention and Exhibition, Museum Hotel, Chicago.

November 14—American Bottlers of Carbonated Beverages, 37th annual convention, Miami Municipal Auditorium, Miami.
Where Crowds Gather...

You Can Be Sure There’s Excitement—and That’s Just What Happens When Exhibit’s “Skill Pool” Moves Into a Location!

“Skill Pool” has turned into the hottest, most wanted game we have ever seen. It’s a Money-Maker that’s setting new highs every day.

While others are just talking, Exhibit is Delivering “Skill Pool”... the game that costs you money if you don’t have it on location today.

Call or Wire Your Nearest Distributor. Get Quick Delivery on a Real Money-Maker.

Exhibit Supply Company
Established 1901
4218 W. Lake St. Chicago
Phone: VA 6-3100

Coin Machine Buyers’ Guide

Columbus
Central Ohio Coin Machine Exchange, 527 S. High St., Columbus
Northern States, Inc., 685 S. Broad St., Columbus
Marlin Machine Co., 618 N. High St., Columbus
Springfield
Pateliewa Supply Co., 4015 67th Blvd., Springfield
Cleveland Coin Machine Exchange, 1827 plywood, Columbus
AML, United, 3220 St. James Ave., Northeast, Vicksburg
Music Tavern, Inc., 1562 Jackson Ave., Selma
Youngstown
High Distributors, 5065 Southern Blvd., J. M. Novelty Co., 5134 Mahoning Ave.
Rock-Ola, Kenly
Oklahoma
Oklahoma City
Adams Machine Co., 318 S.W. 29th St., Tulsa
Bank Distributors Co., 572 H.S. Third St., Tulsa
College Distributors, 901 Northwestern, AML
Cly Distributors Co., 514 H. W. Grand Ave., Wichita, Kansas, Oklahoma Distributors Co., 615 W. California St., Selma
Walker Distributors Co., 58 N. Main St., Tulsa
Oregon
Portland
Dennis Distributors Co., 3006 S.W. Front St., Portland
R. F. Jones Co., 1200 S.E. Morrison St., Portland
Rock-Ola, Portland
Pennsylvania
Harrisburg
D. J. C. Machine Co., 161 S. 10th St., Harrisburg
Landsdowne
Philadelphia
Acton Amusement Machine Co., 601 N. Broad St., Philadelphia
Atlantic Pennsylvania Corp., 3547 N. 3rd St., Philadelphia
Ramus Specialty Co., 2nd St. & Girard Ave., United
Rock-Ola Machine Exchange, 609 Spring Garden, Philadelphia
Brawley Bros., Inc., 817 N. Broad St., S. & E. Distributing Co., 606 N. Broad St., Philadelphia
Stewart Co., 1425 South Garden, Delaware
Pittsburgh
Adams Machine Co., 2219 Fifth Ave., Pittsburgh
Adams Novelty Co., 2217 Fifth Ave., Pennsylvania
R.D. Lang Co., 2015 Fifth Ave., Rock-Ola, Butler, William, Girardin
Music Distributors Co., 3001 Fifth Ave., Washington, Kanawha
Salmon Distributors Co., 2313 Fifth Ave., Northwestern
Scranton
Roda Novelty Co., 142 Adams St., Scranton
Sant-Creu Co., 821 W. Lockwana Ave., Scranton
Wilkes-Barre
Rode Novelty Co., 54 N. Pennsylvania Ave.
South Carolina
Columbia
Friedman Amusement Co., 2007 Main Ave., Northwestern
Y. R. Novelty Co., 373 Main St., South Carolina
Rock-Ola, United
Floyd Machine Co., 815 Service St., West Virginia
Southwest Distributors Co., 200 Main St., Selma
Davis Machine Co., 152 N. Main St., Darlington
Tennessee
Chattanooga
Anis Distributors Co., 614 S. 10th St., Chattanooga
Jackson
Central Music Distributors Co., 155 E. Rock-Ola
Johnson City
Coast Automatic Machine Co., 221 W. Main St. Rock-Ola, Exhibiting, Rally, United
Memphis
S. & M. Sales Co., Inc., 1515 Union Ave.
Southern Coin Exchange Co., 620 Madison Ave.
AML, Rally, Kenly
Williams Distributing Co., Inc., 1117 Union Ave.
Rock-Ola, Williams, Rally, United
Nashville
Coin Collectors, Inc., 100 Broadway
Horizonte Music & Novelty Co., 423 Broad St.
Rock City Amusement Co., 125 N. High St.
Walker
St. Louis Distributors Co., 414 Fourth Ave., St. Louis
Texas
Dallas
Commercial Music Co., Inc., 1150 Edison
Randall Exhibiting Co., 30th St.
El Paso
Rabell Distributing Co., 130 N. Ceres St.
Houston
City Music Co., 1235 Walker St.
Champion Automatic Home Co., 3060 Travis St.
Salt Lake City
P. Stone Co., 137 S. Second St.
United Distributing Co., 304 S. Main St.
Steele
Salt Lake Co., 140 S. Second St., United
Utah Western Distributors Co., 177 E. Second St., Utah
Virginia
Bristol
O’Connor Distributing Co., 2520 Main Street
Richmond
Randall Vending Machine Exchange, 4320 W. Broad
Exhibiting, Rally, Kenly
Washington
Seattle
Davis Distributors Co., 100 Elliott St. West
AML, Exhibiting
W. F. Jones Co., 5002 Second Ave.
Northern West, 2014 Elliott Ave.
Western Distributors Co., Inc., 3301 Elliott Ave.
Spokane
Davis Distributors Co., 98 S. Second St.
AML, Rally, Kenly
West Virginia
Charleston
Cowan Distributing Co., 1111 Virginia St.
West Virginia Machine Co., 110 W. Washington
Huntington
Union Sales Co., 492 N. Adams
Wilson Food Products Co., 110th Ave.
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Coin Handling Equipment
Albert Coulter Co., 44140 St., & West Ave., New York 54.
Breed Automatic Calculator Co., 515-517
First St., Watertown, N.Y. (coin counter-movers, coin counter, coin sorter).
Coff Queen Co., 3115 Florida Ave., Brem- ton, Wash. (Coins)."
COIN MACHINE BUYER GUIDE

Mounting Accessories
Jackie Foundation Distributors, Inc., 325 South Ave., Jersey City, N. J. (Self-making adhesive mounting)

Moving Equipment
Anthony Co., Westfield, N. J. (Ball-bearing)

Penny Mechanisms

Postage Stamp Holders
Federal Machine Corp., 695 Yerks St., Los Angeles

Relays, Solenoids
Ampli-Quine Co., Inc., 561 Broadway, New York City (Differential relay)

Slug Rejectors
A. R. P. Manufacturing Co., 115 N. Wabasha, Chicago, III.

Switches
Arm Manufacturing Co., All Switch Division, 264 E. 29th St., Chicago, III. (All switches)

Tests, Solutions
G. W. Robinson Co., Clinton & Spring Grove, Cincinnati, Ohio.

YOU CAN RELY ON
SKE-BALL
FOR STEADY INCOME YEAR AFTER YEAR
IN ALL LOCATIONS

Reliable in Operation Too, with More Improved Mechanisms for 1955
Faster Play with the New "Winner" Lit Feature

IF IT'S PROFITS YOU WANT—BUY SKE-BALL


NATIONAL PRESENTS
THE GOLD NUGGET DELUXE SKEEBALL

The Distributor Buy of The Year... Any Year

Available in both Regulation and Deluxe "Billiard" Models.
9 ft. or 22 ft.

NATIONAL SHUFFLEBOARD COMPANY
Orange, New Jersey

NO MATTER HOW YOU LOOK AT IT—THE GAME — ITS BEAUTY — ITS CONSTRUCTION
NATIONAL SPELS PROFITS
For the Distributor, the Operator, the Locations
NOT FOR MONTHS BUT FOR YEARS
See It in Full Color. For Complete Information PHONE ORANGE 2-9100 OR WRITE.

COIN MACHINES
THE BILLBOARD
SEPTEMBER 24, 1955

96
First Round
- Continued from page 54

The granting of the interlocutory injunction meant that until the case is finally resolved—which may be months—Silco and not Abco will have the right to operate on the locations in question.

As soon as the ruling was filed, Abco appealed the decision. Judge Stanton's ruling also provided that Abco be enjoined from placing vending equipment on any other Silco location covered by contract, and from selling cigarettes in any form on any Silco location, pending final determination of the case.

Contract Rights

The judge said that Abco had done "immediate, substantial and irreplaceable injury" to the plaintiff, that it had violated property and contract rights, that it had induced the location to violate contracts, and that its actions had been "unjustifiable and wrongful."

In contesting the injunction, Abco had contended that it had only violated contracts which it had considered invalid. The Abco affidavit also admitted that it would back the location in any legal action which might develop as a result of signing the contract.

Judge Stanton heard his decision on the Abco affidavit, which admitted these two points.

Vendors Remain

According to a Silco executive, Abco did not move out its equipment after the ad interim restraint was issued, and still has not taken away its vendors.

Leonard Margulies, attorney for the plaintiff, pointed out that since the first restraint was issued, Abco jumped two more locations which were under contract to Silco.

Cigarette operators throughout New Jersey will be watching this case, as it marks the first time that large-scale legal action has been taken involving alleged contract breaches by locations.

THE "Amusement Industry's Leading Newsweekly"

... with Audited Paid Circulation to match!

SOUTHERN AUTOMATIC MUSIC CO., Inc.
LOUISVILLE, KY., 735 S. Brook St.
CINCINNATI, OHIO, 1000 Broadway
LEXINGTON, KY., 1535 Delaware Ave.
INDIANAPOLIS, IND., 129 W. North St.
Indianapolis Drops Dime Play

It is rapidly becoming a solidly nickel territory again.

The move to dime play was planned in July during an informal assembly of local operators. Indianapolis is without an organized association. At that time, operators agreed increased costs of equipment and operating compelled them to up the 5-cent toll.

They were unanimous in asserting it was really impossible to operate a 10-cent route on nickel play. A majority of these admitted without the help of other types of machines, such as amusement games and vending equipment, survival would be difficult, if not impossible.

Consolidated to solicit public opinion was an elaborate newspaper advertising campaign, which would have stressed the doubled and even tripled costs of operating, particularly with respect to such items as records, needles, phonographs, labor and taxes. The program died before it got rolling.

Distributors Support

At its inception, the move enjoyed strong distributor support in the Hoosier capital. And although movement of new equipment began flowing slowly, distributors still urged that dime play was good for operators. They pointed out the easier it was for operators to meet their financial obligations, the easier it was for a distributor to grant more credit. However, "doubt" was met, and Indianapolis is going back to nickel play.

Dime play in Indiana, is now almost wholly limited to Gary, the State's second largest city.

Fourth among Indiana metropolises, South Bend is now experimenting with a mixed 5 and 10-cent arrangement, plans to go to straight dime play in the near future.

Panoramic Operators!

For Sale

Distributed Parking for Sale. We carry a full line of Panoramic

295 Market St., New York, N. Y.

Give to Damion Runyon Cancer Fund

Largest Stock in the World of KIDDIE RIDES

- New and Used
- 100% Guaranteed
- Trades Accepted
- Easy Terms Arranged
- Send for Complete List

WANTED: LATE USED UNITED
and BALLY SHUFFLE ALLEYS
WRITE-WIRE-PHONE

Redd Distributing Co.
298 Lincoln St., Allston 34, Mass.
Algonquin 4-4040

Get Genco's New, Action Packed

"ROSE BOWL"

"SPECIAL TOUCHDOWNS"

"1 1/2 BALL IS ACTUALLY KICKED THRU THE AIR!"

The ONLY FOOTBALL GAME where BALL IS KICKED through the air FOR 5 FEET

Moving Toss Adjusts Ball for

HIGH KICKS...LOW KICKS

or Left and Right!

COLORFUL REPLICA OF FOOTBALL FIELD WITH REALISTIC ACTION!

"KICK OFF" Your Biggest Season with "QUARTERBACK"

SEE IT NOW!

"Kick it Off!" with "Quarterback"

WRITE, WIRE OR PHONE YOUR GENCO DISTRIBUTOR TODAY!

Genco MFG. & Sales Co.
2621 N. Ashland Avenue
Chicago 14, Illinois

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Be sure to attend the...

PAN-O-RAMA
PREMIERE SHOWING OF THE NEW
CAPITOL'S GIANT SCREEN MOVIE MACHINE
The Board Room — Park Sheraton Hotel, 7th Avenue and 58th Street, N. Y. C.,
September 21 to 24 inclusive. 1:30 P.M. to 11:00 P.M.
Referrals
CAPITOL PROJECTOR CORPORATION, 1515 W. 67 Street
New York 19, N. Y.

If you can't make it, wire or write for the complete PAN-O-RAMA story

Price Index

*Continued from page 83

Times |
URBANA, ILL. | NYC |
--- | --- | --- |
1,100 | 1,200 | 1,300
65.00 | 65.00 | 65.00
75.00 | 75.00 | 75.00
85.00 | 85.00 | 85.00
95.00 | 95.00 | 95.00
105.00 | 105.00 | 105.00
115.00 | 115.00 | 115.00
125.00 | 125.00 | 125.00
135.00 | 135.00 | 135.00
145.00 | 145.00 | 145.00
155.00 | 155.00 | 155.00

Top Quality—Lowest Prices—WORLD WIDE

NEW GAMES

BINGOS

LATE SHUFFLES

UNITED 5th INNING

4 PLAYER SKEE-BOSS TARGETTE GAME

PLAYERS RUN BASES — SCARE

SINGLES — TWINS — TRIPLES

HOME RUN

VERY, VERY SPECIAL PRICE

SPECIAL!

Genco Appoints Denver Distrib

CHICAGO, Sept. 17—The R. F. Jones Company, Denver office, has been named as a new distributor for Genco Manufacturing and Sales Company in the Denver area. Ralph Perrin heads the Denver office of the R. F. Jones firm. The company will handle the new Genco football and coin pool games and other Genco products.

To Show Panorama

NEW YORK, Sept. 17—Sam Goldsmith, Capitol Pictures executive, announced that only the Panorama will be displayed at the firm's showing at the Park-Sheraton Hotel, Tuesday thru Saturday (1955). Previous information had been that the full line would be displayed.

A FLOWING WELL OF PROFITS!... GOTTLIEB'S WISHING WELL

EARN A SHOWER OF COINS FROM THIS FOUNTAIN!

4 Advance Targets When Hit Change Colored Lights

Hitting Any Target 4 Times Lights Hose for Special

Lining Up All Targets On Same Color Lights Hose for Super Special.

8 Rollovers Advance Corresponding Target.

3 Light Up Rollovers for High Score.

2 Light Up Rollovers for Super High Score.

D. Gottlieb & Co.

1140-50 N. Kostner Ave.

Chicago 31, Illinois

A M U S E M E N T  P I N B A L L S

as American as Baseball and Hot Dogs!
Pick the Ballybowl best for each location... your choice of Official Scoring or Speed-Control Scoring... with or without match-score features... dime-play or three-play-for-a-quarter. All 4 Ballybowlers are location-proved big money-makers.

Ballybowlers earn BIG money

Bowler earnings climb to a new sensational high... as 20,000,000 bowlers and their millions of non-bowling friends... discover the fun and fellowship... and the sporting satisfaction of shuffle-bowling by OFFICIAL BOWLING RULES. For biggest group-play... and continuous repeat-play... resulting in bigger bowler profits... get Bally ABC-BOWLER on location now... or CONGRESS-BOWLER for added attraction of match-score features.

NOW popular 4-digit shuffle-bowling... with exciting, bell-ringing SUPER-STRIKES and SPEED-CONTROL scoring... is more fun than ever... on newest Ballybowlers with sensational king-size pins and hefty, human giant puck. Get more money out of your bowler-spots by getting Bally JUMBO BOWLER busy for you now—or KING-PIN BOWLER for added play-appeal of triple-match feature. Order Ballybowlers from your Bally Distributor today.

New KING-SIZE Pins
New OVER-SIZE Puck

ABC bowler
WITH MATCH-SCORE FEATURES
Congress bowler

Bally MANUFACTURING COMPANY - 2640 Belmont Avenue, Chicago 18, Illinois
REMEMBER THE GREAT EXCITEMENT when we introduced "Flash-O-Matic" Scoring.

NOW ANOTHER FIRST!

chicago coin Presents Their Newest Sensation...

Score-a-Line BOWLER with NEW "Number-Lite" SCORING

1. Player by skillfully timing his shots to strike pins simultaneously with a lit number on the "Number-Lite" panel on playfield lites up a duplicate number on Number Panel contained on back glass!

2. Player by skillfully lighting up any 2 numbers in line scores 500 additional points!

3. Player by skillfully lighting up any 3 numbers in line scores 900 additional points!

4. Tournament style playing method... each player up shoots 3 consecutive frames before the next player gets his turn!

5. Player gets 500 points for a strike!

6. Player gets 350 points for a spare!

7. Strike in 10th frame followed by 2 strikes scores the same as any other 3 frames!

All Steel Front Door— National "Slug Rejector" Coin Chute

4 Drum Scoring!

chicago coin's BLINKER BOWLER
Featuring 100% Replay game with "Ring-O-Lite" Bulls Eye!

chicago coin's HOLLYWOOD BOWLER
Featuring flashing "Hollywood Beauties"!

www.americanradiohistory.com
AMAZING NEW MAGIC CARD grows bigger and bigger and bigger

Time-tested play-appeal of triple cards is built into the amazing new MAGIC CARD that expands from 5 lines to 7 lines, then to 8 lines, finally to 9 lines, as MAGIC CURTAIN folds back, revealing extra lines and giving players a wider choice of ways to score. See the new MAGIC CARD and see why MIAMI BEACH is breaking records for earning power from coast to coast.

SUPER-X BOOSTS 3-IN-LINE TO 5-IN-LINE
RED AND YELLOW SUPER-LINES
BOOST 3-IN-LINE TO 4-IN-LINE

SELECT-A-SPOT X-CORNERS
SCORE 100 OR 300
ADVANCING SCORES EXTRA-BALLS

MIAMI BEACH by Bally
NEW, DOUBLE-SCORING
DIAGONAL FEATURE
First coin lites large card
Second coin lites diagonals

With Diagonal Panel lit
Player can obtain Regular Card
scores PLUS Diagonal scores
Player can score up to

12
3-IN-LINE SCORES
ALSO
4-IN-LINE SCORES

3-IN-LINE SCORES
4-IN-LINE
4-IN-LINE
5-IN-LINE

Lite-A-Name Feature
Advancing Scores
Number Selection Feature
UMC PENNANT FEATURE
4-Corners Score 5-in-Line
Extra Balls

UNITED OPERATORS ARE SUCCESSFUL OPERATORS

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR
NOW GREAT, NEW SEEBOURNE DEVELOPMENTS

1. 200 selections
2. the world's first dual music system
3. Tormat memory unit
   NO MOVING PARTS • PERMANENTLY SEALED
   GUARANTEED 5 YEARS
4. Revolving-drum program selector

See other 2-page advertisement in this issue for more information on these great Seeburg developments.

America's finest and most complete music systems

DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois