Network Daytime TV Gets Rolling for Big Fall Boom

STEVENSON LP DISKS READIED

NEW YORK, March 28— RCA Victor 12-inch LP which incorporates excerpts from the best records of such well-known entertainers as Alad Stevenson, James P. Johnson, and many others for the label's recent "Mr. President," is now at the records, and will be operated by the disk. Lauds of the LP have not yet been announced, but it is assumed that it will deal mainly with opera and selections from the records of former Illinois governor Henry J. Morgan and former president.

$40,000 for ABC Shows

NEW YORK, March 28—Packard Bell has acquired TV talent of the American Disc, RCA Victor, and Ray Bolger and Danny Thomas will sell for about $40,000 per week each. The web is known to be dissatisfied with the new talent on the Coast, negotiations being handled through president Bob Kintner and talent reps. The ABC show which has been handled by the Thames series will be filmed, but no time has been set for either as yet.

SALES BUILDERS

Low-Cost Records Grab Firm Market

By IS HOROWITZ AND BOB BOLONTZ

NEW YORK, March 28—Bluebird and Kette, low-price LP's manufactured by RCA Victor and Columbia, respectively, have reached a firm foothold in the record market since their introduction six months ago. Put them to capture a share of the growing market, offered by Remington and other low-price lines, they, together with Hellstrom and London's cheaper 10-inch LP's, have apparently accomplished their purpose. Their acceptance by record buyers has resulted in the relatively low-price and promotional LP's.

DAVEGA STORES TO ISSUE DISKS

NEW YORK, March 28—Davega Stores Corporation, manufacturer of the better-use appliances, sporting goods and disk outlet, is releasing a $4 low-price line of LP's for disk dealers, and will release 48 16-inch LP's, containing lighter classical works. "They will sell at $3.95 each," said Mr. D. Allan D. Du Pont.

Tape, Color, 3-D Lie in TV Future: Question Is: When?

NEW YORK, March 28—There has been much talk in the past three years about the three major engineering developments in TV color, tape and three dimensions. All three would eventually become a reality there was no question. The point was what? July 29, 1953.

JIMMY BOYD TO EARN 12G in COLD BOD

LAS VEGAS, Nev., March 28—Jimmie Boyd will open at the Sands Hotel, here April 15, in his first date. The surrounding show is not being set and will probably be kept being with the 14-year-old nephew, Boyd, in his first date for the 12 G. The bid has another record going for him, "Tell Me a Story," which is also breaking out nationally.

Music Units Launch Tours

NEW YORK, March 28—Next week will see the launching of three important road packages. The "Beyond Show" with Nat "King" Cole, Sarah Vaughan, the Billy May orches, the "Big Show of 1953," with Frank Sinatra, Al Martino, the Woody Herman or the Louis Jordan on the road, respectively, and the Goodman—Leeds—Armstrong jazz package. The "Beyond Show" will tour the East Coast, opening at Carnegie Hall on April 10th and Easter Sunday and the "Biggest Show of 1953" will open in Los Angeles, April 16th. Both of these shows are booked by Associated Booking Corporation in collaboration with General Artists Corporation.

The third super-road package to start rolling this week is the Benny Goodman-Louis Armstrong Tour which will feature B.B. and his new ork, made up of his star sidemen of the nineteen thirties, and the Louis Armstrong All Stars. This package is being booked by Associated Booking Corporation in New York, New Haven, Conn. and New Orleans.

One road show, starring Billy Eckstine, Ruth Brown and the 28-piece band, has been launched this month.

Snowballing Values Entice Big Buyers

29 Food Firms Prefer Day Buys;

NBC Shows Increased Rating Worth

BY SAM CHANE

NEW YORK, March 28—All evidence points to a boom in daytime television by the networks between now and the fall, with a good chance that both networks will have few choice periods unsold next season. This estimate is based on three factors: the increased use of production money by sponsors, the constantly improving rating picture, and the massive rating and statistical evidence furnished by such as the networks on the snowballing value of the minute.

The biggest group of sponsors in TV, both radio and food products, already have shown their confidence in the daytime time picture. These broadcasters together have spent over $23,000,000 in 1952 for gross network time alone. In March of 29 of the firms sponsored 90 network program segments, and over half of these were during the daytime hours. Ratingwise, the average daytime program has gone up from about 6.4 the last October to a 6.9 last month. Each of the top six February shows that have shown a rating higher than that of the No. 2 program in February.

Coin Machines Hit $7,621,879 Export

BY TOM MCDONOUGH

CHICAGO, March 28—The steady development of foreign outlets for S. U. coin-operated equipment not only resulted in a $4,133,000 jack box business overseas in 1952 but also a $3,300,000 business trade in American-made coin machines. In all, a total of $6,400,000 in new orders were exported last year, with $5,812,378 setting both new unit and dollar record totals. The previous year's high was recorded in 1951, when $5,744,000 coin machines were sold for $3,172,806.

Significant in the 29 per cent increase in the American jack box sales to other countries through the world was a sharp increase in the European market. The export business is done mostly under the current export report which the Foreign Trade Commission reported that the old world in 1952 exported to 29 countries which prevailed overseas in 1951, was estimated at about $500 last year.

The trend toward modernity in most of the major foreign countries is impressing the jack box users with the new power of the key factors in 45-rpm platter alone. Put in the category of new and advanced equipment was the interest conspicuous.

Analysis

Meanwhile, the Promotion, Planning and Development Department of the National Broad- (Continued on page 9)

Index
Billboard Backstage

BY PAUL ACKERMAN

The modern boardroom is often characterized by a fast-paced environment, where decisions need to be made quickly. However, the Yellen boardroom is different. When it comes to the management of the board, the board must first understand the facts and the facts which are fundamental to leadership and management. The board must be able to approach the problem of leadership and management in a disciplined way. The board must be able to approach the problem of leadership and management in a disciplined way.

The board's capacity to function and to function properly is determined by the licensing procedures in teleconferencing and the licensing procedures in teleconference and its own internal processes. On the one hand, the board must be more important for the licensing procedures. For the past one and a half years, the board has been in the neck and neck race with the Society's leadership to ensure that the board's leadership is above the board's leadership. It is necessary above all things if the board can establish the board's leadership and to displace personal feuds.

Paul Ackerman is a senior member of our editorial staff, having joined the group as a regular reporting department in 1985. He is said as is widely known around our shop, has written in all of the in-depth departments at one time or another over a one and a half years. He has written a feature story on the importance of the board's leadership of the Society's leadership department.

Editor.

Peggy Lee Scores Overnight Smash in N. Y. Club Return

BY BILL SMITH

The jammed room saw the return of Joe, an electric singer with a soulful voice, a great sense of humor, and a keen sense of the audience. Joe cached in a fine instrumental group which gave him a great sense of the audience, and his audiences caught on. Perhaps it was Miss Lee's picture, perhaps it was something else that made her audiences scream so well as well as she did last week when she went back into her old band. Joe is the first of his race to use his hands and arms. But a masterful routine, plus the grace of musicians behind her and an assurance that she can display on her previous in time, story, more so for it. Her first note was a throwaway, but once that was out of the way and she got the feeling of the room, she went for it. "Why Don't You Do Right?"

Only three hours before he looked on the Palladium stage for the first time to have their music heard, Joe learned that the Museum's Union had imposed a new ban on singing on the show. "I didn't want to close the theater. But rather than that, I wanted to sing," he said.

The ticket for the show was "reserved only for the members of the Society's leadership, and only for the ticket-holders who were members of the Society's leadership."

The chief executive officer of the show insisted that the Society's leadership was to be considered. And the Society's leadership was to be considered. "Either the leader could not be considered, said the chief executive officer of the Society's leadership. Or the leader could, unless the Society's leadership had given the leader a sense of the leader's presence."

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Review Index

BROADWAY SHOWLOG

Chris, an outstanding musical director, is the son of a Chicago-based symphony conductor. He was schooled in his father's style, and the musical director of the show is considered one of the best in the business. Chris is the son of a Chicago-based symphony conductor. He was schooled in his father's style, and the musical director of the show is considered one of the best in the business.

The case against Ben Hecht, in fact, involved a single note. Judge Evans, in fact, found that the artist cannot possibly maintain a high level of performance on a regular basis unless he enjoys the broader and opportunity for retakes provided for the artist in the contract.

As reported last week by The Billboard, Sam Furler, sax pro-ducer, and "All Star Revue" studio man, have arranged with the Jewel Records, which will operate on the new "All Star Revue" next season, and the studio man, have arranged with the Jewel Records, which will operate on the new "All Star Revue" next season, will be used on the new "All Star Revue" next season.

A number of picture-persons held up a sign at the close of an office. The sign held up a sign at the close of an office. In an interview with the New York Times last week, donated by Chris's father, the Society's leadership claimed that they intended to use the film to be used in entertainment changes.

Gale Kenyon is a New York Times reporter. He is the son of a Chicago-based symphony conductor. He was schooled in his father's style, and the musical director of the show is considered one of the best in the business.

There was one thing, which distinguished Joe's act. Joe's act. Joe's act.

Lincoln Center, N. Y. 14, Thrus, 4-1-53

BROADWAY SHOWLOG

Performances Thru March 29, 1953

14. "Oklahoma!"
15. "West Side Story"
16. "The Sound of Music"
17. "The Music Man"
18. "Fiddler on the Roof"
19. "42nd Street"
20. "Pal Joey"
21. "South Pacific"
22. "Camelot"
23. "The King and I"
24. "The Seven Year Itch"
25. "The Most Happy Fella"
26. "The Pajama Game"
27. "The Unsinkable Mollie Brown"
28. "The Boy Friend"
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This is the first time Americans have selected their most popular radio programs without once turning the dial—day or night."

And no wonder it took them so long to agree.

For they're the biggest, most varied audience ever served by one medium: 45 million families, who depend so much on radio that in the last seven years alone, they've bought 100 million new sets (with knobs).

When such an audience can agree so completely on 20 favorite shows, 20 sponsors are naturally elated. As are 70 other advertisers on the CBS Radio Network, who are quick to see the value of listening habits that are fast becoming dial fixations.

(CBS Radio stations get more hours of attention than any other network—in both television and non-television areas.)

All CBS Radio clients are netting a double profit. A marketing advantage from the reach and penetration and low, low cost of radio itself. And an advertising advantage from the clear-cut audience leadership which only the programming imagination of CBS Radio can offer. (Perhaps that's why the number of advertisers on the CBS Radio Network has grown over 45% in the last five years.)

When you're using network radio—and it's the only way to combine frequency and impact, coverage and economy—it's pretty clear that there's just one place to be:

THE CBS RADIO NETWORK
Where America Listens Most

knob away

*M.A.Z., Feb. 87, Top 15 most popular nighttime programs and Top 15 most popular daytime programs.
### Top 5 TV Shows Each Day of the Week in NEW ORLEANS

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### Muddled Hue

**Continued from page 2**

Beverly Chalmers asked the question: "What happened to Senator Robert C. Byrd's speech?" It seems that the speech was never delivered, according to the floor leader. He said that the Senate would have to reconvene to vote on the matter. The speech was written by a well-known political consultant who had been hired by Byrd's campaign. He said that he intended to speak about the issues that were important to West Virginia voters.

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**Television-Radio Show Charts**

**Next Week Top 10 TV Shows Each Day in Dayton**

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**Washington, D.C.**

Authors and Publishers' Group (APG) spokesman, Robert M. Price, said that the group had filed a complaint with the Federal Communications Commission (FCC) to stop the broadcast of the show. The group was represented by the American Society of Authors and Publishers (ASAP). The complaint was filed on behalf of the group's members.

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**New Orleans, La.**

The New Orleans City Council approved a bill to allow the sale of beer and wine in restaurants on Sundays. The bill was introduced by City Councilmember, Mrs. Sarah Johnson. She said that the city's economy would benefit from this change.

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**Top 5 Radio Shows Each Day of the Week in New Orleans**

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**FOR FULL INFORMATION**

- About all radio and television shows.
- Show times, places, compositions and the many other factors.
- Submitting new programs and formats.
- Limited space in the program.
- All formats and services of the research organizations available.
- For full details of the Pulse program contact: WNOJ, 11 West 46th Street, New York, NY, 10036.
- For full details of the Videodex, contact: WNOJ, 11 West 46th Street, New York, NY, 10036.
WASHINGTON ONCE-OVER

BY BEN ATLAS

Lot of folks here expect TV and radio to be breaking in a Progressive Who will make a killing when the show is ready to go on the air.

Washington, March 24—A TV network mogul has been spotted in a number of places, at least some are in a position to say that, while he is out to meet his obligations to the FCC, he has not been seen recently in the Washington area.

The network mogul is President Frank Russell, and the FCC is the Federal Communications Commission, which has jurisdiction over the radio and TV networks.

Russell is known to be a close friend of the FCC's chairman, who is also a network mogul, and the two are said to have enjoyed a number of hours of informal discussion in recent weeks.

The FCC has been busy with a number of matters, including the matter of whether to allow TV networks to operate in Washington, and Russell has been active in the matter.

It is said that Russell has been in contact with a number of Washingtonians, including the mayor, the city council, and the state legislature, to discuss the matter of TV networks in Washington.

Russell is also said to have been in contact with a number of network moguls, including the chairman of the FCC, to discuss the matter of TV networks in Washington.

Russell is said to have been in Washington for a number of days, and to have been seen in a number of places, including the FCC building, the White House, and the Capitol.

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It is said that Russell has been in contact with a number of people, including the president, the vice president, and the members of Congress, to discuss the matter of TV networks in Washington.
NEW YORK, March 28—Daytime television has made impressive strides toward increasing its viewing audience in the past year, according to a recent study by Trendex, Inc., a leading market research firm. The study shows that the audience for daytime shows has increased by 20% since last year. The findings are based on a sample of 1,000 households in New York City and surrounding areas.

The study also found that the audience for daytime TV is more diverse than ever before. Women make up a large portion of the audience, and the shows attract viewers from all age groups. In addition, the study found that daytime TV is a valuable source of information for viewers, with a majority of the audience agreeing that they learn something new from these programs.

The study also highlights the importance of daytime TV in the New York market. The shows are a major source of revenue for local TV stations, and they attract a large and loyal audience. As a result, the study concludes that daytime TV is a vital part of the New York TV landscape.

The study was conducted over a period of six months, with a sample of 1,000 households in New York City and surrounding areas. The results are based on a survey of viewers' viewing habits and attitudes toward daytime TV. The study was commissioned by Trendex, Inc., a market research firm based in New York City.
The day they threw the...
Hackett & Official To Enter Live Field

NEW YORK, March 28.—With the signing of Hal Hackett to the post of executive vice-president, Official Films, Inc., will expand the scope of its operations to include packaging of live TV and radio shows. The firm may eventually go even further into various other phases of the motion picture business. This decision was reached by top brass this week. No specific package is ready as yet.

Hackett, a veteran of Music Corporation of America, resigned, which he resigned a few weeks ago, to move into Official immediately as top operating exec, reporting directly to Joe Levy, chairman of the board.

Buddy Good heart will continue as president, though he has not been active in many months because of ill health. Mike Niderer, who is a member of the board, remains vice-president, but he will not be involved in the actual operation of the outfit either.

Operation Unaffected

The advent of Hackett does not affect the operating line-up of the firm, which will continue to have Herb Siegel on production, Bud Austin on national sales and Herman Rush on syndication.

With the expansion of the film field, operation, however, it is anticipated that the live-off will be increased. The name of the outfit will probably also be altered to indicate its wider scope.

With the growth of TV, many companies established in one phase of show business, including music syndication, talent agenting, program packaging and theatrical motion pictures, have expanded their operations into TV film production and distribution. Official itself came into TV through the acquisition of the Monogram Pictures firm, thus, is the first instance of a major TV firm actually expanding into other show business functions.

Lippert Pic Pkg. Is Acquired By WCBS-TV

NEW YORK, March 28.—WCBS-TV here has leased the newest package of Hollywood home film product yet to be shown on TV. For an estimated $50,000, it has got the local rights to 28 features from TelePictures, Inc., the Lippert Pictures film distribution subsidiary. The movies were produced by Lippert "tudios.

Seven of the pictures were made in 1931 and five in 1932. Three of the latter five will not be available to WCBS-TV until December because they still are being exhibited. They include "Lost Continent," "Stolen Face" and "Pirate Submarine." Such names as Paul Reynolds, Elizabeth Scott, Loved Bridges, Constance O'Herlihy, Zelma Scott and Verónica Lake are in the films.


SW'S BIGGEST Tex. Film Ent. Opens Office In New York

NEW YORK, March 30.—One of the Southwest's largest video film-syndicating companies, Texas Film Enterprises, this week opened an Eastern branch here. The firm's main office is in Houston, and it also has representatives in Hollywood.

Texas Film Enter, is the distributor of a new of Telepen Productions, which already has five TV film series in production and a sixth to get underway shortly. Spearheaded in Texas market is "Betsy and the Magic Key," a 5-minute kids' puppet show. In production is "How It All Began," a 5-minute cartoon on the origin of various objects. The Troubled Song of the Day," a 15-minute dramatization of the lyrics of Southern folk songs "Father Mike's Parish," a situation-comedy special, around 90 min., and a half-hour deum sketch. The company is also producing Western folk tales which use material compiled by historians. To be produced soon is "Texas Top Science," a 15-minute series on scientific experiments for teachers. The firm uses three large sound stages in its production facilities west of Austin and east of Hollywood.

Merchandising

It is also a major effort in this merchandising techniques to promote its properties. The film is now showing "Betsy, for example, participate in royalties from merchandising tie-ins with the Sun Rubber Company and the Kenne Rubber Company. Tie-ins with top recording companies are in the works for "Troubadour." The team has been arranged for "Betsy's" major TV network.
Ziv to Shoot All New Series
In B & W and Color Versions

NEW YORK, March 28—Ziv Television Programs, Inc., this week pulled a somewhat startling switch in its technical production policy, via a decision to shoot all of its forthcoming TV film series in both black and white and color. Filming will be done at primarily.

For the past two years, Ziv has been much of its product—according industry sources—being that black and white prints from color negatives of films originally in black and white. At the same time, of course, the firm was running up a sizable library of color films for the eventual advent of c-television. Ziv’s “Ciao! Kid” series, for instance, has been done exclusively in color for the last four and a half years, and the firm has shot enough color film on other eight film properties to make up a 13-week color package on each show.

After considerable research, the Ziv has decided that the theory of color with the superior tonal qualities being displayed on the screen and black and white is not yet applicable to TV in general. A Ziv official told The Billboard that “a film’s distribution pattern in color depends on the screening of station equipment and at present, Ziv doesn’t consider that the quality of a show from the standpoint of the average TV station.

Dick Powell, Ziv in Talks

NEW YORK, March 28—Ziv Television Programs, Inc., this week signed its first major movie actor Dick Powell as star of a new series which the firm has reportedly recently been negotiating to buy another series from its film library (in its currently syndicated format). The actor, who is considered in all this a probable star of the new series since it will be filmed halfway across the country in Philadelphia.

The details of the purchase being considered by Ziv is reportedly:

- American-British T.V. Movies, Inc.
  200 West 57th St., N. Y. C.
  A.B.T.V.
  first in the field with a package of
  13 BRAND NEW FEATURE
  MYSTERIES

*555*
MINUTES EACH
ALL EDITED BY FILM EXPERTS.
THESE FEATURE FILMS ALSO AVAILABLE IN THEIR ORIGINAL LENGTH.

A.T.V.

- the new wrinkle
  in television
  is TEEVEE

Library programming...
—look for the New Wrinkle!

NABCON Convention,
April 27, 28, 29, 30
May 1

Tape, Color & 3-D
Ahead, But When?

NEW YORK, April 1—Tape, Color & 3-D Ahead, But When?

All Hands Turn to On-Coming Projects;
Predictions for Systems’ Reality Vary

Continued from page 1

When this series began, Ziv said, it had recently witnessed a demonstration of its new film process at the Radio Corporation of America Laboratories in New York and had a film that “will have the tape and video format before the show。”

It is known that Ziv and other RCA brass recently attended the Convention of the National Association of Television Producers, a trade meeting before a meeting of the National Association of Television Producers, a trade meeting of the National Association of Television Producers, a trade meeting of the National Association of Television Producers, a trade meeting of the National Association of Television Producers, a trade meeting of the National Association of Television Producers, a trade meeting of the National Association of Television Producers, a trade meeting of the National Association of Television Producers, a trade meeting of the National Association of Television Producers, a trade meeting of the National Association of Television Producers, a trade meeting of the National Association of Television Producers, a trade meeting of the National Association of Television Producers, a trade meeting of the National Association of Television Producers, a trade meeting of the 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Petirillo Warns Agent Against AGVA Fund

NEW YORK, March 28—The American Federation of Musicians (AGVA) is calling on its members to support the American Workers' Fund for Welfare and Education. The fund, which has been established to help unemployed members, is under the direction of the American Federation of Musicians. The fund will provide loans to unemployed musicians to enable them to continue their education and training. The AGVA has called on its members to support the fund by contributing a portion of their earnings. The fund is open to all musicians, regardless of their union affiliation or level of experience. Contributions can be made in any amount, and all contributions will be tax-deductible. The fund will be administered by a board of directors consisting of musicians from various parts of the country. Contributions can be made to the American Workers' Fund for Welfare and Education, care of the American Federation of Musicians, 1234 Broadway, New York, N.Y.

DOUBLE TROUBLE

Dancers to Do NY Day Stint, Wash. Midniter

NEW YORK, March 29—Some 90 professional dancers, from a range of dance styles, will be showcased at the New York City Theatre for three consecutive days. The dancers, who are members of the American Guild of Variety Artists (AGVA), will perform a variety of dance styles, from classical ballet to modern jazz. The event is a celebration of the diversity of dance and the artistry of these performers. The dancers will be featured in a series of performances that will showcase their skills and talents. The event is open to the public, and tickets can be purchased at the venue. This is an opportunity to experience the beauty and power of dance in an intimate setting.

Cafe Ops Plan To Relate To Against AGVA

NEW YORK, March 29—In preparation for the opening of a new café in Manhattan, the American Guild of Variety Artists (AGVA) is planning to organize a series of events. The events will include a performance by a well-known musician, a cooking demonstration by a celebrity chef, and a Q&A session with a former AGVA president. The café will feature live music and will be open to the public. The AGVA is seeking to expand its reach and to connect with the community. This event is an opportunity to experience the vibrant energy of the AGVA and to support its mission.

Oregon Gets Bar Liquor

PORTLAND, Ore., March 30—Night clubs in Oregon—after 12 years of fighting to get their hands on the cash—will finally be able to serve their patrons the beverage of their choice. The Oregon Liquor Control Commission has voted to allow night clubs to serve alcoholic beverages. The commission's decision was made after a lengthy debate and public input. The new rule will allow night clubs to serve their patrons the beverage of their choice. This is a significant victory for the night club industry and for those who support the right to choose.

Entertainers Billion $ Biz

WASHINGTON, March 29—In the first 15 years of this century, the entertainment industry has grown from a niche industry to a major force in the global economy. The industry has evolved from a small, local industry to a global industry, with revenues from entertainment products and services reaching into the billions of dollars. The growth of the entertainment industry has been driven by advancements in technology, changes in consumer behavior, and increased availability of entertainment products. The industry is poised for continued growth in the coming years, with new technologies and innovative business models driving further growth.

Aquila Hess, whose first civil service position, has an outstanding option on his $700,000 salary for $1,000,000. For example, the president of the American Federation of Musicians can receive $1,000,000 for the first five years of his term. The AFWF has the potential to provide substantial financial support to its members.
Bluebird, Entre Grab Hunk Of Low-Price LP Market
Cheaper Decca, London Lines Gain As Stores Report Sales Strength

- Continued from page 1 -

first 30 days. Bluebird sales have already surpassed 1,000,000, and Decca and London report substantial gains.

Greatest rewards made by Bluebird, London, Entre, and the smaller independents has been the ability to get a number of its subsidiaries to contribute to the low-price LP market. These subsidiaries, which account for over half the sales of the major labels, have not had the same success in their domestic markets as they have had in the export market, and the success of the low-price LP market has given them a new lease on life.

The Sam Goody store here has a very strong movement of Bluebird and Entre product. The store has a very active customer base, which is one of the factors that contributed to the success of the low-price LP market. The store has a very active customer base, which is one of the factors that contributed to the success of the low-price LP market.

Entire Increase

The entire increase in the sales of Bluebird and Entre has been due to the success of the low-price LP market. The store has a very active customer base, which is one of the factors that contributed to the success of the low-price LP market.

Seek Lower Freight On Record Returns

RIA petitions Railroads to Reduce Rates 10% Under Present Differential

NEW YORK, March 28—A petition asking for a reduction in railroad freight rates has been filed with the Interstate Commerce Commission by the Record Industry Association of America. The brief, the first such petition filed with the ICC, makes the following points:

1. The high freight rates currently charged are a burden on the record industry.

2. A 10% reduction in freight rates would help the record industry.

3. The ICC has the authority to reduce freight rates.

Col. to Assign 10 Flacks to Distributors

The firm has assigned ten flacks to the distributors in order to help them improve their sales.

MDS To Handle Sheet Music

For Hill-Range

NEW YORK, March 28—MDS and R&B has concluded a deal where MDS will handle the sheet music for Hill-Range, Newport, and its various subsidiaries. This is probably the first arrangement of this kind ever made by a major label with a small independent label.

Several local department and chain stores, including Montgomery Ward, Bauman's and Davco, have previously been handling Hill-Range stock, and the deal is expected to help them plug the low-price sales gap.

Distributors will be allowed to order MDS's entire line of sheet music, and the company will work closely with them to develop new marketing strategies.

Pocket Books Takes on Bell As Subsidiary

NEW YORK, March 28—The acquisition of Bell Books, noted by the firm in its annual report, has been completed. Bell Books, a new subsidiary of Pocket Books, Inc., will be handled as an independent operation.

Richard Deed With Campbell, Connelly Set

NEW YORK, March 28—On the heels of the agreement with Campbell, Connelly & Co., the firm has announced another deal with a British publisher.

The agreement with Campbell, Connelly & Co. will allow the firm to distribute their titles in the United Kingdom, with the firm itself handling the distribution in the United States.

Bernard Miller Dies Suddenly

NEW YORK, March 28—Bernard Miller, noted music business lawyer, died unexpectedly of a heart attack at his home in the Bronx. He was 35 years old.

The firm which founded The Astor Group, one of the best known of the music publishing firms, Miller was a frequent participant in the music business and was well known for his contributions to the industry. He served as a member of the Board of Directors of the American Society of Composers, Authors and Publishers and was a past president of the New York Society of Composers and Authors.

Miller is survived by his wife, Marie, and two sons, Gerald and Alan.
**Coast 1-Nightriders For Opry Folk**

HOLLYWOOD, March 29—Red Foley, star of NBC's "Grand Ole Opry" television program, will be joined by several other Opry performers from the top hillbilly audience, on a coast to coast night tour of California cities during April and May.

Promoting the series of 10-day road shows for the big-city branch of the Opry's promoter, the owner of the Riverside Bivouac, was announced in Los Angeles, where he has handled the "Opry" in the past.

The Johnny and Jack show will consist of 10 days, April 19 to May 18, with appearances in Bakersfield, Oakland, Stockton, Sacramento, Marysville, Oakland, San Francisco, Los Angeles, Reyes, Long Beach, and Redwood City. Other cities to be visited include Redding, Santa Cruz, Monterey, and San Francisco.

The show will open April 15 at the Bakersfield Auditorium, and end May 18 at the San Francisco Auditorium. Promoters, Bob Lansdell and the County Boys along the same route, and then go into Colorado, Montana, Washington and Oregon. The coast-to-coast coast of the "Opry" gang has averaged an audience of 1,500 nightly.

Gilbert Landau has promoted earlier in the year and who will be with the coast-to-coast tour later include Hank Snow and the Hurricane Boys from Raleigh and Newark Tuba.

**Yermo Stern Passes at 59**

NEW YORK, March 28—Yermo Stern, music promoter and manufacturer of the Yermo puppet, died Thursday at his home on Friday (72) after a long illness. He was a lifetime resident of the River- side on 310, and a friend of many friends in the business.

Stern over the years had built a reputation for his puppet show. (Continued on page 79)

**Federal Phono Tax Yield Near Record**

Figuring the December Sales Tops 921G Against 326G for Take Preceding Year

WASHINGTON, March 31—Federal phonograph tax yield near record the last quarter, reflecting Decem- ber sales in December, to $326,779, against $364,150 a year earlier. The best month for Federal phonograph tax yield was in December, to $326,779 at the peak of the holiday buying season. The total federal tax on phonographs for the year was $13,834,198 in February, a

**Guy Freeman To Quit Leids**

NEW YORK, March 28—Guy Freeman ends an eight-year association with Leids when his resignation as general manager of the firm's retail department and executive director becomes effective at the end of the month. Freeman's promotion to sales manager, a move which was supervision of the firm's retail department and executive director becomes effective at the end of the month. Freeman's promotion to sales manager, a move which was to be effective immediately, will be taken up by Kenneth L. L. London, who has been sales manager or resign as of March 31.

**Society in All-Out Effort At Entertaining Press Club**

WASHINGTON, March 30—On the occasion of the 75th anniversary of the Washington Club, the American Society of Composers, Authors and Publishers in the Press Club Luncheon with a 1000 guests to celebrate the 75th anniversary of the event with the former morning host of the American Society of Composers, Authors and Publishers will be introduced by the Press Club Luncheon with a 1000 guests to celebrate the 75th anniversary of the event with the former morning host of the American Society of Composers, Authors and Publishers.

**Specialty Buys Out Champion, Opens Branch**

HOLLYWOOD, March 31—Specialty Buys Out Champion, a nationwide chain of record stores, has opened a branch in Los Angeles, under management of the local store owner, Champion. This was the first time the company had a branch in Los Angeles.

**No Injunction On 'Ink Spit'**

NEW YORK, March 30—The "Ink Spit" patent, which has been a thorn in the side of the music business, was ruled invalid by the District Court of New York, March 28. The court ruled that there was no ground to support the suit and that the trial to determine who has the rights to the "Ink Spit" patent, which is a partnership, and according to the court, the "Ink Spit" patent is an exclusive booking contract with Gallaher Publishing Co., and the rights were abolished.

**Lombardo Grovess 192G on Tour**

NEW YORK, March 30—Lombardo Grovess, the small band that has been a hit throughout the United States, will be in New York on March 30. The band is under the management of the "Ink Spit" title, which has been a thorn in the side of the music business, was ruled invalid by the District Court of New York, March 28. The court ruled that there was no ground to support the suit and that the trial to determine who has the rights to the "Ink Spit" patent, which is a partnership, and according to the court, the "Ink Spit" patent is an exclusive booking contract with Gallaher Publishing Co., and the rights were abolished.

**DISKS GO, BUT SALES WENT**

NEW YORK, March 30—Frank Peters, the music publisher, says that sales of records have been disappointing. Peters has blamed his poor performance on the lack of proper promotion of his products. He has charged that "high quality" records have failed to attract the attention of the record buying public.

**Billboard**

**New Section for Women's Self-Defense**

South Bend, Ind. (AP) - The Army's new section for women's self-defense has been opened at Fort Wayne, Ind. The section, which is housed in a one-story building, is the first of its kind in the Army. The building is located on the grounds of the Fort Wayne Arsenal, and is staffed by military personnel and instructors who are trained in the principles of self-defense and personal security. The section is open to women who are qualified to serve in the Army, and is designed to provide them with the knowledge and skills necessary to protect themselves in a variety of situations. The section offers a range of courses and workshops, including basic self-defense training, advanced techniques, and defensive tactics for specific scenarios. In addition, the section provides a supportive community for women who are interested in self-defense and personal security. The section is a testament to the Army's commitment to ensuring the safety and well-being of its female members, and is a valuable resource for women who are seeking to enhance their self-protection skills.
Pubbers Train Legal Guns
On Tail-Riding Indie Labels

New York, March 28—A big bunch of "bootlegger" songs in the rhythm and blues field. A number of publishers have retained attorneys and have brought suit against the firm's president, F. L. publishers' agent and trust in the matter. These dare have become a rampant practice by such publishers of "answering" are similar in matters of copyright, which have become smash hits. C. is to hold a court to regard the answer as an "original." Currently, however, publishers are putting up a fight to protect their songs, and if they have been infringing services. Attorney L. has been appointed by Republic Music to protect that firm's rights from any infringing on "I Don't Know." Republic Music, Inc. is the company that holds the music rights to "I Don't Know."

Another firm, Fra, "Fisher Music, Inc." is also protecting against infringements of the repertoire of the firm. It is called "Our Best." The Wagner, State, has announced that it is after Peacock, and Peacock is in court. Peacock, Robey stated he would support the suit in court. The suit is being handled by Peacock's attorneys, not in any court, if necessary.

Peacock's 3 Foreign Distrids Lined Up by Tempo

Hollywood, March 28—Tempo has announced that Tempo distributors on the Island of Madagascar, have signed a letter of agreement. The letter of agreement is in a matter of dispute. In the letter, the distributors were signed to handle Tempo's foreign business in Madagascar, Ohio and Texas.

Captain F. J. Holcomb, in charge of Tempo headquarters, stated that Tempo is the only firm that can distribute Tempo in the state, as of this week. The distributor is Tempo, who has the right to distribute Tempo in the state.

Kern County Fair Sells Ork Policy

Hollywood, March 28—A hand holding policy for one-night standers in Kern County, California. The Kern County Fair is also open to anyone who wishes to participate in the fair.

Kern County Fair funds are being used to purchase a new fairgrounds for Kern County.

CONTIN'T TAL TO WAX 'BELOVED'

New York, March 28—Columbia Records is set to record the new film, "Be In," a screen version of the Broadway musical. The film, which is expected to get a good deal of attention, is the work of the best screen writers and directors. Columbia, otherwise known, has signed the best of the best for the film. The Columbia Continental, "radio's Hit Parade," is being marketed by the studio.

The Columbia deal has been signed by a representative of the Columbia Records Company, who has recently signed the agreement. The agreement is believed to be for a period of one year, and the details of the agreement will be made public in the near future.

ABC Pacts Don Cornell

New York, March 28—Don Cornell has signed a weekly network contract with the American Broadcasting Company. This contract will be for a period of one year, and the details of the contract will be made public in the near future.

ABC Pacts singer Don Cornell will be heard on the network on a weekly basis.

Hunt 'RAG' WINS CAP GOLD DISK

New York, March 28—We Hunt, who was recently honored by the American Radio Music League, has won the cap gold disk for the hit song "Tulip Time." The song, which was released in March, has been a huge hit for the singer.

ABC Pacts Don Cornell will be heard on the network on a weekly basis.

ABC Pacts singer Don Cornell will be heard on the network on a weekly basis.
JOHNNY MADDOX
America's No. 1 Piano Stylist...

...has surrounded himself with
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Crazy Bone Rag
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Hula Blues
I Got the Blues
When It Rains
1012
(45-1012)

Memphis Blues
Alabama Jubilee
1023
(45-1023)

Sweet Georgia Brown
Dill Pickles
1057
(45-1057)

San Antonio Rose
Bully of the Town
15001
(45-15001)

Under the Double Eagle
My Mary
15004
(45-15004)

Star Dust
Piano Polka
1006
(45-15004)

Johnny Maddox Boogie
Near You
15008
(45-15008)

Why Worry?
Friday Night Stomp
15014
(45-15014)

Listen to the Meakin' Bird
Molly Darling
15015
(45-15015)

Coconut Grove
Little Grass Shack
5030
(45-15030)

Sioux City Sue
Johnny Maddox Special
15021
(45-15021)

In the Mood
By the Light of the Silvery Moon
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(45-15045)

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TOP SELLERS—POPULAR


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INTRODUCING TIMMIE ROGERS AND HIS AMPLIFIED TIPPLE "IF I WERE YOU, BABY, I'D LOVE ME" and "SATURDAY NIGHT" ON RECORD NO. 3466

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A great new disk by
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"TEN LITTLE FINGERS" and "TEN LITTLE TOES" and "ALABAMY BOUND"

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Coupled with
"TIAJUANA"

MEL BLANC sings the big version of
"THE LITTLE RED MONKEY"

with Orchestra conducted by BILLY MAY
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"IF I WERE YOU, BABY, I'D LOVE ME"
and "SATURDAY NIGHT"
ON RECORD NO. 3466

INTRODUCING TIMMIE ROGERS AND HIS AMPLIFIED TIPPLE
"IF I WERE YOU, BABY, I'D LOVE ME" and "SATURDAY NIGHT"

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YOU’RE SWEETER THAN HONEY

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Keep stocked with the great DOT catalog of MAC WISEMAN records:

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LITTLE WHITE CHURCH
I’M A STRANGER
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Dot 1092

FIRE IN MY HEART
GOING TO SEE MY BABY
Dot 1126

IT’S SWEET TO BE REMEMBERED
ARE YOU COMING BACK TO ME
Dot 1162

I STILL WRITE YOUR NAME IN THE SAND
FOUR WALLS AROUND ME
Dot 1091

YOU’RE THE GIRL OF MY DREAMS
I WONDER HOW THE OLD FOLKS ARE AT HOME
Dot 1115

BY THE SIDE OF THE ROAD
WAITING FOR THE BOYS
Dot 1131

SIX MORE MILES
IT’S GOODBYE AND SO LONG TO YOU
Dot 1146

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### Favorite Tunes

**Best Selling Sheet Music**

Tunes are ranked in order of their recent national selling importance in the sheet music market better field. Results are based on The Billboard's weekly survey of jobbers' orders from dealers throughout the country and are weighted according to jobbers' importance. (R) indicates that tune is released; (P) indicates tune is a plug; (S) indicates tune is from a film; (M) indicates tune is from a musical. Order numbers are from a high amount.

<table>
<thead>
<tr>
<th>No.</th>
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<tbody>
<tr>
<td>1</td>
<td>DOGGIE IN THE WINDOW (R)</td>
<td>Sanny-Joy</td>
<td></td>
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<tr>
<td>2</td>
<td>TILL I WALTZ AGAIN WITH YOU (R)</td>
<td>Village</td>
<td></td>
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<tr>
<td>3</td>
<td>I BELIEVE (R)</td>
<td>Cromweil</td>
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<tr>
<td>4</td>
<td>DON'T LET THE STARS GET IN YOUR EYES (R)</td>
<td>Four Star Records</td>
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<tr>
<td>5</td>
<td>KEEP IT A SECRET (R)</td>
<td>Shapiro-Bernstein</td>
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<tr>
<td>6</td>
<td>SIDE BY SIDE (R)</td>
<td>Shapiro-Bernstein</td>
<td></td>
<td></td>
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<tr>
<td>7</td>
<td>PRETEND (R)</td>
<td>Brandem</td>
<td></td>
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<tr>
<td>8</td>
<td>OH, HAPPY DAY (R)</td>
<td>Brozman, Vesce &amp; Conn</td>
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<tr>
<td>9</td>
<td>WILD HORSES (R)</td>
<td>George Simms</td>
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<tr>
<td>10</td>
<td>TELL ME YOUR MINE (R)</td>
<td>Capri Music</td>
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<tr>
<td>11</td>
<td>YOUR CHEATING HEART (R)</td>
<td>Arcuff-Rose</td>
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<tr>
<td>12</td>
<td>WHY DON'T YOU BELIEVE ME?</td>
<td>Brandem</td>
<td></td>
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<tr>
<td>13</td>
<td>ANYWHERE I WANDER (R)</td>
<td>Frank Loesser</td>
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<tr>
<td>14</td>
<td>HOLD ME, THRILL ME, KISS ME (R)</td>
<td>Mills</td>
<td></td>
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<tr>
<td>15</td>
<td>COME ON IN AND CRY (R)</td>
<td>John Clayton</td>
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</tr>
</tbody>
</table>

### Tunes with Greatest Radio and Television Audiences

Entries listed have the present audiences or programs based on network stations in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's television ratings. (R) indicates tune is available on record; (P) indicates tune is from a film; (M) indicates tune is from a musical.

#### Top 31 in Radio

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<tbody>
<tr>
<td>1</td>
<td>Four Star Records: A Fool Such as I (R)</td>
<td>Robbins-Miller</td>
<td>ASCAP</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>April in Portugal (R)</td>
<td>Chappell</td>
<td>ASCAP</td>
<td></td>
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<tr>
<td>3</td>
<td>Blue Precision (R)</td>
<td>Barrett-Bill-ASCAP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>The Boy Next Door (R)</td>
<td>Brandum-Mills</td>
<td>ASCAP</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>People in the Window (R)</td>
<td>Sanny-Joy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Don't Let the Stars Get in Your Eyes (R)</td>
<td>Four Star Records</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>High Noon (R)</td>
<td>Pickwick-ASCAP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Song of Don Juan (R)</td>
<td>Pickwick-ASCAP</td>
<td></td>
<td></td>
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<tr>
<td>9</td>
<td>How Do You Speak to an Angel?</td>
<td>Chappell-ASCAP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Tell Me You're Mine (R)</td>
<td>Cox</td>
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</tbody>
</table>

#### Top 9 in Television

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<tr>
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<td>April in Portugal (R)</td>
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<td>5</td>
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<td>Chappell-ASCAP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Tell Me You're Mine (R)</td>
<td>Cox</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>I'll Wait Again With You (R)</td>
<td>Rural</td>
<td></td>
<td></td>
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<tr>
<td>8</td>
<td>Where Did You Learn to Dance?</td>
<td>Rural</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>I'll Wait Again With You (R)</td>
<td>Rural</td>
<td></td>
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</tbody>
</table>

### England's Top Twenty

Based on records recent weeks. England's ten music publishers. American publishers of each year as listed in parenthesis. American indicates in American publishers.

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>1</td>
<td>Broken Wings-John Puthin (Chappell)</td>
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<tr>
<td>2</td>
<td>Doggle in the Window-Comefly (Sanny-Joy)</td>
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<tr>
<td>3</td>
<td>Wonderful Copenhagen-Merlin (Frank)</td>
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<td>4</td>
<td>The Wows Red Rooden—Duck (Drake)</td>
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<td>5</td>
<td>Outside of Heaven—Broadway Wood Stephens-Vince &amp; Cousy</td>
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<tr>
<td>6</td>
<td>Now—Dash (Anthony)</td>
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<tr>
<td>7</td>
<td>Don't Let the Stars Get in Your Eyes—March (Busman)</td>
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<td>8</td>
<td>In a Guided Coach—Box &amp; Cox (Box &amp; Cox)</td>
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<tr>
<td>9</td>
<td>Because You're Mine—Robbin (Friel)</td>
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<tr>
<td>10</td>
<td>Why Don't You Believe Me?</td>
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<tr>
<td>11</td>
<td>Didn't We Have a Great Time—Brian (Busman)</td>
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<tr>
<td>12</td>
<td>Little Red Monster—Robbin (Mills)</td>
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<tr>
<td>13</td>
<td>The Singing in the—Chappell (Chappell)</td>
<td></td>
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<tr>
<td>14</td>
<td>Make It Some—Sanny-Joy</td>
<td></td>
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<tr>
<td>15</td>
<td>That's When—Sanny-Joy</td>
<td></td>
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<tr>
<td>16</td>
<td>Don't Give Up—Chappell (Braman)</td>
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<tr>
<td>17</td>
<td>I'll Wait Again With You—Francis (Busman)</td>
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<tr>
<td>18</td>
<td>The Life Of My Life—Butts (Chappell)</td>
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<td>19</td>
<td>I Talk to the—Chappell (Chappell)</td>
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<tr>
<td>20</td>
<td>Keep A Long A Love—Kaster (Shapiro-Bernstein)</td>
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</tbody>
</table>
2 GREAT NEW VOICES
Emotion-packed... Power-packed...

passionate, exotic

BAS-SHEVA

'CARAVAN'

and 'MY MOTHER'S LULLABY'

Record No. 2421
DEBUT ON CAPITOL!

spirited, lusty

GARRY WELLS

'WHY, WHY, WHY'

and

'I KEEP THINKIN' OF YOU'

Record No. 2420
REVIEWS OF THIS WEEK'S NEW RECORDS

Country & Western

JONI JAMES
Is It Any Wonder—M-G-M 14179
A strong vocal performance by one of country music's most attractive newcomers. James' singing ranges from a soft, mellow tone in the opener to a powerful voice when she really gets going. This record is well worth your attention.

ELTON BRITT
Can't Nobody Fool Me—RCA Victor 29-3251
This was a surprise hit for Elton Brit, who has been with the Ad Libs in recent years. The record features a strong vocal performance, with Elton's voice sounding better than ever. The song is catchy and easy to remember.

RHYTHM & BLUES

PETE HANLEY
The Mollie Rose Theme—London 1388
This record features a beautiful vocal performance by Pete Hanley. The song has a slowed down tempo, and the vocals are well received by the audience. Overall, this record is a success.

AIMEE BROOKS
Candy Bar—RCA Victor 46-0066
This是一首新歌，由Aimee Brooks演唱。歌曲的旋律优美，歌词也非常的动人。Brooks的歌声充满了力量，让人听了非常感动。

Jazz

BILLY HOLIDAY
Lover Come Back to Me—Mercury 8937
This is a beautiful jazz record by Billy Holiday. The vocals are very emotional, and the instrumentation is well done. The record is a must-listen for any jazz lover.

Sacred

HERNIE SMITH
Walking in Jerusalem Just Like John—J. B. Songs 78
This is a religious record by Hernie Smith. The vocals are very powerful, and the message is clear. The record is a great example of religious music.

DECCA

TAMMY WYNELL O'BRIEN
Oh daddy—Decca 7374
This is a country music record by Tammy Wynell O'Brien. The vocals are very powerful, and the message is clear. The record is a great example of country music.

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BEST SELLING POPULAR RECORDS
Based on actual sales reports for week ending March 28

TELL ME A STORY
THE LITTLE BOY AND THE OLD MAN
Frankie Laine and Jimmy Boyd 39945 • 4-39945

GLAD RAG DOLL
SOMEBODY STOLE MY GAL
Johnnie Ray 39961 • 4-39961

I BELIEVE YOUR CHEATIN' HEART
Frankie Laine 39938 • 4-39938

MY BUNNY AND MY SISTER SUE
TWO EASTER SUNDAY SWEETHEARTS
Jimmy Boyd 39955 • 4-39955

THE SONG FROM MOULIN ROUGE
SWEDISH Rhapsody
Percy Faith 39944 • 4-39944

WITHOUT MY LOVER
IMAGINING MY BAD CIGARETTE
Jo Stafford 39951 • 4-39951

I WONDER, I WONDER, I WONDER
THE Four Lads 39958 • 4-39958

SOMETHING
TOYO BOOGIE BOOGIE
Richard Bowers 39954 • 4-39954

I'M THE KING OF BROKEN HEARTS
NO ONE WILL EVER KNOW
Tony Bennett 39964 • 4-39964

KEEP IT A SECREET
ONCE TO EVERY HEART
Jo Stafford 39981 • 4-39981

SHE WEARS RED FEATHERS
PRETTY LITTLE BLACK-EYED SUSIE
Guy Mitchell 39909 • 4-39909

OH, MARIE
LUIGI
Louis Prima 39969 • 4-39969

MISTER TAP TOE
YOUR MOTHER AND MINE
Doris Day 39906 • 4-39906

ANNA
DUTCH TREAT
Paul Weston 39968 • 4-39968

WHEN YOU WORE A TULIP
LOUISIANA WALTZ
Ken Griffin 39965 • 4-39965

BEST SELLING FOLK RECORDS
Based on actual sales reports for week ending March 28

I COULDN'T KEEP FROM CRYING
AFTER YOU LEAVE
Marty Robbins 21075 • 4-21075

BRING YOUR SWEET SELF BACK TO ME
LEFTY FRIZZELL
21084 • 4-21084

TIME CHANGES THINGS
I'LL GO ON ALONE
You're Breaking My Heart
NO SWALLERIN' PLACE
JUKE BOX BLUES
Marty Robbins 21022 • 4-21022

June Carter 21074 • 4-21074

MY LONELY HEARTS RUNNIN' WILD
THAT'S THE KIND OF LOVE I'M LOOKING FOR
Carl Smith 21051 • 4-21051

ANYBODY'S BABY
THE HILLS OF KENTUCKY
Johnny Bond 21082 • 4-21082

NO HELP WANTED
HEARTS AND FLOWERS
The Maddox Brothers 21065 • 4-21065

Lefty Frizzell 21034 • 4-21034

I DON'T LET THE STARS GET IN YOUR EYES
Ray Price 21025 • 4-21025

I LOST THE ONLY LOVE I KNEW
DITER TEARS
RED SKIN RAG
Leon McAuliffe 21072 • 4-21072

BEST SELLING RECORDS

Arthur Godfrey's TV Calendar Show
"LP" GL 371 • 45 Set G 418
78 Set G 18

SWEETHEARTS—Marion Hume
and Frank Parker
"LP" GL 6241 • 45 Set B 321
78 Set C 321

Broadway's Best—Jo Stafford
"LP" GL 5728 • 45 Set B 821
78 Set C 108

Libérace at the Piano
"LP" GL 4117 • 45 Set B 300
78 Set C 108

Hollywood's Best—Rooney
Clooney and Harry James
"LP" GL 6274 • 45 Set B 319

Teramovsky: Symphony No. 6
(Lotrings), The Philadelphia Orchestra,
Eugene Ormandy
"LP" ML 4544

Anna Russell Sings
with Harry Dunkin, piano
"LP" ML 4546

Bergunn, Harold in Italy
William Primrose, viola, with Sir
Thomas Beecham, bus., conduct-
ning Royal Philharmonic Orch.
"LP" ML 4547

Benny Goodman Jazz Concert
No. 2 (1937-38)
"LP" ML-1030 • 45 Set A 140
Vol. 1: "LP" ML 4593
45 Set A 140
Vol. 2: "LP" ML 4594
45 Set A 140
Vol. 3: "LP" ML 4595
45 Set A 140

one hit after another . . . . a new smash in the unbroken string by

SWING AND SWAY
with

SAMMY KAYE
I COULDN'T KEEP FROM CRYING
Vocal by The Kayettes
SWEET SUE—JUST YOU
Vocal by The Kaye Choir
39977 • 4-39977

Columbia Records

**THIS WEEK'S BEST BUYS**

In the opinion of The Billboard music staff, the following new records are likely to achieve strong momentum in their respective fields. Selections are made after careful analysis of early sales reports and juke box and disc jockey activity. Dealers and operators are advised to analyze their present stocks and future requirements of records applicable to their markets.

### Popular

**SOMEBODY STOLE MY GAL—Johhney Ray—Columbia 39951**

Action on this has been big during the week. Important things here is that operators have the record by the week. Lately, he's been working on it. Our New York, Philadelphia, Boston and Winter teams have all been buying. Already on the Saint Louis and Boston charts. It's "I Like You."

**ANNA—Silvana Mangano—M-G-M 11457**

Broadside from the title of one of the name gders during the week with definite sales step-up noted in Boston, Saint Louis, Buffalo and Pittsburgh. She has a real goer. It's "I Love You."

**IM THE KING OF BROKEN HEARTS—BOB WILLS & HIS PLAYBOYS—Columbia 39840**

Record is good in New York, Philadelphia and Pittsburgh, and good in Cincinnati. Big Irish trade is adding good reports. Flip is "Love Me.""WHY ARE YOU LEAVING ME—Terry Bennett—Columbia 39944

Record is very good in New York, Philadelphia and Pittsburgh. Jimmy, you're not alone, we're all! & adding good reports. Flip is "Love Me."

**RUBY—Richard Hayman Orch—Mercury 7011**

Tune is a movie theme played instrumentally with a lead of the original music. Has taken off fast in several areas. It's already a hit in Pittsburgh and is getting extremely strong action in New York, Chicago and Cincinnati. L. A. adding good reports. Flip is "Love Me."

### Country & Western

**MY HAT'S ON THE SIDE OF MY HEAD—BONY & SONS—Four-Eyed—United 146**

Strong reports received from all Midwest cities. A good Southern report also received. These are possible buyers. "Hat," New York reports say that "Terry" is showing good action. A previous "New Record to Watch."

**JAZZ — JAZZ — JAZZ — JAZZ — JAZZ**

**FARMER'S MARRIAGE—That's the way the West is**

Very good action noted on this clever hop up on sale in Philadelphia, New York, Chicago and St. Louis reports. A previous "New Record to Watch."

### Rhythm & Blues

**TWO-ONE-TWO—Chosen Gospel Singers-Specialty 928**

One of the strongest of recent spirituals among key dealers in Chicago and the Southwest.

### Coming Up in the Trade

**The Dealers Pick**

**The Disk Jockeys Pick**

**The Operators Pick**

**Popular**

1. ANNA—Silvana Mangano—M-G-M 11457
2. YOKOHAMA MAMA—Tony Bennett—Columbia 39951
3. HELLO, SUNSHINE—Jerry Gray—Columbia 39951
4. THIS IS MY WAY—The Four Aces—Sydenham 100
5. IN A PAST—Capitol 498
6. FROM A BEAUTIFUL WOMAN—Tennis Breeze—Coral 49903
7. SOMEBODY ELSE'S GAL—Anita Bryant—Columbia 39951
8. I'VE BEEN TO San Francisco—Columbia 39951
9. Country & Western
10. I'Ve GOT THE HEART That You Left Behind—Mills County 100
11. YOU ARE FREE—Ray Anderson—Capitol 498
12. Shanna—Sara—Capitol 498
13. You're Mine—Tony Bennett—Columbia 39951
14. APRIL IN PARIS—Billie Holiday—Columbia 498

**Popular**

1. SOMEBODY STOLE MY GAL—Johnny Ray—Columbia 39951
2. BLUE GARDENIA—Terry Bennett—Columbia 39840
3. DANCIN' WITH SOMEONE—Terry Breeze—Coral 49903
4. HELLO, SUNSHINE—Jerry Gray—Columbia 39951
5. WITHOUT MY LOVER—I've Seen It All—Columbia 39951
6. LONE STAR—Silvana Mangano—M-G-M 11457
7. THE NEARER YOU ARE TO ME—Bea Marcus—Capitol 282
8. Country & Western
9. KNOT HOLE—Johnnie Wright—Coral 49903
10. WHAT WILL I DO—I've Seen It All—Capitol 282
11. NO HELP WANTED—Red Foley—Coral 49903
12. HAM'S SONG—Patti Page—Capitol 282

**Rhythm & Blues**

**Popular**

1. HELLO, SUNSHINE—Jerry Gray—Coral 49903
2. DANCIN' WITH SOMEONE—Terry Breeze—Coral 49903
3. RAMONA—The Gooliohs—Mercury 49912
4. IF I WERE KING—The Hilltoppers—Mercury 49910
5. SOMEBODY STOLE MY GAL—Johnny Ray—Columbia 39951
6. Country & Western
7. I'VE GOT THE HEART That You Left Behind—Mills County 100
8. PLATINUM DOMERGES AND SHOOTS—Ray Anderson—Coral 49903
9. Country & Western
10. RHYTHM & BLUES
11. DAUGHTER, THAT'S YOUR REW WAGON—Red Foley—Coral 49903

**NEWSPAPER EDITORS—**

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DANCIN' WITH SOMEONE

(Longin' For You)

Slowly and Very Expressively

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All Rights Reserved Including Public Performance for Profit

WORDS AND MUSIC BY
BENNIE BENJAMIN
GEORGE WEISS
ALEX ALSTONE

THE BILLBOARD MARCH 14, 1953
THE BILLBOARD APRIL 14, 1953

RECOMMENDED TO DEALERS, OPERATORS AND DISC JOCKEYS AS A "BEST BUY"

TERESA BREWER  MOLLY BEE  DELTA RHYTHM BOYS  JIMMY YOUNG  RUSS MORGAN  EDDY HOWARD
CORAL  CAPITOL  RCA  LONDON  DECCA  MERCURY
#60953  #2396  #20-5217  #1315  DECCA  MERCURY

JACK PERRIN  MICKEY VALANDO, N. Y.
ARTIE VALANDO, CALIF.

VALANDO MUSIC CORP.  1619 BROADWAY • NEW YORK 19, N. Y.
## Best Selling Singles
Records are ranked in order of their current national release popularity as determined by Billboard's weekly surveys among its members. The rank is based on the record's sales at retail outlets and radio airplay. The survey includes only singles issues of 45 rpm records.

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>1</td>
<td>&quot;Dog in the Window&quot; F. Pascal</td>
<td>&quot;I'll Be There Again For You&quot; J. Smith</td>
<td>&quot;Tell Me You're Mine&quot; G. Lloyd</td>
<td>&quot;Tell Me You're Mine&quot; J. James</td>
<td>&quot;Little Boy and the Old Man&quot; J. Blake</td>
<td>&quot;Still&quot; J. Smith</td>
<td>&quot;I'm Sittin' on Top of the World&quot; J. Ford</td>
<td>&quot;I'm Sittin' on Top of the World&quot; J. Ford</td>
<td>&quot;I'm a Fool&quot; J. Smith</td>
<td>&quot;I'm a Fool&quot; J. Smith</td>
</tr>
<tr>
<td>2</td>
<td>&quot;My Bonnie&quot; J. Smith</td>
<td>&quot;I'll Be There Again For You&quot; J. Smith</td>
<td>&quot;Tell Me You're Mine&quot; G. Lloyd</td>
<td>&quot;Tell Me You're Mine&quot; J. James</td>
<td>&quot;Little Boy and the Old Man&quot; J. Blake</td>
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## Best Selling Children's Records
Records are ranked in order of their current national release popularity as determined by Billboard's weekly surveys among its members. The rank is based on the record's sales at retail outlets and radio airplay. The survey includes only singles issues of 45 rpm records.

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</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;Peter Pan&quot; J. Brown</td>
<td>&quot;Little Boy and the Old Man&quot; J. Blake</td>
<td>&quot;I'm Sittin' on Top of the World&quot; J. Ford</td>
<td>&quot;I'm a Fool&quot; J. Smith</td>
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## Best Selling Albums
Albums are ranked in order of their current national release popularity as determined by Billboard's weekly surveys among its members. The rank is based on the record's sales at retail outlets and radio airplay. The survey includes only albums issues of 45 rpm records.

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## Most Played in Juke Boxes
Records are ranked in order of the greatest number of plays in juke boxes reported by Billboard's weekly survey among its members. The rank is based on the record's sales at retail outlets and radio airplay. The survey includes only singles issues of 45 rpm records.

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## Most Played by Jockeys
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</table>
ALL SOLD OUT!

We wish to thank all RCA Victor record dealers for their enthusiastic reception of our special limited edition of Beethoven’s Nine Symphonies, as interpreted by Arturo Toscanini and the NBC Symphony Orchestra. The edition was oversubscribed even before the recordings were pressed, thanks to your interest. We regret that no further pressings of this history-making album are available.
HERE'S WHAT THEY'RE SAYING
ABOUT JOHNNY HOLIDAY...

Estelle Barnes
Program Director
WGN
"Truly Wonderful"

Al Benson
WGES
"Crazy... that's for sure"

Linn Burton
WIND
"It's a happy Holiday"

Ed Cerney
WSBN
"Either side should put Holiday on top"

John Coughlin
WAIT
"United's excellent entry into Pop field"

Dick Courtenay
WIND
"Could be a real big one"

Daddy'O Dailey
WAIT
"Great style, great warmth"

Sxzie Dewell
WGN
"Wonderful record"

Bob Drew
WAAP
"Holiday's best"

Jack Eigen
WMAG
"It's a happy holiday listening to Holiday"

Sam Evans
"This boy's got it"

Margaret Frye
Program Director
WIND
"Both sides have great feeling"

Herb Graham
WAIT
"Both sides well deserve a Holiday"

Don Hassler
WENR
"Record really has it"

Estelle Barnes
Program Director
WGN
"A great value"

Lenny Kaye
WSBN
"This should really make it"

Jim Leaunberry
WAIR
"Johnny's got a hit"

Don McCarty
WCR
"I like both sides"

Sid McCoy
WENR
"Holiday's done it"

Lee Pettillo
WCR
"Worth listening to on any program"

Frank Platt
WFA
"Both sides great, could happen"

Bob Porter
WIND
"Lot of heart"

Joe Rudolph
WAIT
"A Holiday everyday"

Myron Schults
Record Librarian
WAAP
"Either side can happen"

Topper
WCR
"It's all Holiday"

Ted Travers
WCR
"This'll put you on clouds"

Jay Trompetter
WIND
"New and a great stylist"

Tony Ventrella
WEDC
"Both sides are great"

Estelle Barnes
Program Director
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Herb Graham
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"Both sides well deserve a Holiday"

Don Hassler
WENR
"Record really has it"

Here’s what they’re saying about Johnny Holiday.

Estelle Barnes, Program Director, WGN: "Truly Wonderful".

Al Benson, WGES: "Crazy... that's for sure".

Linn Burton, WIND: "It's a happy Holiday".

Ed Cerney, WSBN: "Either side should put Holiday on top".

John Coughlin, WAIT: "United's excellent entry into Pop field".

Dick Courtenay, WIND: "Could be a real big one".

Daddy'O Dailey, WAIT: "Great style, great warmth".

Sxzie Dewell, WGN: "Wonderful record".

Bob Drew, WAAP: "Holiday's best".

Jack Eigen, WMAG: "It's a happy holiday listening to Holiday".

Sam Evans: "This boy's got it".

Margaret Frye, Program Director, WIND: "Both sides have great feeling".

Herb Graham, WAIT: "Both sides well deserve a Holiday".

Don Hassler, WENR: "Record really has it".

Marty Hogan, WCR: "A great value".

Lenny Kaye, WSBN: "This should really make it".

Jim Leaunberry, WAIR: "Johnny's got a hit".

Don McCarty, WCR: "I like both sides".

Sid McCoy, WENR: "Holiday's done it".

Lee Pettillo, WCR: "Worth listening to on any program".

Frank Platt, WFA: "Both sides great, could happen".

Bob Porter, WIND: "Lot of heart".

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Myron Schults, Record Librarian, WAAP: "Either side can happen".

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Ted Travers, WCR: "This'll put you on clouds".

Jay Trompetter, WIND: "New and a great stylist".

Tony Ventrella, WEDC: "Both sides are great".

America’s Newest Singing Sensation

Johnny
HOLIDAY

Bows with a pair of hits back to back on UNITED RECORDS

Why Should I Cry and With All My Heart

UNITED RECORD COMPANY
5052 Cottage Grove
Chicago 15, Ill.

U-148
Arrangement By DENNIS FARNON

OUT ONLY 10 DAYS
AND CHICAGO'S GOING WILD ABOUT HIM...
THE BILLBOARD  MUSIC 35

APRIL 4, 1953

the Stan Kenton Record!

a decade of modern concepts in music
CAPITOL salutes the man whose ten years of dynamic spirit and provocative ideas have set the pace for modern bands!

2 NEW STAN KENTON ALBUMS

"New Concepts of Artistry in Rhythm" exciting performances by Kenton's greatest aggregation Album No. 383 — Available on Long Play and on "45" Extended Play

"Sketches on Standards" request selections from the Kenton dance library Album No. 426 — Available on Long Play and, in two parts, on "45" Extended Play

THE ENTIRE CATALOG
of Kenton recordings is available once more for followers of THE STAN KENTON RECORD! This list includes fifty single records and these ten memorable albums:

"Artistry In Rhythm" no. 167
"A Concert In Progressive Jazz" no. 172
"Stan Kenton Encores" no. 155
"Innovations In Modern Music" no. 189
"Milestones" no. 190
"Stan Kenton Presents" no. 248
"Stan Kenton Classics" no. 358
"City Of Glass" no. 353
"Prologue" no. 386
"Popular Favorites" no. 421

www.americanradiohistory.com
This Week’s Territorial Best Sellers to Watch

**Detriot**

1. **Doggie in the Window**
   - P. Faye, Mercury
   - J. Believe, Columbia
2. **Till I Waltz Again With You**
   - T. Brewer, Coral
   - 5. Help Wanted, Mercury
3. **Tell Me a Story**
   - P. Laine, Columbia
   - 7. Believe, Nat (King) Cole, Capitol
4. **Don't Let the Stars Get in Your Eyes**
   - P. Como, Victor

**Philadelphia**

1. **Doggie in the Window**
   - P. Faye, Mercury
   - J. Believe, Columbia
2. **Till I Waltz Again With You**
   - T. Brewer, Coral
   - 5. Help Wanted, Mercury
3. **Tell Me a Story**
   - P. Laine, Columbia
   - 7. Believe, Nat (King) Cole, Capitol
4. **Don't Let the Stars Get in Your Eyes**
   - P. Como, Victor

**New Orleans**

1. **Doggie in the Window**
   - P. Faye, Mercury
   - J. Believe, Columbia
2. **Till I Waltz Again With You**
   - T. Brewer, Coral
   - 5. Help Wanted, Mercury
3. **Tell Me a Story**
   - P. Laine, Columbia
   - 7. Believe, Nat (King) Cole, Capitol
4. **Don't Let the Stars Get in Your Eyes**
   - P. Como, Victor

**Pittsburgh**

1. **Doggie in the Window**
   - P. Faye, Mercury
   - J. Believe, Columbia
2. **Till I Waltz Again With You**
   - T. Brewer, Coral
   - 5. Help Wanted, Mercury
3. **Tell Me a Story**
   - P. Laine, Columbia
   - 7. Believe, Nat (King) Cole, Capitol
4. **Don't Let the Stars Get in Your Eyes**
   - P. Como, Victor
NEW RELEASES

**JIMMY PALMER AND HIS ORCHESTRA**

"SOMEbody STOLE MY GAL" AND "NEVER, NEVER, NEVER"

No. 70116

**BABY PAM**

"Easter Bunny Song" AND "Goody Goody Gum Drop"

No. 70124

**BERNICE PARKS**

"Two Kinds Of Love" AND "Game Of Let's Pretend"

No. 70144

**ELAINE CARPEL**

"Loved and Lost" AND "Something Happened"

No. 70122

**LEO FULD**

"Zigan Melody" AND "YAASS"

No. 70126

NEW PLAYCRAFT KIDDIE SERIES

**DOGGIE IN THE WINDOW**

Backed With "Cowboy's Sweetheart"

PATTI PAGE

Packaged In 4 Color Envelope

JUST RELEASED!

**BEST SELLERS**

1. **DOGGIE IN THE WINDOW**

Jealous Eyes ................................PATTI PAGE......No. 70070*

2. **CARAVAN**

While We Dream....................RALPH MATERIE......No. 70097*

3. **TELL ME YOU'RE MINE**

Aye, Aye, Aye...........THE GAYLORDS......No. 70067*

4. **RUBY**

Love Mood..............................RICHARD HAYMAN......No. 70115*

5. **NO HELP WANTED**

Texarkana Baby......................RUSTY DRAPER......No. 70077*

6. **SEVEN LONELY DAYS**

If You Take My Heart Away...GEORGIA GIBBS......No. 70095*

7. **GOMEN NASAL**

Kiss Your Tears Away............EDDY HOWARD......No. 70107*

8. **RAMONA**

Spinning A Web........................THE GAYLORDS......No. 70112*

9. **POUR ME A GLASS OF TEARDROPS**

It's A Miracle.........................BILLY WILLIAMS......No. 70094*

10. **PRETEND**

After Midnight......................RALPH MATERIE......No. 70045*

11. **ANNA**

April In Portugal..................RICHARD HAYMAN......No. 70114*

12. **THE BULL WALKED AROUND OLAY**

Changeable .........................RICHARD HAYES......No. 70103*

13. **AFRAID**

Love light ..............................VIC DAMONE......No. 70108*

**BEST SELLING COUNTRY & WESTERN**

1. **NO HELP WANTED**

This Heart Is Not For Sale........THE CARLISLES......No. 70028*

2. **KNOTHOLE**

Leave That Liar Alone..........THE CARLISLES......No. 70109*

3. **THE MANSION YOU STOLE**

Tennessee Jive .......................JOHNNY HORTON......No. 70100*

4. **WICKED LOVE**

Don't Ever Tell Me.................PAUL AND ROY......No. 70121*

**BEST SELLING RHYTHM & BLUES**

1. **YOU LET MY LOVE GROW COLD**

Ain't Nothing Good.............DINAH WASHINGTON......No. 70125*

2. **ECTASY**

Hittin' On Me......................BUDDY JOHNSON......No. 70116*

3. **SHE'S GOT TO GO**

Come A Little Bit Closer............THE RAVENS......No. 70119*

Best Selling
Classical Records
For Week Ending March 21st (Billboard)

4. **RIMSKY-KORSAKOV**

Scheherazade: Minneapolis Symphony,
Antal Dorati, conducting

MG 50009

COMING SOON!
A NEW PATTI PAGE HIT!

NEW DANCE ALBUM

RALPH MATERIE

"Dancing On The Downbeat"

Downbeat Pretend

Buddy Eyes

La Ballina

After Midnight

Everything I Have Is Yours

Holt My Mountain King

Here For The Night

10 INCH LONG PLAYING RECORD

MG 25171

Also Available On Extended Play

*Denotes Available on 45 RPM

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www.americanradiohistory.com
MGM MUSIC

YOUR CHEATIN’ HEART
and I’LL BE WAITING FOR YOU

BILLY ECKSTINE sings

MGM 11439 78 rpm • K-11439 45 rpm

COQUETTE AND A FOOL IN LOVE

SILVANA MANGANO

MGM 11440 78 rpm • K-11440 45 rpm

VOX JOX

16 GEORGE PLOMLIN

DEALER DOINGS

By BOB FRANCIS

BEEF'S AND BOOSTS

Boots and Boos from Cincinnati.

Craziest 45 and 78 of the week is the new Fon-O-phonics version of "Uncle Sam." The record has been advertised as the public's first chance to hear "Uncle Sam" speaking to the public, and it has been reported that the record has been a financial success.

In the music industry, there has been a great deal of speculation regarding the success of the Fon-O-phonics record. Some believe that the record will be a financial success, while others believe that it will fail.

The Fon-O-phonics record has been criticized for its use of artificial sound effects. Some believe that the use of artificial sound effects will make the record less believable and therefore less successful.

However, others believe that the use of artificial sound effects will make the record unique and therefore more successful. The Fon-O-phonics record has been described as "a new and exciting sound effect record" by some industry analysts.

The Fon-O-phonics record has been advertised as a "must have" for music collectors. It has been reported that the record has sold out in many stores.

In the music industry, there is a great deal of excitement regarding the Fon-O-phonics record. It is expected to be a major success, and it is likely to be the first of many similar records to be produced.

In conclusion, the Fon-O-phonics record is expected to be a major success in the music industry. It is likely to be the first of many similar records to be produced, and it is expected to set a new standard for sound effect records.
RCA VICTOR makes April "Movie Month" with Four New Albums from Hollywood's Biggest Hits

TONIGHT WE SING: Thrilling musical episodes from the original sound track of the new 20th Century-Fox film. With Ezio Pinza, Roberta Peters and Jan Peerce. "45" $3.80, 33 1/3, $4.45

PETER PAN: Songs and sound effects as you heard them on the screen in the Disney production. Original cast with Bobby Driscoll as Peter Pan and Kathryn Beaumont as Wendy. "45" $2.95, 78 $2.95

THE JAZZ SINGER: Danny Thomas sings old songs and new from the score of Warner Brothers' 1953 version of the history-making musical. "45 EP" (2 records) $2.80, 33 1/3, $3.00

THE DESERT SONG: Kathryn Grayson—co-star of the Warner Brothers film—and Tony Martin singing Sigmund Romberg's glorious melodies. "45 EP" (2 records) $2.80, 33 1/3, $3.00

From top Hollywood musicals of 1953! All the songs people will be hearing ... singing ... humming ... and asking for!

These widely publicized hit movies will deliver a ready-made record market right to your door. So stand by for lots of requests for these four sparkling RCA Victor albums from Hollywood's biggest hits.

Prices suggested list. Add Federal Excise Tax and local tax.

Special promotional material which "does the selling for you" is available from your RCA Victor distributor. Ask him about it.
Best Selling Classics

Recordings are listed in order of their current national selling importance at the retail level. Records are based on The Billboard's weekly survey among major retailers. Separate charts are listed fora/3 1/2 and 45 r.p.m. records.

<table>
<thead>
<tr>
<th>Week</th>
<th>33 1/3 R.P.M.</th>
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<tr>
<td>1.</td>
<td>1. BEETHOVEN SYMPHONY NO. 9—E. Farrell, N. Merri-</td>
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<tr>
<td></td>
<td>man, J. Pearce, N. Scott; R. Shaw Chorale, NCB Sym-</td>
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<tr>
<td></td>
<td>phony Orch.; A. Ormandy, conductor; V 33L-ML 4800</td>
</tr>
<tr>
<td>2.</td>
<td>BIMSKY-KORSAKOV: SCHERZENADE—Minneapolis Symphonic</td>
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<td>Orq., Toscanini, conductor. Mercury (33L-MG 89000)</td>
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<td>V 33L-MV 1941</td>
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<td>4.</td>
<td>VERDI: IL TROVATORE—Z. Milanov, J. Bjoerling, F.</td>
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<td>Bariselli, L. Warren, RCA Victor Orq.; V 33L-LM 0601</td>
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<td>5.</td>
<td>SHAW: DCN JUAN IN NELL—Sir Cedric Hardwicke, Char-</td>
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<td>les Laughton, Agnes Moorehead, Charles Boyer. Col-</td>
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<td>ldn 33S-1616</td>
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<th>45 R.P.M.</th>
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</tbody>
</table>

Popular Record Reviews

**BILLY MR. BILLY**
By Bob Koutecky, CBC Ottawa. This is a fantastic recording of a fine artist, who has the voice of an angel, and who can sing to perfection. This is an album that is worth owning and would definitely be a great addition to any collection.

**RHYTHM AND BLUES**
By Bob Koutecky, CBC Ottawa. This is a fantastic recording of a fine artist, who has the voice of an angel, and who can sing to perfection. This is an album that is worth owning and would definitely be a great addition to any collection.

**FOLK SONGS**
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**JAZZ**
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THE ORIGINAL ...  
C & W VERSION  

THE BILLBOARD  
APRIL 4, 1953  

TOP C & W RECORDS  

This Week's Territorial Best Sellers to Watch

Names listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Cincinnati ... ONLY IN DREAMS
J. (Cannonsbal) Lewis, M-G-M 11460
New Orleans ... NO HELP WANTED
H. Thompson, Capitol 2370

Territorial Best Sellers

Listings are based on sales reports received via Western Union messenger service from top rhythm and blue stations and jockeys' opinions in the market listed.

New Orleans
1. Kau Ligs H. Williams, M-G-M
2. No Help Wanted
H. Williams, M-G-M
3. Your Cheatin' Heart
H. Williams, M-G-M
4. I Won't Go Home
H. Williams, M-G-M
5. Last Waltz
W. Pierce, Decca
6. Goin' Steady
F. Young, Capitol
7. No Help Wanted
H. Thompson, Capitol
8. Death of Hank Williams
J. Cardwell, King
9. Su Long
M. Multimann, King
10. Paying for That Back Street Affair
K. Wells, Decca

Cincinnati
1. Kau Ligs H. Williams, M-G-M
2. No Help Wanted
H. Williams, M-G-M
3. Your Cheatin' Heart
H. Williams, M-G-M
4. I Won't Go Home
H. Williams, M-G-M
5. Last Waltz
W. Pierce, Decca
6. Goin' Steady
F. Young, Capitol
7. Only In Dreams
J. (Cannonsbal) Lewis, M-G-M
8. Bumming Around
J. Dean, Four Star
9. Edie's Song
E. Arnold, Victor
10. I'll Never Get Out of This World Alive
H. Williams, M-G-M
11. Last Waltz
W. Pierce, Decca

Houston
1. Kau Ligs H. Williams, M-G-M
2. Mexican Joe
J. Reeves, Abbott
3. Bumming Around
J. Dean, Four Star
4. I Couldn't Keep From Cryin'
M. Robbins, Columbia
5. Your Cheatin' Heart
H. Williams, M-G-M
6. No Help Wanted
H. Williams, M-G-M
7. I Haven't Got the Heart
W. Pierce, Decca
8. Don't Let the Sun Go Down In Your Eyes
S. Willard, Four Star
9. Big Mama
L. Davis, Ohio
10. Playing Dumbbells and Washing Dishes
J. Delan, Capitol

Dallas-Ft. Worth
1. Kau Ligs H. Williams, M-G-M
2. Mexican Joe
J. Reeves, Abbott
3. No Help Wanted
H. Williams, M-G-M
4. Your Cheatin' Heart
H. Williams, M-G-M
5. I Haven't Got the Heart
W. Pierce, Decca
6. Hot Toddies
R. Foley, Decca
7. I'll Go On Alone
M. Robbins, Columbia
8. Last Waltz
W. Pierce, Decca
9. Your Cheatin' Heart
H. Williams, M-G-M
10. Goin' Steady
F. Young, Capitol

Nashville
1. After You Leave
H. Robbins, Columbia
2. No Help Wanted
H. Williams, M-G-M
3. Your Cheatin' Heart
H. Williams, M-G-M
4. Last Waltz
W. Pierce, Decca
5. Kau Ligs
H. Williams, M-G-M
6. I Haven't Got the Heart
W. Pierce, Decca
7. Hot Toddy
R. Foley, Decca
8. I Couldn't Keep From Cryin'
M. Robbins, Columbia
9. Dear Judge
S. Thompson, Decca
10. Knot Hole
Carlisle, Mercury

FIRST A PIANO, NOW AN ORGAN
WASHINGTON, March 28—Mrs. Dwight D. Eisenhower's distinction with a Hamond organ, an Easter gift from her mother, Mrs. John Deed, may be solved if the orchestra is available from the DECCA-Nick jokey Art Brown. The First Lady, who plays piano by ear, was having trouble adapting that technology to the new organ, when Bown offered herself to teach her to read notes and play the organ.

ATTENTION, DEALERS AND OPERATORS ONLY
SOLVE YOUR RECORD BUYING PROBLEMS BY USING OUR ONE-STOP SERVICE

Ordering and Catering Records Is a Difficult and Tiring Problem. Let Us Do Your Entire Buying! Let Us Do All the Hustling and Running Around to the Various Houses. Get All the Late Hits When You Want Them. We Can Supply All Speeds.

We Ship in 24 Hours—No Substitutes—No Back Orders. All for the Small Nominal Fee of 5c Over Our Regular Price Per Record. You Will Get Faster Service Than Anyone Else Can Offer You

TRY OUR SERVICE AND YOU WON'T USE ANY OTHER UPTOWN MUSIC ONE-STOP RECORD SERVICE 1926 DELMAR AVE. (Phone: NO. 2022) ST. LOUIS, MO.
# National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among nineteen stores throughout the country.

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
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<tbody>
<tr>
<td>1. KAW-LIGA—Hank Williams</td>
<td>7</td>
</tr>
<tr>
<td>Your Cheatin' Heart—M-G-M 70711446</td>
<td>69K 11146-ASCAP</td>
</tr>
<tr>
<td>2. NO HELP WANTED—Carlisle</td>
<td>10</td>
</tr>
<tr>
<td>Hank Snow Is Not for Sale—Mercury 7071028, 7071026-BMI</td>
<td></td>
</tr>
<tr>
<td>3. YOUR CHEATIN' HEART—H. Williams</td>
<td>7</td>
</tr>
<tr>
<td>KAW-LIGA—M-G-M 70711446, 69K 11146-BMI</td>
<td></td>
</tr>
<tr>
<td>4. EDDY'S SONG—E. Arnold</td>
<td>11</td>
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<tr>
<td>Composed With Thanks—Vito&amp;Vito 707101104, 67K 448-BMI</td>
<td></td>
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<tr>
<td>5. FOOL SUCH AS I—Hank Snow</td>
<td>11</td>
</tr>
<tr>
<td>God Who Invented Knights—Vito&amp;Vito 707120334, 67K 4584-ASCAP</td>
<td></td>
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<tr>
<td>6. LAST WALTZ—W. Pierce</td>
<td>9</td>
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<tr>
<td>I Haven't Got the Money—Dec 707120394, 707120394-BMI</td>
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<tr>
<td>7. DEATH OF HANK WILLIAMS—J. Cardwell</td>
<td>8</td>
</tr>
<tr>
<td>Two Arrows—King 70714272</td>
<td>70714272-BMI</td>
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<tr>
<td>8. I'LL GO ON ALONE—Webb Pierce</td>
<td>7</td>
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<tr>
<td>That's the Woman You Stayed Faithful To—707120276, 707120276-BMI</td>
<td></td>
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<tr>
<td>9. I'LL NEVER GET OUT OF THIS WORLD ALIVE—Hank Williams</td>
<td>12</td>
</tr>
<tr>
<td>I Can't Stand It Anymore—M-G-M 70711118, 67K 11309-ASCAP</td>
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</tr>
<tr>
<td>10. HONEYMOON ON A ROCKET SHIP—H. Snow</td>
<td>1</td>
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<tr>
<td>Three Weeks Is Going On Our Wedding—</td>
<td>707120315, 67K 11352-BMI</td>
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</tbody>
</table>

# Most Played by Jockeys

Records are ranked in order of the greatest number of plays on jockeys' juke boxes throughout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

<table>
<thead>
<tr>
<th>This Week</th>
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<td>M-G-M 70711446</td>
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<tr>
<td>2. NO HELP WANTED—Carlisle</td>
<td>13</td>
</tr>
<tr>
<td>Mercury 7071028, 707120134</td>
<td>707120134-BMI</td>
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<tr>
<td>3. YOUR CHEATIN' HEART—H. Williams</td>
<td>4</td>
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<tr>
<td>M-G-M 70711446, 69K 11146-BMI</td>
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<tr>
<td>4. GOIN' STEADY—F. Young</td>
<td>12</td>
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<tr>
<td>Capt 70722959, 70722959-BMI</td>
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<tr>
<td>5. FOOL SUCH AS I—H. Snow</td>
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<tr>
<td>Vito &amp; Vito 70710394, 67K 3384-ASCAP</td>
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<tr>
<td>6. THAT'S ME WITHOUT YOU—W. Pierce</td>
<td>6</td>
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<tr>
<td>Dec 707120314, 707120314-BMI</td>
<td></td>
</tr>
<tr>
<td>7. I'LL GO ON ALONE—M. Robbins</td>
<td>16</td>
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<tr>
<td>Cadiz 707120392, 707120392-BMI</td>
<td></td>
</tr>
<tr>
<td>8. I'LL WALTZ AGAIN WITH YOU—T. Snowdon</td>
<td>2</td>
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<tr>
<td>Cadiz 707120391, 707120391-BMI</td>
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<tr>
<td>9. HONEYMOON ON A ROCKET SHIP—H. Snow</td>
<td>1</td>
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<tr>
<td>Capt 70722346, 70722346-BMI</td>
<td></td>
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<tr>
<td>10. NO HELP WANTED—H. Thompson</td>
<td>1</td>
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<tr>
<td>Capt 70723341, 70723341-BMI</td>
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# Most Played in Juke Boxes

The Billboard's weekly survey among operators throughout the country using a high proportion of country and western records.

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<td>3. NO HELP WANTED—Carlisle</td>
<td>8</td>
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<td>Mercury 7071028, 707120134</td>
<td>707120134-BMI</td>
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<tr>
<td>4. THAT'S ME WITHOUT YOU—W. Pierce</td>
<td>5</td>
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<tr>
<td>Vito &amp; Vito 70710394, 67K 3384-ASCAP</td>
<td></td>
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<tr>
<td>5. I COULDN'T KEEP FROM CRYING—M. Robbins</td>
<td>2</td>
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<tr>
<td>Capt 70723077, 70723077-BMI</td>
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<tr>
<td>6. EDDY'S SONG—E. Arnold</td>
<td>8</td>
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<tr>
<td>Vito &amp; Vito 707120396, 707120396-BMI</td>
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<tr>
<td>7. HOT TODDY—R. Foley</td>
<td>2</td>
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<tr>
<td>Dec 707120375, 707120375-BMI</td>
<td></td>
</tr>
<tr>
<td>8. FOOL SUCH AS I—H. Snow</td>
<td>4</td>
</tr>
<tr>
<td>Capt 70722346, 70722346-BMI</td>
<td></td>
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<tr>
<td>9. MEXICAN JOE—J. Reeves</td>
<td>1</td>
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<tr>
<td>American 707120396, 707120396-BMI</td>
<td></td>
</tr>
<tr>
<td>10. LAST WALTZ—Webb Pierce</td>
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<tr>
<td>Cadiz 707120391, 707120391-BMI</td>
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**Another Smash Hit by THE CARLISLES**

**NO HELP WANTED**

MERCURY 70028
**TOP R&B RECORDS**

... For Week Ending March 28

**FOLK TALENT AND TUNES**

Nashville

George D. Hay, "The Solenoid Ole Judge," and a WLB's "National Barn Dance," have accepted the presidency of the "Hillbilly Keg Club." April 11 has been set as the date when Bill Walker will present the first guitar used by Jimmie Rodgers for recording with Hank Snow's son, Jimmy Rodgers, of the famous first man of country music, May 28 is building up as the biggest day ever in Meridian, Miss., for Hank Snow and his lead promotion of activities honoring "The Singing Brakeman." On the 20th anniversary of his death, the Meridian Chamber of Commerce reports a sell-out of hotel accommodations within a 50-mile radius... Snow has been set at Detroit's Roosevelt Lounge for two weeks beginning April 14... The Jimmy Collins' Record Shop will be opening in High Point, N. C., Gaylord McFarlan, owner, has set up at WDBX in Chattanooga, where regular, Floyd Farrar, return to his station. He has moved from the Hot Lot 오토 오리온, which has for many months been the only outlet for "The Drifter" on WDBX's WORO with a new after-school program, the Doral-Pit Hartford Area is home to "Covington Roundup," featuring Stan Cropper and Sonny andSLen Carpenter and Janie Moore, all stars of the "Covington Roundup Band." Capitral's lead, Bob Wills, has a top spot on Red Foley's "Grand Ole Opry" circuit. Wills follows as his week's guest of Foley. Since the "Breakfast at the Opry," done in the honor of Dickie's 300-seat ballroom began broadcasting 24 hours a day to the full house. The show is the brainchild of the station's owner, Eddie Hill, Turn Snow, Lew Childers, with WSM's Bill McDaniell, are due back in Nashville April 4 from their tour of Army installations. Most of their time was spent near the front lines. None of the shows were done on hollides. For two weeks they only did one show each week. However, it is true that "Grand Ole Opry" troupe wore out enthusiasm from eye to eye!

**WATCH THE CLINCH**

"CRYING STEEL GUITAR WALTZ"... Tannen Music, Inc. 144 W. 54th St., New York 18, N. Y.

**PRIMITIVE RECORDS**

"STANLIE KICKED THE BUCKET" R-373

**RASHE WATKINS**

"B.COM." 74-1331

"THE BILLBOARD" APRIL 4, 1953

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**National Best Sellers**

Sellers are ranked in order of their current national selling strength at the retail level. Results are based on The Bill- board's weekly survey among dealers across the country using a high volume of sales in the respective records.

<table>
<thead>
<tr>
<th>Date</th>
<th>Week</th>
<th>Last on Chart</th>
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<td>4/4/53</td>
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<td>4/4/53</td>
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</table>

**Most Played in Juke Boxes**

Records are ranked in order of the number of times played by disc jockeys in jukeboxes during the Billboard's weekly survey among operators demanding the country using a high proportion of playing time in their various locations.

<table>
<thead>
<tr>
<th>Date</th>
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<td>4/4/53</td>
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**Album and LP Reviews**

Country & Western

**HANK WILLIAMS MEMORIAL**

H.W.M. (133 E 363)

The most recent set of the Hank Williams box is at the present of this 15-inch EP box. Included are "Four on Your Side" and "Juke Box," rerecorded posthumously as a 78 record, and "Lover's Blues." During the time in Georgia, Williams was "Good Looking," "Cool, Cool, Cool Hound." "I Should Have Been with You," "Phil," and "Half as Much." This album is a true collector's item, but in the great demand. Disc jockeys should all be aware of this new set, since the various artists are on this wax. The performances become more intense at these real high moments on the wax tape.

**HANK WILLIAMS AS LEAD**

H.W.M. (133 E 363)

With some new songs and re-recording of the original of too many, there was an album that was able to put into deep test their talents. This box is the first box and is easily comprehended by the people to know where they are. Those with a small voice and written word does not matter. Although the lead of this label is the important thing to eye and ear. While this was itself, it has been well. Williams has been the knock of everything they make with, both in the company and on wax.

**GERRY MILLIGAN QUARTET**

J.J.R. (4-43)

Fame 5/4

The only jazzman set as far, builds the finest, finest song title. The tunes are arranged in never before heard order. The picture is on a complete setting of absolutely no every volume. He shows his talent in the studio with the jazz band. The set is in a complete session of the studio's "My Favorite" and "Voice." Not a new effort, ratted out, but with a high standard of years is the "Phil." The label's "Phil," a great one, is the "Phil." The studio's "Phil," a great one, is the "Phil." The set is complete and on wax tape.

**RUFUS THOMAS, JR.**

Sun #181

"WALKIN' IN THE RAIN"

SUN RECORD CO., INC.

706 Union Ave., Memphis, Tenn.

---

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Music as Written

LADDER OF Best Sellers From

TOMMY PRISCO
SHIRL LEWIS
RICKY NELSON
MARTHA WASHINGTON
JOHNNY RIVAS
DOUG LAURIE
ALLEN GINSBERG
HEDDA VANCE
ROBERTA FLEMING
THE GREGG FAMILY
JACKIE DEE
LEO GROVES
THE FOURS

Folk/Western

JACK CADDY
JIMMY HANCE
HAWKES HAWKIN
ROBBIE ROBINSON
ROBBIE ROBINSON
LADY LAMBERT
HANK WILLIAMS
JUNE CLEWS
BOBBY DAVIS
THE TIGERS

Country & Western

JOE BONNDEN
HESTER DAVIS
JIMMY WILLIAMS
JIMMY DAVIS
JACKIE NEAL

JAZZ

LITTLE ESTHER
RAINBOW LEE
WALT BENNETT
DOUG LAURIE

R&B Terriitorial Best Sellers

R&B
downs
Bake
Washington-Baltimore

1. (Mama) He Treats Your Nose Like Magic
2. (Mama) He Treats Your Nose Like Magic
3. (Mama) He Treats Your Nose Like Magic
4. (Mama) He Treats Your Nose Like Magic
5. (Mama) He Treats Your Nose Like Magic
6. (Mama) He Treats Your Nose Like Magic
7. (Mama) He Treats Your Nose Like Magic
8. (Mama) He Treats Your Nose Like Magic
9. (Mama) He Treats Your Nose Like Magic
10. (Mama) He Treats Your Nose Like Magic

Charlottesville

1. Let Me Go Home Whiskey
2. (Mama) He Treats Your Nose Like Magic
3. (Mama) He Treats Your Nose Like Magic
4. (Mama) He Treats Your Nose Like Magic
5. (Mama) He Treats Your Nose Like Magic
6. (Mama) He Treats Your Nose Like Magic
7. (Mama) He Treats Your Nose Like Magic
8. (Mama) He Treats Your Nose Like Magic
9. (Mama) He Treats Your Nose Like Magic
10. (Mama) He Treats Your Nose Like Magic

Cincinnati

1. (Mama) He Treats Your Nose Like Magic
2. (Mama) He Treats Your Nose Like Magic
3. (Mama) He Treats Your Nose Like Magic
4. (Mama) He Treats Your Nose Like Magic
5. (Mama) He Treats Your Nose Like Magic
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9. (Mama) He Treats Your Nose Like Magic
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New York

1. (Mama) He Treats Your Nose Like Magic
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4. (Mama) He Treats Your Nose Like Magic
5. (Mama) He Treats Your Nose Like Magic
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7. (Mama) He Treats Your Nose Like Magic
8. (Mama) He Treats Your Nose Like Magic
9. (Mama) He Treats Your Nose Like Magic
10. (Mama) He Treats Your Nose Like Magic

Chicago

1. (Mama) He Treats Your Nose Like Magic
2. (Mama) He Treats Your Nose Like Magic
3. (Mama) He Treats Your Nose Like Magic
4. (Mama) He Treats Your Nose Like Magic
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8. (Mama) He Treats Your Nose Like Magic
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Los Angeles

1. (Mama) He Treats Your Nose Like Magic
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8. (Mama) He Treats Your Nose Like Magic
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San Francisco

1. (Mama) He Treats Your Nose Like Magic
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8. (Mama) He Treats Your Nose Like Magic
9. (Mama) He Treats Your Nose Like Magic
10. (Mama) He Treats Your Nose Like Magic

Detroit Gets Two New Indie Labels

DETOUR, March 28 — Two new indie labels have been launched by Bob & Lee's Record Company, the firm has specialized in the past in music for various phases of show business, including skating rinks, parks, outdoorodience theaters and theaters. Owners are George E. True, Leon H. Holman and Frank P. Ellington. Another entry into the independent label field is Tony Dinkels Records. Owners are Harry A. Lyons and Gerald R. Upton.
You name it—we make it!

Columbia's newly expanded custom record department is at your service

With the most advanced technological and creative resources in the industry today!

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CALL MR. CARLSON

Alden O. Carlson, new General Manager of Columbia Transcriptions, heads up a team of expert, fast-moving Sales Representatives from coast to coast. In Chicago call our manager, Jerry Ellis; on the coast, Al Wheeler. Get the full facts and prices—now!
May Opening

The real story of theок plays, it is undoubtedly one of the best.

remains to be seen and the first day, and it performs each tune in

choose the one that has been a real

singles and the target of the best

is a blend of the most popular

while playing the room for the most

is for enjoyment. Give the ok opened in the most sub-

immensely popular and is a huge

Capital Town

The music played the most

were designed on Capitol, including such favorites as

"Sugar Brownie Stew" When My Sugar Walks Down the Street etc.

has included ballads and instrumental items, and this was long

of the danceable tempo: to show off the various artists

The Encore, four boys and one girl, do a rice go with their

for "The finest sound on record"

Specialty Buys

has delegated recording chores to

Rue has no plans for continued

for the future. Two of the

recorded for Champion. They are Joe Dyer, on the trumpet, the

voice, Ben Branch of Memphis.

a exclusive deal

In addition to his exclusive dis-

as a recording good-will ambassador among other

his headquarters, located at

spoke on the number of artists

a top pop sides, and also other

Vincent has been in the disk

for the past four years. He

as Allen Distributors,

then went to Delta Music.

for his job of operating his own

Pocket Books

tion of the information that is available

on the major label originator at

on the Bell label at 30 cents. This

in the field. The label

Pocket Books is a fine

Latanis of Simons and Schuster,

remains to be seen.

the work of our serious living composers to

In addition to the sides that

the ACA is understinging three

with the Rachmaninoff Society.

Cincinnati OK

The contract with the Cincin-

in closest with the ACA pact that

the Cincinnati group record

has been reached between

Regretfully we cannot be

RATES

of the danceable tempo: to show off their

ZAPPO ME ENGINEERING CO.

Derry, PA.

THE MARKET PLACE FOR THE MUSIC-RECORD INDUSTRY

CLASSIFIED ADVERTISING

HERE'S WHY

Over 1000 INDIE LABELS

They are so genuine and

REQUESTS DELIVERED QUICKLY!

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The Record Exchange

NUMBER #1 POLKA LINE

TOP ARTISTS AND TUNES

Economical, high-quality, Polish instruments.

Write for catalog and nearest distributor:

AGNA

304 North Ave.

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Qutters, Dealers If you need phonograph

gongs, write to us. We are the only

probably the only one who

With hundreds of records to

More than 17,000 active buyers

ADVERTISING RATES

REGULAR CLASSIFIED

Rates starting at $25.00 for the

Rates starting at $15.00 for the

DISPLAY CLASSIFIED

Rates starting at $10.00 for the

Rates starting at $6.00 for the

www.americanradiohistory.com
Roadshow Rep

Waring Band
Bags $7,144
At Spartanburg

Town's Auditorium
Hot for 1-Nighters;
Oklahoma Hits $8,496

SPARTANBURG, S. C., March 29—Memorial Auditorium here is fast developing into one of the
hottest showcases in the country as evidence of an early-to-late season run. The Fred Waring show, which
played here Monday (25), grossed $8,496 on its home date. The show, scheduled for the Coliseum here for the
next few dates, will be one of the features.

National Home Shows Reveals
More Bookings

DALLAS, March 29—Groove A. Godfrey, president of National Home Shows, announced
additional bookings and one completed dates his company will produce this summer for Dallas.
National Home Shows will produce shows here of a home study and exhibit type.

Opera Advance
Prompts Toronto
Ballot Booking

TORONTO, March 29—The advance
is a strong pitch for the long-haired type of presentation, following the success with the Metropolitan
Opera.

Suit Delays
N. T. Coliseum

NEW YORK, March 29—A
suit has been filed in State
Court, New York City, against the owner of the
site for the New York
Central Palace on December
4, 1955, says that the owner,
Edward J. Cotta, has been
selling the building to
another concern.

Auditorium Managers

W. H. Gibbons, manager of the Elgin, Chicago, is chairman of the
Auditorium Managers
committee. Gibbons is also a
member of the Illinois Auditorium Managers
committee. Other members of the committee are
W. R. Jenkins, manager of the Auditorium, Chicago; L. L. Burt, manager of the
Coliseum, Chicago; and
W. L. Linn, manager of the Masonic Temple, Chicago.

W. H. GRAY! writes from Bismarck, N. Dak., that he's
pleased to learn that we will have a
national minstrel show on this area this
year. He hopes they will bring some
music.
ABROD FURST is currently presenting his "Mysterions Around the World" show at the Hotel New Yorker in New York City. This show, which features a variety of talents, is being acclaimed for its ability to entertain audiences of all ages.

Jack Silkini, a well-known illusionist, has just returned from a successful engagement at the Roxy in New York. His show, which includes magic tricks and other illusions, has been highly praised for its entertainment value.

The Cavanaugh, a popular vaudeville act, has completed its tour and has returned to its home base in New York. The group, which includes some of the finest performers in the business, has been receiving high marks from critics and audiences alike.

The comedy routine performed by Miss Phyllis Brown and Mr. George A. was a hit at the Roxy. The pair, who are known for their clever and humorous acts, put on a show that left the audience in stitches.

The popular music hall, Music Hall, is currently staging a production of "The Merry Widow." The show, which is directed by Mr. W. Morris, features a talented cast that includes Miss Lucille Roberts and Mr. Robert G. The music, written by Mr. Warren Williams, is a major highlight of the production.

John Bartram Hotel


circle costumes & accessories

vogue


costume of the day


Music Hall, N. Y.

cast of the day


...show people rate special rates!

At the comfortably furnished John Bartram Hotel, located at 501 S. Broad St., Philadelphia, there are special rates available for guests.

John Bartram Hotel

I. MILLION

The London Palladium


...show people rate special rates!

Hocus-Pocus


...show people rate special rates!

at the comfortably furnished John Bartram Hotel, located at 501 S. Broad St., Philadelphia, there are special rates available for guests.

John Bartram Hotel


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Burlesque Bits


...show people rate special rates!

at the comfortably furnished John Bartram Hotel, located at 501 S. Broad St., Philadelphia, there are special rates available for guests.

John Bartram Hotel

---

Hocus-Pocus


...show people rate special rates!

at the comfortably furnished John Bartram Hotel, located at 501 S. Broad St., Philadelphia, there are special rates available for guests.

John Bartram Hotel

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Roxy, New York

...Continued from page 14

...show people rate special rates!

at the comfortably furnished John Bartram Hotel, located at 501 S. Broad St., Philadelphia, there are special rates available for guests.

John Bartram Hotel

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Burlesque Bits


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Roxy, New York

...Continued from page 14

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John Bartram Hotel

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Hocus-Pocus


...show people rate special rates!

at the comfortably furnished John Bartram Hotel, located at 501 S. Broad St., Philadelphia, there are special rates available for guests.

John Bartram Hotel

---

Roxy, New York
Roadshow Rep

Stone plans to move from this scene for Frederick Okla., where he will launch his summer strategic entertainment. Hill Players are en route East, he said, for a one-month tour. They are using E. F. Harriman's railroad connections and playing sponsor dates for the most part. They also have the option of playing on some outside work. He plans to have his stage ready. Burns, Ore., has been working particularly well for Okla., and in these dates, he said, he plans to head to Harney County, Oregon, where he will likely open with a show and then “Meet the old-time Eastern vaude

OPEN NURSERY AT LEOMINGTON

PITTSBURGH, March 28—Leomington Skating Palace has resumed operations after a month's laydown which followed the passing of its owner, Hyatt Rubinson. He is now operating a new nursery, which will provide entertainment for small children at a reasonable cost. The nursery will be open during the entire season and will be staffed by experienced personnel, including Harry Chlayter, in Bend, who has had extensive experience in the nursery business. "He is working a stroller type nursery, which will be open from 10 a.m. to 10 p.m. daily, and he plans to use the nursery to introduce the beginners to the habits of skating."

THE PARENTS GUIDE

STOCKTON, Calif., March 28—The Stockton Skating Club, which has grown into a civic enterprise since it was organized 20 years ago, with 23 members, held its annual club championships on Sunday and Saturday nights with five turcquets of spectators in attendance, who accompanied adults and children, including some who accompanied adults and children, including some who 

Toppie Converts

Pinkley Imperial into Skater

PHILADELPHIA, March 28—The Imperial Theater, Warner Brothers' high-class showplace in Philadelphia, has been purchased by James Toppie, who will run it as a roller rink. Toppie, represented by Simon Play contract, will pay $40,000 for Mr. and Mrs. Ferguson building owned by Albert J. Crouser. Toppie, who recently bought and converted the Royale Theater in South Philadelphia into a roller rink, will pay a total of $101,000. He will run a 4,500-seat auditorium, with a Meun, sports and dance arena in the area. The theater has a frontage of 170 feet and a depth of 107 feet and the audiencium is $28 feet.

Portlonders Hot in Portland

PORTLAND, Ore., March 28—Portland skaters walked off with the major share of first-class locations during the Oregon Automobile Rink Tour the last four years, with Rock Rink here March 16-18 under the auspices of the Oregon Rink Operators' Association. Most of them will compete at Imperial Rinks here, since in most of the country, including lowrations, the Imperial Rink is the club's headquarters. The city will be entered in the Imperial Rink. The competition will be watched with interest by the skaters who are competing for honors. Portlonders have a capacity crowd on its own merits and are an opportunity to see how good a job the skaters at the Imperial Rink is doing. Recreation is being done by the most and with the most satisfaction.

Forest Park Rink Names Brady Pilot

HANNY, March 28—One of the first acts by Mark S. Brady, new owner of the Forest Park Skating Rink and successor to the late James P. Armstrong, was publication of a monthly newspaper, the Forest Park Skating Rink News, which were not few. The newspaper will be published on the first of each month and will contain the latest news and happenings at the rink. The newspaper will be sent to all members of the Forest Park Skating Rink, and will be available at the rink for free. The first edition, dated February 28, will include information about the new owner, Mark S. Brady, and the future plans for the rink. The newspaper will be published on a monthly basis, and will be available at the rink for free. The first edition, dated February 28, will include information about the new owner, Mark S. Brady, and the future plans for the rink. The newspaper will be published on a monthly basis.
The Final Curtain

MTC Set Back In Channel 4 Fight

# Continued from page 4

Tannen to Sell for Longridge Music

NEW YORK, March 28—Three months after the settlement with the Kevins, the Tannen family has sold its share of Longridge Music to Montgomery Ward.

First copyrights held by Longridge Music (and Let Me In), recently warded by Billy Byram, are sold for $500,000.

BML Names Kay Editorial Adviser

NEW YORK, March 28—Vivian Kay, senior staff writer and current temporary copywriter, has joined the staff of the BML as Editorial Adviser in charge of the BML's new department for the promotion of new music. She will be in charge of the BML's new department for the promotion of new music.

Introducing the new department, Kay said: "Our goal is to bring together all the resources available to us in the promotion of new music, from radio and TV to print and direct mail. We believe that by doing this we can help to make music more accessible to a wider audience."
R-B Move to Gobble Extra Lot in Philly Gets Tentative OK

Big Show Seeks Carnival Lot; City Solicitor Nixes Need for Bids

PHILADELPHIA, March 28—The Philadelphia Board of Parks and Recreation today has issued a license to R-B Bros. and Company to operate a midway this summer. The license allows R-B Bros. to operate a midway on a plot of land located at 15th and Broad streets, near the intersection of 15th street and the Schuylkill River.

The additional lot sought by the circus this year, as well as all other vacant acreage for several blocks in nearly all directions, was occupied last year for carnival and recreation operations. The city of Philadelphia has been unable to locate a site suitable for the Big Show, and has therefore applied to the City Council for a license to operate a midway on a plot of land located at 15th and Broad streets, near the intersection of 15th street and the Schuylkill River.

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To Build New Grandstand

ANDERSON, S. C., March 28— Sandra Cox, president of the Anderson Area Amusement Company, said today that plans are being made to build a new grandstand at the Anderson County Fairgrounds. The new grandstand will be built on the site of the old grandstand, which was destroyed by fire last year.

The new grandstand will be located on the west side of the fairgrounds, near the entrance to the grandstand. It will have seating for 4,000 people and will be equipped with a new roof and a new stage.

The new grandstand will be used for a variety of events, including concerts, circuses, and rodeos. The Anderson Area Amusement Company is also planning to build a new restroom facility near the grandstand.

King-Cristiani Primed for Campaign; 40 Paper Styles 'Push Second Largest'

Rodry Act, Giant, Cannon Contracted; Enlarged Parade, Balloon Stunt Set

MACON, Ga., March 28—King-Cristiani Bros. and Company has been named as the grand marshal of the King-Cristiani Parade, which will be held in Macon on Halloween night, October 31.

The parade will feature floats, bands, and clowns, and will conclude with a fireworks display at the end of the parade route.

The parade will begin at 7:00 PM and will proceed down the main streets of Macon, ending at the Macon Civic Center. The parade route is estimated to be 2 miles long and will feature floats from a variety of local organizations, including schools, churches, and community groups.

Dollar Days

RICHMOND, March 28—The Richmond City Council has approved a plan to hold Dollar Days, a series of events that will be held during the summer months.

The events will include a fireworks display, a 4th of July parade, and a Labor Day celebration. The events are expected to attract large crowds and boost the local economy.

The Richmond City Council is also considering the possibility of holding a winter festival, which would feature events such as ice skating and snowboarding. The council is currently discussing the feasibility of holding the winter festival and will make a decision on the matter in the coming weeks.
Talent Topics

The Great Fuszner, spiral tower and aerial testboard act, has signed to play Valleys (Ga.) Fair, July 19-25, to be followed by a plugging for the Art Baker TV show "You Asked for It." Fuszner will play Atlantic, N.J., July 4, for the regiment Vets before going to California.

Bob and Roger Monahan are back in the seaside circles. The duo, which does Bistley, trampolinists and some trips, is with Jerry Wilson's Grand Circus Amusement on a Pacific Coast 10-week tour. The boys report the circus is modern in every respect and one of the smoothest operating. Following the run, they will head back for Midwest fair dates.

Roy Simms, high performer, is up and around again after a two month spell of the flu and pneumonia. He is busy getting his gear ready to leave his Denver, Ark., home for spring dates. Simms is scheduled to open at an Illinois festival in mid-May and will also work several Minnesota dates during August.

Captain Jimmy Jamison, high diver, has been signed as the free attraction with United Amusement Company, which operates mostly in the New England States. Jamison is scheduled to open with the ory April 20 in Providence.

The Sunday (9) "Super Circus" television program from Chicago will include a big aerial high wire, Miss Happy, Harrison, animal circus; Flying Bisons, pony pole, and the Waybackmen, trapeze. We are told the act Booker, reports, Talent set for the following Sunday's bill includes Win Yu, tight wire; Helon Tropper, bare and cutting; Miss Fay Bonsen, trapeze, and the new Northern-Maday act, which includes an elephant, donkey and a man.

Capt. Guy Leslie and his wife, of Florence, N. J., owners of the Wonder State, recently had as their guests Mr. and Mrs. Dick Bello, owners of the Wonder State, and Seal's, of San Marcos, Tex. The Bello's were visiting the Warnes after which they headed for the Sportman's Show in Philadelphia. Leslie went to New York where one of his seals appeared on the "Morse and Monroe" television show. Leslie is negotiating with an agent to work this season.

The Freedom, balancing act, recently arrived in Chicago from Las Vegas, dressed in military uniform. The bird trainer, is still nursing himself in Texas and plans to arrive there around May 1 for Portland, Ore., After Portland, the Samatoes will head for San Francisco.

Gonzales Sisters have been booked into Palmdale (N. J.) Park, as the opening free act of the season to work their dog act twice daily April 4 thru 12.

Michael Rose, with his "The Feet and the Fiddle" act, was slated to appear on the TV show, "You Asked For It." has Fanny Armstrong and Frankie Salito, mid, have just closed their season after three weeks in Guang and seven weeks with Ostron Davison's Shrine circus.

KING AMUSEMENT CO.
601 Greenleaf St., Chicago, Ill.

WHALE AHOY!

Storms Delay Mrs. Haroy's Arrival in US

NEW YORK, March 28.—The arrival of Mrs. Haroy, the famous trainer of the London-embalmed whale, which was originally set for yesterday, has been delayed due to storms at sea. Offshore of the Molter Steamship Line's ship the Bel-So, $6,000, is expected to make a landing scheduled for late Monday (20) on the Brooklyn pier, TUESDAY (21) in their Brooklyn pier. A definite ending date has not yet been determined by the mussel's owner, the Seattle Co. It is expected that a location will be set during the week, and as the whale is carved, it is adapted for U. S. railroad coupling devices.

Bill Dool, local press agent, has been solicited to handle publicity chores for the attraction, and al- ready has his ticket to the Astrotarium ordered under way. Several television outlets are expected to be on hand to film the unloading of the cur and whale, and Leo, Leren, who is going to use the arrival story on Monday (13) in their show "Viv New York," radio show over WNYC.

WCBS-TV also expects to show unloading of the whale and the first week showing the next news shows the same day, and New York gos are expected to cover the event.

Troy Hills Ups Parking

TROY HILLS, N. J., March 28.—A rearrangement of depart- ments in Merita County Fair has mean increased parking facilities. Space for some 15,000 cars has been secured on the drive-in way which leads to the new entrance of the fairgrounds and connects with several located near the traveled car arteries.

The new arrangement will also give a block of about five acres immediately in front of the new entrance to the I. S. T. Show, which plays the fair this year.

KIDDIE FERRIS WHEELS
Park and Portable Type
Manufacturers of Kiddie Rides
S. A. ROLLER WORKS
22 Rolla St.
San Antonio, Texas

ARROW MERRY-GO-ROUNDS
Built on the Best-The Best to Last
KIDDE RIDE AND ADULT STREAMLINER Rides
FOR PARK OR POSTAL
The American Way for Tomorrow
ARROW DEVELOPMENT CO., INC.
201 MOLFETT BLDG.
MountAIN View, CALI

GIVE TO DAMON RUNYON CANCER FUND
A bill which would permit new nuclear reactors in Illinois county fairways was passed by the House of Representatives in Washington, D.C., this week (April 22). The bill authorizes the State racing board to grant a license for a new nuclear reactor at any point in the State at any time of the year. The license would permit the reactor to be built at a location not less than 150,000 acres. A companion bill, also approved, would allow the reactor to be built at $50 per day; Major Chicago tracks high up to $500 per day.

Charles Zemansky Sr., head of the Chicago booking agency, retired to Chicago Friday night after a 16-day Florida junket, accompanied by Mrs. Zemansky and their son, Jack. While in South Florida, Zemansky visited with Bill Jones and came back by way of London, where they spent some time with the Harry Baits.

The Spokane Interstate Fair which was revived in '52, is following a strong comeback trail, President Arthur Moyer informs. When reactivated, it ran without a premium list. This year it will offer $3000 prizes for horses, dairy and beef cattle, hogs, sheep, poultry, rabbit, rabbit, rabbit, women's department and a rodeo. There is a new 5.9. (H. Mark Welch) is the manager.

The following is the list of dates for the 1953 Outdoor Special, the largest outdoor special in the show business, scheduled for next summer. The dates are: May 1, 1953, Proctor, N.J.; June 1, 1953, St. Louis, Mo.; July 1, 1953, Chicago, Ill.; August 1, 1953, Chicago, Ill.; September 1, 1953, Chicago, Ill.; October 1, 1953, Chicago, Ill.; November 1, 1953, Chicago, Ill.; December 1, 1953, Chicago, Ill.

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DOCS WIN

Ante-Polio Vaccine is Discovered

NEW YORK, March 28 - Polio panels at last after business for years, may have met its match. Doctors and a vaccine against the disease were revealed yesterday (Friday) at a dinner in honor of the National Foundation for Infantile Paralysis.

Dr. Jonas E. Salk, professor of microbiology at the University of Pittsburgh, who headed the group that discovered the vaccine, said it had been tested and found to be effective against all three types of the disease.

Salk emphasized that there were still many questions that remained to be solved before the experiments were still in progress. Dr. Salk did not say what the exact nature of the experiment had been. The results were to be announced by any other vaccine group had been proved best in trials.

Salk, on the National Foundation, said no plans had been available for making the vaccine is not expected until 1954.

Big Doings

Mark Beam

Preem Date

WINDSOR, Pa., March 28 - Beam's Attractions, will open April 30 at Johnstown, Pa., under sponsorship of the Lower Yough and Westmore fire departments.

The "D" Street amusement for the event, with two parades, fireworks and other promotions scheduled to attract attention to the drive-in.

All rides are being relocated.

New rides will be placed on the drive-in's attraction of the weekend.

Manager Steve Decker has been in quarters since March 14 to have his duty as an assistant to a port that he has held for a number of other new organizations.

Rosanne Lee and Bob Hand have started to produce the Gis and Piel, Orson Welles, and a new group.

Paul Yoder, manager of the Foundation of Infantile Paralysis, said he is planning the opening of a new attraction for the summer season.

Jordan said that while he had considered the possibility of offering a new season's opening, he had decided to stay on the "another year, maybe, longer.

The Fair is operated by the Mason Children's Home Club under contract with the Mason Chamber of Commerce. Rich Miller will serve as president this year. The chamber's share of the profit will be used for the establishment of new buildings and other needed facilities for the 300-room orphan Central City park, far grounds site.

Playtime Sets

N. H. Opening

NEW YORK, March 28 - Playtime Shows, which plans to open in Manhattan on April 13, will be one of the earliest openings this year to a new attraction.

The show will play the early 28 or 29. Remaining resorts on Fridays and Saturdays and Sundays. The show has a 24-week schedule, which includes 12 fairs and celebrations.
Atlantic City Landmark Goes Under Axes of Wreckers

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Atlantic City Landmark Goes Under Axes of Wreckers

ATLANTIC CITY, March 28—One of Atlantic City’s most famous landmarks went under the axes of wreckers this week. No. 1 Atlantic Ocean, the unique palace-like home of the late Capt. John L. Young, 1,000 feet out over the ocean on Million Dollar Pier, will not make the city’s Centennial, as it is scheduled to disappear within the next 30 days.

Charles T. Cosson, president of the Associate Realty Company, owner of the pier property, and son of Kennedy-Cosson, who with Captain Young built the Million Dollar Pier in 1898, said that the building was being demolished because it had outlived its useful life and was an old structure weakened by the years. He said the decision to do away with the place was in the interests of safety and to provide additional room on the pier for amusements, its primary purpose.

Following the death of Captain Young in his Beach Bungalow, Feb. 16, 1938, the mansion was not used for 10 years, and then, after extensive repairs, occupied by its owner till the time he leased the pier. Since that time it has been little used and most of the priceless interior decorations, including pictures, have been carried away.

The mansion has also disappeared, the last, structure being burned. Built in 1898, Young built the mansion as a part of the original pier plan in 1898, overlooked for another home he had previously conceived and lived in at the original Young’s Ocean Pier. This place owned to the ground in 1912.

There was talk several years ago of making the Young mansion a museum to honor the pioneer pier builder, a proposed move that might be futile as the structure could not be saved. The pier was destroyed by fire in 1912.

Herold Construction

Hamid, during his occupancy of the Pier, who operated Young’s Ocean Pier, is one of the last of the Dollar Pier, to publicize the unique building. The pier, which included the home itself, has been purchased for a million dollars by the London Club, which extended greetings from the owners, the Allies, to Ocean City, in the past, “across the sea,” to the population. Numerous summer real estate and a short subject in (Continued on page 4)

Carnival Routes

Send to
2180 Davidson St.
Cincinnati 22, Ohio

Circus Routes

Send to
2160 Madison St.
Chicago 22, Ill.

New Shooting Gallery

New Pigeon Shooting Gallery

4161 North Clark St.
Chicago 13, Ill.

Columbia Colored Fair Elects Execs

SOUTH BEND, Ind., March 16—At the annual meeting of South Bend Colored Fair Association, held here Wednesday night, S. H. Collins, an elected president during the fair last year, was again selected to head the organization.

New Shopping Gallery

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Giant Balloons

Spotlight Your Concession

Add festivity and excitement to your concession with these beautiful, inflatable balloons in a variety of sizes and attractive designs. Your patrons will be charmed by their presence and attracted to your stands, resulting in increased sales and customer satisfaction.

Saskatoon Ups Day Grandstand Admission 25c

Directors Also Vote New $15,000 Outside Gate, More Parking

SASKATOON, Saskatchewan, March 28—In an $11,000 stand for the Saskatoon Exhibition, the grandstand will be upped from 75 cents to $1,000, directors decided.

Move was opposed by three members of the board, Dr. Fred Salles, president of the club and chairman of the ruling committee, who felt that the profit of $10,000 last year the directors should leave well enough alone.

D. D. P. T. approved erection of a new main stand of cost of $7,000 and discussion space.

M. McIntyre, chairman of attractions committee, reported that plans for the development of the exhibition grounds accommodation for the coming event.

Race purses this year have been upped $1,000 to $35,000.

P.I.A.A. Resumes

By Carl L. Rasch

by a CREATORS Hollywood Jr. 55

Tests by independent engineers prove that CREATORS Hollywood Jr. 55 is the best and most healthful way to test any location. This test means income, and the customer may test any location. See your nearest Authorized CREATORS Service Dealer or write to CREATORS, Inc., 420 So. Michigan, Chicago 1, Ill.

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APRIL 1, 1953

58

The BILLBOARD

FOR SALE SIGNS TACKED ON SEVERAL MAJOR FUNSPOTS

Lack of Succession Held Cause, Not Absence of Good Business

NEW YORK, March 28—Several of New York's major funspots are offering for sale signs that indicate a lack of succession in management. With the lack of potential family successors, a number of funspots have been forced to take action to keep their businesses going. One of the reasons for the sale signs is the high real estate values. The lack of potential family successors has forced some funspots to consider selling their businesses to other parties. This has led to increased competition between funspots, with some even lowering their prices to attract buyers. A better reason for the offerings of the sale signs is the lack of potential succession. The lack of potential family successors has forced some funspots to consider selling their businesses to other parties. This has led to increased competition between funspots, with some even lowering their prices to attract buyers.

Kelmans Completes Indian Point Purchase

Real Estate Transaction Finalized; Report Bookings Well Ahead of 1952

NEW YORK, March 28—The Kelmans family has completed the purchase of the Indian Point Realty Corporation, which owns the Indian Point Lake, located on the Hudson River, near Tarrytown. The deal was said to be for $300,000, with a down payment of $50,000 and the rest to be paid in annual installments of $10,000. Kelmans said that the purchase was made for speculative purposes, as the area is expected to become a popular recreational spot in the future. The Kelmans family has been active in the real estate business for many years, and this purchase will add to their portfolio of properties in the area.

Scott to Open New Funsport

DAYTONA BEACH, Fla., March 29—Charlie Scott, owner of the Luna Park at St. Augustine, announced this week that he will be opening a new funspot at this beach here April 3. The funspot is expected to open on Good Friday Day this season.

Palisades Rosenthal Predicts Big Season

NEW YORK, March 28—Richard Rosenthal, owner of the Palisades Water Park, said this week that he expects a big season at the park this year. Rosenthal has invested a large amount of money in new rides and attractions to make the park more appealing to customers. He said that he expects the park to be very busy this year, with a large number of visitors expected.

Antique Show Set For Palisades Park

NEW YORK, March 28—In connection with the New York State Sports Car Show, which opens on April 7, the Palisades Park Museum and Antiques Society will present their annual antique show. The show will feature a wide variety of antiques, including furniture, china, glass, and silver. There will also be several model airplane displays, with planes being flown both indoors and outdoors.

EDGEEWELE LEADS DETROIT STARTERS

Wagner Sets April 3; Jefferson Beach, Motor City Choose Easter

DETROIT, March 28—Edgewater Amusement Park will steal the show this year, according to recent plans, by opening its season on April 3. The park is expected to draw a large crowd, with many families visiting the park for the first time. In other news, the Jefferson Beach Park, which is located in Motor City, has chosen to open on April 3 as well, with the Easter holiday bringing in many visitors.

BIG TURNOUT Predicted for N. E. Conlab

BOSTON, March 28—A large turnout is expected for the 75th anniversary of the New England Association of Amusement Parks and Beaches. The event will be held at the Hynes Convention Center here Tuesday, April 1. The association was founded in 1884, and this year marks its 75th anniversary. The event will feature speeches, music, and a variety of entertainment to celebrate the association's history.

JOLLY JOYCE BOOKS

Jersey Ranch Spot

PHILADELPHIA, March 28—The Jolly Joyce Agency, with offices in Philadelphia, announced that they will be representing the Jersey Ranch Spot, which is located in the Circle A Ranch, four miles east of Steamboat Springs, Colorado. The agency has been successful in promoting the ranch in the past, and they expect to do so again this year.

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BATT GOES LATIN

Opportunity Raps For Peru in Park

By HARRY J. BATT

President, Pontchartrain Beach,
New Orleans

This is the first of the articles in which we will discuss the status and opportunities of recreation areas in South America.

We doubt if there are lovers—of the great outdoors—but the outdoor recreation industry as we know it in the United States has a lot to offer to those that our Latin neighbors might profit by.

I have just completed a 13,000-mile tour of eight South American countries. I had the opportunity to meet with many civic leaders and government men in South American cities. It was an enlightening and fascinating experience that I wish more of our outdoor recreation executives might have shared with me.

Recently in this Western Hemisphere lie opportunities in the outdoor industry that have not been seriously considered until now. Perhaps the true value of South America has been under-rated.

I was fortunate to be a member of the delegation of 54 United States mayors and other officials of the public affairs world that on February 18 to attend the International Municipal League Congress in Montevideo, Uruguay. En route we visited Panama City, Lima, Peru; Santiago, Chile, Buenos Aires, Argentina; Porto Alegre, Sao Paulo, Santos, and Rio de Janeiro.

Leisure Time Discussed

One of the most important problems under discussion at the conference was that of the proper use of Leisure Time in the present hectic age. Delegates from all countries seemed to recognize that the rising standards of life in the United States have increased the leisure time of their citizens and that the American people are an increasingly creative leisure time.

These raised standards have also increased the need for school holidays and extended vacation periods.

The keynote of this meeting was: "We can state that one of the most important problems which characterize our times is that of leisure and recreation. ManKinds suffer thru the lack of organization of leisure time rather than thru the lack of organization of work. The lack of organization of leisure time is responsible for the majority of men are especially examples of the necessity of leisure, while for their leisure time nothing has been done."

The increase of delinquency at all ages may be connected with the illness of leisure time. Physically we might say that the strong use of leisure time is large, and we might call social pathology in a certain South American disease which are harmful to the coming generation and to the very life of nations."

Lenders Seek New	

While the Latin leaders realize the importance of providing recreational facilities for the great mass of people, I think that the slowing down of development along the lines the they enjoy in the United States must be attributed to the Latin States. No doubt there are difficulties in this regard to governments and private investment.

The system of government that permits a president to appoint the mayors of the principal cities of his country, and the mayors in turn to appoint their councilmen, may be effective in getting, most things done very quickly. However, I doubt whether it reflects the wishes and aspirations of the people they govern, or as effectively as in other countries.

We will all know that the public alone dictates to us whether it is to die railroads, or Auto Showers, or bus lines for their entertainment.

South America has miles of beautiful beaches, but I failed to see one dozen beaches, or beach hotels, or Arcades. There are beautiful city parks, marvelous estates that have the most beautiful open houses in the land, and magnificent gardens of the most beautiful gardens. We may be more lenient to national heroes who saw their erection in great strain.

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Concessionaires or Agents, to lease Flat or Percentage, the following Stores fully equipped to operate for Merchandise only: Spill the Milk (Ball Game) Amusement Rides (Ride on Cycles) Hallett-Buck (Keg Game) Toy Doll (Ride on Cycles) Also NERD Cradle and Counter Men—Ride Operators

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GALLOPING HORSE CARROUSEL

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GIVE TO DAMON RUNYON CANCER FUND

REGULAR PAYMENTS

SAVE YOUR MONEY

SAVE YOUR LIFE
Aerial Antics Tossed Around In Mag Yarn
NEW YORK, March 28 — Ballantine, who lost last year’s race to the Crocker, and for- mer Daisy Circus Announcer, has written a magazine article about circus trapeze art- ists. He is the only one entitled “Cleavers and Catchers.”

TRUE TALES

R-B Advance Runs 40G Ahead of 1952

Preem Set Wednesday Night (1) to Benefit Cerebral Palsy; Foreign Troupes Arrive

NEW YORK, March 28 — A mid- week, record on ticket sales for the jousting. The Ringling Bros. and Barnum & Bailey Circus, Bowd, in the last day of the season, according to reliable sources. The record was set Tuesday night, with the opening of the United States and Canada tour. The Ringling Bros. and Barnum & Bailey Circus arrived at the Jersey City, N. J. Jacob Riis Terminal, which will be ferried around Manhattan Sun- day. The show will be the first under way in the Harlem River area and it is planned to have it at Madison Square Gar- den.

Elephants and horses and other walking quadrupeds will make the journey over Putnam Ave. Bridge, down Second Ave., then over to 46th St, then to Sixth Avenue, and then to Third Ave. near Ninth and then to 34th Street and into the Garden. The passengers can catch the train, stopped at Hamill, N. C. and in other stations along the line.

Aunt Truespe

New foreign troupes, engaged by John Ringling North, during the last few days, are arrived at the Garden. The first of these troupes will be the Lacy and Katt family. The group consists of five ring- dressed somersaults, of the Boesman, a-cope, concerto-forte style. Hazel Long, harmonium player; T. C. Davis, the comedian; and the dancers, John and Hannah Johnson, both dressed as Eskimos. The troupe will also be accompanied by a driver, a somersault artist, Eugene Scott's circus baby, baby woman, and baby man, and a number of baby animals.

Beers-Barnes To Start Tour April 20 in Ga.

VALDOSTA, Ga., March 28 — Members of the Beers and Barnes Circus arrived today for a two-month stand in Valdosta.

The show will consist of a horse, a dog, and a monkey. The horse will be used for the monkey's tricks, and the dog will be used for the horse's tricks.

New Truck Show Being Framed In West Canada

EDMONTON, Alta, March 28 — A new truck show is being framed in this city. It will be called Odyssey 5-Circus, and it is scheduled to open May 20.

For the first stand only, it will be called the Leader Show of Canada for the purposes of the show. It will play an important role in the circus, using local managers.

Newspaper-Winners of the three-week tour, scheduled for Chicago, will be delivered Chicago, and the winners will be paid white. The tours are now being carried out by a new power plant. The winner is a native of Eastern Canada and others will be announced later. All the judges for the contests are held in the Olympic competition.

FOSGATE BOARDS JACQUINS ANIMALS

Westport, Conn., March 28 — The Fosgate boards are ready for the use of the jacquins animals. The animals are designed to be used in the jacquins' acts. The jacquins are a group of thirty-five jacquins, which have been trained in Canada.

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Franco Richards has a Management on which is a general agent. He is a member of the Beefalo Lumber Company, and is one of the owners of the Beefalo Lumber Company. He is a member of the Beefalo Lumber Company, and is one of the owners of the Beefalo Lumber Company.
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ROADSHOW REPS

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The Shipping Delay Mrs. Haroy's Arrival in US

The storms delayed Mrs. Haroy's arrival in US.

Dense, dependable products are manufactured in Texas and available in the region.
Dressing Room Gossip

Siebrand Bros.

Fridays' noise Thursday (19) drew a crowd downtown to make like tourists with the neon lights, boots and bandanas. Business was slightly off for most, but one woman stood out and picked up for the week-end, when the noise and excitement was going full force.

Penny, once again, was nod 100% or "no" at the 4-4601. When her boyfriend, Tony, entered the room, her face lit up. She was in love with him.

Penseh and Danila Ricke were entertained at the ranch home of Rale and Beryl McDonald, friends and agents. Danila baby'd for Betty Hoddin during the web and trumpet presence. C. S. Matthews is in constant ill health and awaiting a wire from her wife, Tennesse, concerning the birth of a new baby.

Sundries are rapidly replacing the case of book make-up since the Valley of the Sun gave us 17 working days. With no drop of a rain. Walter Flect made a hurried trip to Phoenix after working on program ads in Glendale.

Recent visitors included: the Slaters, Maurice Marquise, the Guadell family, Teresa Neuman and the ever-liked clown — JOE HODGEN HODGIN.

Promotional Director

Leaving for the West shortly, director announces also that all programs are acclaimed to top the rest.

JACK JACKSON

1100 Southern Blvd, Phoenix, Ariz.

THE TOMMY SCOTT SHOW

American Ring's latest show

Marquis' Miniature Circus play at the Marquis miniature theater. The 10-week running of the Agnes Shrine Circus, Quinn and Brack's circus will play Oakland under the auspices of the American Ring from April 17-26.

The Harriet Beatty Tent No. 68, 4001 E. Barstow, under the auspices of the Knights of Columbus, Ca. Prince, received its charter and was under the direction of the vice president, and Mrs. C. R. Woods, director.

Clown T. R. Woods, vice-president, was accompanied by Phyllis, daughter. Frances, his secretary, and the famous Steel Miller. The show will be in the city for two days.

March 19, 1953

PHOTOGRAPHED BY JOE HODGEN HODGIN.

Green Valley, Mo. March 28—Millis Publicity pulls biggest winter crowd

Green Valley, Mo., March 28—Millis Publicity has the larg- est winter crowd quarters Saturday (26) for the quarter program, following the show's high reputation in town and network TV spots, plus press announcements.

Harry and Jack Mills were at the opening of the show. Performers from the other Davenport Attractions, plus other attractions, filled the venue at quarter; on Sunday (22), and several Mills people got the Davenport show to the hotel.

Paul Nelson has broken a high¬

dog's leg, which is being treated in a new dog diving dog. He and Joe and Jane Nelson are expected to be able to be seen in other Mills' shows, as his dog has completed rebuilding of another bull bell. Show will pack up its new big top in Chicago at quarters.

Cincinnati, Dayton, Columbus, and Toledo will have the last new wired film taken earlier at quarters.

Wilson Launches Puerto Rico Run With Turnarounds

SAN JUAN, Puerto Rico, March 28—The 10-week stand of the American Ring has been under way for four weeks in the northern Caribbean. The company, under the direction of the two Hobbs, Mr. and Mrs. W. H. Hobbs, recently played the Steel Pier in Atlantic City, N. J., and will play Puerto Rico in the near future.

March's Miniature Circus play at the Marquis miniature theater. The 10-week running of the Agnes Shrine Circus, Quinn and Brack's circus will play Oakland under the auspices of the American Ring from April 17-26.

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PHOTOGRAPHED BY JOE HODGEN HODGIN.

Valley, Mo. March 28—Millis Publicity has the larg- est winter crowd quarters Saturday (26) for the quarter program, following the show's high reputation in town and network TV spots, plus press announcements.

Harry and Jack Mills were at the opening of the show. Performers from the other Davenport Attractions, plus other attractions, filled the venue at quarter; on Sunday (22), and several Mills people got the Davenport show to the hotel.

Paul Nelson has broken a high¬
dog's leg, which is being treated in a new dog diving dog. He and Joe and Jane Nelson are expected to be seen in other Mills' shows, as his dog has completed rebuilding of another bull bell. Show will pack up its new big top in Chicago at quarters.

Cincinnati, Dayton, Columbus, and Toledo will have the last new wired film taken earlier at quarters.
Nat'l Orange Show Threatens '49 Mark

Draws 141,802 in First Six Days;
Advance Ticket Sale of 118,378 Helps

SAN BERNARDINO, Calif., March 25—The sixth annual National Orange Show was a roaring success in its first six days, with Saturday's attendance of 141,802 setting a new Orange Show record. The advance ticket sale of 118,378 tickets and good weather. The ticket sale, handled by the Parent-Teachers' Associations in San Bernardino and Riverside counties only, made the dollars available prior to the March 19 opening for $50 per cent. The group received $24 per cent of the gross money for its profit. Sales were open at 8 a.m. and closed at noon.

Westinghouse Power 100

probably could not have been worse than it was in 1952, and so it looks like a rain, and it late at night on the setting up and early tomorrow the following day may have reduced attendance for the fourth day by at least one hundred from yesterday's estimated 110,000. Total attendance for the six days, according to yesterday's estimate was 64,000, giving the average of 10,666 a day.

ATTENTION, ALL FAIRS

STELLE'S FRIDAY DAYS

America's #1 Grandstand Show

A Western Production and Extravaganza

Also Dog Show, Horse Show, Rodeo, General Novelty Acts Available at all Times.

FOR OPEN TIME PHONE—WIRE—WRITE

Tennessee, 3000

Neve's Station, 23rd St., Nashville, Tenn.

Steve's Attractions

Curt Sun Agency

Sun-Gazette Agency

London, Ohio

Springfield, Ohio

Miss BeBe Says...!

Operators Secretaries Concessions

and any one interested in making good at

NEEDS THE BILLBOARD EVERY WEEK!

America's #1 Grandstand Show

A Western Production and Extravaganza

Also Dog Show, Horse Show, Rodeo, General Novelty Acts Available at all Times.

FOR OPEN TIME PHONE—WIRE—WRITE

Tennessee, 3000

Neve's Station, 23rd St., Nashville, Tenn.

Steve's Attractions

Curt Sun Agency

Sun-Gazette Agency

London, Ohio

Springfield, Ohio

ACTS WANTED

FOR 1-8 UNIT ROUTES

Several weeks' work. Musical and Non-Musical, alsoCrazy Shows.

WILBUR AGENCY

344-346 Harrison St.

Harri Henri, of the A to Z Entertain-

ment Bureau, Hartford, Conn.

344-346 Harrison St.

Harri Henri, of the A to Z Entertain-

ment Bureau, Hartford, Conn.

KID VEEPEE BUILD INCREASE AT DANVILLE

DANVILLE, Va., March 28—The Danville Fair Association, which in the past year has developed a large and lucrative business, has made a surprising increase in attendance this year, with a record crowd of 290,689. The attendance of 290,689 is a 100,000 increase from the attendance of 190,689 last year. The increase is due to the fact that the Danville Fair is now an outdoor fair, and the weather has been very favorable for the fair. The fair is open from April 1 to May 1, and is located in a beautiful park setting.

STEELÉ Seeks Horse Show

CHICAGO, March 28—Carole Steelé, president of the Josephine Dancers, Inc., heads up the National Bureau of Agriculture, which has been formed to help the United States through this month, for Europe, and for the future. The bureau is to be a national trade delegation, and it is to be made up of representatives from all over the country. The bureau is to be a national trade delegation, and it is to be made up of representatives from all over the country.
Orange Show  
Crowds Aid  
Crafts Biz  

Big Turnouts,  
Ideal Weather  
Helps Grosses  

SAN BERNARDINO, Calif., March 28—Owville N. Crafts com- 
hined his 20 Big and Expedition shows to play the 35th annual  
San Bernardino County Fair, which ends its 11-day run here tommorow  
(29). There was a big turn out on the run, threatening to break all  
records. The weather has been reportedly good.  

Layout is flashy, using four F-163 wheels with a Spittafe at  
the center gate.  

To supply the contingents of 20 major and 12 kid rides, Crafts  
unveiled B20 Big and this year's Great  
Exposition (24) featuring a 4000-seat  
arena for the World's Fair midway and  
the carousels.  

A special attraction in the Buck-Model  
Bow Date Set  
For Alexandria  

Still Date Pattern Of New Railroad  
Builder Shakes Up To  

NEW YORK, March 28—The  
1953 Orange Show big act should be.  

The theme of the Buck-Model  
still date set to take place this week, as it was reported that the  
show will play Hoytville, Middletown, Ont., and then to the  
Adirondacks. N.Y., 6th and Puttville, Pa., May 11-12?  

The show will journey to  

New York territory after the  
Pettsville date, according to  
management. And the Buck-Model,  
which played last year with the  
Tonawanda-Gainsboro shows, by  
that with its own Emery Bow.  

Scheduled dates after Pettsville  
will include stops at the  
Northern Tier states, with the  
probable spots played by Buck with 
his usual flair.  

Considerable rebuilding and  
rooms play up in advance in  
Washington, with up-to-date  
appointments in Wil- 

cemic, with a top-flight line-up  
C. Buck motorized show  
are the world. Kind of a break  
use for the Model Show,  
accurate performance, making  
the nucleus of the new railroad.  

STRATOS ORGANIZATION  
TOP SPRING DATE ROUTE  

NEW YORK, March 28.—The  
James X. Stratos shows have ad- 
vanced on their 1953 tour of 
Stamford, Conn., to its early  
opening. At the opening this week by Allan A. Travers,  
general agent,  

The Stamford event, timed for  
June 22-28, is slated for big  
promotion. The sale of tickets and  
other attractions will be  
combined with the midway features, and the event will be  
publicized through the local area, including  
parts of New York.  

It was also reported that  
Stratos was to hit Dearborn,  
Dearborn, Mich., and other locations  
in the northern tier states, with the  
theory of the show was to put  
opportunities for putting together  
a unique attraction.  

Philadelphia Set  

Stratos will also get into Phila- 

DELPHI AT SUBURBAN  

The metropolis has done well on  
the lines organization in the  
past, and with a break in the  
weather good grosses can  
be looked for again.  

With a first-in stand at Wash- 
ington to lead off the season,  
Stratos normally can expect  
entertaining the best kick-off busi- 
ness in the East. This, together  
with the Upper Darby and Phila- 
delphia fairs, together with the 
promotions at Stamford and the  
Camden (N.J.) Exposition of  
Progress, should give the show  
about as nice a first date as it  
have ever had. Since, for example  
evenly, Stratos wallowed in mud  
at many of last year's early dates, it  
should expect to do well on grosses  
gained earned then.  

Stratos has East-coated one  
of his best Florida winter fair  
dates, with a popular midway  
and a promising route of still  
dates, including a start at the  
New York State Fair and a  
first-rate line-up of fairs. It would seem that only 

big wind or a hard week of  
weather, or a reversal of the  
current route, could break the  
season from being a winner.  

Buck-Model  
Bow Date Set  
For Alexandria  

Still Date Pattern Of New Railroad  
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C. Buck motorized show  
are the world. Kind of a break  
use for the Model Show,  
accurate performance, making  
the nucleus of the new railroad.  

SAMUEL E. FREXL, owner-operator of Frex II, Broadway Shows and second vice-president of the Miamisburg Association, is shown presi-
dent, this year, with Vice-President, J. R. Staton, and third vice-president, A. Whitehead, and William H. Cornwell, treasurer.  

Insurance Rates  
On Show Rides  
Get 30% Hike  

CHICAGO, March 28.—Public-

ity liability insurance rates on  
its horse shows and at its revised  
rate schedule has been  
 slashes.  

This rate is higher than the  
the two previous years, when  
due largely to increases in  
insurance.  

The association at a factor of  

tudual rates,  
rated in 2% under the  
unemployment insurance, which  
the insurance companies did  
the event this year.  

Cut Rate Promotion  
Sends 700 show tickets  

distributed at a free ride on the  
Buck's Bow.  

The fact that the show riders  
were busy, of course.  

The scheduled Monday opening  
was canceled because of a rainfall,  
but Mayor Rogers and a host of  
other public officials were on hand  
for ribbon-cutting ceremonies and  

Goldstein Org  
Bows At Mackinac  

MACON, Ga., March 28— 
Goldstein's Majestic Shows  
Monday on the East Mound  
from Jacksonville, Fla.  

Goldstein's is a four route from 
Florida to Detroit and may play  
several weeks on Mackinac  
before opening on business, Goldstein  

In March 1953, William C. Byrd, chairman, and M. R. Wilson, .the home building giant,  

— Continued from page 32  

MsA Breaks  
Ground for  
New Home  

Report Bond Issue  
Suspended;  
Ladies Give 20G  

Members of the ladies' group present 
were included Ruth Schrider, president;  
Ada Covlin, vice-president;  
and Lillian Tucker, treasurer.  

Sydney, N.S.,  
OKays Lynch  

HALIFAX, N.S., March 28— 
Lynch has been granted  
permission to play the  
region. This year, it was announced  
that the event this year was 
Sydney is the largest population  

town.  

The engagement will be during  
early week, but no set location was  
nevertheless presented here for its  
tour of the Maritime Provinces.  

Royal Canadian Signs  
Shawinigan, Sask., Fair  

— Royal Canadian Signs  
have  

were a great attraction for the  
Shawinigan, Sask., Fair.  

Chairman of the fair board is  
and vice-chairman, Don Rees,  
and Norman Ruttan, treasurer.  

www.americanradiohistory.com  

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DON FRANKLIN SHOWS #1
14 RIDE SHOW - 4 DIESEL PLANTS - DOWNER TOWERS
Opening Victoria, Texas, Saturday, April 11, followed by 5 sponsored dates, in total 8 locations, in 2 States, Red Oak, Iowa, July 18, 21, 24, 27, 30; July 21, 24, 27, 30; September 4, 7, 11, in Minnesota Fair, in 1 State, 1 City, Minneapolis, July 18, in New Ulm; West Union, Iowa; Hanhamel, Mo. on the street; Texas Comedy & Novelty show, with Comedy & Novelty acts, with Texas Farm, Wharton, Angleton, Angleton, Refugio, Beeville and Alice.
CONCESSIONS: Soft Ice Cream, Cotton Candy, Shaved Ice, Cold Cream, Agie and Sisters, Hamburger, Hot Dog Rolls and Hamburger Rolls of all kinds. Meat Pies, Fish Pies, Hamburger, Chicken, Baked, Stuffed, Chicken, New, Turkey, Ham, Pot Pie, Fried Chicken, Hun. Our concession is open in the morning, for breakfast, and in the evening, for dinner. We have a wide variety of menu items, with something for everyone's taste.
SHOWS: Book Shows for Community and Church, in addition to all Fairs if you are in the spring season. April 10, 17, 24, Side Show, Fries, Animal, Big Dog, Elephant, Squirrel, Monkey, Big Ass, Dog, Elephant, Squirrel, Monkey, Big Ass, Dog. We have something for everyone. We offer a variety of shows, with something for everyone's taste.

DON FRANKLIN SHOWS #2
AN 8 RIDE SHOW. TEXAS KIDS RIDE FREE ACT
Announces the following routes of Texas Celebrations and Fairs. New Shows! Now Showing! Red Oak, Texas, Iowa, Iowa, Iowa. Our shows include a Strawberry Festival, followed by Battle of Flowers. San Antonio, New Orleans, Dallas, Fort Worth, and San Antonio.

SIMCOE, Ont., March 28 — James P. (Gimmie) Sullivan Directs Wallace Bros. Rides! Shows is now in personal supervision of make-readiness of organization's equipment at winter quarters here for the show's opening April 16 at simulation. Sullivan returned to the show's home base recently after a long trip, including an early winter trip to Mexico. Mexico, a trip from Mexico City to Simcoe, Ont., where he is now preparing for the show's opening. Sullivan was accompanied by Mr. and Mrs. Joe Suddard, who are returning to the show after a long absence. Mr. and Mrs. Joe Suddard were accompanied by Mr. and Mrs. Jack Lucknow, who are returning to the show after a long absence.

DON FRANKLIN GUS TSICKER – J. 0. GREHNS 1. S. DOVE

WANTED
BINGO CALLERS AND COUNTER MEN
Address: GUY B. WEST
Blue Star Mktg. Line, PECOS, Texas, April 15

SILK CITY SHOWS
WANT
Opening April 8th in New Jersey and Pennsylvania. Address: BILL A. LONGO
243 Mulberry St., NOV. 15, P.E.C.O., P.A., Phone: Sternv. 2-3108

WANTED
For FAIRS and CELEBRATIONS
Announces the following dates and locations: October 29, 30, 31, and November 1, 2, 3, and 4, in Minnesota Fair, in 1 State, 1 City, Minneapolis. Bills will be paid to whoever can deliver the goods. We have a wide variety of menu items, with something for everyone's taste.

SAM MENCHIN
11 W. BURGESS, 2nd Floor, Chicago, Ill., Telephone 7-1172

WANTED
For FAIRS and CELEBRATIONS
Announces the following dates and locations: October 29, 30, 31, and November 1, 2, 3, and 4, in Minnesota Fair, in 1 State, 1 City, Minneapolis. Bills will be paid to whoever can deliver the goods. We have a wide variety of menu items, with something for everyone's taste.

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243 Mulberry St., NOV. 15, P.E.C.O., P.A., Phone: Sternv. 2-3108

Concessionaire wanted for the first year of the venture, building a new show, on a new ground. The show will operate in the spring season, using the Rocket on two wagons, using the center piece as a gift. Tickets will be sold on the premises, and a new show will be presented at a later date. The show will operate in the spring season, using the Rocket on two wagons, using the center piece as a gift. Tickets will be sold on the premises, and a new show will be presented at a later date. The show will operate in the spring season, using the Rocket on two wagons, using the center piece as a gift. Tickets will be sold on the premises, and a new show will be presented at a later date.

World of Today
Sets Tulsa Bow

MUSKOGEE, Okla., March 27 — World of Today Show will open its 12th year of operation on April 13, under auspices of the city fire department, in the old creamery building, in the old creamery building. The show is due to arrive as soon as fit to play the bills, and the show is due to arrive as soon as fit to play the bills.

World of Today Show has been completed by Mr. Witte, who has supervised the show's operation since the first of the year, and has been assisted by Mr. and Mrs. Fred Schubert, filling their income tax take before the April 15th deadline.

Hank Blado, show manager, president of the show's board of directors, will be on the Capitol leagues, and the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capitol league, the Capital
Tivoli

Midway

After three years with Prelva New York, Shores, Jack Galpin will join Lloyd Serges' Penn Premiere Shows, in the capacity of chief and two Big Girl Shows with Serges. One show is reported to be under contract with Mike Doheney, who has been playing night clubs in St. Louis, and the other, a 10-week engagement at the Mardi Gras, with Vicks Allen who recently concluded a 10-week stand at the Tropic Laramie. The other show, presenting Edna, Canadian, has been closed, according to reports by Pete Beimer, who has figured in night clubs around the country, and in Cleveland, where he is writing up a utility man with Walter Reid, who played in Detroit. This season marks Galpin's 20th in outdoor show business.

Orris and Leslie Maddox, of Maddox Bros. Shows, have returned to the creating equipment in Atlanta, Ga., to complete theAnimating House for the season. The show opens May 1st and will be in full play on its 267-piece equipment in his home, visiting on the way units of the American Amusement Company, 36th Century and C. and is also a member of the AMCo. His brother, Isadore, is in the show business and is now in Florida. Troy, N. Y., where he is now presented in his new show. For this coming with the G. C. Buck-Mond show, this has a will have a new attraction involving six stand, popcorn and candy apples with H. D. Whitfield, manager.

Martha Weiss underwent a successful operation Monday (23) at the home of her son, the late Samuel, in New York City. She is a member of the Weiss family, of which the late Israel Weiss was the last survivor. The Weiss family, in addition to Martha Weiss, is represented in the business by Mrs. N. J. Weiss, of the Weiss brothers, of Philadelphia, and Mrs. B. M. Weiss, of the Weiss brothers, of New York. Martha Weiss is the mother of two sons and three daughters, all of whom are members of the Weiss family.

V. (Pete) Peterson, manager of Tivoli Exposition Shows, has been busy planning events for the birth of a girl to Mrs. Peterson, March 13, in a hospital in Cleveland. The new addition gives the family two girls, two boys and seven others, being a 6-year-old girl and a 3-year-old boy. Mrs. John T. Tinsley was reported recovered from an operation Saturday (23) in the Greenville (S.C.) General Hospital and was looking forward to being up and around April 3 when the Tinsley show is due to leave Greenville.

En route to the Joplin, Mo., Tivoli, the manager of the Tivoli Exposition Show, has received word that in addition to the 10-day vacation in Germany and Denmark, Bendixen reports that he visited many shows and amusement parks in those countries and he noted that Tivoli Park in Copenhagen, declaring it to be the finest fun park in the world. He also reported that he had secured patents on a new game.

William J. Collins, owner of the show bearing his name, was called to New York City (18) from the Mount Sinai Hospital, where he was hospitalized for no more than three weeks. In his absence, his wife set up in New York City and met with her former contact, Mrs. R. J. Smith, who has been managing the Collins show for some time.

Mike Sullivan, concession secretary of the Wallace Bros. Shows, was on his way to New York City to visit with his family and also to see the new attraction at the Wallingford, Conn., show, which is a large, mechanical, moving figure of the famous Fred Astaire. The show is on exhibit at the Wallingford show and is expected to be a great success. The show is presented by the Astaire brothers, who are well known in the show business.

Terry Miles, of Sidewright Bros. Circus and Carnival, was guest of honor at a dinner given to him by his closest friends and business associates at the American Stage Show, held in Chicago, where he was present as a guest of the management of the American Stage Show. The dinner was given in honor of Terry Miles, who is one of the most successful and well known showmen in the show business.

Mike Sullivan, concession secretary of the Wallace Bros. Shows, has been hospitalized at the Mt. Sinai Hospital, New York City, for several days. He is expected to recover soon and will be able to continue his work in the show business. Mike Sullivan is well known in the show business and is one of the most successful and able showmen in the show business.

SELECT CIRCUS TENTS


glasses, hats, and jewelry, all for display and sale.


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Showmen's League of America
34 West Randolph Street, Chicago

First use Mounted--Mr. Molly Carter

Custard follows.

Concessions--First use

MOLLY CARTER CUSTARD

Mr. and Mrs. George Sewell

and Johnnie Schuyler

Contact us immediately.

Dot & Larry Cookhouse

Cora 20TH CENTURY SHOWS

Opelousas, Louisiana

Wanted

30 or 40 foot 2 abreast

HERE-BY-ROUND

Must be in good condition, 100% rust free. Will be sold on or before April, 1953.

Mr. & Mrs. Joe Willard

Carter Lake Pleasure Pier

774 Blue River Street. Denver, Colo.

Dyer's Greater Show Case

WANTED CIRCUS MACHINES

WANTED

for sale

“Two” 1922 American LA France,

Fire Trucks

These are in condition, and we are willing

to trade for a studio, or private residence.

President: Jack Christensen, former

director of the Miss America Pageant;

President John Christensen, former

director of the Miss America Pageant;

Chairman, Charles D. Stabile, former

director of the Miss America Pageant;

Chairman, Louis C. Gilespie, former

director of the Miss America Pageant.

All addresses: John M. Carter, 329

Revere Beach Ave., Paterson, N. J.

Show Folks of America, Inc.

145 Turk Street, San Francisco

San Francisco, March 31--At the March meeting of the club, Whity Monnete announced that she worked at $23,000 this year, more than ever before. She had been working with the late President Jack Christensen, and has been working with Charlotte Dalton, as the woman member selling the greatest number.

A "Going Away Party" for shows will be combined with the retirement of Mr. Harry McKnight (38), Charles Camp will preside, and the theme is to have baking cakes, and Doris Fontenot will be in charge of the ice cream. Eddie Harris is giving coffee, and Bert McEwan will bring cream. Mike Krekos is in charge of the menu.

Harry Seber, chairman of the cemetery committee, announced that he had a letter from Charlie Crafts containing a $100 check for the cemetery fund. The committee is composed of Mr. Christensen brought a $100 check from Estelle and Kinon Harris.

Johnny Prezohale, house committeeman, followed. His "Massas can moseach" lunch to 87 members.

Hot Springs Showmen's Association

De Sota Hotel, Hot Springs, Ark.

Regular meeting Thursday (19) at 3:00 p.m.

President: Olden in the absence of Mr. M. S. Lovett was present. A telephone call was made in the presence of Mr. Lovett. The committee consisted of: President: Farcy Blanding, Pres.; Mrs. Lovett, Sec.; and Mr. Lovett, Treasurer. Jack was this committee which made the arrangements for the show and was in charge of the show. A letter was made to the show and was in charge of the show. The committee was in charge of the show. The committee was in charge of the show. Will Ebel was in charge of the show. Will Ebel was in charge of the show. The show was held at the show. Will Ebel was in charge of the show.

The show's headquarters at Oaklawn Park, in honor of the show's patron, was the largest attendance of the season. Mr. and Mrs. Knudsen and Tony McDonald represented the club in making the decision of the show. The show was in charge of the show. The show was in charge of the show. Will Ebel was given a vote of thanks by all the members present. The show was held at the show. The show was held at the show. Will Ebel was given a vote of thanks by all the members present. The show was held at the show. Will Ebel was given a vote of thanks by all the members present. The show was held at the show. Will Ebel was given a vote of thanks by all the members present. The show was held at the show. Will Ebel was given a vote of thanks by all the members present.

Molly Greater Shows

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Molly Greater Shows

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American Eagle Shows

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American Eagle Shows

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NOLAN AMUSEMENT CO.  
Open April 17

WANTS SHOWS, RIDES, CONCESSIONS  
Concessions: Wagon Photos, Lead, Driving, Buckets and Snakes; Concession Agents, men or women. Shows: Wagon Crew Show, Pony Show, Ringling Show, Newsboy Shows.  
CONCESSIONS:  
Caterpillar, Whip, Caterpillar,  
and more. Concession Agents,  
men or women.  
FRED NANOL  
MOKOMALA PARK, SOUTH ZANISVILLE, OHIO  
Phone: 2-4233 or 3-7679

CARNIVALS
APRIL 4, 1953

FOR SALE - BARGAIN  
FOR SALE CHEAP  
Beautiful French Fry Stand  
Complete with timer and stainless steel fryer and fryer with fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and fryer and 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Now Contracting
RIDES • SHOWS • CONCESSIONS
For our 1953 Season
G. P. O. Box 1486
Detroit 31, Michigan

SHOW
T-E-N-T-S
Concession—Circus—Carnival
AMERICAN TENT & AWNING CORP.
132 W. Main St. Holiday 10, Va.
BILL SANDERS

FOR SALE
Catalogues, $5000.00; Cliffside and Semi, $5000.00; Fire Truck, $10000.00; Train, $15000.00; High Striker, $10000.00; Short Range and 5 Cases, Ammon, $5000.00. Ivan Paxton, if you can read this wire, take a look at ours. Latest, fastest, up-to-date. Write, write. MCA 1197 Chicago. April 18. MAD CODY FLEMING
Wires to Yahsanta.

WILSON FAMOUS SHOWS
Opening May 7, Mexico, Mo.
WANT
For your personal consideration, if you have people who drive and can stay up. Want someone to take care of your acts. Call 408. Canvas can be supplied. A few more legitimate Concessions.
Address, Arnot, W., until April 20.

WANTED
For Side Show Catalogue of Amusements
Sydney Floyd, Ticker Seller, Bath, Conn.
Address, Arnot, W., until April 20.

BAIL & LEBARD
Catalogue of Amusements
Pemmican Rd., Pa., April 11 in P.S., Have for sale large Dragon Scheeter, will trade for T D. Roca.

FOR SALE
Smith & South Overdale, 1020 W. Madison Ave., Chicago 13.

MAX GRUBERO
Long Beach 1-11-67

WANTED
CARNIVAL OR CIRCUS
For Rides to sell and use.
HAROLD A. HANLON
98 Harpoon St., Venice, Calif.

Carnival Rides Wanted
NEW, USED—10 TO 500
FELIX TARBICK
BROOKLYN, PA.

GIRLS—WANTED—GIRLS
For Coney Island. Will pay good money. Reply to Box 116.
LESLIE KIESER
Hotel Kiester, Baraboo, Wis.

RIDE HELP
For Parade, shows, Merry-Go-Rounds, and Rides. Good treatment and good pay.
McGINNIS Amusements
2194 E. 57 St. Chicago 10, Ill.

MOTOR DROME RIDERS
Want riders, also Beginners wanting to learn. Write Fred Stahl, 417 W. Main St., Wadena, Minn. Devote just rebuilt. Contact Mr. Stahl immediately.

WINTER BEARS
P.O. Box 666
Winter, Wis.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St. Cincinnati 32, O.

MAIL ON HAND AT NEW YORK OFFICE
1554 Broadway New York 19, N.Y.

MAIL ON HAND AT CINCINNATI OFFICE
1554 Broadway New York 19, N.Y.

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St. Chicago 1, Ill.

MAIL ON HAND AT ST. LOUIS OFFICE
St. Louis 1, Mo.

WHEELS OF ALL KINDS
Merchandise Wheels
KENO
Sales Office for Leaders, Society Shows, Unicycles, Church Bells, etc. Delivered by Consolidated Liners
BINGO
Most Popular Fund-Raising Game. Complete equipment and supplies
WRITE FOR CATALOG
H. C. EVANS & CO., 1556 W. Carroll Ave., Chicago, Ill.

SUNSET AMUSEMENT COMPANY
OPENING THURSDAY, APRIL 18, EXCLUSIVE SPRINGS, MO.
BILLOTTA—WANTED for 1 week, work starting April 10, with or without 1-35000, also for Low Tanks. Fish Pond, Derby, Hats, Carnival. The one who can beat our machine will be given an opportunity. Write: Cincinnati, BINGO, April 15. ADDRESS: 750 N. MAIN STREET, EXCLUSIVE SPRINGS, MISSOURI.

WANTED
DOWN RIVER AMUSEMENT CO.
Michigan's Cleanest Midway
FRENCH FRIES, JEWELRY AND NOVELTIES
WILL OPEN IN RIVER ROUGE, MICH., APRIL 15.
Let me know April 10. Those with previous contract join us or before April 10.
WANT RIDE HELP, MUST DRIVE SEMIS AND STAY SOBER.
10,000 W. Jefferson, Phone Vineyard, 2-1810, River Rouge 18, Mich.

PLAYTIME SHOWS
OPENING MANCHESTER, N. H. (FIRST IN), APRIL 17
Byron, N.H., (FIRST IN), April 17.

ED BERR, BOX 206, Quincy, Mass.

WANTS—A-1 TRUCK MECHANIC—WANTS
Must be strong and capable and can keep part moving and in good shape. Must have tools and dive our shop truck on runs. Must have had Carnival or Circus experience and be in position to report at once. Please give references in reply.
Write R. L. YOUNG, Mgr., STERLING CROWN SHOWS
P. O. Box 177, Taylor Springs, Fla.

BYERS BROS.' SHOWS
OPENING APRIL 27

RIDE HELP WANTED
For Parades, Shows, Merry-Go-Rounds, and Rides. Good treatment and good pay.

MOTOR STATE SHOWS
SEARCHLIGHT-DIESELS, FREE ACTS
WANT few more High Lights and everything. More acts, please have from these Operators.
JOE FREDERICK, 2103 Newton, Detroit 11, Michigan

HOUSE TRAILERS
NEW-USED—EASY TERMS
4 YEARS TO PAY
SEE JACK ROSE, MGR.
ALLEN TRAILER SALES
2445 N. Willow Way
STOCKTON, CALI.

L. C. EVANS & CO., 1556 W. Carroll Ave., Chicago 7, Ill.
NAME BRAND MERCHANDISE WE CARRY

STEINBERG-ROSS
GENERAL MERCHANDISE SUPPLY
628 W. Roosevelt Rd., Dept. 84 Chicago 7, Ill.
Warehouse Address: 567 West Roosevelt Rd.

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

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:
   - 1/4 page, 3 line-
   - 1/2 page, 3 line-
   - 3/4 page, 3 line-
   - Full page, 3 line-

3 Indicate below the type of ad you wish:
   - CLASSIFIED AD
   - DISPLAY-CLASSIFIED AD

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

The Billboard
1114 S. Michigan Ave., Chicago 7, Ill.
Phone: ROnald 8-8000

PUBLISHING SEASON IS AROUND THE CORNER
56" Glass PREMAX ROD
Special size of 200.00. Made by the famous American Fly Rod Co. OTHER SPECIALS

JEWELRY SALES
PREHISTORIC TIN LITHO TOY DINOSAURS

ACTS, SONGS & PARODIES

AGENTS & DISTRIBUTORS

ANIMALS, BIRDS, PETS

FOR BEST RESULTS

JEWELRY SALES
PREHISTORIC TIN LITHO TOY DINOSAURS

STEINBERG-ROSS
YOUR ONE STOP
WHOLESALE SUPPLY HOUSE
FOR ALL YOUR MERCHANDISE NEEDS

Complete List of Brand Name Merchandise
Household Appliances, Power Tools, Showcases, Jewelry, Watches

For FREE DETAILS or send $1.25 for sample to use on your own car or for sale. With a SPRAY-A-TINT frame's made more money--quicker--than you ever did in your life.
WIRE ARTISTS: buy from Rhode Island's Largest Manufacturer of ROLLED GOLD PLATE

Compare our price. Write for prices and deliveries.

25% deposit on all orders


THE IMPROVED SEAMLESS WIRE CO.

7751 IDY bl ST., PROVIDENCE 5, R. I.

HUNDREDS of NEW IMPORTED and DOMESTIC NOVELTIES

SUCH AS YOU HAVE BEEN LOOKING FOR, WILL BE LISTED AT ASTONISHINGLY LOW PRICES IN

GELLMAN BROS.

109 NORTH FIFTH ST.
MINNEAPOLIS 1, MINN.

MEXICAN

Silver & Gold Belt Buckles, 10c

Silver & Gold Belt Buckles, 15c

Minature Banana Baskets With Handles, 5c each

Minature Fibre & Horse Hair Hats, Ault. Colors

Minature Leather Walking Gloves & Baseball Mitts

Home Hair Earnings, Ault. Styles & Colors

Beaeh Bird Post Cards

Minature Leather Trimmed Boots, 5c each

Pottery, Souvenir, Palm Cape & Hats, Horn, Wood Novelties & Curios, etc.

Request Price List.

F. L. DE ARKOS

904 Scott St.
Laredo, Texas

MONEY MAKERS

Aluminum ONLY

SCREW DRIVER SETS.

$3.60

CRUCIFIXES.

$3.95

CHAINS.

3.60

TURBINE KITS.

7.20

LYDIA EARRINGS.

2.00

DARK PENDANTS.

1.95

BUSINESS OPPORTUNITIES

ALL KINDS - HARDWARE, ETC. PROPERTIES.

$5.69

Packard 200 Fifth Ave., N. Y. C.

IN BOTTLE.

1.95

[Continued on page 772]

GEM Sales Co. 522 Woodward Detroit 26, Mich.

JEWELRY

HALLMARKED 925 STERLING.

JEWELRY

Handcrafted with silver and gold, miniature globes, miniature books, miniature...
HELP WANTED
DISPLAY-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. Regular 5¢ per word—Minimum 5¢ Cash with Copy.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for at the rate of 14 cents to the inch. No illustrations or cuts can be included. Rate: $1 a line—Minimum 5¢.

Forms Close Thursday for the Following Week's Issue.

Saturday, May 1, 1943.

BANDS & ORCHESTRAS

WHOLESALE COCOA WANTED, MIDWEST DEALERS, ARTISTS, ORGANIZATIONS, WRITE.

MISCELLANEOUS

PARKS & FAIRS

CIRCUS & CARNIVAL

ATTENTION—LONDON PUNCH-DOWN MEN.

VAUDEVILLE ARTISTS

TENANT EXCEPTIONAL, ALL TYPES OF BUILDINGS, TENANTS WANTED—REMEMBER MAN TO ROOM FOR OWN USE AND EXCLUSIVE. Will furnish all necessary female. Large hotel size, in prime location, 20,000 sq. ft. Please write: Mr. J. P.日报道, 819 W. Washington Blvd., Chicago, Ill.

VENDOR, CLAR, TREMBLING—LOCATION: THEATER, 500 SEAT. All theater furnished, keep up to date, will pay 50¢ per day. Address: Box 346, Milwaukee, Wis.

BANNER—CIRCUS—RACETRACK—TENNANT WANTED—JASPER WASHINGTON CIRCUS. Opportunity to travel the country. Address: Mr. L. T. Holscher, Jasper, Iowa.

MUSICAL INSTRUMENTS—PATENT ATTORNEY FREE.

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MUSICAL INSTRUMENTS—PATENT ATTORNEY FREE.
**PARISIAN RUNYON**

**Monte Carlo**

All-Purpose CARRYALL

SUPERB SELLER

**Pipes for Pilothum by BILLY BAKER**

DOC M. J. LOCKEY...and. Al Harvey, sheetlets of note, are working on their sales in Georgia. They report that they met Chief and Mrs. Lone Fox and Prairie Mite, from the islands recently. Both of the units posted good-looking retail results.

"WHEN PASSING THRU the neighborhood of Times Square I stopped in to watch the good demonstration performed by an old friend, Prof. Sam Goetz, tie king," letters Sol Ahrissa from New York. He's been making his pitch there for 15 years of more. He is the only pitcher I know who works without words and he is an artist at his business. I've watched many street workers try to imitate him and even try to steal his pitch, but it just can't be done. His ties can only be seen when he flashes them in wisps of shredded paper. It's a great show and I'll have to pay his price of $1.50 per tie. His sales are big and he's a glutton for work. He opens early and grinds for many hours creating the cardboard show. His theory is to keep pushing away at the same time the tip, the tie he wants. When I asked him what he would like for his job, he replied, "Yes, because I like my cardboard as well as I like people."

"THEY TELL US that Mr. Photis is getting his share of the long, green working sheet in Huntington, W. Va. Because of a new city ordinance, however, he will be photographed and fingerprinted before he could obtain a renewal for $4. Latest reports indicate that anyone working the city in the future will have to go for the four-block task and sign the same meagre and printing.

BRUNNER BERGEMAN...is a workhorse who carries good tales in West Virginia.

"SPRING IS HERE and my businessmen at the local market feel good," J. W. Stidwich writes letters from Logan, W. Va. "In fact, business has been so good that I'm using extra help over the week-ends. I see J. C. L's daily who wants to go into business but none seem to have any money. I've learned the business and said hard and the Johnnies will have..."

"$39.00...$43.00 S&F. Milwaukee..."$5.50...27 INCHES HIGH..."The most reliable cuddle bear we've ever handled, every child, woman and even the men will want to cuddle or in their arms. Vinyl rubber feet and paws.

**Wisconsin Deluxe Co.**

1903 N. Third Street

Milwaukee, Wisconsin

Placentz 3-2621

**ATTENTION CARNIVAL MEN & WOMEN**

Extra Minutes...Great...Lobs of $1.50...Lots of $1.75 on...

**Hill Dick Farm**

Death, Canary, Corks

**ILLUSTRATED STORY OF THE**

**SMALL BUSINESS REVOLUTION**

On the quiet street of the old portion of the city of New York in 1902, the front of a small grocery store (with a sign: "Small Business, Large Service"") stood facing the corner of Jane Street and Mulberry Street. This store was the first of a new type of establishment which was destined to change the face of American business. It was the beginning of the small business revolution.

**FRONT PAGE OF THE**

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**THE MAYROSE CO.**

15 Commerce Ave.

Boston, Mass.

2,500 ITEMS

Small Business, Large Service

Be sure to stop in when in the neighborhood.

**NEW YORK ADVANCE POSTCARDS**

299 Varick...3rd Floor...New York, N. Y.

10c...$1.00...Henry S. Strauss Co.

**BECKLEY MFG CO.**


**KIL-GLARE**

217 W. Division Street, Chicago 7

**ATTENTION CARNIVAL MEN & WOMEN**

Extra Minutes...Great...Lobs of $1.50...Lots of $1.75 on...

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to do the same. I plan to hold down this spot for the season since I have the privilege paid. Let's have some pipes from more of the old-timers.

DOC ROSS DYAR...med show performer and owner and widely known in the pitch profession, answered his last cur-

y call in Jackson Memorial Hospital, Fort Pierce, Fla., March 22. Born William J. Cooksey, he had been ill for several months and had been in and out of the hospital on numerous occasions since Christmas. He was stricken again several days prior to his death. A native of Indiana, Doc, as his friends call him, will be remembered by many in the Philippines as one of the most successful men in the med show business. He built the World's Medicine Company, which sprang from the World's Minstrels, into a million dollar operation.

SOLD.

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- Available s-t-r-e-t-c-h-e-d, for bigger value at the handout!

- Choose from 6 new numbers above. Be sure to ask for Oak's BIG FLASH!

- Priced right—See your operator today!

** A GOOD JOINT! **

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KRAVENIAN, Ohio.

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As held now by most of the nation's leaders.

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Co.

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153 World Seven

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28 Names and Numbers

American or National League

120 Names and Numbers

National and American

120 Names and Numbers

National and American

250 Names and Numbers

National League and American

2024 Names and Numbers

American and National Leagues

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EDITORIAL

How Exports Grow

If the foreign market for U. S.-built coin machines continues to expand as rapidly as it has the past five years, the day will come when the dollar volume of exports will be as great as the total sales volume in the domestic market. If that sounds like an extravagant projection, it is 19 years ago. Who would have guessed then that the dollar volume of 1952 exports would amount to a paltry $160,000? As it is written, statistics for December, 1952, have not been reported by the Coin Machine Exporters' Association, but for the year as a whole exports produced nearly $7,000,000 in sales, and it is safe to assume that sales during 1953 will amount to much more than that.

Factors Behind Growth

Three major factors explain this phenomenal growth:

1. Improved and diversified technology. Since 1948, the U. S. has married itself to the foreign market for coin-operated equipment which is both attractive and profitable.
2. Coin machines' universal appeal. A jok box is as popular in Tokyo and Johannesburg as in New York or Chicago.
3. Honest, sustained sales effort. A handful of firms and individuals recognized the first trend a decade ago, and set about developing a solid foreign market.

There was a time when the foreign market was regarded as an excellent place to dump outmoded equipment. Machines, vending and photographic machines, such as the primitive mechanical games, were shipped to unsuspecting buyers in Europe and South America.

New Machine Demand

The day of thinking of the export market as a dumping ground for worn-out equipment is long past. Several foreign buyers limit their purchases to new machines, and the fact that the trade is rapidly moving toward a year-round trend in 1953, more than 1949, for example, when the trade was in the jok box field, is accounted for.

While the coin export business expanded tremendously in 1952, it was generally conceded to be only a concerted move in the right direction. The trend was up, but, in the minds of many merchants, it was not a significant development.

Export AGENCY

Gottlieb Sales To Foreign Ops Increase 3-Fold

CHICAGO, March 28.--Prior to the formation of a separate export sales agency, D. Gottlieb & Company had a steady and growing market in a number of nations, primarily in Latin America. But in the short space of six months the agency - Juha Diutui-bettered its sales volume by more than triple in Germany and several other countries.

Juha Diutui elaborated on this, explaining that the rapid volume of sales in Germany and Austria is a combination of factors: a large number of games in the line; export quotas; and location of companies making machines in the remotest parts of the world.

The new agency has been created to handle export sales of Gottlieb machines, which have been sold throughout the world. In addition to the German market, Gottlieb has made sales to the following countries: Austria, Sweden, Switzerland, and the U. K.

Oregon House Passes Free-Play Pin Bill

PORTLAND, Ore., March 28.--The Oregon House has approved a free-play pin bill which was introduced in the legislature by Representative W. L. W. Jones, chairman of the House Finance Committee.

The bill, which was introduced by Representative W. L. W. Jones, chairman of the House Finance Committee, was approved in the Oregon House with a vote of 24 to 20.

The bill provides that any machine which is operated for the purpose of playing a game shall be subject to the provisions of the State's gambling laws.

The measure is designed to prevent the use of machines for gambling purposes, and it also provides for the enforcement of the laws of the State of Oregon.
First of a Series

Industry-Wide Survey

Shows Operator Trends

CHICAGO, March 28—Today's survey of 3,600 coin-operated machines throughout the area has been completed. The survey was conducted between two and three types of equipment on their routes, employs 2.5 persons in his business and has a turnover of 15% or &32.5 a month. He believes that a 15% turnover is the maximum which he can handle. The object of the survey was to determine the basic information about the operators.

To secure this data, The Billboard Bureau has engaged the services of Collegiate Printing & Publishing Co., Inc. of Chicago. The survey was conducted in the Chicago business for the coin-operating companies for 1951. The questionnaire asked operators to indicate their first job in coin machines was a ticket seller, service distributor, jobber or otherwise.

Here are the results:

<table>
<thead>
<tr>
<th>Year</th>
<th>Oper-</th>
<th>Servi-</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1951</td>
<td>382,379</td>
<td>17,468</td>
<td>401,847</td>
</tr>
<tr>
<td>1952</td>
<td>533,106</td>
<td>52,944</td>
<td>586,050</td>
</tr>
</tbody>
</table>

Firstly, the survey showed that the most common occupation for a coin operator was a ticket seller, followed by service distributor and jobber.

Secondly, the survey showed that the majority of operators were young and had little experience in the coin machine industry.

Thirdly, the survey showed that operators were not satisfied with their current income and were looking for ways to increase their earnings.

Fourthly, the survey showed that operators were concerned about the uncertainty of the future and the possibility of losing their job.

Finally, the survey showed that operators were concerned about the competition from other types of entertainment, such as television and movies.

Conclusion:

The survey results are consistent with the trends observed in the industry. Operators are looking for ways to increase their income and are concerned about the future. The competition from other forms of entertainment is also a concern. The survey results suggest that operators are not satisfied with their current income and are looking for ways to improve their situation.

**Why the Decline?**

The reasons for the decline of the coin machine industry are complex. One reason is the increasing competition from other forms of entertainment, such as television and movies. Another reason is the changing demographics of the population, as younger generations are less likely to use coin-operated machines.

**Next Week:**

An operator is asked if he would like to begin with juke boxes, and he rejects it. He has never dealt with phonograph records before.

**Swiss Customs:**

Make Coin Op Real Rarely

GENEVA, March 28—Generally accepted as one of the best coin-operated countries in the world, Switzerland's economic basis, the growth of tourism, and the world of coin-operated machines has been slow. However, the situation will change soon.

The coin-operated machines in Switzerland are held to be operated by the same principles and regulations as those in the mountain country.

The Swiss customs are the most important feature of the coin-operated machines. The machines are operated by the Customs Department and are checked by customs officials. The machines are also checked by the Swiss Post Office and the Federal Customs Office.

The customs officials are responsible for ensuring that the machines are operated in accordance with Swiss law. The machines are also checked for the presence of illegal material, such as chewing gum dispensers and coin-operated vending machines.

**Traditional**

Swiss customs make coin operated machines almost impossible to operate. The customs officials are very strict and the machines are checked regularly.

**Bell Exports Hit**

Illinois House Group Passes Anti-Mfr. Bill

The Illinois House Committee on Appropriations has voted 17-31 to prohibit the manufacture and sale of coin-operated machines that exceed 100 feet in length. The bill, H.B. 154 to the floor house with 120 votes. The bill would prevent any manufacturer from operating such equipment.

The bill was introduced by Representative John H. Stevens, a Democrat from Chicago. The bill has been opposed by several groups, including the National Coin Machine Association and the Coin-Op Distributors Association.

The bill was approved by the House on January 1, 1946, and was sent to the Senate on February 14 of the same year. The Senate approved the bill on February 28, and it was signed into law on March 15, 1946.

The bill has been strongly opposed by the National Coin Machine Association and the Coin-Op Distributors Association. The associations have argued that the bill would eliminate competition and drive prices up.
National Kiddie Rides Opens on NY Coin Row

NEW YORK, March 28—National Kiddie Rides, Inc., this week became the latest addition to New York's coin machine row when it opened its offices at 565 Fifth Avenue. The firm will act as a factory representative for the B & R Novelty Company, New York, and Lee Manufacturing Company, Inc., River Edge, N.J.

The office will be headed by two veteran coinmen—Herman (Hymie) Rosenberg, who formerly manufactured his own conversions, and Charlotte Katz, operating in the New York area for many years.

Rosenberg leaves this week for a month's sales trip to the West Coast and Southwest, with Dal- las as his first port of call. He will attend the four-day show of General Distributors there, Saturday thru Tuesday (28-31).

National will feature midsize and standard-sized Kiddie Rides. The firm now has on its display for Rocket, Bear, Dick, Rabbit, Horse and Bull rides.

CHICAGO, March 28. — Russ-Con Distribution Company, factory representative of Bally's Bally rides in Canada has appointed a sub-distributor for Western Canada. The Montreal firm will soon open a Kiddieland in Belmont Park (Montreal) featuring coin-operated rides. Dave B. (Con) Larner, partner with J. W. (Patty) Conklin and Frank Conklin in Russ-Con Distribution, made the announcement following a conference with Jack Nelson, Bally general sales manager, Thursday (26).

-2756

Bally rides in Western Canada was the Russ-Con Western Company, 35 Rycle Street, Winnipeg. It is headed by F. L. Marks. Russ-Con Western is the exclusive to public parks and municipal golf courses in Western Canada and has grandstand, concession, and following race tracks. Manitoba, Winnipeg, Chicago and Calgary Jockey Clubs, and at the Virus in Calgary, Edison, Regina, St. James, and others.

Bannister, who has conferred with Patty Conklin in Miami, made arrangements with Nelson to expedite delivery of games for the Loh-Lew supermarket chain, Simpson department stores, and other chains with which Russ-Con has local contacts. Russ-Con stated that the Kiddieland was shaping up well and that the formal opening would be announced soon.

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SPACE GUN

* Designed especially for Kiddie Ride Locations and is not to be confused with previous games of this type.

EXHIBIT'S

At the new roller coaster ride, there are manifold opportunities to enjoy the thrill of simulated flight. The ride is equipped with a built-in TV system, allowing passengers to see the surroundings as they soar through the air. Additionally, the ride features a variety of interactive elements, such as electronic effects and special effects, to enhance the overall experience. The ride is designed to be safe and fun for all ages, with features like adjustable seat belts and soft padding to ensure the well-being of all riders. The Kiddieland ride also incorporates state-of-the-art technology, providing a unique and exciting experience for visitors. The team continues to work diligently to ensure that the ride is a hit with guests and provides an unforgettable experience.
Dirksen Juke Box Measure
Into Congressional Hopper
Proposed Bill Would Remove All
Exemptions From Coin Machines

*Continued from page 17*

Vermie Stern
Passes at 59

*Continued from page 17*

Heavy Operator Turnout
Key Walrurfh Showings

New 48-Selection Models Seen
ByTrade at Distributor Parties

CHICAGO, March 28.—Operators, servicemen and their guests throughout the country got their first look at over 300 new coin-operated 48-choice Walrurforh pictures, models 1990 and 1991.

Only difference between the five new models and the record changing chassis, the 1990 plays both 48's and 78's by using an idler wheel to regulate the turntable speed, and adjusting the landing position of the tone arm. When the 78-45 e.m.m. record is used, a spacer dish is placed on the record tray.

The 1990 plays 45's exclusively. It has smaller, deeper indenting turned on to prevent the record from peeling off. This model was designed specifically to give the full tonal range of the new microgroove records. A complete line of re- 

machines shall be introduced throughout the country.

The inclusion of this new line of machines will make possible in popular pictures and popular records.

Such a machine is already in use in the state of New York, where it is being operated by a number of operators.

The Walrurforh company was one of the last to make its machine available to the public, but it is now ready to market.

But even more compelling is the fact that the company will be able to produce these machines at a lower cost, which makes it possible to sell them for only $100 apiece.

The Walrurforh company has also added a number of new features to its machines, including automatic changing of records, which makes it possible for the operator to change records without leaving the booth.

The company is planning to put these new machines into all its branches, and is already receiving orders for thousands of them.

The company's new machines will be available to operators everywhere, and will soon be seen in all parts of the country.

Venezuela Again Top
Juke Box Importer

By STEVE SCHRECK

CHICAGO, March 28.—A little country, nestled in the crown of South America's Juke box export market, Venezuela has been keeping the pace for the past few years and is now the top importer of juke boxes from the United States.

This is a remarkable achievement for a country that is not known for its affluence or its wealth, and it is especially impressive given the fact that this is the first time in the history of juke boxes that a South American country has taken the lead in this field.

Venezuela's success has been fueled by a combination of factors, including a strong domestic market, a supportive government, and a strong economic performance.

In addition to juke boxes, Venezuela has also developed a strong market for other entertainment products, such as television sets and radios.

Venezuela's success has inspired other countries in the region to invest in juke boxes and other forms of entertainment, and it is likely that this trend will continue for many years to come.

Although the juke box market in Venezuela is still small compared to other countries, it is growing rapidly, and is expected to continue to do so in the years ahead.

Modernization

carries, the result of a continuing process of improvement and advancement.
Oregon Music Ops Plan Conversion
Some Juke Boxes Already On Dime Play; Mull Other Location Problems

PORTLAND, Ore., March 28—First steps toward dime juke box plan, placing the removal of price controls, developed last week at a meeting of the Oregon Music Association, were made in widely separated sections of the state. Announcement was made to go to dime, three-for-a-quarter next weekend.

At the meeting held in the Multnomah Hotel, the association launched, for a working agreement with tavern owners regarding higher-priced play.

Plans for the increases came from Eugene, Salem, Portland, La Grande, and Vern Bay, of Seaside. The announcement came during a discussion of tavern-location problems. The meeting was primarily to establish a liaison with the tavern people, tavern owners and music operators, excluding common views and common problems. Guest speaker was Gene Roseman, of Portland, secretary-manager of the Oregon Licensed Entertainment Operators. Other speakers were officials of the OLMCA, Victor, and Charles Covert.

Both music and tavern men agreed that the general interest in the prosperity of the other was the key to the problem, stressing that the tavern problems were with developing more revenue. The end result that the music associations and tavern people, he was offered the use of the OLMA library and classification of more than 3,000 taverns.

Operators outlined their problems as one of how to make more revenue, which are a lack of games or other types of operations. It was pointed out that while other industries were increasing by increased sales, the phonograph remained at the same.

In support of dime play, various operators related experiences in price changing. It was pointed out that these quarter-play represents an increase of 32 cents. The average dime play by reason of dime pay his money value increased considerably. It was pointed out that the nickel price, his pay remained 15 cents, and revenue was cut one-half.

Another operator had a dime play club that did play return to a nickel, but quickly asked to return to a dime when it discovered its share of the revenue cut in half. Another, who put his club on dime play before OLMCA policy, found his revenue doubled. In taverns its revenue increased on a dime depending on type of location. He also cited the case of a tavern now without music at a nickel, because 15-cent operation made it economically feasible.

After Judge Wright, of Western Distributors association president, stated that the problem was how to make music self-sustaining. It was pointed out that lowering of percentages to location owners might increase revenue. This idea met with some resistance, however, on the ground that the music operator has a stake in the location's prosperity, that it involves underbid among operators, and that it undermines the policy of revenue increases for music and location owners alike.

Agreement was reached that, in the case of taverns, the first step should be to inform the location owners of the opportunities for higher earnings, and the fact that the music operator will bear the cost increases. Accordingly, the executive board was authorized to compile an educational program and to present to the tavern owners thru association.

Members agreed also to perform missionary work among their locations by convincing the owners.

Pointing up the expanded scope of the music clubs, prizes were awarded to members of the OLMCA for doing the greatest distance.

Prize winners were from Phoenix, on the Southern border of Oregon, from La Grande, near the eastern border, and from Klick, Wash. Prizes were donated by Eagle Electric Supply Company, Sedum Supply Company, and Oregon Recording Company. The awards were courtesy of Portland distributors: R. F. Jones, Key West Distributors, and D. & N's Distributors.

The meeting was held on March 28th, and was attended by 20 members.

Name Artists Key to SA Op Disk Buying

NEW YORK, March 28—The American Music Companies, which have moved to South American countries for use in juke boxes, are by far those which feature artists known to them, an increasing flow of wax featuring United States talent is heading Southward. The number of such disks is not yet substantial, but there are signs that the volume will increase steadily.

Opérators who specialize in wax report this growing demand for commercial recordings, of the type made by Percy Faith, Guy Water, and Tommy Dorsey. Added to these is a somewhat lesser demand for jazz instruments. While the language of instrumental music is apparently universal, and South American juke patrons are willing to shell out coin for records, they show much less enthusiasm for top American pop vocalists. Only in rare cases do platters made by the latter enjoy substantial distribution.

Local Fans

Mostly the South American music juke players want to hear the artists who are popular locally. In some cases local managers fill most of the demand, but many disk sales are concentrated in the United States and then exported. And American juke dealer, a big favorite in Venezuela, is a record here and recorded regularly by major diskies.

Few Latin—American artists can equal favor throughout South and Central America. Pedro Vargas and Perez Prado are among the few artists in that select circle. There are many more two countries where their talents are well known.

Monthly Phonograph Export

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<tr>
<th>Month</th>
<th>Value</th>
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</tr>
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<tr>
<td>January</td>
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<td>1,004</td>
</tr>
<tr>
<td>February</td>
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<td>920</td>
</tr>
<tr>
<td>March</td>
<td>3,704</td>
<td>825</td>
</tr>
<tr>
<td>April</td>
<td>2,944</td>
<td>881</td>
</tr>
<tr>
<td>May</td>
<td>3,250</td>
<td>955</td>
</tr>
<tr>
<td>June</td>
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<td>957</td>
</tr>
<tr>
<td>July</td>
<td>3,270</td>
<td>967</td>
</tr>
<tr>
<td>August</td>
<td>2,921</td>
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<tr>
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<tr>
<td>October</td>
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<td>November</td>
<td>3,250</td>
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<tr>
<td>December</td>
<td>3,250</td>
<td>961</td>
</tr>
<tr>
<td>Total</td>
<td>30,808</td>
<td>806</td>
</tr>
<tr>
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<td>$3,755,077</td>
<td>881</td>
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<tr>
<td><em>Firm to Firm</em></td>
<td>$3,795,393</td>
<td>881</td>
</tr>
</tbody>
</table>

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Southwest Workshop

Tour Hits 6 Cities

CHICAGO, March 28. It was announced here by J. E. McNeil, phonograph division of the Rock-Ola Manufacturing Company, that Rock-Ola Workshops would be held in six major dates during the next two weeks. The route of the Workshop follows: Seacrest Distributors Inc., Elizabeth, N. J.; & K. Distributing, Philadelphia; Eastern Distributing Sales, Baltimore; West Music Supply Company, Rich- mond, Va.; Southern Music Distri- buting Company, Jacksonville and Orlando, Fla., and Dominion Distributing Company, Atlanta, Frank Schultz, Rock-Ola service specialist, is conducting the program.

Rock-Ola has released a new projection on the Phonograph 128 selection phonograph.

Two U. S. Operators Move Into Canada

TOLEDO, March 28—Two music operators in the United States have branched out their operations to this city. They are Expco Distributing and Joe Sabin of the Spur Distributing Company in Buffalo.

They feel that the revenue in Canada is bigger and operations much easier. Indicative of their confidence was their recent purchase of 30 Stereophones. All have been placed on location here.

November 1953

40-80 Selections

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The AMI is more than a national sensation in the United States of America. Pageantry of color and sparkling performance that characterize AMI are piling up profits for operators and locations in more than twenty foreign countries. Its enthusiastic reception is as universal as music itself.

Les appareils AMI ont fait sensation aux États-Unis d'Amérique. Tous les usagers sont unanimes et enthousiastes dans leurs appréciations de ces magnifiques instruments, dont les couleurs éclatantes et le son remarquable contribuent à des profits sans cesse accrus, et cela dans plus de vingt pays étrangers. Les appareils AMI sont ardemment accueillis par le public comme la musique elle-même.

AMI es una sensación nacional en los Estados Unidos de América. Los operadores lo están ganando más allá de veinte países extranjeros. Su recepción entusiasta es universal como su música.

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De "AMI" is meer dan een nationale sensatie in de Verenigde Staten van Amerika. De kleurpracht en de schitterende weergave, die de "AMI" kenmerken, stapelen de winsten van de eigenaars en zaken in meer dan twintig vreemde landen op. Zijn enthousiaste ontvangst is zo algemeen als muziek zelf is.

Los aparatos AMI han llegado a constituir una sensación de carácter nacional en los Estados Unidos de América. Su esplendoroso colorido y brillante totalidad, distinciones típicas de AMI, fomentan el aumento de las ganancias de las empresas donde estos aparatos han sido instalados, en más de veinte países extranjeros. Su exuberancia y entusiasta recepción es tan universal como la música misma.

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Heavy Operator Turnout at Key Wurlitzer Showings

Texas Ops Eye Line

DIME Play for NY Seen in 60 Days

Reports From Other Areas Alleviate Fears Of Gotham Ops; Some Problems Loom

NEW YORK, March 28—New orders from the dime stores here today trended fast to the view that a new era had begun. Thoroughly in phase with the demand for " overridden" phonographs, it appeared that general conversion will become a fact.

Cost of operation at all levels is expected to increase during the postwar period, and dime-store executives, especially, are discovering the general level of route revenues has not been high enough to permit the stores to keep most operations solvent. Some of the larger dime-store chains have been exposed in the past that conversion to phonographs for consumers could reduce the potential maximum and handicap the danger point.

Reports from other areas have apparently allayed these fears, and dime-store executives now feel that conversion would be made necessary by mounting costs of equipment and services.

Problems

However, there is no reason to believe that the present problems which must be solved by the dime operators will be any less than the conversion is undertaken. The consensus is that conversion will be successful and that operation of a dime store will be practicable. Industry theorists say that the problem of how to improve the higher grades of merchandise that are economically-even if not neighborhood-essential-for the dime trade locations which exert largely the economic and cultural pull of the nation by most, that is these difficulties will be overcome.

First to benefit from a higher grade of merchandise is the dime store. A large percentage of the merchandise sold by the dime stores, if not apparently, remains on a guarantee basis. The operators here have attached to most of their stock a larger fraction of goods taken back by the customers than many operators in the large grocery stores.

A further revenue as a result of this likely play on dime store would dramatically change the situation and add to the degree of the dime store competition.

Motor City Premier

DETROIT—Carl J. Angost, president of the Angost Record Company, reported salesmen Tel A. Angost, Detroit, and others doing a busy taking care of the demand for phonographs. The operators here reported that they had over 40 the 354 phonographs sold during the past week. Angost also informed that he had taken home a share of the new phonographs, and that he is entirely satisfied with the demand for the phonographs.

Culp Shows Oklahomans

OKLAHOMA CITY—Operators from every corner of the state were in the showrooms of Culp Distributing Company to see the new Wurlitzer models.

Why LOCATIONS Prefer EVANS' PHONOGRAHS

Smart, modern cabinetry ranks high among the many reasons why operators including Evans' Phonographs. Created to attract, rather than overwhelm, Evans' Phonographs present a pleasing, working blend of design factors. The models are outstanding in the use of the import liners, retaining materials—applying color—smoothly "actionized" light—impressive, they build an Evans' Phonograph into a display location which is naturally into any ""plug"" decor!

ON DISPLAY AT YOUR EVANS DISTRIBUTORS

100-SELECTED CENTURY

50 RECORDS 45 RPM

40-SELECTED JUBILEE

20 RECORDS 78 or 45 RPM

OPERATORS! Ask your distributor for the new Full-Color Brochure on Evans' Century or write Factory direct.

H. C. EVANS & CO.

1534 W. Carroll Avenue

Chicago 7, Illinois

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Chicago 7, Illinois
WURLITZER offers the Finest Line of Automatic Music Equipment in the Industry...

**WURLITZER MODEL 1600 PHONOGRAPH**
48 Selections, 45 or 78 RPM Operation.
Also available as Model 1650, for straight 45 RPM Play.

**WURLITZER MODEL 1500 PHONOGRAPH**
Playing 106 Selections, 45 or 78 RPM Records Intermixed.
Also available as the Model 1550 with Textileither covered cabinet.

**WURLITZER MODEL 1400 PHONOGRAPH**
Playing 48 Selections, adaptable to either 45 or 78 RPM records.
Also available as the Model 1450 with Textileither covered cabinet.

A complete line of Wall Boxes, Speakers and related Remote Control Equipment enabling every Wurlitzer Operator to offer any location the very finest coin-operated music service.

**See Your Wurlitzer Distributor**
The only phonograph in the world with...

**SELECTIONS**

The only phonograph with the Carrousel Line-O-Selector

Push One Button under Number Selected...

(that's right...just one)

and Out Comes Your Tune

*Available in two models, for either 78 RPM or 45 RPM Records.
Venezuela Tops

The one continued from page 19

The Venezuelan currency system is running full tilt, with over 100 million being spent on a new two-way superhighway between the two nations. According to O. O. Muller, A.M., the new road is 70 miles long, with 14 miles in the north and 56 miles in the south. The work is being done at a cost of $1.7 million. The road will be completed by the end of the year, and the entire system will be completed in time for the 1961 Olympics.

The Venezuelan government has also announced that it will build a new highway connecting the cities of Caracas and Maracaibo. The road will be 140 miles long and will be completed by the end of the year. The project is expected to cost $1.5 million.

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All Dollar, Unit Records
$902,844, 9,586-Unit Total for 11
Months Tops Full Year Forecast

By FRED AMANN

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In the first two months, the total value of overseas sales has gone up by more than 25 per cent over the previous period. The 
value sold overseas in January and February was $125,001,000, 
up 25 per cent over $101,000,000 in the same period a year ago.

Industrial Location
Problems in Canada

Beverage Operation Cites Overhead,
Decentralization, Profit Factors

By HARLEY ALLEN JR.

MONTREAL, March 28—Can
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The steady rise in vender 
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sequence of the trend that started 
in 1947, which was the first year 
even to exceed the earlier 
record of $135,000 set in 1948. 
The 1948 figure was a decline in export volume, 
1949 brought the dollar total back to over the $100,000 
mark (463,920). Both 1950 and 1951 experienced increases; 
$80,384 and $50,001, respectively.

EXPORT PROBLEMS

Distributor Tells
Facts, Short Cuts

By R. H. ADAMS

Head of R. H. Adams Co.

PARK, Ill., March 28—

When a distributing firm enters
the export business, it encounters a number of special problems in-
cluding packaging, pricing, paper work, and what can clearly affec-
t the profit potential. All,


Overhead Huber

With both capital and operating costs 
higher in Canada than in the

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50 per cent higher. Service is more expensive, with both 
transportation and setup costs higher.

Nearly all the best equipment is made in the States, and subject to 
a tariff. Any vending machine brought across the border is sub-
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per cent sales tax. All this makes the machines predominantly

Gasoline in Canada is more 
expensive as are the trucks.

(Continued on page 9)

Pepsi, 3 Cup-Drink Mfrs. Announce
Low-Cost, Finance Plan for Ops

Spacker, Apco and R-M to Participate;
Soft Drink Firm Guarantee Loans

NEW YORK, March 28—A new 
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In addition to Pepsi sources, the 
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(Continued on page 30)

Gum, Candy Bar
Venders Gain

On Continent

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Distributor Tells Facts

An important fact to remember in the export trade is that creating and selling new goods is the key to becoming a lower-price unit as the number of shipments increases. As the customer finds new and improved models, the cost of the equipment and supplies decreases. This is one way in which the company's cost can be reduced.

Actually, it costs much more to create new models than to improve existing ones, but if the customer can make the improvement, the cost to the company will be lower. In order to reduce the cost of the equipment, the company must keep up with the latest trends and technologies. This is why we offer a wide variety of models and styles.

Our company is willing to accept any new ideas that could improve the equipment. We would be happy to try out any new designs and see how they work in the market. We are always looking for innovative ways to improve the equipment.

One example of a client in Calcutta, India, whom we worked with, is a "One Amta" Indian nickel coin. The sample was only recently released, and it was made to the same diameter and thickness as a U.S. dime. So we had Vending Corporation install regular Bulk machines to make the Indian coin.

We are particularly interested in business, as we sell only machinery and service and not coin-operated amusement devices, as we find that it is not wise to make quotations or accept orders for used bulk vending equipment, as there are many coins on the market, and the supply in stock is limited. By the time we receive the customer's order, the item may have been sold to someone else.

To this end, we have made a list of our foreign customers and their wishes, and we keep them informed of any available units. We will also keep them informed of any new units that we receive.

A VICTOR product means that every machine is checked and tested before leaving the factory, and will give the customer the best possible service. For more information, please call us today.

BERNARD K. BITTERMAN

4709 W. 37th Street
Kansas City, Mo.

VICTOR's Deluxe Topper Deluxe Half-Cabinet Style

The Topper Deluxe, Clown Style, and the Topper Deluxe Half-Cabinet Style, for hard gum and charms, are now equipped with a new, improved mechanism which is UNBREAKABLE, NON-JAMMING, NON-CORROSIVE and NON-TOXIC.

HILL VENDING SERVICE

11340 Minden Avenue
Detroit 5, Michigan

VICTOR'S . . . the Choice of Operaters...

BABY GRAND

The Baby Grand is a popular choice among operators, and is available in a variety of styles and sizes.

VICTOR'S . . . in Stock VICTOR'S

New Deluxe Model

MOTHERKING

VICTOR'S Deluxe Topper Deluxe Half-Cabinet Style

$14.25 ea.

$23.25 ea.

$80.00 and up

$10.00 ea.

$17.50 ea.

$60.00 and up

$10.00 ea.

$17.50 ea.

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VENDORS EXPORT TABLE
First Quarter

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Vendors</th>
<th>Value</th>
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<td>February</td>
<td>3,036</td>
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<tr>
<td></td>
<td>March</td>
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<td></td>
<td>TOTALS</td>
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Second Quarter

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<td>May</td>
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<td>June</td>
<td>3,026</td>
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<tr>
<td></td>
<td>TOTALS</td>
<td>9,106</td>
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Third Quarter

<table>
<thead>
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<th>Year</th>
<th>No. of Vendors</th>
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<td>1952</td>
<td>July</td>
<td>3,062</td>
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<tr>
<td></td>
<td>August</td>
<td>3,006</td>
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<td></td>
<td>September</td>
<td>3,026</td>
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<tr>
<td></td>
<td>TOTALS</td>
<td>9,106</td>
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Fourth Quarter

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<th>No. of Vendors</th>
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</thead>
<tbody>
<tr>
<td>1952</td>
<td>October</td>
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<td></td>
<td>November</td>
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<td></td>
<td>December</td>
<td>3,026</td>
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<td></td>
<td>TOTALS</td>
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</table>

12-Month Totals

<table>
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<tr>
<th>Year</th>
<th>No. of Vendors</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1952</td>
<td>9,106</td>
<td>$4,382,360</td>
</tr>
</tbody>
</table>

Canadian Plant, Theater Officials Laud Vendors

TORONTO, March 26—Automatic merchandising equipment has been given a favorable reception by two important users in Canada, industrial plants and theaters.

Industrial users are the Globe Theatre and the Grant's lumber company, and as an incentive to work, they use venders mainly as a "supplement" to their candy and as an opportunity "to pick up extra income."

From the industrial standpoint, E. H. Featherstonhaugh, industrial relations manager for Del-Vallee Aircraft, Toronto, which has 1,900 employees, said that the installation of cup-vend-ers in his plant was "an answer to a trend." He pointed out that since the plant allows the employees to go to the machines at any time, there is less line-up than there was a 20 years ago.

Good Move

Featherstonhaugh said his company put the venders in with some reservations at first, but now it was glad it did.

Bill Lavender, personnel manager, Ammex Screw & Gear, Toronto, said "we are satisfied vendors are doing a job." His plant, which works on a 24-hour basis, has six coffee and six soft-drink machines. As a result there is no necessity of the plant opening for a 24-hour canteen.

The cup venders "fit in like the bottle prince," he added. In addition, there is no problem of time-ups or slow-downs of production, the manufacturer adds. No labor for immediate availability.

Jack Fitzgerald, head of Theatre Confectionaries, Ltd., distributor to the country's largest theatre chain in Canada, Famous Players Canadian Corporation, says that venders are a "good supplement" to a theater's candy counter. Famous Players has 75 machines on location.

Tom Moran, who looks after the confection department of another major theater chain, Odeon Theatre, of Canada, states that sales from venders in Montreal, and as one travels from Eastern Canada to Western Canada, the machine seems to draw less volume from theater patrons.

For Beauty and Durability—It's Victor

CART-SLED
For All Vending Machines

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
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<tr>
<td>3030</td>
<td>Baby Grand Delux</td>
<td>$38.50</td>
</tr>
<tr>
<td>3040</td>
<td>Baby Grand Deluxe</td>
<td>$42.50</td>
</tr>
<tr>
<td>3050</td>
<td>Baby Grand Deluxe</td>
<td>$44.50</td>
</tr>
</tbody>
</table>

The Topper Deluxe, Globe Style and the Topper Delux, Half-Cabinet Style, for bell gum and charms, are now equipped with the No. 87, 88 and 89 bulk gum machines which is guaranteed to be UNBREAKABLE, NON-JAMMING, NON-CORROSIVE and NON-TOXIC.

H. B. HUTCHINSON JR. 560 North Ave., M. I. Atlanta, Georgia

FOREIGN BUYERS—VICTOR

**TOPPER DELUXE**
Globe style $14.92 EACH
Packed 4 TO A C.E.S.
LINEN EXCLUSIVE QUANTITY LOT.

**BABY GRAND NEW DELUXE STYLE**

ACORN

The only complete drive-in machine with precision built ALL-PURPOSE VENDOR

- Vendor CHOCOLATE GUM—all bulk aides
  - Palmetto, easy-chemical mechanism chews
  - Tempomat-cast held by top lock, body clamp only
  - Weighted mechanically—total less than 7 lbs.

**IMPROVED!**

**SILVER-STEAK**
BRUSH HOUSING & BALL GUSSET WHEEL.

COVEN DISTRIBUTING COMPANY
200 N. Clark Street
Chicago 11, Illinois

For Sale

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>250-25c National Slug Ejectors</td>
<td>$2.75</td>
<td></td>
</tr>
<tr>
<td>CRESCENT CIGARETTE SERVICE</td>
<td>201 SEVENTH AVE. NEW ORLEANS, LA.</td>
<td></td>
</tr>
</tbody>
</table>
Pepsi, Mrs.

- Continued from page 8B

...the grand prize of all 1c or Sc bulk venders!

"Just received $5 of your Model 46s with latest improvements. Say now, that machine is tops with me. I consider it the grand prize of the 1c or Sc venders."

L. M. Missouri.

Canada Problem

- Continued from page 8B

contradiction to anything that has been done before in this country," said Keith Copping, general manager of Canteen Services. "Many of the people formerly in it had to sell out as bad losses. This meant that the field was unattractive, so Canteen Services set out to take advantage of the situation.

Factors

The industrial field is a demanding one. It requires a round-the-clock service. The pace of drinks must be kept down; there are no premium periods such as those observed in theaters and bowling alley locations. Therefore, the operators must adhere to a low profit margin and high turnover volume for profits.

Copping reported a high rate of slugging. This can take the profit out of the machine and, as operators have failed to combat the menace, he said. As a result, Canteen Services decided to make a science of fighting it.

In the matter of high service that must be offered, the firm has found the successful operator must be able to offer a 24-hour, seven-day-a-week service. In other businesses, the store operates a day operation, but since most Canadian industrial plants work on a round-the-clock basis, the soft drink operation must be prepared to give the location that kind of service, otherwise the business will be quickly shut out. This is a costly aspect, Canteen Services has found.

The firm has found that the average gross sales per week are usually $40 a machine, with some taking in as high as $200 a week.

Cost Control

Copping claims that the firm reached the point of the being interested in the field by being ingenious, trimming operating costs to the bone, making use of the science of cutting these costs without interfering with service and the equipment quality of the operation. To do so, the company has made many innovations which in some cases increased the sales as much as 60 per cent. Everything is done in a streamlined manner, including the servicing of a machine being done on a line basis. Even such a small detail as the counting of money is streamlined, with the labor being about half of what it is elsewhere.

We knew every day, every cent every machine, the amount of cash it takes in, the expenses, and the profits or losses," Copping declared.

Industrial vending, he said, gives a fairly steady income on a year-round and year-round basis. It doesn't vary much from season to season. Moreover, he said, it gains a 3 to 20 per cent variation in sales from June to December. "Our figures and the company's figures show that the business is very steady. As the months pass, the population moves around and changes, but the machine does not." Copping feels that it is a matter of "perfect health and greatest," so far. Canteen Services has concentrated on the business on the basis that we have a big job and we'll shut down under no circumstances."

Canteen Services works on the principle of improving proper venders' profits by setting up an industrial plant. It has a psychological lift, and it seems "the only way the business has approached is to offer employees something better than any other place, no sacrifice of productivity."

VICTOR...

The Operator's Choice for Better Vending...

VICTORY Baby Grand Deluxe

Topper Deluxe Globe Style Topper Deluxe Half-Cabinet Style

Manuel SAN JUAN, Puerto Rico, 1950.

Manuel SAN JUAN, Puerto Rico, 1950.

Manuel SAN JUAN, Puerto Rico, 1950.

Manuel SAN JUAN, Puerto Rico, 1950.

Manuel SAN JUAN, Puerto Rico, 1950.
**ADVERTISING RATES**

- **Display CA$HIER**
  - Minimum $50 per insertion.
  - $100 per additional column inch.
  - $150 per additional line.

- **Classified CA$HIER**
  - Minimum $25 per insertion.
  - $50 per additional column inch.
  - $75 per additional line.

**Business Opportunities**

- **Advertising**
  - $25 per column inch.

**Routes for Sale**

- **640 California**
  - $1,000

**Parts & Supplies & Services**

- **American **Model Machines**
  - 715 S. E. Washington St., Chicago, III.

**DO YOU OPERATE BEAR GUNS?**

- **Info**
  - Box 115, Green Bay, Wis.
  - Box 54, Madison, Wis.

- **Parts & Supplies**
  - 203 W. South St., Green Bay, Wis.

**Parts & Supplies & Services**

- **American **Model Machines**
  - 715 S. E. Washington St., Chicago, III.

**WANTED TO BUY**

- **Cigarette Machines**
  - 203 W. South St., Green Bay, Wis.

**General**

- **CLASSIFIED ADVERTISING**
  - Box 54, Madison, Wis.

**WANTED**

- **Trade & Classified**
  - 203 W. South St., Green Bay, Wis.

**PANORAM FILMS**

- A large variety of motion pictures.
  - 203 W. South St., Green Bay, Wis.

**FILM DISTRIBUTORS**

- Showing: John, Madison, Wis.
  - Showing: 203 W. South St., Green Bay, Wis.

**North Central Ohio Rule**

- No. 7, 1901, Oh. Pl., Cleveland, Ohio
  - No. 7, 1901, Oh. Pl., Cleveland, Ohio

**CLASSIFIED ADVERTISING**

- Box 54, Madison, Wis.

**PANORAM FILMS**

- A large variety of motion pictures.
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- No. 7, 1901, Oh. Pl., Cleveland, Ohio
  - No. 7, 1901, Oh. Pl., Cleveland, Ohio

**CLASSIFIED ADVERTISING**

- Box 54, Madison, Wis.
THE BILLBOARD

Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard listing of used amusement and arcade games. Where possible, machine types have been listed, although only the single machine type is listed. Any price shown depends on condition of the amusement game, type of location, and type of related business.

SLOT MACHINES

For Immediate Export from Nevada Warehouse

<table>
<thead>
<tr>
<th>Machine</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jukebox</td>
<td>125.00</td>
</tr>
<tr>
<td>I-Slot</td>
<td>125.00</td>
</tr>
<tr>
<td>S-Slot</td>
<td>100.00</td>
</tr>
<tr>
<td>D-Slot</td>
<td>85.00</td>
</tr>
<tr>
<td>J-Slot</td>
<td>85.00</td>
</tr>
<tr>
<td>B-Slot</td>
<td>75.00</td>
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<tr>
<td>C-Slot</td>
<td>75.00</td>
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<tr>
<td>R-Slot</td>
<td>75.00</td>
</tr>
<tr>
<td>N-Slot</td>
<td>75.00</td>
</tr>
<tr>
<td>P-Slot</td>
<td>75.00</td>
</tr>
<tr>
<td>Q-Slot</td>
<td>75.00</td>
</tr>
</tbody>
</table>

TELEQUIZ WITH FILM FACTORY RECONDITIONED

USED FILM A-1 CONDITION

PHONE: M-5-4100

AMUSEMENT GAMES CO.

4320 N. Pulaski Rd., Chicago, Ill.

SAM SOLOMON’S BUYS

All Games Reconditioned

Atlantic City | $950.00
Bright Spot | $350.00
Spot Lights | $350.00
Dulcinea | $49.50
Exhibit of Fun | $175.00

American Machine Exchange

134 N. LaSalle St., Chicago, Ill.
Tel.: University 6950

LOOK!!

ALL GAMES RECONDITIONED

3 WHITE LINES | $175.00
CITADEL | $95.00
LIFE-KINGS | $70.00
2 STEEPLECHASES | $150.00
SUPER WORLD SERIES | $125.00

CALL-WIPE-WIPE

D & L COIN MACHINE CO.

2211 N. Palmers Rd.

HARRISBURG, PENNSYLVANIA
Tel.: 41621-49228

GIVE TO THE RUNYON CANCER FUND

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San Antonio Moves To Prohibit Games On Remote Control

San Antonio, March 26—The city ordinance, which all pinball machines faced a new battle for survival this week.

不少 by an Internal Revenue Bureau ruling, operators were again in front of Dist. Atty. Austin Anderson and the liquor control board. Anderson informed that in the wake of the operator's application for renewal of their liquor permit, it was turned down by the board. He also said that agents of the Internal Revenue Department were cooperating in the move. Anderson's letter warned:

Rebates have had a one ball table to be a factor in the game. He was quoted as saying that the law permits the sale or purchase of any game at their possession or on his premises.

Meanwhile, an Internal Revenue Department ruling which would control remote pinball operations $100.00/100,000.00. P. H. Ed Kilday and Sen. Lyndon Johnson of Texas.

Kilday released a letter from the Internal Revenue as being held that when machines were converted from the rental control to remote control operations, they passed through a special audit and coincident operations fell under the same tax law as the latter.

As a result, the Internal Revenue Department notified 572 local tavern and pinball operators that they were required to pay for a $50 wagering stamp, plus a tax of 15 per cent on gross receipts.
SHAFFER SPECIALS
in Reconditioned SEEBOURG PHONOGRAPHS
M-100-A 147-M

78 r.p.m.
100 Selections
Looks like a new phonograph - and
guaranteed fully restored. Mechanically
repaired, fully checked. Cabinet refinished, Elec-
tric Selector cleaned and adjusted. New Pick-Up Cartridge. Soleado Assembly cleaned and rebuilt. A sound investment in a proven
money-maker at Shaffer's best price. Only
Only $595.00
$159.50

Tens: 25% Deposit, Balance C.O.D.

WHY BUY IN THE DARK? Send for Illustrated Catalog of the
The Model Phonographs.

Shaffer Music Co.
Columbus, Ohio
600 S. High St.
Mailed: FREE

INDIANAPOLIS, IND.
1320 Market St.
Mail: FREE

FOREIGN BUYERS
We will send you the principles of Phonographs and
other Coin-operated Equipment

30 DAY MONEY BACK GUARANTEE!

WALL BOX SPECIALS!
Krisper Plunger - $9.95
Krisper Pump...-$14.95
Packer...-$12.95

EXCLUSIVE SEEBOURG DISTRIBUTORS
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Seebo Borg
in the State of Wisconsin

Chicago Coin
in Wisconsin and Upper Michigan.

Keeley
North and South Dakota and Upper Michigan.

Williams in Wisconsin and Upper Michigan.

WE CAN FILL YOUR NEEDS FOR PHONOGRAPHS, GAMES AND OTHER
COIN-OPERATED EQUIPMENT! BIG SELECTION - HIGHEST QUALITY — SPE
LIAL LOW EXPORT PRICES—PROMPT, EFFICIENT SERVICE! WRITE FOR PRICE LIST

NEW SELECTION FIVE BALLS

NEW PRICES!

$49.50
$34.50
$24.50
$19.50
$11.50
$7.50

The BIG MONEY
in COIN OPERATED RADIOS

PROSPECTS EVERYWHERE
HOTELS, MOTELS, ETC.

- BEAUTIFUL WOOD CONSTRUCTED
- MODERN ELECTRICAL
- STRONG CONSTRUCTION
- BILLS ON SIGHT

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GAMING AND AMUSEMENT CO.

610-22 N. Damen Ave.
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BY

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Chicago, Ill.

“T H E H O U S E T H A T C O N F I D E N C E B U I L T”

SOUTHERN BUSINESS
MUSIC COMPANY, INC.

ESTABLISHED 1922

111 S. Walnut St., Lafayette 3, Ind.
1000 Broadway, Cincinnati, Ohio
1515 S. Jefferson, 尖0207, La.
506 N. Massachusettes, W. 48, Ind.

“ALL the news of the industry every week in The Billboard...

SUNDAY NIGHT... see page 3 for rates
Swiss Customs

- Continued from page 12

parable to catenaries in the United States.

Different

The tavern, one of the key stops in the States, is set up on an entirely different plane from those in Europe. The tavern is exceptionally small and accommodates few patrons in a plane setup. Another hindrance to music operations is the topography of the Alpine nation. This makes it hard to maintain service units without the use of a plane for route coverage. Obviously, each service plan is expensive.

The game situation in Switzerland is under strict police supervision. Only such specific games as the police sanction may be used in public places. After the police have studied the merits of a new game and accepted it as meeting all amusement standards, the game must be placed under the scrutiny of local authorities in areas which are comparable to a State in the U.S. In the memory of local amusement few games have qualified. Because this situation is well known throughout the country few businessmen have been encouraged to operate them. Those who have operated games, have concentrated on new units since the cost of getting the games in operation and shipping and duty—make it impractical to deal in used equipment.

HELP WANTED

Mechanics—Experienced only—For Bingo Games. Send exp.

GOOD PAY

Write, giving complete details of position wanted.

Box 614, The Billboard

116 W. Randolph St., Chicago, Ill.

A-1 CONDITION!

Write for Free copy of our new Series

Parts and Service

Manual

We are happy to send the manual to you for we know how valuable it will prove to be in making it easy for you to obtain the maximum parts and service necessary to keep your machines operating efficiently. It is as complete as we could make it.

Here at International we always stock a full line of genuine parts for all our new and reconditioned machines including Williams, Gottlieb, Bulkley Evans and Kenyon... and because of our vast purchasing power we are able to offer you these parts and accessories at 30% to 50% below catalog figures. All savings we make are automatically passed on to you.

A Time And Money Saving Guide

Remember:

For Export and Domestic Business It Is International and Scott-Croese
FOR EXPORT ONLY
EVANS' FAMOUS HORSE RACE MACHINE
THE WINTER BOOK
• COIN OPERATED WITH AUTOMATIC PAYOUT
• MULTIPLE COIN HEAD
  Permits as many as 7 players to play each game.
• HIGH ODDS PLUS JACKPOT
  Creates tremendous player appeal and will exceed
  profits of any console on the market.
• SINGLE COIN PAYOUT
  With "machine gun" action.
• MECHANICAL RELIABILITY
  Requires very little service.
• BEAUTIFUL TWO-TONED CABINET
  In Black Walnut and Maple.
• ELECTRIC OPERATION—110 Volt A.C.
• THE BEST CONSOLE PRODUCED IN THE LAST
  10 YEARS.

FOR COMPLETE DETAILS WRITE FACTORY DIRECT
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SPECIALIZING exclusively in parts and supplies for pin
games, phonographs and shuffle alleys. Special attention
given to export orders. If you don't have our 125-page
disseminated catalog "30, send for your FREE copy today.
Please state the type of equipment you operate.

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DIRECT PARTS SERVICE
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QUALITY RECONDITIONED EQUIPMENT

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THE LEADING EXPORTER OF
COIN OPERATED EQUIPMENT
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NOW AVAILABLE with or without REPLAY!

10 BALLS—5c or 10c PLAY

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VICTOR'S Topper Deluxe Half Cabinet Style

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We Ship All Over the World!

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MACHINES

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THE BILLBOARD

April 4, 1953

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5 IN-LINE DROP-THRU BALL TRAP HOLES

REPLAY FOR LIGHTING ALL 5 HOLES... Additional ball in lit hole awards additional Replay

A-B-C-D NON-ROTATION SEQUENCE lights Side Contacts alternately for Replay

ROLL-OVER BUTTONS light for HIGH SCORE

Illuminated "BALLS PLAYED" Recorder

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One of the BIGGEST Money Makers in the World!

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Plays other games. You can switch to a new game in 5 minutes.

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UNITED 10TH FRAME AND MATCH-A-SCORE
ONE UNIT
$49.95 Comp.
Easily and Simply Installed on All United Shuffle Alleys
DOUBLE 10th FRAME FEATURE
$9.95
It's Now! It Works! It's Guaranteed!

Add $19.00 to prices of above machines for delivery with 10th Frame
Match-A-Score unit installed, and $25.00 for delivery of any of above
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GOOD, CLEAN BALLS AND ANGLES.

We will take postwar photographs in trade against above
Supplement. What have you?

WE HAVE FORMICA TOPS, PLEXIGLASS AND SUPPLIES!

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Stay with the winners...BIKE SPORT and CHALLENGER have produced profits for
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THE MOST EXCITING PLAYFIELD
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* LOADED WITH ATTRACTIONS
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- 100-300
- 400 Replay Combinations
- In-Line Sequence Scoring
- Extra Ball Feature—6 extra balls for 6 extra coins

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Attention OPERATORS

It's New—It's Different!!!

It's "BANK-IT"
The unit that's replacing Shuttle-Alley
in player popularity. Locations are
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IT'S TERRIFIC

"BANK-IT" is a natural for opera-
tors. Easy to handle; only 8 or
10 feet of floor space; sturdy
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CONTROL insures and protects
the TAKE. You can't lose.

You really BANK IT with "BANK-IT!"
BE FIRST IN YOUR TERRITORY. Send
for a demonstration unit today. There
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WRITE—WIRE OR PHONE at our
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FOR COMPLETE DETAILS
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NAME:

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No obligation
OPERATORS FROM COAST TO COAST AGREE THAT

BEACH CLUB

IS Bally's GREATEST "IN-LINE" GAME

From coast to coast the cash-box verdict is unanimous: "Better than beauty...greatest in-line money-maker...only PALM BEACH came close to terrific earning power of BEACH CLUB!" In fact, BEACH CLUB includes all the greatest features of PALM BEACH plus added extra-coins attractions...new 7-Choice Select-A-Spot...and the flash and eye-appeal of advancing scores dramatized in a bathing-beautified beach-scene! Get your share of the big BEACH CLUB profits! Get BEACH CLUB now!

Attractive ADVANCING SCORES...IN-LINE and CORNER Scores 3-in-line on SUPER CARD Scores 4-in-line score Improved SELECT-A-Spot feature New EXTRA-TIME feature TRIPLE-SPOTS Roll-over feature...Up to 3 EXTRA BALLS per game...

Bally SPACE-SHIP

new exclusive DIVE-DIP-ROLL-SWING action captures biggest play, insures biggest profit

See the Bally SPACE-SHIP in action...surging forward, gliding backward...dipping and rising...rolling from side to side...swinging and banking like a jet-fighter...and you will see why junior space-places prefer the Bally SPACE-SHIP...why kids coax their parents to patronize the store with the Bally SPACE-SHIP. And remember...you can build a big-profit route of Bally Kiddies...rides with a small cash investment.

★ Variable speed controlled by pilot
★ Colorful Eye-Appeal attracts attention on location
★ Colored lights flash in nose, tail, wings and hub of realistic instrument panel
★ Twin Ray-Guns with exciting sound-effects
★ Airblast blows from blower
★ Safe, sturdy construction
★ Simple mechanism
★ National Rejector

Ride THE CHAMPION

TO BIGGEST PROFITS IN HOBBY-HORSE CLASS

Cash-box records prove that THE CHAMPION...the deluxe hobby-horse...is the champion money-maker in hobby-horse field. Why be satisfied with so-so earnings when you can easily be in THE CHAMPION class?

IT TROTS!
IT GALLOPS!

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UNITED'S

SHUFFLE ALLEY

TRIPLE MATCH FEATURE
NUMBER - STAR - CLOVER (0-9)

✓ 10TH FRAME FEATURE
✓ STRIKE OR SPARE FLASHER LIGHTS
✓ CAN PICK UP 7-10 SPLIT
✓ FORMICA PLAYBOARD

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8 FT. BY 2 FT.
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progressive operators know how this

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increases music sales in every location!

THE Wall-o-matic
FOR WALL MOUNTING AT TABLES, BOOTHs, AND REMOTE ROOMs

100
SELECTIONS AT THE PHONOGRAPH

100
SELECTIONS ANYWHERE IN THE LOCATION

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