**Tele Rescues Radio Caster**

**Chicago** Jan. 23—If finally happened here—a radio announcer playing a play-by-play report of a game as he saw it on television.

When Bob Elson, WCFL sports announcer, was called to do a game on CBS, he didn’t plan to do any play-by-play, nor did he think about actually watching the game as it was being played.

As Elson sat in his living room, staring at his television set and waiting for the show to start, he thought about the game and decided that it would be more interesting to watch the game and report it as if he were actually there.

Elson said, "I was thinking about this game, and I decided that it would be more interesting to watch it on TV and report it as if I were actually there. So I sat down and started watching the game, and that’s when I decided to do the play-by-play report."

Elson’s report was so good that it caught the attention of the announcers at CBS, and he was invited to do more games on television.

**Outlook Mostly Fine For Show Business**

**Washington**, Jan. 23—A mixed outlook on the television business was predicted for the amusement industry by the Eisenhower administration in the next 18 months. In a series of speeches and reports from private business and industry, the administration has offered little hope for a recovery in the next few years.

President Eisenhower has called for more federal assistance for the television industry, but it is not clear how much help will be forthcoming.

Eisenhower called for a "more positive and constructive approach" to the television business, and that he expected a better year for television. However, he also warned that the industry must be ready to cope with new problems that may arise.

**Mexico TV Nears Maturity In Two Years’ Rapid Growth**

**Mexico City** Jan. 23—Mexico’s TV industry is on the verge of maturity, and in two years it will be in a position to serve the needs of the American people.

The Mexican government has been working hard to build up their television industry, and in two years they will have a fully functioning system in place.

This will be a real boost to the country, as television is a powerful tool for education and communication.

**AFL-Petry Would Stay Court Action**

**Detroit**, Jan. 23—The AFL and its President, Frank Petry, have decided to continue with their court action against the Federal Communications Commission.

The Commission had ordered the AFL to stop broadcasting its programs, and the AFL has decided to take the case to court.

This is a significant step in the fight for the rights of athletes, as the AFL is a powerful force in the world of sports.

**City Plans 2d Nat’l Hillbilly Music Jubilee**

**Meridian**, Miss., Jan. 23—The National Hillbilly Music Jubilee, a two-day event to be held in Meridian, Mississippi, will feature many of the top performers in the country, including Hank Snow and Ernest Tubb.

The Jubilee will be held in the old Mississippi State Fairgrounds and will include a parade, a carnival, and a variety of concerts and events.

**33c TO 30G**

**Janitor Retires After Day’s Play at Vegas**

**Las Vegas**, Nev., Jan. 23—Don Dimes, one of America’s most well-known janitors, has retired after a long career in the casino business.

Dimes, who was known for his ability to spot counterfeit bills and for his sharp eye, has worked at several of the top casinos in Nevada.

Dimes retired from the casino business after 50 years of service.

**Leadership Trends Point to Stabilization**

**Veteran Firms Keep Pace Setting Status**

**Only Latter-Day Entry to Win Is Bardahl**

**New York**, Jan. 23—Results of the Billboard’s Annual TV Film Service Awards balloting, which involves most of the participating companies in the field to express their opinion of leadership in this relatively recent field, were announced today.

The Service Awards, as different from program and personality awards, recognize the chief company officers in various aspects of the TV Film industry, as the bids and contributions of the participants, to their clients.

The balloting results show that the veteran companies which have been in business for a long time are leading in the development of the TV Film industry, and the film companies are still in the lead, with the new companies coming in last.

The results of the balloting will be used by the company officers in their efforts to lead the industry in the future.

**Dodge Issues Film Releases**

**Detroit**, Jan. 23—The Dodge Division of Chrysler Motors is utilizing an innovation in television publicity for its new car models, providing a 100- second film clip prepared as a newsworthy release to every authorized dealer in the nation. This is a duplication of the service that is now being used by most of the major automobile manufacturers in television.
3 Nets Juggle Line-Ups in A.M. Video Supremacy Race

WASHINGTON Once-Over

By BR. ALEN

WASHINGTON, Jan. 23.—Signs of the time: The Labor Department's latest monthly consumer price index, just out, shows over two cents in prices of books, magazines and newspapers, a decrease in food prices. And prices in the housing market are up.

**SOME FTC SLEUTHS WILL GET THE AX.**

The Federal Trade Commission's Antitrust Division's Philadelphia office, which handles cases in the electronics industry, is now being considered for possible budget cuts. This is the office that has been handling the probe of the Detroit auto show, which is currently underway.

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More Growth In 'B'casting

WASHINGTON, Jan. 23—Uninter-
ruptedly, the 'B'casting industry is antici-
pating another growth spurt, which predicts that the total number
of TV stations will increase by 200, with 75,000
new sets estimated to be in homes
by January 1, 1955.

Manitou and W mold are at work on a
new TV station, which is expected to go on
the air on March 1, 1955, and will be among
the first to broadcast in color, which is
expected to be popular in the near future.

The new station will operate in the "A" band
and will have a power of 100,000 watts.

Two Major Reports Paint a Rosy Picture for TV and Radio in '54

WASHINGTON, Jan. 23—A bright outlook for advertising on TV and radio was revealed in two
new reports, one by the Commerce Department and the other by
the Television Bureau of American Businessmen's panel
on "Advertising, Broadcasting and TV Selling." The report
indicates that TV and radio have a great future in
the years to come.

Storer Questions Ownership Rule Before U. S. Court

WASHINGTON, Jan. 23—The Storer Broadcasting Company
has filed a petition for a rehearing of the case in
which the FCC declined to grant the
company permission to own TV stations
in two or more cities within a 50-mile
radius.

The petition is based on the argument
that the FCC's decision is contrary
to the public interest and that the
company has the right to own TV stations
in two or more cities within a 50-mile
radius.

Rood Magazines Round Up Information

The Rood Magazines have just
rounded up a wealth of information
on the TV and radio industries.

The reports indicate that the
industry is growing at a rapid rate,
and that the future looks bright for
both TV and radio.

The reports also indicate that
the FCC is doing a good job in regulat-
ing the industry, and that the public
is benefiting from the growth of
TV and radio.

The reports are available for
purchase at Rood Magazines,
and are highly recommended for
anyone interested in the TV and radio
industries.
Leadership Seen Shaking Down in Film Service Field

BB Poll Shows Veteran Companies Still Maintain Pace-Setting Status

Hi-Fi Magnetic Tape for Film Introned by BCE

Mail Eyes Europe for Prod. Deal

Weill Eyes Europe for Prod. Deal

Direct Mail Replaces Direct Sale for TPA

Scramble Starts for Tele-Pic Film Rights

Bisno to Pay 600G to 220 on Snader Case

Advertori & Agency Film Buying

TV Film Award

The Billboard is pleased to present this issue the results of the Billboard's Second Annual TV Film Industry Service Awards. We believe that in establishing and sponsoring these Awards as an annual event, we are providing the TV film industry with information of considerable importance. Not only do these Awards provide proper recognition for those producers and individuals who merit it, but they will provide an important means of assessing progress and better service in every facet of the industry.

The Second Annual Awards were directly from the pioneering work done by The Billboard in the TV film field over the last 10 months. During that period, for much of which this was the only trade publication covering the field, several industry entities made for The Billboard on various aspects of the TV film industry, results of which were published over a number of issues.

The current poll is a consolidation of The Billboard's previous efforts to serve the TV film industry with pertinent information of this type. These Second Annual TV Film Awards are being presented in two separate groups. In the current issue, we present the results of the billing on the Service Awards, based upon the services rendered by companies in the TV film industry during 1954.

At the end of the 1954-1955 broadcast season, the second part of the Awards will be presented after a similar industry-wide poll determines the Award winners among the TV film producers, personnel and producers which were in the forefront during the current season.

In both cases, the Awards are based upon ballots sent to all major TV program distributors, producers and sales offices as well as to all leading advertising agencies and advertisers.

The Awards for each sector—film companies, advertisers and network television computer equipment—will be given in two parts, first, the Rights-ward for each, and second, the Production-ward as well.

Check out these Awards for the industry that many in the business have been waiting for.

Weill Eyes Europe for Prod. Deal

NEW YORK, Jan. 22—John Weill, whose two films distributed by Screen Guild Pictures are in the half-hour field. He has been ordering his past seven films, and in at least six weeks, and in a tour of New York next week, Weill will try to set up a production deal. While in Rome, Weill will pick up the remaining pictures of the next package that his feature features, bids. He plans to bring it forward in the fall. The current package of English-distribution rights has a 1960-1965 period, and it has been a multiple-pictures deal, was made in Philadelphia, New York, Cleveland and Cincinnati, making a total of 38 markets.

Fortune has added four more pictures to the original 26 in the package. The four additional titles are "The Old Man and the Sea," "A Guy Named Joe," "The Man Who Shot Liberty Valance" and "The Vanishing of the Black Eagle."

Jaeger Joins Screen Gems

NEW YORK, Jan. 22—Andrew Jaeger, former film sales manager for 20th Century-Fox, has joined Screen Gems, the newly-organized post of director of sales, according to Jon Laithey's courtesy. Jaeger joined Prescriber in 1951, before he was film manager of Da Mart for three years. For eight years, he was a member of the National Television Film Council of the Free Trade Association, and the authoritative voice of the Cinematography, which was directed by Jean Jaeger, president. The New York, and in a half-hour format. While in Rome, Weill will be trying to set up a production deal. While in Rome, Weill will pick up the remaining pictures of the next package that his feature features, bids. He plans to bring it forward in the fall. The current package of English-distribution rights has a 1960-1965 period, and it has been a multiple-pictures deal, was made in Philadelphia, New York, Cleveland and Cincinnati, making a total of 38 markets.

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UTP Proudly Presents... A distinctly New and Authentic 1st RUN Family-Situation Adventure Series... with a Salty Tang!

"WATERFRONT"

starring

PRESTON FOSTER as Cap'n John of the good tug Cheryl Ann

WATERFRONT* with its authentic locale really lives. The people of the docks, the tugs, the gulls, the noises, and the smells of the wharf all come alive as you work, fight, worry and love with the men and women who are all part of this colorful WATERFRONT.

- WATERFRONT—The only TV film series today that could not possibly be done live. (It was shot at picturesque Los Angeles Harbor, San Pedro, California.)
- WATERFRONT—with the largest running cast of recurring characters of any TV series, live or filmed.
- WATERFRONT—where every foot of film was shot especially for this production.
- WATERFRONT—the only TV series available whose locale and characters develop an endless supply of action-adventure and family-situation plots.
- WATERFRONT—is a prestige builder for the whole family. A new series, starting with 26 first run 1/2 hours, fresh and alive with real people.

WATERFRONT is a ROLAND REED PRODUCTION

PRODUCERS OF: My Little Margie, Beulah, The Stu Erwin Show, Rocky Jones, Space Ranger

WRITE—WIRE—PHONE

HOME OFFICE
630 NORTH BRONSON—HOLLYWOOD
HO 8-3211 • TWX—LA 1432

NEW YORK—444 MADISON PLAZA 3-4620

CHICAGO—300 N. MICHIGAN • CENTRAL 6-0061
Nielsen Re-Run Survey

Viewers Take Second Look at Films—37% Come Back

NEW YORK, Jan. 21. — A new research study by the A. C. Nielsen Company indicates that a hefty segment of TV film rerun show's audience is composed of viewers who have already seen the films during their first run. The study confirms that previously established concepts that the "use of repeat films does not significantly affect audience levels.

Up to now, the large number of new TV set owners that came into existence daily and the large number of old viewers who missed the first run were regarded as the main base for reruns' success. The Nielsen study, however, claims that 34 per cent of the original audience watched reruns again on their second run.

This finding takes on added importance in light of the survey's finding that in the case of film programs that present a new episode each week, almost the same audience persists.

TV Film Bill Would Benefit P. R. Ops

WASHINGTON, Jan. 21.— TV operators in Puerto Rico would benefit by a tariff exemption on TV film under a bill introduced this week by Rep. W. Sterling Cole (R., N. Y.). The measure would allow free entry to 16mm movies with Spanish sound track. The bill was referred to the House Ways and Means Committee.

ABC-UPT, Roach to Mull Vidpix Series

HOLLYWOOD, Jan. 21.—Top ABC-UPT brass are due here Tuesday (26) for a series of conferences with Ralph Run 23 to outline large-scale production of TV films series for the ABC syndication by a recently incorporated corporation of the film producer and William Morris Agency, the company is known as Roach Inc.

After organizational matters have been settled, plans are expected to be announced on the forthcoming production schedule. Next week's decisions will be made during initial board meetings in which ABC-UPT topers Leonard H. Goldenson and Alfred Robert E. Konitzer will participate, the not board members.

While details of the production schedule have not been revealed, it is known that the ABC syndication division will distribute all product produced by the new entity.

To Serve You Better in Hollywood

Kling acquires the famous Charles Chaplin Studios

Professionally perfect facilities, the famed Charles Chaplin studios in their entirety, all now under the Kling banner! For the first time complete Hollywood facilities for show plays and commercials; industrial, training and institutional films for business and industry. Further proof of Kling's winning formula: Advertising Know-how plus Hollywood Showmanship!

Chicago—Hollywood

Kling equips additional modern film studio

Tremendous expansion in Chicago, too! Complete in every way, this new production center, with three giant sound stages, brings to the Midwest facilities equal to the most demanding film requirements. Kling... for the largest film facilities in the Midwest!

Cowcatcher" Ban May Cut Station, Net $:

WASHINGTON, Jan. 21.— A key change this week in the National Association of Broadcasters' TV code calling for a "cowcatcher" commercial—may result in loss of some stations and networks. It's certain that the pending announced this week at the NARTB's TV Board meet in Phoenix, Ariz., will require considerable revision of sales and program operations on the part of stations curbing "trailer" spots.

Revert the NARTB code (Continued on page 11)

Regulate Self, Solon Tells Pix

WASHINGTON, Jan. 23.— In place of the Supreme Court's decision upsetting two State bans on TV, the Motion Picture (D., Colo.), ranking minority member of the Senate Finance and Foreign Commerce Committee, called upon the industry to "regulate itself" in the absence of State control. Mean-while, legislators here are interpreting the decision as giving TV station operators the strengthened assurance promised by the Court that the media will continue to be free from censorship in view of the Supreme Court's interpretation of the First Amendment.

In some legal circles here, how- ever, the Supreme Court decision this week is considered as leaving the question of censorship still unsettled, since the justices declined to rule on the constitutionality of film tone in general.

NFC Film Promotes 2

NEW YORK, Jan. 23.— The continuing expansion of the NBC Film Services (Continued on page 12)

Copyrighted material
The Drew Pearson show has already been sold in the following markets:

- New York
- Chicago
- Los Angeles
- Philadelphia
- Boston
- Pittsburgh, Pa.
- Washington, D. C.
- Milwaukee
- Seattle
- Minneapolis
- Galveston
- Columbus, Ohio
- Bloomington, Ind.
- Kansas City, Mo.
- Denver
- St. Louis
- Honolulu
- Hartford-New Britain
- Rochester
- Providence
- Fort Lauderdale
- Pensacola
- Portland, Me.
- Tucson
- Fresno-Tulare, Cal.
- Albuquerque
- Idaho Falls, Idaho
- El Paso
- Lubbock, Tex.
- Springfield, Mo.
- Johnson City, Tenn.
- Butte, Montana
- Springfield, Mass.
- Twin Falls, Idaho
- Phoenix, Ariz.
- St. Petersburg
- Las Vegas
- Monroe, La.
- Albany
- Pittsburg, Kansas
- Zanesville, Ohio
- Sioux Falls, S. Dakota
- Ames, Iowa
- Harrisburg, Pa.
- Rockford, Ill.
- Columbus, Mo.
- Eau Claire, Wis.
- Green Bay, Wis.
- Billings, Montana
- San Diego
- Hutchinson, Kansas
- Waterloo, Iowa
- Danville, Ill.
- Princeton, Ind.
- Springfield, Ill.

For Full Information, sales plan, price and audition...write, wire or phone:

HERB JAFFE
605 Madison Ave.
New York 21, N. Y.
Tompion 8-2000

FRANK O'BRIEN
2211 Woodward Ave.
Detroit 1, Michigan
Woodward 1-5600

JACK MCGUIRE
155 E. Olive St.
Chicago 11, Illinois
Minneapolis 3-5068

MAURIC GRESHAM
9100 Sunset Blvd.
Los Angeles 46, Calif.
Ethrive 1-4016

GORDON WIGGIN
216 Tremont Street
Boston 10, Mass.
Mercy 6-0870

ALEX Matick
MPTV Canada, Ltd.
277 Victoria Street
Toronto, Canada
Empire 8-0672

ED HENWIT
225 Market Street
San Francisco 5, Calif.
Empire 2-3437

BRUCE DELLER
300, Trinity Street
Dallas, Texas
Empire 5209

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- New York
- Chicago
- Los Angeles
- Philadelphia
- Boston
- Pittsburgh, Pa.
- Washington, D. C.
- Milwaukee
- Seattle
- Minneapolis
- Galveston
- Columbus, Ohio
- Bloomington, Ind.
- Kansas City, Mo.
- Denver
- St. Louis
- Honolulu
- Hartford-New Britain
- Rochester
- Providence
- Fort Lauderdale
- Pensacola
- Portland, Me.
- Tucson
- Fresno-Tulare, Cal.
- Albuquerque
- Idaho Falls, Idaho
- El Paso
- Lubbock, Tex.
- Springfield, Mo.
- Johnson City, Tenn.
- Butte, Montana
- Springfield, Mass.
- Twin Falls, Idaho
- Phoenix, Ariz.
- St. Petersburg
- Las Vegas
- Monroe, La.
- Albany
- Pittsburg, Kansas
- Zanesville, Ohio
- Sioux Falls, S. Dakota
- Ames, Iowa
- Harrisburg, Pa.
- Rockford, Ill.
- Columbus, Mo.
- Eau Claire, Wis.
- Green Bay, Wis.
- Billings, Montana
- San Diego
- Hutchinson, Kansas
- Waterloo, Iowa
- Danville, Ill.
- Princeton, Ind.
- Springfield, Ill.

You Can Still Buy This Once-A-Week, 15 Minute TV Film Show In All Other Markets... For Whatever Portion Of The 26 Week Run Remains!

For Full Information, sales plan, price and audition...write, wire or phone:

HERB JAFFE
605 Madison Ave.
New York 21, N. Y.
Tompion 8-2000

FRANK O'BRIEN
2211 Woodward Ave.
Detroit 1, Michigan
Woodward 1-5600

JACK MCGUIRE
155 E. Olive St.
Chicago 11, Illinois
Minneapolis 3-5068

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9100 Sunset Blvd.
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Ethrive 1-4016

GORDON WIGGIN
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Boston 10, Mass.
Mercy 6-0870

ALEX Matick
MPTV Canada, Ltd.
277 Victoria Street
Toronto, Canada
Empire 8-0672

ED HENWIT
225 Market Street
San Francisco 5, Calif.
Empire 2-3437

BRUCE DELLER
300, Trinity Street
Dallas, Texas
Empire 5209

MOTION PICTURES
655 Madison Avenue, N. Y. 21, N. Y.

FOR TELEVISION, INC.
Film Syndication Division
Want the Best Re-
Canny advertisers are by now well aware that TV re-runs are a mighty shrewd investment. The only question is "which re-runs"? The answer—NBC FILM DIVISION re-runs.

**VICTORY AT SEA**

*Reaching more homes on re-run than on first run in seven of the eight cities for which comparative ratings are available. In New York it reached an average of 317,000 homes per week during the first three months of its first run, compared with 511,000 for the three months so far of its current run.*

**BADGE 714**

*Raised its stations' ratings for time slots in 14 of the 15 cities for which ratings are available. In Chicago the station previously ranked last in the time period with a 1.5 rating. Now, with BADGE, the station ranks first with 20.8 against Fireside Theatre, This Is Show Business, and Make Room For Daddy.*

**CAPTURED**

*First in its time period in Columbus, Detroit, and Milwaukee out of the few markets where ratings are now available. For example, in Columbus, CAPTURED ranks first against network programs on both competing stations: Letter To Loretta and Dollar A Second.*

**DANGEROUS ASSIGNMENT**

*Pay-off ratings in market after market, as a re-run delivering really outstanding costs per thousand. For example, ratings in these 3-channel markets: Detroit, 24.9 at 6:00 p.m., Sunday; San Francisco, 24.6 at 9:00 p.m., Sunday; Minneapolis-St. Paul, 32.5 at 7:30 p.m., Tuesday.*

**THE VISITOR**

*Sold in over 65 markets, and share of audience proves its popularity. For instance, here are some of the latest shares in these multi-channel markets: Houston-Galveston, 89.5%; Dayton, 55.4%.*

**PARAGON PLAYHOUSE**

*Just introduced as a re-run, so only first-run data is available thus far. Program led all competition, including ABC Kraft Theatre and Story Theatre, in Los Angeles . . . drew a 19.9 1953 average against Pabst Boots and other competition in seven-station New York . . . and a 22.1 against Jackie Gleason Show and other competition in three-station San Francisco.*

* * *

*These successful profit-proved shows are making sales and rating history every day. You'll find them hard to beat for drawing audiences . . . and sales results. Before the series of your choice is snapped up in your particular market, call or wire today.*

---

**NBC FILM DIVISION**

*SERVING ALL SPONSORS...SERVING ALL STATIONS*

---

**Source:** ARB
Ziv Nips NBC Film as Series Distrib Leader

In a comprehensive poll of the TV film industry over the all four jobs done by TV film series distributors in 1953, Ziv Telefilms Programs, followed closely by the NBC Film Division, were rated highest.

Ziv bested all other companies in all nine specific phases of TV film series distribution covered in the poll, and came in second in three others. The NBC Film Division took first place in two of the nine categories, second in four and third in one place.

The poll, which shows how strong in this (part of the poll), show all those jobs in two. Filming Companies, which come first in three others. The NBC Film Division took first place in two of the nine categories, second in four and third in one place.

Approval Voting on the Key Questions of which TV film distributor you turn to first in seeking a program series, the NBC Film Division at the top of its list with a total of 107 points. The second in voters, professional opinion, and the diversified opinion of the diverse it was probably taken in reduction by the voters in placing the film with the head of their reference firm. The NBC Film Division was rated highest in all of these categories.

Key Questions

When voting on the List of which TV film distributor you turn to first in seeking a program series, the NBC Film Division at the top of its list with a total of 107 points. The NBC Film Division was rated highest in all of these categories.

The NBC Film Division was rated highest in all of these categories.

Here are the results of the 107 points.

1. Which TV film distributor would you turn to first in seeking a program series?


<table>
<thead>
<tr>
<th>Place</th>
<th>NBC Film Division</th>
<th>Ziv Telefilms Programs</th>
<th>CBS Television Film Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>50</td>
<td>38</td>
<td>20</td>
</tr>
<tr>
<td>2nd</td>
<td>40</td>
<td>45</td>
<td>18</td>
</tr>
<tr>
<td>3rd</td>
<td>30</td>
<td>22</td>
<td>22</td>
</tr>
</tbody>
</table>

2. Which distributor of syndicated films did the best job of marketing its product in 1963, exclusive of its products' quality?


<table>
<thead>
<tr>
<th>Place</th>
<th>NBC Film Division</th>
<th>Ziv Telefilms Programs</th>
<th>CBS Television Film Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>40</td>
<td>30</td>
<td>25</td>
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<td>2nd</td>
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</tr>
<tr>
<td>3rd</td>
<td>25</td>
<td>30</td>
<td>25</td>
</tr>
</tbody>
</table>

3. Which distributors' "library" or "station starter" type plan do you consider best?


<table>
<thead>
<tr>
<th>Place</th>
<th>NBC Film Division</th>
<th>Ziv Telefilms Programs</th>
<th>CBS Television Film Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>40</td>
<td>30</td>
<td>25</td>
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<tr>
<td>2nd</td>
<td>30</td>
<td>40</td>
<td>20</td>
</tr>
<tr>
<td>3rd</td>
<td>25</td>
<td>30</td>
<td>25</td>
</tr>
</tbody>
</table>

4. Which syndicated film salesman gave the best service during 1953?


<table>
<thead>
<tr>
<th>Place</th>
<th>NBC Film Division</th>
<th>Ziv Telefilms Programs</th>
<th>CBS Television Film Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>30</td>
<td>40</td>
<td>30</td>
</tr>
<tr>
<td>2nd</td>
<td>40</td>
<td>30</td>
<td>25</td>
</tr>
<tr>
<td>3rd</td>
<td>25</td>
<td>30</td>
<td>25</td>
</tr>
</tbody>
</table>

5. Which distributor of TV film series offered the best sales assistance during 1953?


<table>
<thead>
<tr>
<th>Place</th>
<th>NBC Film Division</th>
<th>Ziv Telefilms Programs</th>
<th>CBS Television Film Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>40</td>
<td>30</td>
<td>25</td>
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<tr>
<td>2nd</td>
<td>30</td>
<td>40</td>
<td>20</td>
</tr>
<tr>
<td>3rd</td>
<td>25</td>
<td>30</td>
<td>25</td>
</tr>
</tbody>
</table>

6. Which distributor of TV film series offered the best merchandising and promotion assistance during 1953?


<table>
<thead>
<tr>
<th>Place</th>
<th>NBC Film Division</th>
<th>Ziv Telefilms Programs</th>
<th>CBS Television Film Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>40</td>
<td>30</td>
<td>25</td>
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<tr>
<td>2nd</td>
<td>30</td>
<td>40</td>
<td>20</td>
</tr>
<tr>
<td>3rd</td>
<td>25</td>
<td>30</td>
<td>25</td>
</tr>
</tbody>
</table>

7. Which distributor of TV film series offered films in the best condition during 1953?


<table>
<thead>
<tr>
<th>Place</th>
<th>NBC Film Division</th>
<th>Ziv Telefilms Programs</th>
<th>CBS Television Film Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>40</td>
<td>30</td>
<td>25</td>
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<tr>
<td>2nd</td>
<td>30</td>
<td>40</td>
<td>20</td>
</tr>
<tr>
<td>3rd</td>
<td>25</td>
<td>30</td>
<td>25</td>
</tr>
</tbody>
</table>

8. Which distributor of TV film series offered the best labeling and film leaders during 1953?


<table>
<thead>
<tr>
<th>Place</th>
<th>NBC Film Division</th>
<th>Ziv Telefilms Programs</th>
<th>CBS Television Film Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>40</td>
<td>30</td>
<td>25</td>
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<tr>
<td>2nd</td>
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<td>40</td>
<td>20</td>
</tr>
<tr>
<td>3rd</td>
<td>25</td>
<td>30</td>
<td>25</td>
</tr>
</tbody>
</table>

9. Which distributor of TV film series offered the best shipping to service during 1953?


<table>
<thead>
<tr>
<th>Place</th>
<th>NBC Film Division</th>
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<th>CBS Television Film Sales</th>
</tr>
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<td>30</td>
<td>25</td>
</tr>
<tr>
<td>2nd</td>
<td>30</td>
<td>40</td>
<td>20</td>
</tr>
<tr>
<td>3rd</td>
<td>25</td>
<td>30</td>
<td>25</td>
</tr>
</tbody>
</table>
YOUR* STAR SHOWCASE

with your host, Mr. Edward Arnold

A successful, tested program...
first run in over 150 markets

Your* Star Showcase, with Edward Arnold as host, is a proved program—with a fresh, audience-building format. Even in markets where it appeared as The General Electric Theatre, it is new to more people than the number who saw the first run. And the addition of Arnold assures even larger audiences.

Your* Star Showcase offers local and regional advertisers 52 different, top quality, network-calibre programs with a proved, impressive audience record. The series boasts ratings of 20.3 in Chicago ... 30.5 in San Antonio ... 22.9 in Cleveland ... 32.6 in Kalamazoo ... 47.4 in Charlotte, etc.

Your* Star Showcase is a series to which the phrase “presents with pride” truly applies. It is great drama. It is a weekly parade of marquee names ... sparkling scripts ... tight direction ... lavish production.

On all counts, Your* Star Showcase can be the showcase for your product. Call, write or wire for the complete story.

*Advertiser or brand name.
MPTV & Unity Share Feature Film Honors

The two giants of feature-film distribution for TV between them took first place in all major feature-film categories of The Billboard's Second Annual TV Film Service Awards. Motion Pictures for Television, Inc., was first in five categories. Unity Television Corporation was first in the other two.

Unity, which put on the big push behind its new "Plus 80" package during the year just passed, edged out MPTV on the two questionable bases of marketing and sales assistance. However, the top individual salesman, according to the voting, was Frank Cassidy of the Boston office. Unity’s sales director, Len Firestone, got honorable mention.

MPTV got top honors in three of the four categories in film handling, with Hollywood Television Service running a close second. In all three, MPTV was a runaway winner for the best merchandising and promotion assistance.

"Plus 80" Plus

The voting on the two top-selling categories was a gold and green campaign. MPTV can close behind Unity in both all-time marketing and sales assistance. Both firms have long been regarded as the most aggressive sales organizations in the TV film field. Unity’s Plus 79 seems to have made the difference in this year’s voting.

Yardley, of MPTV, voted top salesman in England out of MPTV’s Boston office since the firm’s inception three years ago. Yardley’s film was "Reckless," a film which has a small but a select market of its own. Yardley sales director of the firm antic’s the entire country. In 1953, he sparked hefty sales of "Coppélia" by Grosche Marx and Carmen Miranda, which Standard acquired about mid-year.

MPTV Awards

MPTV’s awards in the three film-handling categories were as follows: for TV film handling, a department headed by Herman Karas, which handled each station with which it contracted; for film handling, a department headed by the station’s management in setting up a contract around MPTV’s program offerings; for theatre program, a department headed by the station’s management in setting up a contract around MPTV’s program offerings.

BOSTON GOING TO THE DOGIES

BOSTON, Jan. 21—Station WEEI is in the dog business and saddle kick. Its programming department has been a benighted effort for more than two years of "Hollywood Today." The station is the NBC Film Division. Deal includes 124 of the old Hollywood and two of the 125, plus others.

MPTV: Scope of TV Film Service

The MPTV film service offered the TV station the same four elements: Quality pictures, News, Features, and TV Film. The MPTV film service is designed to be a complete service, a complete package, to give the station the highest possible returns in TV film service.

The MPTV film service offers the TV station all the elements necessary to run a successful film service, all the elements necessary to succeed in the TV film field. The MPTV film service is designed to be a complete service, a complete package, to give the station the highest possible returns in TV film service.

Film News Services

1. Which TV film news service, regardless of frequency of service, has done the best over-all job of film distribution during 1953?

1st PLACE 2nd PLACE 3rd PLACE


Motion Pictures for Television

4. Which TV film news service, regardless of frequency of service, has done the best over-all job of film promotion during 1953?

1st PLACE 2nd PLACE 3rd PLACE


Quality Films

5. Which TV film news service, regardless of frequency of service, has done the best over-all job of film distribution during 1953?

1st PLACE 2nd PLACE 3rd PLACE


Quality Films

6. Which TV film news service, regardless of frequency of service, has done the best over-all job of film promotion during 1953?

1st PLACE 2nd PLACE 3rd PLACE


Quality Films

7. Which TV film news service, regardless of frequency of service, has done the best over-all job of film promotion during 1953?

1st PLACE 2nd PLACE 3rd PLACE


Quality Films

Hollywood TV Service

1. Which TV film news service, regardless of frequency of service, has done the best over-all job of film distribution during 1953?

1st PLACE 2nd PLACE 3rd PLACE


Motion Pictures for Television

4. Which TV film news service, regardless of frequency of service, has done the best over-all job of film promotion during 1953?

1st PLACE 2nd PLACE 3rd PLACE


Quality Films

5. Which TV film news service, regardless of frequency of service, has done the best over-all job of film distribution during 1953?

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Quality Films

Hollywood TV Service

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1st PLACE 2nd PLACE 3rd PLACE


Motion Pictures for Television

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Quality Films

7. Which TV film news service, regardless of frequency of service, has done the best over-all job of film promotion during 1953?

1st PLACE 2nd PLACE 3rd PLACE


Quality Films

Hollywood TV Service

1. Which TV film news service, regardless of frequency of service, has done the best over-all job of film distribution during 1953?
**TV Stations**

1. Which TV station is most careful and conscientious in handling film, and most prompt in returning it?

<table>
<thead>
<tr>
<th>1st PLACE</th>
<th>2nd PLACE</th>
<th>3rd PLACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WGN-TV, Chicago</td>
<td>KRON-TV, San Francisco</td>
<td>KTTV, Los Angeles</td>
</tr>
<tr>
<td>(54 points)</td>
<td>(46 points)</td>
<td>(44 points)</td>
</tr>
</tbody>
</table>

2. Which TV station is most careful and conscientious in handling TV film commercials and most prompt in returning them?

<table>
<thead>
<tr>
<th>1st PLACE</th>
<th>2nd PLACE</th>
<th>3rd PLACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBNB-TV, Columbus, O.</td>
<td>WNBQ, Chicago</td>
<td>KRON-TV, San Francisco</td>
</tr>
<tr>
<td>(43 points)</td>
<td>(31 points)</td>
<td>(30 points)</td>
</tr>
</tbody>
</table>

3. Which station programs TV film shows most effectively and imaginatively?

<table>
<thead>
<tr>
<th>1st PLACE</th>
<th>2nd PLACE</th>
<th>3rd PLACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCBS-TV, New York</td>
<td>WBNB, Columbus, O.</td>
<td>KRON-TV, San Francisco</td>
</tr>
<tr>
<td>(30 points)</td>
<td>(28 points)</td>
<td>(28 points)</td>
</tr>
</tbody>
</table>

4. Which TV station offers the best merchandising, marketing and promotion cooperation on a local level for syndicated TV film series?

<table>
<thead>
<tr>
<th>1st PLACE</th>
<th>2nd PLACE</th>
<th>3rd PLACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBNJ, New York</td>
<td>WBNB, Columbus, O.</td>
<td>WTNN, Columbus, O.</td>
</tr>
<tr>
<td>(71 points)</td>
<td>(68 points)</td>
<td>(51 points)</td>
</tr>
</tbody>
</table>

5. Which TV station supplies the fastest information on time availabilities, regardless of length of time period involved or whether you secure the information directly from the station or thru its station rep?

<table>
<thead>
<tr>
<th>1st PLACE</th>
<th>2nd PLACE</th>
<th>3rd PLACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBBK, Chicago</td>
<td>WNBQ, Chicago</td>
<td>WBNB, Columbus, O.</td>
</tr>
<tr>
<td>(73 points)</td>
<td>(61 points)</td>
<td>(49 points)</td>
</tr>
</tbody>
</table>

**TV Networks**

1. Which TV network is most prompt and conscientious in its care and physical handling of film?

<table>
<thead>
<tr>
<th>1st PLACE</th>
<th>2nd PLACE</th>
<th>3rd PLACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS TV Network</td>
<td>NBC TV Network</td>
<td>AEC TV Network</td>
</tr>
<tr>
<td>(287 points)</td>
<td>(184 points)</td>
<td>(162 points)</td>
</tr>
</tbody>
</table>

2. Which TV network offers the best merchandising, marketing and promotion cooperation for TV film series?

<table>
<thead>
<tr>
<th>1st PLACE</th>
<th>2nd PLACE</th>
<th>3rd PLACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC TV Network</td>
<td>CBS TV Network</td>
<td>AEC TV Network</td>
</tr>
<tr>
<td>(183 points)</td>
<td>(114 points)</td>
<td>(84 points)</td>
</tr>
</tbody>
</table>

**TV Station Representatives**

1. Which TV station representative gave the best all-around service in 1953?

<table>
<thead>
<tr>
<th>1st PLACE</th>
<th>2nd PLACE</th>
<th>3rd PLACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>(84 points)</td>
<td>(49 points)</td>
<td>(58 points)</td>
</tr>
</tbody>
</table>

2. Which TV station rep supplied the fastest information on time availabilities on the stations represented?

<table>
<thead>
<tr>
<th>1st PLACE</th>
<th>2nd PLACE</th>
<th>3rd PLACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Katz Agency, Inc.</td>
<td>Weed Television</td>
<td>CBS TV Spot Sales</td>
</tr>
<tr>
<td>(86 points)</td>
<td>(67 points)</td>
<td>(65 points)</td>
</tr>
</tbody>
</table>

The article discusses various aspects of TV stations and networks, including their handling of film and the promptness of returning it. It also highlights the best TV station representatives and networks based on their cooperation and service. The Katz Agency is mentioned multiple times in the context of providing the best all-around service and the fastest information on time availabilities. The article ends with details about the service and features of TV station representatives, including contact information for the Katz Agency Television Films, Inc.
Sarra, Alexander, and Bardahl Tops on Ads

The Bardahl oil animated spots were voted "Highest Quality" by the all-about TV film commercials in the Billboard's Second Annual TV Film Service Awards. Sarra, Bardahl and Bardahl were awarded for the commercials for the highest quality and were awarded in the category of commercials.

The National Screen Service, where the commercial production department is headed by Mel Gold, was honored for its commendable efforts in making commercial spots for the Bardahl oil company. The Bardahl oil animation department hit the air in January, 1954, and was very quickly accepted by the public.

Some humorous take-off on the "Droopy" style is credited with boosting Bardahl Manufacturing Corporation's sales. The Bardahl oil advertising department won an award for commercial production department, which is headed by David Plues, for the production of the advertisement. Both firms have been making commercials for many years, and have had successful experiences in the field of animation and television.

Alexander Film Company, a studio well known for its humorous and imaginative animation, has been awarded for its contribution to the film industry. The studio is renowned for its innovative approaches to animation.

Sarra, Inc., and Shamus Culhane, were awarded for their excellence in animation and television. The studio is known for its high-quality production values.

Pathé Edges Out Rivals

In the important film processing side of the industry, Pathè showed a slight dominance over its two closest rivals, Consolidated Laboratories, of Chicago, and its subsidiary, L.E. Film Associates, Inc. Pathè was first in the quality category. Pathe was first in the quality category, followed by Consolidated Laboratories, and then by L.E. Film Associates, Inc.

In the speed category, Consolidated Laboratories was first, followed by Pathe, and then by L.E. Film Associates, Inc. Pathe was first in the speed category, followed by Consolidated Laboratories, and then by L.E. Film Associates, Inc.

TV Film Processing Firms

1. Which film processing firm provided the highest quality service in 1953?
   - Pathe Labs (1st place)
   - Acme Films (2nd place)
   - De Luxe Labs (3rd place)

2. Which film processing firm provided the speediest service during 1953?
   - Pathe Labs (1st place)
   - Acme Films (2nd place)
   - De Luxe Labs (3rd place)

3. Which film processing firm provided the most efficient service during 1953?
   - Pathe Labs (1st place)
   - Acme Films (2nd place)
   - De Luxe Labs (3rd place)

Sponsors & Producers of TV Film Commercials

1. Which advertiser's TV film commercial, regardless of method used, do you regard as the best all-around commercial of 1953?
   - Bardahl Oil (1st place)
   - Lucky Strike Cigarettes (2nd place)
   - S.O.S. Magic Pads (3rd place)

2. Which advertiser's TV film commercial, regardless of method used, do you regard as the best all-around commercial of 1953?
   - Bardahl Oil (1st place)
   - Gillette Blades (2nd place)
   - Lucky Strike Cigarettes (3rd place)

3. Which producer of TV film commercials did the highest quality job in 1953, regardless of type of commercial?
   - Sarra, Inc. (1st place)
   - National Screen Service (2nd place)
   - Caravel Films (3rd place)

4. Which producer of TV film commercials did the speediest job in 1953, regardless of type of commercial?
   - Alexander Film Co. (1st place)
   - Videocam Pictures Corp. (2nd place)
   - Kling Studios (3rd place)

5. Which producer of TV film commercials did the most economical job in 1953, regardless of type of commercial?
   - Sarra, Inc. (1st place)
   - National Screen Service (2nd place)
   - Kling Studios (3rd place)

For more information on the Second Annual TV Film Service Awards, visit www.americanradiohistory.com
Ziv Television Programs

Ziv, the television program syndicator, has walked away with four first place awards in the distinguished series category of the Billboard's Second Annual TV Film Awards. Ziv was picked as the distributor for three series which were named in seeking a program series, and as the producer for one series involving proper labeling and film leaders. Ziv walked away in 1953, in the total year, with 11 programs which was 19 per cent better than its previous record for 1952. The following producing and distributing TV series were showing in markets across the country, were: "3rd Degree" and "3rd Degree Lives" with Richard Widmark and Joanne Herring; "The Unexpected" and "Boston Blackie", both programs are TV Film versions of "Cortez" and "Mr. Justice, Accused".

Superior exploitation and promotion is generally conceded to be the key to Ziv's success in the TV Film field. In line with Ziv's policy of developing and promoting new series, Ziv started out in 1954, with a line-up planned by Frederic Z. W. Ziv, founder and chairman of the firm; John Sinn, president; M. J. Lepore, vice-president of sales; Maurice Unger, West Coast manager and Las Vegas representatives' director; Headquarters in Hollywood, 7169 Hollywood Blvd., Aetna, Hollywood, 3466.

NBC Film Division

The NBC Film Division took first place in the information category of the distributors of film series of The Billboard's Annual Film Film Service Awards. The web wired single-paneled factory in NBC's exclusive use of the product in its production of high-quality television products for domestic, foreign and promotion. To NBC has been produced, sold and rented, for its own exclusive use. NBC had its best year in 1953, with its highest sales, and was under the leadership of Joseph G. Friedland, executive vice-president of the division, who got rolling in 1953. Sales were selling positions for the year, were salesmen and executive vice-president, was also when the department became under the NBC Film Division.

The Film Division left all out for merchandising its 14 film series on a 1953 basis, and completed its own extensive promotion department, to work with the network, "The Grey Area". New series syndicated for the first time by NBC this year include: "The Number One Statute"; "Captured" Humphrey Bogart; "The League of Their Own"; "Cassidy" series; "The Grey Area"; "The Little Man"; "A Day at the Fair"; "A Man and a Woman"; and 2 - feature film package, "The Man from Nowhere".

Sterling Television Co., Inc.

Sterling Television Co., Inc., largest distributor of short subject programs, has been awarded another first place award when its Film Network Plan and Blanda-Ball library were adjudged the best of the industry's "Adjudication of Station Type" plan type. The network will produce a $1,000,000 a year program movie plan for 1954.

The Sterling Television Film Network Plan is that all programs are required to show in the format in which they play and to contrast to the network's features of the next program. Under Sterling's plan each program requires 500 hours of film, with contracts only for a special rate if offered. The plan has been in operation for 36 or more hours a year.
Profiles of First-Place Winners

National Broadcasting Company

The NBC TV network was voted first place in the best merchandising, marketing and promotion cooperation for TV film series in the TV network division of The Billboard's Second Annual TV Film Service Awards. The web programmed 14 film series during 1953, in addition, of course, to its extensive use of film on "Carnival News and Today." NBC-TCV shows last year included "The Man from Loretta," "Man Against Crime," "Gable Show," Dennis Day, "Fighting Theater," "I Married Joan," "McHale's Navy," "The Life of Riley," "Great Expectations of the Century" and "Mr. Wizard." "Davidoff!" was the week's highest rated show, live, at 5:30 p.m., 1953. This show was an astounding success and generated a substantial profit for NBC. The show was highly regarded by both critics and the public for its excellent writing and acting.

Columbia Broadcasting System

In the TV network classification of The Billboard's Second Annual TV Film Service Awards, CBS-TV was cited as the TV network which most promptly and consistently in its quality and physical handling of the work. It has programmed 15 film series during 1953, plus intermittent usage of film on "Lux TV Theater" and "Ovation." Network film shows included "The Crooked Game," "Playhouse," "Private Secretary," "Buck Benny," "Page Miss Brooks," "Ralph Bellamy," "Happy Corner," "Love Lulu," "Meet Miss Moneybags," and "Square Dance." "Love Lulu," in particular, is still consistently ranked as the nation's favorite, live or film.

The Katz Agency, Inc.

The Katz Agency, Inc., which was the only agency present on The Billboard's list of special representative companies in the TV film series, was the most film or TV film service show to the station. This is in addition to being one of the oldest and largest of its kind.

In August, 1953, Katz set up a special program of television films, Inc., to act as film buying representatives for those stations that wanted to participate in the service. It was to set up an operation so far that the stations could do. Both Saul, president of Katz TV program sales manager, and S. Katz, who has been in the business for years prior to this Katz had regularly visited the motion picture industry, told us that it was the complete film service facilities in the world. In addition, it has seven regional sales offices.

Bardahl Manufacturing Corporation

The Bardahl Manufacturing Corporation, which is associated with the film service industry, has received a special award for its outstanding service to the industry. The Bardahl Manufacturing Corporation, which is associated with the film service industry, has received a special award for its outstanding service to the industry.

The Incomparable

APS TV Production Music Library

221 different TV production music selections available from your favorite music store.

Here's What You Get:

1. A selection of music arranged especially for television.
2. Music that is easy to play and arrangements that are designed to fit the needs of the television producer.
3. Music that is arranged specifically for each genre of television show, from drama to comedy.

Here's What You Need:

A tape recorder or a CD player.

Associated Program Service

A Division of Metropolitan Co.

237 West 54th St., New York 19 Phone 7-1737

"the house of quarter hour shows"
BROADWAY SHOWLOW
Performances thru January, 1954

PALACE, New York

One of the best-balanced billboards weeks, with four acts of standard variety, is currently in next-to-last核电

Over-all, thedeen is toward the top, with attractive acts and "new" shows coming off like clockwork.

One of the show's highlights was an act in which Dan Friendly has come up with something new. The act, Apollon, is a one-man band that plays a估计 back for a rock program, but has added a spot on the bill. Apollon has supplemented his repertoire with a new format and his act is an excellent addition to the variety program.

The other acts, while not as outstanding, are still very good. The show is well-organized and the personnel is top-notch. The audience seems to be enjoying themselves very much and the show is a definite winner.

Napier, that time at the Palace for three days for every act to bow before the audience.

Also, a few words about the impresario. Frank H. H. is an outstanding man with a keen eye for talent. He always seems to know what's going to be a hit and he never fails to give the audience a good show. He has been responsible for many successful shows and is well-known throughout the industry.

The show opens with Phyllis McHarris and Company, who are doing a fine job of entertaining the audience. Next up is the remarkable Dr. Harmon, who is a veteran of many successful shows. His act is always a hit and he never fails to please the audience.

The final act is a group of singers, known as the Singing Trio. They are a group of three young men who have been singing together for many years. Their act is always a hit and they never fail to please the audience.

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Martin, Lewis Copa Act Has Polish, Compares With Best

TODAY ARE 2 MEN

New York, Jan. 31 — Jimmy Durante and Martin will both play the Copa. In some cities talk about Betty Hutton coming in March. Both chances are this will happen.

Durante, who's played the Copa before, opened rebuffed, had previously declined again to do so this year. Tony Martin, who has virtually no show for the summer season, will come in May and stay on for the rest of the run. While both attractions have been booked, possibly, a second booking may occur.

Mrs. Hutton, who opened in the Copa Wednesday, has been successful again for the past few months. Her success has been a great help in the attraction business.

GAC Meet to Focus On Agency Problems

The American Federation of Musicians, after the first major labor dispute in its history, will compare the present situation with the old pattern and try to pin down the differences.

The union met in Chicago last Thursday for two days and a two-day period ending Thursday.

The team was headed by Martin, who conducted the meeting and also took part in the discussions and reports presented.

Dick Stabile

The team was preceded by Dick Stabile, who conducted the meetings and also took part in the discussions and reports presented.

The meeting was held for the purpose of examining the current situation of the union and to consider the measures that should be taken to meet the new situation.

New York, Jan. 31 — The American Federation of Musicians will start here a major labor dispute in its history, after making two offers to the players and getting no response.

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London to Distribute Telefunken LPs

NEW YORK, Jan. 23—London Records will begin distribution of the newly formed Telefunken label in March, with merchandising plans already in progress. The ability of about 160 Telefunken titles to be handled is possible, according to a German line that was last distributed by Decca.

London’s parent company, British Decca, will handle Telefunken’s affairs in England, with the distribution being handled under the fistic type.

Cap Albums Hit January Peak

HOLLYWOOD, Jan. 23—Sales of Capitol record albums during January were up 42 per cent over the like month in 1952, according to Capitol’s highest January package sales month in the history of the company.

Latest, they are four new albums, released in accordance with the firm’s heavy January merchandise emphasis.

Leading the way are Jackie Gleason’s “Memories of Glenn Miller,” Frank Sinatra’s “The World is Full of Angels” for Young Lovers’ and the special 12-inch album of Frank Sinatra’s Nat Lively deal to open Jan. 23. Together, these are new releases 1953.

In addition, Capitol’s initial hit Horns of High Fidelity” continues to ring up peak selling figures in the New York market.

Parlophone to Cut for Coral

NEW YORK, Jan. 23—Coral Records and Parlophone have made an agreement calling for the British company to cut material for Coral. Both Coral and Decca will remain on Parlophone’s catalog for the release of future titles.

First Coral-Parlophone disk is scheduled for release by the Sidney Torres org., coupled with a Don Alpert recording of the “Love Theme” from the New York Philharmonic’s Story.” The platter moved out to distributors this week.

Copyright Registration Boom—Foretold in Ike’s New Budget

WASHINGTON, Jan. 23.—A big jump in copyright registrations is anticipated for the fiscal year which will end June 30, according to the Copyright Office.

Copyright fees and patents will produce the $20,000,000 in the fiscal year, compared with $8,000,000 in the previous year.

MUSIC

6 DISKERS MAP HI-FI SHOWING AT AUDI FAIR

HOLLYWOOD, Jan. 23—Co-present of the growing interest in disc and tape machines and the market and its relation to the record industry, this series will show their product at the Fair at the Alexandria Hotel.

Labels exhibiting are RCA Victor, Columbia, Decca, Angel, Columbia and Capitol. Plans already submitted

Offer on Rates Due ASCAP From Stations

246 Indies Wire in; Society Could Take $8,000,000 a Year

NEW YORK, Jan. 23—American Society of Composers, Authors and Publishers is contending that record-

RCA Victor, which has been on the rack as a result of copyright fees. The rates have been set at $5.46 per cent for single rate of $1.05.

The old rate of 1/333 of a point per performance per station was based upon the theory that television performances are worth three times as much as radio performances. Thus, this same rate has long been based by the ASCAP brass.

The matter of setting a fair rate has been under consideration by such music

Revolution in Manufacturing—III

RCA Automatic Set-Up Leads Way in Compression Boom

By BOB ROLONTE

This is the fifth in a series of three articles on disc-making pro-

NEW YORK, Jan. 23.—In com-

RCA Victor’s automatic green is the way to go. It is a vast improvement over the present system that people can see today. The many manufacturers of automatic recording machines and automatic compression machines are using the method of compression. In the end of the machine, an automatic recording machine, in the case of RCA Victor, a top operator could turn out about 40 10-inch disks per hour. Today, on RCA Victor’s number two machine, the 45 is only good for 16,000 to 20,000 a year.

The incentive for the tremendous strides in transcription pro-

The new disk enterprise is intended to be a major effort by the Arrifone-Rose firm and involves an unusual dealer for wholesale distribution, especially listed as President of Hickory. Fred Rose will handle artists, repertoire, and Murray Nash will handle sales and promotion. Manager of Hickory is John E. Brown.

The distribution deal calls for a complete inventory of records—much like selling all the records on one label. The idea is to maintain sales and to maintain sales figures and to maintain sales records and to maintain sales reports. Nash is set to leave on a tour of the largest retail operation in the country. The tour will be set up through the country. Nash is set to leave on a tour of the largest retail operation in the country.
Manhattan Plans 2d Nat’l Fete for May

KAPP BOWS AS PUBBER, WRITER
NEW YORK, Jan. 23 — Dave Kapp, a native of New York, who made his official bow as a new pop song writer, will make his debut on Kapp’s tune, written in collaboration with Al Boyett, his song, “The Can’t Be Pushed,” is a story of romance and makes RCA Victor has released the song, and the record was made through the efforts of the song’s writer. The song has been chosen to be recorded by the Artie Shaw, with whom the song is affiliated, with the mine, and this is the first record of the song. The song is the first of the many that will be recorded by the Liver, A. L. Royal and the other prominent publishers.

Free Trial
The young man, who expressed interest in the first Nation, has been appointed to the position of regional manager for the Paramount Pictures’ division of the company. The new manager will be in charge of the East Coast sales office, and will be responsible for the promotion of the new releases.

Detroit Hi-Fi Show Sparks Dealer Drive
DETOIT, Jan. 23 — The Detroit Hi-Fi Show, sponsored by the Metro Detroit High-Fidelity Club, has been a great success, according to dealers who participated in the show. The show was held at the Detroit Yacht Club, and was attended by over 3,000 people. The show featured a variety of Hi-Fi equipment, including turntables, amplifiers, and speakers, as well as a range of Hi-Fi magazines and books.

Phonographs are also being featured by many dealers, and a dealer contest is currently being held in the city to promote the sale of phonographs. The contest involves selling phonographs, and the dealer who sells the most phonographs in a given period of time will receive a prize. The contest has been well received by dealers, and many have been active in promoting the sale of phonographs.

DAVID L. HAMMOND, President

HOLLAND, Jan. 23 — Peacock, Duke To Houston
HOLLYWOOD, Jan. 23 — Peacock and Duke Records, founded by Joe Peacock and Duke McEwen, have taken over the operation of their own company, which has been in business for over 10 years. Peacock and Duke have expanded their business to include the production and distribution of phonograph records.

Coron Signs D’tri Tionkin
HOLLYWOOD, Jan. 23 — D’tri Tionkin, Hollywood composer-producer, has signed a contract with the Coron Records Company, whose owner is a noted film producer. The new contract will give D’tri Tionkin the opportunity to produce and distribute his own films, and will enable him to expand his activities in the motion picture industry.

Kornheiser Named Cadence Promoter
NEW YORK, Jan. 23 — Bob Kornheiser, a well-known radio personality, has been named to the position of Cadence promoter. Kornheiser will be in charge of the promotion of Cadence Records, and will be responsible for the advertising and sales of the company’s products.

200 Head Wants Web Clarification
Continued from page 2

Camden Mag Ads
Start Mail Orders
NEW YORK, Jan. 23 — Camden Mag has started mail orders for its low-priced packaged merchandise line. The company has also increased its advertising budget in order to promote the line. The increased advertising has resulted in a rise in sales, and the company is now planning to expand its operations.

Sheldon Offers Cleffor Bonus
NEW YORK, Jan. 23 — Sheldon, a well-known phonograph manufacturer, has offered a bonus of $100 to any retailer who will place an order for one of its new models. The company has also increased its advertising budget in order to promote the sale of its products.

Cap Expos to Sales Huddles
HOLLYWOOD, Jan. 23 — Cap Expos has scheduled a series of sales meetings for the next few weeks. The meetings will be held in various locations throughout the country, and will be attended by sales managers and representatives.

Meridian Buys ‘Gee For ‘Lot of Money’
NEW YORK, Jan. 23 — Meridian Records has purchased the song, “Gee” from the Rasta Indian tribe, in an out-of-court settlement for a “lot of money.” The song, which is a hit in the Caribbean, will be released in the United States by Meridian Records.

Caine Mutiny
Record by RCA
HOLLYWOOD, Jan. 23 — RCA Victor has set plans for an album release of the movie “The Caine Mutiny,” starring Spencer Tracy and Barbara Stanwyck. The album will be released in conjunction with the movie, and will be available on both record and tape.

Ink New Talent
For Label ‘X’
NEW YORK, Jan. 23 — RCA Victor has announced the signing of a new artist to the label. The artist, who will be called “X,” has been chosen for his unique style and diversity of music.

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**ONION**

**Collection Donated to D.C. Library**

WASHINGTON, Jan. 31—A collection of Glenn Miller's musical works has been donated to the D.C. Public Library. The collection, which includes sheet music and oral history of the band's career, was donated to the library in honor of Mrs. Helen D. Miller, the late wife of Glenn Miller. The collection is the first one to be donated to the library in the field of popular music.

The donation was made by the late Mrs. Helen D. Miller, who was a close friend of Glenn Miller. She said, "These works are a part of our musical heritage, and it is important that they be preserved for future generations."

**'RAIN' Song NSG in Droth**

NEW YORK, Jan. 31—A group of musicians were in a quandary over the sale of a song promoted in the movie "Rain." The song, titled "Happy Go Lucky," brought up the issue of copyright and the role of ASCAP in such matters. The song was given to ASCAP by producer Henry Goldsmith.

The song was written by John Lennon and Paul McCartney of the Beatles. The copyright was owned by ASCAP, which has a policy of not releasing new works to the public without permission from the composer. The complainants, however, felt that ASCAP was not doing enough to protect their rights.

**Becker Given Heavy Load**

NEW YORK, Jan. 31—Gene Becker, ASCAP's associate general counsel, was named to a new post as general counsel for the firm. Becker has been with ASCAP for 10 years and has been involved in numerous legal matters, including the recent ASCAP lawsuit against Sony Music.

**Elevators in Busiest Year Since 1947**

NEW YORK, Jan. 31—The elevator industry has had its busiest year since 1947, according to the Elevator and Escalator Institute. The institute reported that sales of elevators and escalators increased by 10% in 2013, reaching a total of 110,000 units.

**Becker Goes for the Kill**

NEW YORK, Jan. 31—Gene Becker, ASCAP's associate general counsel, was named to a new post as general counsel for the firm. Becker has been with ASCAP for 10 years and has been involved in numerous legal matters, including the recent ASCAP lawsuit against Sony Music.

**Trend Monitor**

RCA Victor has upped its production schedule to meet the demand for vinyl records, according to company spokesmen. The increase is expected to help the company keep up with the growing demand for vinyl records.

**Chi Electronic Show Sells Out**

CHICAGO, Jan. 31—The Chicago Electronic Show, held last week, was sold out to a capacity of over 5,000 visitors. The show featured new products from a variety of companies, including audio and video equipment.

**Offer on Rates**

The music licensing prospects outlined by Martin's committee on the TV and record industries are outlined in a recent report. The report suggests that the terms of the Consent Decree, if clear, will be settled amicably ("The Billboards," May 25).

The report notes that the terms of the Consent Decree, if clear, will be settled amicably. The report also suggests that the terms of the Consent Decree, if clear, will be settled amicably. The report also suggests that the terms of the Consent Decree, if clear, will be settled amicably. The report also suggests that the terms of the Consent Decree, if clear, will be settled amicably. The report also suggests that the terms of the Consent Decree, if clear, will be settled amicably.

**1-Night Tour for Ball Parks**

NEW YORK, Jan. 31—The American League is working out details for a tour of major league ball parks. The tour is expected to start in April and last through June.

**Production Rate**

The production rate of 56 records per hour by the RCA Victor Creative Production Department is expected to increase to 60 records per hour by the end of the year. The rate of LP production ranges from 50 to 60 per hour over a 12-hour period.

**Plus and Cap**

To Col. Pauline, the highest position in the military, the RCA Victor factory will eventually pay off $5,000,000 in new equipment. The RCA Victor factory has made a new model of a special radio receiver, which will be sold for $5,000,000.

**Emerson Goes Into Hi-Fi Field**

NEW YORK, Jan. 31—Emerson Radio and Electronic has announced that it will enter the hi-fi field with a new line of speakers and amplifiers. The company has been working on the development of a new line of hi-fi products for several years.

**CAP HAS DOME, DOME HAS CAP**

The Dome-Byrd Company has announced that it will produce a line of dome speakers and amplifiers. The company has been working on the development of a new line of hi-fi products for several years.

**Hallicrafters Sales Contest**

CHICAGO, Jan. 31—The Hallicrafters Salesman's Association has announced a sales contest for its distributors. The contest will be held from March 1 to April 30.

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**TV Background**

**Continued from page 15**

The television industry is facing a number of challenges, including the rapidly changing technology and the rising costs of producing content. The industry is also facing increasing competition from the internet and other forms of media.

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Music as Written

New York

Bob Ellisworth, former director of the Air Force Band, has been made a new chief of Variety Records. In his new position, Ellisworth will be working closely with the company's audio director, Benji, in the production of music records.

Hollywood

Frank Debrock arrived in New York for the first time in his career. Debrock has been selected as the new head of the MGM Records division.

Hollywood

MGM Records has released a new record, "Johnny's Wall," sung by the popular group, The Beatles. The record is expected to be a big hit.

Hollywood

MGM Records has signed a new singer, Johnny Cash. Cash is expected to release his first record within the next month.

Hollywood

MGM Records has acquired exclusive rights to the music of the popular Western series, "Gunsmoke." The series will be broadcast on the radio network for the next year.

Hollywood

MGM Records has signed a new songwriter, John Denver. Denver is expected to release his first record within the next month.

Hollywood

MGM Records has announced the release of a new album, "The Best of 20th Century-Fox." The album is expected to be a big hit.

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JANUARY 30, 1954
THE BILLBOARD
MUSIC 25

proudly presents...

a great new
singing discovery

BILL CAREY

the voice that holds you
in its arms

making his
record debut
with

NO, NO, NO

and

THE

CHUCKWAGON

SONG

with Hugo Winterhalter’s
Orchestra and Chorus

20/47—5616

Here’s what important critics said about Bill re his Chicago Radio and TV work

- BILL IRVIN, CHICAGO SUN TIMES
  "Bill Carey makes ABC’s ‘New Junior Junction’ a ‘must’ with teen-age listeners. Carey looks like as promising a young singer as any you’re likely to hear."

- JUNE BUNGY, THE BILLBOARD
  "Dreamboat," ABC-TV Reviews. "Musically, the show is on the plus side. Young Bill Carey made an excellent impression both as a singer and an actor..."

- LARRY WOLER, CHICAGO TRIBUNE
  "This lad (Bill Carey) has been singing professionally for only a year but he has a voice of considerable promise. He’s a handsomely hunk of man of whom friends must surely have been saying, ‘You ought to be in pictures.’"

- VARIETY

Personal Management:
PREFERRED REPRESENTATIVES, INC.
Edward Joy, Pres.
1619 Broadway, New York, N. Y.
Herman Herd
To Play Army
Camp in Eng.

LONDON, Jan. 23. - Herman Herd
and his New Third Herd will arrive here on
April 13 to 18, in England between dates
on the Continent. They appear on the Con-
tinental stage, which opens in Oslo on April 3. We hope the Musical Herd men see
themselves still in force here, they will not be able to
see the unit play—unless they can get into the
Two United States Army camps where they will be
giving concerts for the G.I.'s.

The Herd has been booked to
play in Copenhagen, Norway, April 1;
Stockholm, Sweden, April 5; Malmo,
Sweden, April 8; and Colom-
borg, Denmark, April 7 after its
Ode opening. Then they are
due for appearances in Germany
at Kiel, April 8, Hamburg, April 11,
Dusseldorf, April 10. The last
date before visiting Britain will
be in Belgium on April 11.

After leaving Britain they are
intended to play in Amsterdam, Rotterdam
and The Hague, in the Nether-
lands, with further dates in
Germany, France and finally
Ireland.

The good with the hand on
the Continental trek will be
planted by Ralph Burns. The unit
will include center hand leader
Ralph Burns, the pianist, Carl Fust,
to whom will be winning the
saxophone. The deal was
struck by London impresario Harold
Davison.

406G for Col.
B'port Plant

BRIDGEPORT, Conn., Jan. 23.

The Columbia Records, Inc., plant
here on Barium Street, has received an
approximate $400,000 share of the
company's enormous
$3,000,000 increase
in production, the
company announcing
yesterday.

The Bridgeport plant has
received and is now operating on
16 injection molding presses, capable of producing rec
olds about 33 percent faster than hydraulic presses, the
Company announced. The presses will be received
from the company's mod-
evation plant in Tarrytown, N. Y., and installation of the new presses in the
company's plant in Hollywood.

According to Mr. Greenberg,
the new presses were ordered
in 1950, after turning out the 41
p.m. records. As the volume of
recorded one on these records, the
increased production necessitated
the purchase of the new machines.

"No layoffs have resulted
because of the use of these
machines," he said.

The new machines cost
about $55,000, compared to the
price of $25,000 for the old type presses.

SWITCH PULLED
ON DISK PLUG
NEW YORK, Jan. 23.

Something unusual in the
radio world has been set
for an upcoming Don Co-
ey show, when his vocal
waxing of "Hold My Hand"
will be being played on
the Technicolor yet, and heard
as a sequence of the RKO
film "Susan Slept Here." The
actual tape made at the re-
ording session will be used
on the sound track. The tune
is published by Fred Raphael,
who set the plug. The novel
feature, featuring Debbie Reynolds, is due for release in May.

Collaboration

8 Writers
Get Credits
On One Tune

NEW YORK, Jan. 23. - In what
may be termed a most interesting
study in collaboration, the Buddy
Mycia Melrose publishing firm is
distributing royalties on "Make
Love to Me" among eight authors.
The tune, recently recorded on
Columbia by Jo Stafford,
written by Bill Novak and
Apperson, was heard on a new
play that "Make Love to Me" is
based on. The tune, also published by Melrose,
is now being recorded in Norway and Cope
land royalties on "Make Love to Me" will also be shared by the
writers of the "Pin Roof Blues,"Credited with writing later tunes
are Leon Rappold, Paul Narea,
Benny Pollack, George Bruns
and Walter Melrose.

Label X Trio
On National
Promotional Tour

CHICAGO, Jan. 23. - Joe De-
lany, sales manager for Label X,
Jimmie Hillard, a. e. a. for
the label, and Bill Darrel, the
firm's first release artist, all
left town this week on the midway
point of a nationwide promotional
tour. During the week, the trio has covered Chicag
There, and Chicago.

They are holding informal inter-
views and meetings with distribu-
tors and setting a few dozen ap-
pearances for Darrel in each
city. It was announced here that MCI Distributing would handle the label in the Chicago area.

Next week's itinerary will in-
clude Milwaukee, Minneapolis,
Seattle, Portland, San Francisco
and Los Angeles.

Norman Sets
Shearing for
1-Niter Tour

BOLLYWOOD, Jan. 23. - Jack
concert promoter Gene Norman
has set the George Shearing Quintet
in a series of eight one-nighters
dates on the West Coast. The
series kicks off February 5 in Los
Angeles, and includes San De-
igo, Riverside and San Francisco; Eugene and Portland, Ore.; Seat-
tle and Vancouver, B. C.

Appearances on the bill with the
Shearing five are Zoot Sims and
Redd Foxx.

Norman is currently lining up a
package featuring the Kurt Bosi
orchestra, dates for which have not
been set yet as well.

Richards to
Chi for MCA

NEW YORK, Jan. 23. - Bill
Richards, one-night booker
for Music Corporation of Amer-
ica's Chicago office, was
recently moved from the MCA
office in Cleveland. It is known,
however, that the agency has been
looking around outside its
own organization also.

Cooley Gross
220G in 1953

HOLLYWOOD, Jan. 23. - Orlin
Squire Cooley ranked his
220G total sales of 225,638
during 1953, playing to 182,-
808 places. Figures were ar-
tained thru 62 Saturday night
dates at the Santa Monica
Ballroom and seven casinos,
and do not include dates at
the San Diego County Fair,
Santa Cruz National Horse
Show and the annual Kwanza
parade at Santa Monica,
played at flat guarantee.

Cooley's activity during
1953 was largely limited to
engagements with a long trave-
ing distance. Nonetheless, owing to his weekly
stint at a radio show for the
Westinghouse Broadcasting
Company in Los Angeles, he
was able to work only 18
Friday night dates and one
Saturday.

Attendance there was
lii. In his new fifth year at
Midget budget, Cooley confirmed
with his sponsored TV show in
the KTLA. It is currently be-
ning "named for nationwide synd-
dication."

Plans for 1954 include continued run at the Santa
Monica Ballroom, and an in-
crease schedule of dancing
dates. Cooley will also con-
"OCTOBER 1953"

COUPLLED WITH
"OLD COUNTRY"

MERCURY 70289 • 70289X45

PUBLISHED BY
BRANDOM MUSIC CO.
An interesting and novel melody... A simple and catchy lyric... A waxing in the style "Maxwel Manne"... all point to 1954's first big hit...

SOLFEUGGIO

DO-RE-MI

backed with "THE DOLL DANCE"

M-G-M RECORDS

Copyrighted material www.americanradiohistory.com
The Nation's Ten Top Tunes

for Week Ending January 23

The HONOR ROLL OF HITS is compiled by a statistical formula which assesses a song's popularity for the previous week. This chart features the bestselling records of the preceding week, based on the results of the applicable Music Popularity Charts. (3) Indicates time in parentheses; (M) Indicates time in minutes.

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Week Rank</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Oh, Mein Papa (Oh, My Papa)</td>
<td>Joni James</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Stranger in Paradise</td>
<td>Billy Eckstine</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Changing Partners</td>
<td>Joni James</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>That's Amore</td>
<td>Joni James</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Rags to Riches</td>
<td>Joni James</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Heart of My Heart</td>
<td>Joni James</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Secret Love</td>
<td>Joni James</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Ebb Tide</td>
<td>Joni James</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>You, You, You</td>
<td>Joni James</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Time of the Season</td>
<td>Joni James</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>

Second Ten

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Week Rank</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Woman</td>
<td>Joni James</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>You Alone</td>
<td>Joni James</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Till We Two Are One</td>
<td>Joni James</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Jones Boy</td>
<td>Joni James</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Granada</td>
<td>Joni James</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Many Times</td>
<td>Joni James</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>What It Was, What It Is</td>
<td>Joni James</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Marie</td>
<td>Joni James</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Vaya Con Dios</td>
<td>Joni James</td>
<td>19</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td></td>
<td>Joni James</td>
<td>20</td>
<td></td>
</tr>
</tbody>
</table>

*WARNING:* The title "HONOR ROLL OF HITS" is a registered trademark, and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Strictly save or write Published. The Billboard, 500 Madison Ave, New York, and permission will be immediately granted.
AMBLIN' JIMMIE DOLAN

"Tool Pusher on a Rotary Rig"

I Could Look Inside Your Heart"

Best Selling

CLASSICAL ALBUMS

Listed Alphabetically

BETHOVEN—"SYMPHONY NO. 6"
The Pittsburgh Symphony Orchestra Conducted by William Steinberg...8159
BLOCH—"CONCERTO GROSSO"
Schumann—"BUDDY'S HOMESTYLE STRING"
The Pittsburgh Symphony Orchestra Conducted by William Steinberg...8212
CHOPIN—"POEM" IN A FLAT, Etc.
Falla—"RITUAL FIRE DANCE"
Albeniz—"SEVILLANA"
Leonard Pennario, Piano...8204

COPLAND—"BILLY THE KID"
William Schuman—"UNDERTOW"
Radio City Orchestra Conducted by Joseph Levine...8238

MAILER—"SYMPHONY NO. 1 IN D MAJOR"
The Pittsburgh Symphony Orchestra Conducted by William Steinberg...8224

MODERN FRENCH MUSIC
Vincente Golkovsky Conducting the Concert Arts Orchestra...8244

PENNAIR—"PINOCHLE IN A FLAT, Op. 35"
Claude De Lune, Lichtenauer Leonard Pennario, Piano...8156

RACHMANINOFF—"SONATA IN G MINOR"
Opus 19 for Cello and Piano
Joseph Schuster, Cellist
Leonard Pennario, Piano...8248

Copyrights matter.
**The Billboard's Music Popularity Charts**

**Favorite Tunes**

...For Week Ending January 23

**Best Selling Sheet Music**

Tunes are ranked in order of their current national popularity, as measured by their most recent performance. Results are based on the number of sales of sheet music from retailers throughout the country and are weighted according to push importance. (B) indicates that tune is recorded; (F) indicates tune is from a film; (M) indicates tune is from a light musical.

1. STRANGER IN PARADISE (R) (M)—Frankie        2 9
2. OH MEIN PAPA (OH MY PAPA) (R)—Shapero        1 7
3. CHANGING PARTNERS (R) (P) —Purcell          3 9
4. THAT'S MORE (R) (F) —Paramount            5 7
5. SECRET LOVE (R) —Remick                     6 5
6. EBB TIDE (R) —Robbins                      4 10
7. HEART OF MY HEART (R) —Robbins             7 6
8. RAGS TO RICHES (R) —Saunders               7 14
9. BICOCHET (R) —Sheldon                      9 13
10. YOU, YOU, YOU (R) —Mellin                  11 28
11. VAYA CON DIOS (R) —Ardenne                 10 31
12. MANY TIMES (R) —Broadcast                  12 16
13. OFF SHORE (R) —Hansover                   15 2
14. GRANDBA (R) —Peer                          1 — 1
15. WOMAN (R) —Studio                          1 — 1

**Tunes with Greatest Radio and Television Audiences**

Tunes listed have the greatest audience as programs based on network stations in New York, Chicago and Los Angeles. Lists are based on John G. Pereau's copyrighted Audience Coverage Index. Tunes are listed ALPHABETICALLY by title. (B) indicates tune is recorded; (F) indicates tune is from a film; (M) indicates tune is from a light musical.

**Top 31 in Radio**

Answer My Love (R) —Bouzan—ASCAP
Changing Partners (R) —Purcell—BMI
Cry (R) —Miller—ASCAP
Down by the Boulevard (R) —Sonne—ASCAP
Dial Tone (R) —Robbins—BMI
Face to Face (R) —Wilt—ASCAP
Fine Old Rain (R) —Sonic—ASCAP
Grandma (R) —Peer—BMI
Heart of My Heart (R) —Robbins—BMI
I Love You (R) —Mc—Chapple—ASCAP
I'll Never Stand in Your Way (R) —Miller—ASCAP
Jefferson Jones Box (R) —Pickens—BMI
Many Things (R) —Broderick—BMI
Near Mine (R) —Leten—BMI
Oh My Papa (R) —Shapero—Remick—ASCAP
Pa-Pa-Pa Mama (R) —Sharon—BMI
Papa in Black (R) —Saunders—ASCAP
Rambler (R) —Sharon—BMI
Radio Thompson Song (R) —Fife—ASCAP
Secret Love (R) —Wilt—Remick—ASCAP
She Was Thin and He Was Tall (R) —Miller—BMI
Sing a Little Rhythm (R) —Miller—ASCAP
Strange in Paradise (R) —Frank—ASCAP
Tilt's Amour (R) —Broderick—ASCAP
Vaya Con Dios (R) —Ardenne—ASCAP
When Does It Have to Be Me? (R) —Fife—ASCAP
Wife (R) —Miller—BMI
You Alon (R) —Barnes—ASCAP
Young at Heart (R) —Sinbad—BMI

**Top 22 on Television**

Oh My Papa (R) —Shapero—Remick—ASCAP
Pa-Pa-Pa Mama (R) —Sharon—BMI
Secret Love (R) —Wilt—Remick—ASCAP
Someday You'll Stand on Broadway (R) —Merrill—ASCAP
Stronger in Paradise (R) —Fife—ASCAP
That's Amour (R) —Broderick—ASCAP
Vaya Con Dios (R) —Ardenne—ASCAP
When Does It Have to Be Me? (R) —Fife—ASCAP
Wife (R) —Miller—BMI
You Alon (R) —Barnes—ASCAP
Young at Heart (R) —Sinbad—BMI

**England's Top Twenty**

Based on airplay reports from England's top music listeners. British publishers of such music is listed in parentheses. Asterisk indicates an American publisher.

1. Oh My Papa—Brin (Shapero—Remick)
2. Swedish Rhapsody—Esten (Shapero—Remick)
3. Answer Me—Bourne (Shapero—Remick)
4. Bag to Riches—Chapple (Shapero—Remick)
5. If You Love Me—Witte (Pap—Holl)
6. Bristish Violets—Esten (Shapero—Remick)
7. Days of My Life—Esten (Shapero—Remick)
8. Clouds—Global (Holl)
9. When We're a Million—Box (Holl)
10. Yaya Con Dios—Shapero (Shapero—Remick)
11. Chick's Boogie—Shapero (Holl)
12. Golden Trumpet—Leverton (Shapero—Remick)
13. Trapeze—Albano (Shapero—Remick)
14. You, You, You—Mellin (Shapero—Remick)
15. Elke Tilie—Robbins (Shapero—Remick)
16. What You Were Here—Chapple (Shapero—Remick)
17. Blowing Wild—Hersey (Shapero—Remick)
18. Song from Mamma Rouge—Connery (Shapero—Remick)
19. Three Boys—Wu-Wi (Witmark)
20. Crying in the Chapel—Morris (Shapero—Remick)

**ALLIED RECORD CO.** New York • Hollywood

b/w
PETRILLO

ALLIED

© Copyright 1954 Billboard, a division of WorldCom Media, Inc.
their rock-'em sock-'em
VOCAL
makes this one the hit
the JOHNSTON BROTHERS sing

the CREEP

backed by
CRYSTAL BALL
1423 & 45-1423

Don't forget—the best instrumental!
TED HEATH
THE ORIGINAL CREEP
backed by
SLIM JIM (Creep Dance)
1404 & 45-1404
BILLY HAMPTON
VOCAL

EPIC 1918—Billy Hampton, one of the most interesting vocalists on the market today. His records show a marked improvement over his previous efforts. Look for him on the horizon. (Leeds, ASCAP)

PATTI PAGE
SING

MERCURY 3056—The musical girl of the moment, Miss Patti Page, is back with her latest effort. This record is a gem and should do well. (Chappell, ASCAP)

Columbia 1968—Patti has two fine songs on her new album. The first is a beautiful ballad of great merit, and the second is a fine number of a more up-tempo nature. Look for both on the market. (Columbia, ASCAP)

ROY HAMPTON
VOCAL

EPIC MG—Roy Hampton, one of the finest vocalist on the market today, is back with another fine record. He delivers his line with a fine display of power and ability. Listen for a real bargain. (Leeds, ASCAP)

THE SHINE BROTHERS
SING

The Shire Brothers have two fine records on their new album. The first is a fine song of a social nature, and the second is a fine number of a more up-tempo nature. Look for both on the market. (The Shire Brothers, Leeds, ASCAP)

BILL CAREY
VOCAL

MGM 1305—This record is a gem and should do well. It's a fine piece of work and should make plenty of noise with this over- active public. Keep an eye on that. (RKO, RKO)

The Chuck Wagon Boys—The Chuck Wagon Boys have two fine records on their new album. The first is a fine number of a social nature, and the second is a fine number of a more up-tempo nature. Look for both on the market. (Studebaker, ASCAP)

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**REVIEW**: This week's new records are filled with excellent releases. From ballads to up-tempo numbers, there's something for everyone. Keep an eye on the market for these new albums. (Continued on page 46)
Jane Froman's

LATEST RECORDING TRIUMPH...

"WAIT AND SEE"

Published by: BRANDOM MUSIC COMPANY
1323 South Michigan Avenue • Chicago 5, Illinois
**THIS WEEK'S BEST BUJS**

**Popular**

**SOMEBODY BAD**

*BLOODE W. D. Morris, ASCAP*

**LOVIN' SPICE**

*(Joy, ASCAP)*—Eartha Kitt—RCA Victor 25-M87

The popularity of this star continues at high pitch, with several hit singles noted among the various Miller singles (for that matter). Strong activity was reported in Buffalo, Detroit, Milwaukee and St. Louis. Sales have been exceptionally good in Los Angeles, Las Vegas and Providence.

**TENDERLY**

*Ronnie Stewart—RCA Victor 20-M81*

Reissued with unusual success. This old favorite was brought back to life with the help of a fine vocal—affirming the old adage, "A good song never dies." Success was reported in Los Angeles, New York, Cincinnati, Milwaukee and Cleveland. Also recorded in St. Louis.

**GLITTERTOWN**

*Billboard's 70237

Released after the first of the year, this song has taken over as one of the fastest moving singles. A check of key market reports indicates that sales-wise it was good in Boston, Philadelphia, Baltimore, Cincinnati and Cleveland. Also available on EP (188 1188).

**ROCK & BLUES**

**TAKING PART**

*Porgy, BMI—The Crystals: Jay-Jay J 748*

In a month since it was released, this track has captured the interest of the nation's leading jukebox buyers. It is the artist's second hit for the above company and it can be heard in both large and small towns.

**FOUR TIMES**

*Hold Me (Big Three, ASCAP)*

This is a classic routine song. Cornell tells this new version of the old tale in the same style as his, with "I'M My Heart, With the chaster leading the group behind him. This song is an unusual and interesting version. Cornell sings it brightly. Two good sides.

**WITH YOU**

*Do, Da, Do, Da, Do, Da It Again (Thomson, BMI)*

My Wild Irish Rose (Witchmark, ASCAP)—Chris Costello 25-M87

An outstanding recording by Costello, who changes a tuneful set of standards with consummate ease and control. The backing is smooth as silk and Huddie lists tags as "Do It Again." Excellent performance on "Rose" is in the "Marie" section.

**AMIG BROTHERS**

*Man, Man, It's for the Woman Made (Garland, ASCAP)*

The Mann with the Banjo (Mellen, BMI)—RCA Victor 20-5644—This could be the year of the calypso hit via this first-rate Ames Brothers recording of a happy Caribbean City. "Banjo" is interesting charm by the group. Good potential here.

**GLEN MILLER STORY**

*Deca DL 1909—Sound track album from the upcoming movie will be in the stores with long succession as a close cousin of the actual Miller band sound. A nostalgic package with strong sales potential.

**RHYTHM & BLUES**

**CLYDE McHATTER**

*Such a Night (H;lgh, BMI)—Ludlill (Progressive, BMI)—Atlantic 1939—An exciting, punchy reading of a unusual rocker could help put this over for the wilder as be tells of "Such a Night." The flip, penned by McHatter himself, is also a good one. The flip puts over the story line and the chart's solid support. A coin grabber.

**BLACKWELL**

*Bertender, Fill It Up Again (Beacon, BMI)—Jay Dee's Old Blackwell*-

Wanted to make the most of his successful April-8 release with "Flip" and工程机械 completed his tales with "Daddy Rollin' Stone" could do this with it. A fast, lively, bluesy number. Great.

**RHYTHM & BLUES**

**COMING UP IN THE TRADE**

*(Lined Alphabetically)*

**C crazy THE**

**C JEST SL BON**

**DEAR JOHN AND MARSHA**

**Stan Freberg—Capitol 2677**

**THE THREE BUNS**

*Three Buns—RCA Victor 20-M87*

**FROM THE VINE CAME THE**

**TIME WILL TELL**

*Carl Stinnett—Capitol 15177*

**FROM THE VINE CAME THE**

**Garlady—Mercury 7086**

I & John Knut-Napoleon 2534

**WALTZ**

**WALTZ**

**BUTT**

*November Brew—Coral 10086

**BADMAN**

*Richard Hayman—Mercury 7021

**CURRENT TOP RECORDS**

See page 36 for the top pop records.
See page 43 for the top 25 R&B records.
See page 44 for the current top R&B records.
See pages 40 and 42 for the current top packaged records.
Billy Daniels SINGS A GREAT RENDITION OF "THE GAME OF LOVE"

FLIP SIDE
"I STILL GET A THRILL"
MERCURY 70291 • 70291X45

MOVING UP FROM COAST TO COAST!

"From The Vine Came The Grape"
THE GAYLORDS
MERCURY 70296 • 70296X45

"Somebody Bad Stole De Wedding Bell"
GEORGIA GIBBS
FLIP SIDE
"BAUBLES, BANGLES & BEADS"
MERCURY 70298 • 70298X45

"Cuddle Me" AND "Oh, Am I Lonely"
RONNIE GAYLORD
MERCURY 70285 • 70285X45

"The Breeze And I"
VIC DAMONE
FLIP SIDE
"TO LOVE YOU"
MERCURY 70287 • 70287X45

"King For A Day" AND "Downhill"
RICHARD HAYES
MERCURY 70297 • 70297X45

"Fancy Pants" AND "By Heck"
DAVID CARROLL
MERCURY 70292 • 70292X45

"Little Miss One" AND "Till We Two Are One"
EDDY HOWARD
MERCURY 70293 • 70293X45

"Yes Dear"
BERNICE PARKS
FLIP SIDE
"OLD COUNTRY"
MERCURY 70289 • 70289X45

NEW RELEASES

1. WATERMELON IN DECEMBER
   Warrord Over Blues... ARTH WAYNE...No.70310
2. HERE COMES MY BALL AND CHAIN
   Three Little Words... JIMMY PALMER...No.70305
3. WHAT GOOD IS SOMEBODY NEW
   Do't Get Around Much Any More... PATTIE PAGE...No.70303
4. THE CREEP
   Love Theme.....Ralph Masettie...No.70302
5. STRINGS OF MY HEART
   Meat And Potatoes... THE GAYLORDS...No.70319
6. SADIE THOMPSON'S SONG
   Drive In...RICHARD RAYMAN...No.70227
7. OFF SHORE
   New's Theme......RICHARD RAYMAN...No.70231
8. JUST ONE MORE CHANCE
   Heartaches.......HARMONICATS...No.70237
9. EMB TIDE
   Make You Mine.....VIC DAMONE...No.70236
10. I'M JUST YOUR FOOL
    A.D. ..........RUBBY JOHNSON...No.70243

STILL GOING STRONG!

1. CHANGING PARTNERS
   Don't Get Around Much Any More...FATTIE PAGE...No.70290
2. THE CREEP
   Love Theme.....Ralph Masettie...No.70281
3. STRINGS OF MY HEART
   Meat And Potatoes... THE GAYLORDS...No.70259
4. SADIE THOMPSON'S SONG
   Drive In...RICHARD RAYMAN...No.70257
5. OFF SHORE
   New's Theme......RICHARD RAYMAN...No.70251
6. ALL OF A SUDDEN
   Heartaches.......HARMONICATS...No.70247
7. JUST ONE MORE CHANCE
   Heartaches.......HARMONICATS...No.70237
8. EMB TIDE
   Make You Mine.....VIC DAMONE...No.70236
9. I'M JUST YOUR FOOL
   A.D. ..........RUBBY JOHNSON...No.70243
10. I'M JUST YOUR FOOL
    A.D. ..........RUBBY JOHNSON...No.70243
**TOP POPULAR RECORDS**

**Best Selling Singles**

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard’s weekly reports from approximately 4,000 retail stores representing every important market area. The return rate of each store is also listed.

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<td>24. CHANGING PARTNERS—R. Creager</td>
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**Most Played in Jake Boxes**

Records are ranked in order of the greatest number of plays on juke boxes across the country. Results are based on The Billboard’s weekly reports from major network and disc jockey stations. The reverse side of each record is also listed.

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**Most Jockeyed by Disc Jockeys**

Records are ranked in order of the greatest number of plays on disc jockey radio stations throughout the country. Results are based on The Billboard’s weekly reports from major network and disc jockey stations. The reverse side of each record is also listed.

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**YESTERDAY'S TOPS**

The nation’s top tunes as reported in The Billboard by JANUARY 29, 1944:

1. My Heart Tells Me—St. Louis Rhythm Boys
2. Happy Baby—Andrews Sisters
3. Paper Doll—Leslie Hutchinson
4. Hound Dog—Elvis Presley
5. Besame Mucho—Sheila
6. St. Louis Rhythm Boys
7. They're Either Too Young or Too Good for Me—Al Hibbler
8. Speak Low—Pye Records
9. My Shining Hour—George Lewis
10. Girl From Ipanema—Columbia
11. JANUARY 29, 1944:

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**Spaceman's Hit Parade**

9- CHARLOTTE SUMMERS

**Vox Jox**

**Joan's Hi-Tones**

**"Cupid" Notes**

Phil Sheridan, WFIL, Philadelphia, has started a new "Cupid Valentine Contest" that will run until February 13, 1944.

**Surface Noises**

Jack Elam, Canadian track driver and composer, said he and his wife, Doris, had written a new song, "We Said Good-Bye in the Rain," which they hope to have played on both sides of the record. The song may receive the material shortly in the Pacific sector.
OVERNIGHT SMASH HIT!

LOU MONTE

DARKTOWN STRUTTERS BALL

The Original With Those Crazy Italian lyrics!

and I KNOW HOW YOU FEEL

with Hugo Winterhalter and his Orchestra.

The Calypso hit from the Broadway musical smash, "Almanac"

HARRY BELAFONTE

HOLD 'EM JOE

I'M JUST A COUNTRY BOY

with Hugo Winterhalter and his Orchestra.

The Calypso hit from the Broadway musical smash, "Almanac"

HARRY BELAFONTE

HOLD 'EM JOE

I'M JUST A COUNTRY BOY

with Hugo Winterhalter and his Orchestra.

DINAH SHORE

PASS THE JAM, SAM

I'LL HATE MYSELF IN THE MORNING

with Hugo Winterhalter and his Orchestra.

NEW ARTISTS TO WATCH!

WYOMA WINTERS

WHERE CAN I GO WITHOUT YOU? REPEAT PERFORMANCE

with Henri René and his Orchestra.

BILL CAREY

NO NO NO THE CHUCK WAGON SONG

with Hugo Winterhalter's Orchestra and Chorus.
This Week's New Territorial Best Sellers to Watch

- Recorded under "Territorial Exception to Watch" have been noted for the first time into the work on any of the city charts. There are highlighted with the examination of directors and operators in other markets.

- Atlanta
  1. Oh, My Papa
  2. That's Amore
  3. Stranger in Paradise
  4. Changing Partners
  5. Secret Love
  6. Changing Partners
  7. T. Bennett, Columbia

- Philadelphia
  1. Oh, My Papa
  2. That's Amore
  3. Stranger in Paradise
  4. Changing Partners
  5. Secret Love
  6. Changing Partners
  7. T. Bennett, Columbia

- Los Angeles
  1. Oh, My Papa
  2. That's Amore
  3. Stranger in Paradise
  4. Changing Partners
  5. Secret Love
  6. Changing Partners
  7. T. Bennett, Columbia

- Chicago
  1. Oh, My Papa
  2. That's Amore
  3. Stranger in Paradise
  4. Changing Partners
  5. Secret Love
  6. Changing Partners
  7. T. Bennett, Columbia

- Milwaukee
  1. Oh, My Papa
  2. That's Amore
  3. Stranger in Paradise
  4. Changing Partners
  5. Secret Love
  6. Changing Partners
  7. T. Bennett, Columbia

- Cincinnati
  1. Oh, My Papa
  2. That's Amore
  3. Stranger in Paradise
  4. Changing Partners
  5. Secret Love
  6. Changing Partners
  7. T. Bennett, Columbia

- Detroit
  1. Oh, My Papa
  2. That's Amore
  3. Stranger in Paradise
  4. Changing Partners
  5. Secret Love
  6. Changing Partners
  7. T. Bennett, Columbia

- Kansas City, Mo.
  1. Oh, My Papa
  2. That's Amore
  3. Stranger in Paradise
  4. Changing Partners
  5. Secret Love
  6. Changing Partners
  7. T. Bennett, Columbia

- New York
  1. Oh, My Papa
  2. That's Amore
  3. Stranger in Paradise
  4. Changing Partners
  5. Secret Love
  6. Changing Partners
  7. T. Bennett, Columbia

- Pittsburgh
  1. Oh, My Papa
  2. That's Amore
  3. Stranger in Paradise
  4. Changing Partners
  5. Secret Love
  6. Changing Partners
  7. T. Bennett, Columbia

- San Francisco
  1. Oh, My Papa
  2. That's Amore
  3. Stranger in Paradise
  4. Changing Partners
  5. Secret Love
  6. Changing Partners
  7. T. Bennett, Columbia

- Seattle
  1. Oh, My Papa
  2. That's Amore
  3. Stranger in Paradise
  4. Changing Partners
  5. Secret Love
  6. Changing Partners
  7. T. Bennett, Columbia

- Washington-Baltimore
  1. Oh, My Papa
  2. That's Amore
  3. Stranger in Paradise
  4. Changing Partners
  5. Secret Love
  6. Changing Partners
  7. T. Bennett, Columbia

---
SINATRA
at his best!

"Young-At-Heart"

AND

"Take A Chance"

with orchestra conducted by
NELSON RIDDLE

Capitol Record No. 2703
PACKAGED RECORD BUYING GUIDE

EXPLAINING THE REVIEW RATINGS

Each record or album listed under "Packaged Record Review Ratings" is reviewed and rated according to its expected commercial potential. The rating of a record or album is not to be compared with a rating in any other category. Ratings: 90-100, top; 80-89, excellent; 70-79, satisfactory; 59-59, poor. Most records reviewed by Rolling Stone are also reviewed by the same number of Record World, which rates albums on a scale of 1-10, with 10 being the best.

Complete Beethoven
Heifetz in Sonata Survey; Piano Concerti by Kempff

Beethoven, as a composer of piano concerti, and violin and piano duets with his sister, is considered one of the greatest composers of all time. This review examines the recordings of Beethoven's Piano Concerti by Jascha Heifetz and Paul Kjemph, with a focus on the recording technology used and its impact on the listener.

Mozart
Vivaldi

Mozart's music is often praised for its technical proficiency and emotional depth. Vivaldi's music is known for its virtuosity and the use of the violin. This review compares the recordings of these composers, focusing on the quality of the performances and the technical aspects of the recordings.

Artie Shaw
Air Check Set
Spots Bands in '39-'40 Heyday

Wray back in 1939, Benny Goodman and his band recorded with records that have been called "live" recordings. This review examines the recording techniques used by the band and discusses the impact of these techniques on the listener.

Dance Band
Archie Shaw and His Orchestra

This review examines the recording techniques used by Archie Shaw and His Orchestra and discusses the impact of these techniques on the listener.

Jazz
At Oberlin: Dave Brubeck Quartet (11-8)

This review examines the recording techniques used by the Dave Brubeck Quartet and discusses the impact of these techniques on the listener.

Turk Murphy's Jazz Band, Vol. IV (11-8)

This review examines the recording techniques used by Turk Murphy's Jazz Band and discusses the impact of these techniques on the listener.

Robbie's Skid Row Band, Vol. I (11-8)

This review examines the recording techniques used by Robbie's Skid Row Band and discusses the impact of these techniques on the listener.

Children's Record
The Little Engine That Lost (11-8-1941)

This review examines the recording techniques used by The Little Engine That Lost and discusses the impact of these techniques on the listener.

Best Selling Popular LP's

1. MUSIC FOR LOVERS ONLY—Jackie Gleason
2. MUSIC TO MAKE YOU MISSY—Jackie Gleason
3. CALAMITY JANE—Bette Davis
4. PRESENTING FARTHA KUTT (11-8)
5. LIBERACE AT THE PIANO—Liberace
6. TROUBLE IN PARADISE—Liberace
7. KISMET—Bosworth
8. TWO IN LOVE—Nat Cole
9. MAY I SING TO YOU—Nat Cole
10. Sponsored by Budweiser—Dave Brubeck

Best Selling Popular EP's

1. MUSIC FOR LOVERS ONLY—Jackie Gleason
2. MUSIC TO MAKE YOU MISSY—Jackie Gleason
3. PRESENTING FARTHA KUTT (11-8)
4. LIBERACE AT THE PIANO
5. TROUBLE IN PARADISE—Liberace
6. KISMET—Bosworth
7. TWO IN LOVE—Nat Cole
8. MAY I SING TO YOU—Nat Cole

Your ticket to SALES RESULTS—
the advertising column of THE BILLBOARD!
NOW! the Record Merchant’s Own True High Fidelity Package!

the ONLY TRUE Hi-Fi Record Reproducer retailing for LESS THAN $200

the revolutionary new MITCHELL 3-D HIGH FIDELITY RECORD REPRODUCER

Exclusive FOR THE RECORD MERCHANT

MORPHILL HI-FI DEMONSTRATION CENTER

IT PUTS YOU IN THE HI-FI BUSINESS

Here’s the dramatic selling aid that makes every customer who enters your store a real prospect for a MITCHELL 3-D High Fidelity Record Reproducer. Here, in a dramatic comparative listening test, customers are sold on MITCHELL high fidelity in minutes... they hear a new dimension in sound. After a single demonstration, 99 out of 100 prospects will never again be able to tolerate the “tinyness” of an ordinary phonograph. This listening test makes the 3-D sale for you.

PLUS!

Every selling help you could ask for.

FLIP CHART—Hi-Fi in a nutshell and a convincing explanation of 3-D superiority. 4-COLOR BROCHURE—a beautiful 3-D selling presentation. SALES TRAINING MANUAL—makes Hi-Fi selling experts of your staff. COMPARISON CHART—all the comparative facts at a glance. WINDOW STREAMER—a real Hi-Fi traffic-builder.

MITCHELL gives you ALL SELLING HELP!

MITCHELL MANUFACTURING COMPANY, High Fidelity Division
2523 N. Clybourn Ave., Chicago 14, Illinois

Send full details on your Record Merchant’s Hi-Fi selling plan—everything we need to build a profitable business around the MITCHELL 3-D Record Reproducer.

Name
Address
City       Zone       State

www.americanradiohistory.com
Music as Written

The Warren Baker bork, Baker has been an interval of his career. The Edgar Rice -vision agent-packaged as business success. In the 1950s, Ragno and Mickey Goldman has been a business firm. Perhaps it may be possible to let the characters play on the bus.

Dr. Clark tanks a week's of the Swan Lake Suite. This is the same time the studio session ends and the actual recordings are made. The recording is still being drawn out. Clarke and Andre can be heard on the recording. It is the only recording that has been released.

The Denver Symphony Orchestra, conducted by Norman Dessen, is the top recording in the last week. In addition, the symphony is also being heard on the radio in the area.

The Cincinnati Symphony, conducted by Carl St. Clair, is the top recording in the area. The orchestra is also performing in the area.

The Philadelphia Orchestra, conducted by Eugene Ormandy, is the top recording in Philadelphia. The orchestra is also performing in the area.

The Hollywood Bowl Orchestra, conducted by Leonard Bernstein, is the top recording in the area. The orchestra is also performing in the area.
MANTOVANI launches another hit record

Suddenly and Beautiful Dreamer

1355 & 45-1355

OTHER MANTOVANI HITS

Skaters Waltz
Midnight Waltz
1324 & 45-1214

We'll Gather Lilacs
The Macher Waltz
1320 & 45-1200

Swedish Rhapsody
Jamaican Rumba
1329 & 45-1209

Bambino

Chiappini Trio
1322 & 45-1222

Moulin Rouge Theme
Valse Colomba
1328 & 45-1228

Inladian Street Song
Kiss Me Again
1320 & 45-1200
Ain't She Sweet Mystery of Life
A Year In The Dark
1320 & 45-1200

Blue Danube
Roses From The South
1326 & 45-1206

La Cumparsita
Tango Dela Luna
1324 & 45-1224

Chocolatine
Just For A While
1328 & 45-1228

London ffrr
**Popular Record Reviews**

**JOHN SEBASTIAN**

*Hymn to Pervasion (Columbia, A & M)**

A song that extols the virtues of a woman who has a spiritual side. It's a love song, but it also carries a message of hope and inspiration. The melody is catchy, and the lyrics are meaningful. The performance is excellent, with John's vocals and guitar playing adding to the overall experience. Overall, this is a great record that deserves to be heard by many people.

**ALFREDO ORK**

*Your Father, My Friend (Capitol, A & M)**

This record is a beautiful love song that touches the heart. The melody is simple and the lyrics are heartfelt. The performance is exceptional, with Alfredo's vocals and piano playing adding to the emotional impact. This is a must-listen for anyone who loves classic love songs.

**VALENTINE DAYS**

*Days of Wine and Roses (Imperial, A & M)**

This record is a slow, romantic ballad that is perfect for a rainy day. The melody is soothing and the lyrics are passionate. The performance is delicate, with the singer's vocals and the accompanying instruments adding to the emotional atmosphere. This is a great record for anyone who values the beauty of love.

**THE COUNTRY WESTERN**

*Fingertips (Columbia, A & M)**

This record is a fast-paced, energetic country-western song that is perfect for a dance party. The melody is upbeat and the lyrics are fun and lively. The performance is dynamic, with the singer's vocals and the accompanying instruments adding to the rhythm and excitement. This is a great record for anyone who loves country-western music.

**KING**

*The Beatles (EMI, A & M)**

This record is a powerful, emotional ballad that is perfect for a somber occasion. The melody is悲伤 and the lyrics are touching. The performance is passionate, with the singer's vocals and the accompanying instruments adding to the emotional impact. This is a great record for anyone who values the beauty of love.

**Ralph Meeker**

*The Blues (MGM, A & M)**

This record is a slow,悲伤 ballad that is perfect for a quiet moment. The melody is melancholic and the lyrics are heartfelt. The performance is delicate, with the singer's vocals and the accompanying instruments adding to the emotional atmosphere. This is a great record for anyone who values the beauty of love.

**Other Records Released This Week**

**Popular**

*In the Mood (MGM, A & M)**

This record is a classic instrumental piece that is perfect for a dance party. The melody is catchy and the performance is energetic. This is a great record for anyone who loves music.

**Country & Western**

*The Country Western (MGM, A & M)**

This record is a fast-paced, energetic country-western song that is perfect for a dance party. The melody is upbeat and the lyrics are fun and lively. The performance is dynamic, with the singer's vocals and the accompanying instruments adding to the rhythm and excitement. This is a great record for anyone who loves country-western music.

**Listen to the Monkees**

*The Monkees (MGM, A & M)**

This record is a fun, energetic pop song that is perfect for a dance party. The melody is catchy and the performance is lively. This is a great record for anyone who loves music.

**Rhythm & Blues**

*Rhythm & Blues (MGM, A & M)**

This record is a fast-paced, energetic R&B song that is perfect for a dance party. The melody is catchy and the performance is lively. This is a great record for anyone who loves music.
### TOP C&W RECORDS

**National Best Sellers**

Records are ranked in order of their current national selling impressions at the retail level. Records are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

<table>
<thead>
<tr>
<th>Week</th>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
<th>Chart Position</th>
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<tbody>
<tr>
<td>1</td>
<td>THERST STANDS THE GLASS—W. Pierce</td>
<td>1 15</td>
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<td>2</td>
<td>BIMO—J. Reeves</td>
<td>2 7</td>
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<td></td>
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<td>WAKE UP, IRENE—H. Thompson</td>
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<td>4</td>
<td>LET ME BE THE ONE—H. Locklin</td>
<td>4 19</td>
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<tr>
<td>5</td>
<td>I REALLY DON'T WANT TO KNOW—E. Arnold</td>
<td>5 4</td>
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<td>6</td>
<td>CARIBBEAN—M. Turek</td>
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<td>7</td>
<td>YOU ALL COME—A. Duff</td>
<td>7 6</td>
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<tr>
<td>8</td>
<td>I FORGOT MORE THAN YOU'LL EVER KNOW—Davie Sisters</td>
<td>7 25</td>
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<td>9</td>
<td>SECRET LOVE—S. Whitman</td>
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<tr>
<td>10</td>
<td>RELEASE ME—J. Heep</td>
<td>10 4</td>
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</table>

**Most Played by Jockeys**

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

<table>
<thead>
<tr>
<th>Week</th>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
<th>Chart Position</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>BIMO—J. Reeves</td>
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<td>2</td>
<td>LET ME BE THE ONE—H. Locklin</td>
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<td>3</td>
<td>THERST STANDS THE GLASS—W. Pierce</td>
<td>3 15</td>
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<td></td>
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<tr>
<td>4</td>
<td>I LOVE YOU—G. Wright/J. Reeves</td>
<td>4 4</td>
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<td>5</td>
<td>WAKE UP, IRENE—H. Thompson</td>
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<td>6</td>
<td>CHANGING PARTNERS—P. W. King</td>
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<td>7</td>
<td>I REALLY DON'T WANT TO KNOW—E. Arnold</td>
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<td>SECRET LOVE—S. Whitman</td>
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<td>YOU ALL COME—A. Duff</td>
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<td>10</td>
<td>RELEASE ME—J. Heep</td>
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**Most Played in Juke Boxes**

Records are ranked in order of the greatest number of plays in juke boxes throughout the country. Records are based on The Billboard's weekly survey among dealers throughout the country using a high proportion of country and western records.

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<tr>
<th>Week</th>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
<th>Chart Position</th>
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<tr>
<td>1</td>
<td>THERST STANDS THE GLASS—W. Pierce</td>
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<td>2</td>
<td>LET ME BE THE ONE—H. Locklin</td>
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<td>3</td>
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<td>SECRET LOVE—S. Whitman</td>
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<td>7</td>
<td>I FORGOT MORE THAN YOU'LL EVER KNOW—Davie Sisters</td>
<td>7 11</td>
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<tr>
<td>8</td>
<td>I'M WALKING THE DOG—W. Pierce</td>
<td>8 14</td>
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<tr>
<td>9</td>
<td>THE MEXICAN JOE MET JOLIE BLON—H. Snow</td>
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<td>10</td>
<td>YOU ALL COME—A. Duff</td>
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The Smash Answer to the No. 1 Country/Western Best Seller
"There Stands the Glass"

**BETTY CODY**

**PLEASE THROW AWAY THE GLASS**

and

**YOU CAN'T FEEL THE WAY I DO**

20/47-5600
Folk Talent and Tunes

by JOEL FRIEDMAN

Webb Pierce and gang played to record-breaking crowds at the Lyric Theater, Indianapolis, recently, opening the previous week at the New Yorker, New York. Reports are that the New Yorker crowd was ...1.50, 2.50, 5.00. And the Lyric also...The Webb 46 (AJ+`)

Dallas-Fort Worth...BLOWOUT

Memphis...SOUTHBOUND

Kansas City...RANGER.

St. Louis...VICTOR 25-69

New Orleans...DOGE GONE IT. I'M IN LOVE

1. Just Married...

2. Young, Caples 3890

3. I LOVE YOU....

4. Reeves-G. Wright, Faust

Terrorist Best Sellers

City-by-city listings are based on late reports received via Western Union wire service from the music-publishing and radio-music areas and have no basis in the music-publishing areas.

Cincinnati

1. There Stands the Glass W. Pierce, Deco

2. Wake Up Dear H. Thompson, Capitol

3. I Really Don't Want to Know A. Duff, Capitol


5. Run 'Em Off O. Wheeler, Oblah

6. Bimbo B. Wright, King

7. Secret Love S. Whitman, Imperial

8. You All Come A. Duff, Star

9. Casket

10. Barrow and Palm D. Davis, Victor

Dallas-Ft. Worth

1. I Really Don't Want to Know W. Pierce, Deco

2. Wake Up Dear H. Thompson, Capitol

3. You All Come A. Duff, Capitol

4. Bimbo B. Wright, King


6. Run 'Em Off O. Wheeler, Oblah

7. Secret Love S. Whitman, Imperial

8. You All Come A. Duff, Star

9. Casket

10. Barrow and Palm D. Davis, Victor

Memphis

1. Let Me Be the One H. Locklair, Four Star

2. There Stands the Glass W. Pierce, Deco

3. I Really Don't Want to Know A. Duff, Capitol

4. Run 'Em Off O. Wheeler, Oblah

5. I'M Walkin' the Dog W. Pierce, Deco

6. Satisfaction Guaranteed R. C. Williams, Capitol

7. You All Come A. Duff, Star

8. Kiss Me Bill S. Whitman, Imperial


10. There Stands the Glass A. Duff, Capitol

New Orleans

1. Bimbo B. Wright, King

2. You All Come A. Duff, Capitol

3. Wake Up Dear H. Thompson, Capitol

4. Run 'Em Off O. Wheeler, Oblah

5. I Don't Want to Know A. Duff, Capitol

6. Secret Love S. Whitman, Imperial

7. Dog Gone Baby I'M in Love C. Smith, Columbia

8. There Stands the Glass S. Whitman, Imperial

9. Secret Love S. Whitman, Imperial

10. Freedom of the Range A. Duff, Capitol

Houston

1. There Stands the Glass W. Pierce, Deco

2. Bimbo B. Wright, King

3. Reeves, Abbott

4. Secret Love S. Whitman, Imperial

5. There Stands the Glass H. Thompson, Capitol

6. I'm Just Happy D. Davis, Victor

7. Look What Followed Me Home T. Morgan, Columbia

8. I Forget More Than You'll Ever Know W. Harris, Imperial

9. You Made Me Smile D. Davis, Victor

10. I Really Don't Want to Know H. Locklair, Four Star

New York

1. There Stands the Glass W. Pierce, Deco

2. Bimbo B. Wright, King

3. Reeves, Abbott

4. Secret Love S. Whitman, Imperial

5. There Stands the Glass H. Thompson, Capitol

6. I'm Just Happy D. Davis, Victor

7. Look What Followed Me Home T. Morgan, Columbia

8. I Forget More Than You'll Ever Know W. Harris, Imperial

9. You Made Me Smile D. Davis, Victor

10. I Really Don't Want to Know H. Locklair, Four Star

C & W Record Reviews

...Continued from page 37

“Turn Around Boy!” by ‘I’M So Blue Tomorrow

The debut record from Roy Sned, a country vocalist, is a good one. The vocals are strong and the country feel is real. Roy Sned’s performance is good, but the overall production ...
This Week's New Territorial Best Sellers to Watch

**RHYTHM & BLUES NOTES** by Bob Rolontz

<table>
<thead>
<tr>
<th>City</th>
<th>Title</th>
<th>Artist/Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cincinnati</td>
<td>&quot;Ping Pong&quot;</td>
<td>T. Braddock, King 4611</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>&quot;Long Way From Home&quot;</td>
<td>Red Carl, Imperial 7036</td>
</tr>
<tr>
<td>New York</td>
<td>&quot;You'll Never Walk Alone&quot;</td>
<td>Roy Hamilton, Epic 9603</td>
</tr>
<tr>
<td>St. Louis</td>
<td>&quot;My Man's an Undertaker&quot;</td>
<td>D. Washington, Mercury 7628</td>
</tr>
</tbody>
</table>

**Territorial Best Sellers**

- **Atlanta**
- **Detroit**
- **Los Angeles**
- **Philadelphia**
- **Chicago**
- **New Orleans**
- **Cincinnati**
- **New York**

**RHYTHM & BLUES RECORD REVIEWS**

- **Continued from page 12**
- **Stories and Scores..."TV Mama"**
- **I'll Be True**
- **Things I Used to Do**
- **Money, Money**
- **We're Still Baby**
- **It's True**
- **We're Still Baby**
- **Sweetie Pie**
- **I'm Just Your Fool**
- **I'll Be True**
- **Don't Do It, Baby**
- **I'm Just Your Fool**
- **I'll Be True**
- **I'm Just Your Fool**
- **I'll Be True**
- **I'm Just Your Fool**
- **I'll Be True**
- **I'll Be True**
- **I'm Just Your Fool**
- **I'm Just Your Fool**
- **I'll Be True**
- **I'll Be True**
- **I'm Just Your Fool"**

**New HERALD HITS!**

- **Joe Morris**
- "No, It Can't Be "Travelin' Back""""""

**Holiday Record Reviews**

- **Continued from page 46**

**SACRIFICE 10,000 BRAND NEW RECORDS**

- **GIVE TO DAMON RUNYON CANCER FUND**
**Vox Jox**

- Continued from page 32

At the risk of being repetitious, let us give a final word on the importance of the 'Slate' device. A significant portion of the time we spend listening to records is filled with listening to 'Slate' records. The 'Slate' device, by eliminating the need for a turntable, makes listening to records a more enjoyable experience. It also helps to reduce wear and tear on the record player, resulting in longer-lasting records. The 'Slate' device is a simple yet effective way to enhance the listening experience and maximize the life of your records.

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**National Best Sellers**

Records are ranked in order of their current market share. The top records are those that are selling the best. These records are typically popular among listeners and are often featured on radio stations.

1. *National Best Seller* - Page 32
2. *National Best Seller* - Page 32
3. *National Best Seller* - Page 32
4. *National Best Seller* - Page 32
5. *National Best Seller* - Page 32
6. *National Best Seller* - Page 32
7. *National Best Seller* - Page 32
8. *National Best Seller* - Page 32
9. *National Best Seller* - Page 32
10. *National Best Seller* - Page 32

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**Most Played in Juke Boxes**

Records are ranked in order of their current market share. The top records are those that are being played the most in juke boxes. These records are typically popular among listeners and are often featured on radio stations.

1. *Most Played in Juke Boxes* - Page 32
2. *Most Played in Juke Boxes* - Page 32
5. *Most Played in Juke Boxes* - Page 32

---

**Ink New Talent**

- Continued from page 32

The ink new talent from RCA Victor is a promising young singer who has just released his first album. The album features a mix of pop and country music, and the singer's voice is both soulful and versatile. The album has been well-received by critics and fans alike, and it is expected to be a big hit.

---

**New Talent of the Week**

- Continued from page 32

The New Talent of the Week is a young singer-songwriter who has just released his first album. The album features a mix of pop and country music, and the singer's voice is both soulful and versatile. The album has been well-received by critics and fans alike, and it is expected to be a big hit.

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**'Glass' Hassle**

- Continued from page 32

The 'Glass' Hassle is a new talent from RCA Victor who has just released his first album. The album features a mix of pop and country music, and the singer's voice is both soulful and versatile. The album has been well-received by critics and fans alike, and it is expected to be a big hit.

---

**'Little Daddy'**

- Continued from page 32

The 'Little Daddy' is a new talent from RCA Victor who has just released his first album. The album features a mix of pop and country music, and the singer's voice is both soulful and versatile. The album has been well-received by critics and fans alike, and it is expected to be a big hit.
AND DIG THIS...

HERE'S HIS FIRST RECORD
(A REAL DOUBLE HEADER)

"DAD GUM YA HIDE, BOY"

and

"WHISKEY, DO YOUR STUFF"

Aladdin 3223

Direction of G.A.C.
Burlesque Bits

Robert Riggs and Supt. Rauch announce their 1954 bookings for their New Fellers in Los Angeles. Barbara Curtis, to open January 23, will be the last of the trio. October 11, 1953.

Showbiz Outlook Good

The Final Curtain

To be considered an old TV-drama genre, the final year of the fiscal year, in the current year, and a scale dusting in the next fiscal year, as well as for the fiscal year after that.

The federal tax on admissions to movie theaters is expected to yield $300,000,000 this fiscal year, but could drop $7,000,000 from the previous fiscal year. The federal budget makes a prediction of $40,000,000 for the next fiscal year.

Other news of Trade Brief

Fareham next month in New York, adds an hour of time to his schedule, was his next appearance. On Tuesday, the last two nights, goes on, he will take his next appearance. On the first two nights, goes on, he will take his next appearance. On the first two nights, goes on, he will take his next appearance. On the first two nights, goes on, he will take his next appearance.

The federal alcohol excise is expected to yield $20,000,000 this fiscal year, and the local excise is expected to drop to $8,000,000 this year.

The federal budget makes a prediction of $40,000,000 for the next fiscal year, and an identical number for the fiscal year after that.

An unusually high number of Wooster, Ohio, bought his last appearance in the next fiscal year.

Martin & Lewis

Continued from page 29

Martin and Lewis starred double takes accompanied by the usual ragtag 40 Minutes

The boys trained about 40 minutes without a halt. Lewis counted an average of two double takes, accompanied by the usual ragtag.

South of the Border

Continued from page 3

In 1954, the Federal Communications Commission granted the first license to a Mexican television station, XEMT, in Mexico City.

The station, which is owned by the Mexican government, airs programs in Spanish and features Mexican music and entertainment.

The station is one of the few in the world that broadcast in Spanish, and its programming is aimed at Mexican-Americans in the United States.

Conrado

In the 1930s, Conrado was a famous radio personality in Argentina, and later became a successful television writer and producer.

In 1955, he was one of the founders of the Teatro Argentino, a prominent theater in Buenos Aires, and served as its artistic director for many years.

Conrado was known for his innovative programming, which included plays, operas, and musicals.

In 1970, Conrado was awarded the National Medal of Arts by President Richard Nixon for his contributions to the arts.

Marriages

HILDRETH-KLEIN

A wedding of the young couple of Hildreth Klein was held in Los Angeles, Calif.

The couple was married in a civil ceremony, and their wedding was attended by family and friends.

The couple plans to make their home in Los Angeles, where they will begin their married life together.

Births

MOWELL

A new baby, Arnold M. Mowell, was born to Mr. and Mrs. M. Mowell of San Diego, Calif.

The baby, who was a healthy 7 pounds, 9 ounces at birth, was delivered by Dr. E. M. Mowell at the University of California Medical Center.

The parents and baby are doing well and are expected to return home soon.
WINNEPEG, Jan. 23—(AP) The Canadian government announced plans to legalize bingo in the country, removing a federal law that had previously prohibited the game.

The move is a significant step in the country's efforts to modernize its laws and regulations, particularly in the area of gambling. The decision follows a long debate and consultation process, during which the government sought to balance the interests of various stakeholders, including provinces, communities, and the gambling industry.

The new regulations will allow bingo to be played in licensed venues and will establish a framework for taxation and oversight. The government expects the new system to bring significant revenue, which will be used to support social programs and initiatives.

The announcement was met with mixed reactions from different regions and groups. Some provinces welcomed the move, seeing it as an opportunity for economic growth and social benefit. Others expressed concern about the potential impact on communities and the need for careful implementation to ensure responsible gaming.

The government has committed to a thorough evaluation of the new system over the next few years, with regular reporting to Parliament. It has also expressed its commitment to working closely with provinces and communities to ensure that the new regulations meet the needs of all stakeholders.

In conclusion, the legalization of bingo in Canada is a significant milestone in the country's efforts to create a more modern and balanced approach to gambling. It is hoped that this new system will bring significant benefits to the country as a whole, while also addressing the concerns and interests of all involved parties.
Louis Russell Dies in Miami
MIAMI, Jan. 27.—Louis (Red) Russell, secretary-treasurer of Prell's Broadway Shows, died to-day at St. Peter's Hospital. The funeral services will be held Tuesday (30) at 3 p.m., with burial in Mount Nebo Cemetery, Miami.

ARROW RIDES
Order Early and Avoid the Rush.
Arrow sites are coming into favor, and many cities that have them are finding them the highest quality and least cost of any we have seen. We would like to advise early ordering as far as possible before opening day. MERRY-GO-ROUNDS
AUTO RIDES
ARROWPLANE RIDES
ADULT CAPACITY PORTABLE STREAMLINER TRAINS
CAST ALUMINUM HORSES

INVESTIGATE
The JANUARY
"°`T in
*Pony
*Speed
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RIDES
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Roadshow Rep

JESSEN and Wilkerson, operators of the Rhea Theater, Dublin City, Tex., have purchased a large drive-in which they plan to construct a new drive-in theater in Dublin. Their plans call for the construction of a drive-in theater at Zapata, Tex. It was reported that the new theater would be built at the Jefferson Drive-In, Dallas. While Mr. W. W. McRae and Gest Andersen were counting receipts a man drove up in a car, pulled out a gun and without firing it, put the man over the counter, and then drove off with about $81. Sunset Drive-In, Temple, Tex., has closed for the season.

Out in the Open

Starting his 15th year as chief of Alcoa Speedway in Primm, Mr. Jack & Sally Hayworth, along with the rest of the family, have all been found not guilty of showing an indecent picture last New Year's Eve. Judge Henry J. McKeever of the First District Court, announced his decision without viewing the film. "Everybody's Girl." Involved in the case were Dennis J. Smith, Ismael Paredes, and manager John H. Butler. The court ordered that a jury be impaneled to hear the case. A new suit will be pending in the courts.

Carnival Routes

Send to

2806 Pennsylvania St.
Cincinnati 22, O.

Circuit Routes

Send to

2106 Patterson St.
Chattanooga, Tenn.

Annual trip of the Great American Carnival will take them through the following cities: Nashville, Tn.; Kansas City, Mo.; St. Louis, Mo.; Philadelphia, Pa.; New York, N. Y.; Cleveland, Ohio; Detroit, Mich.; Chicago, Ill.; St. Paul, Minn.; Minneapolis, Minn.; Austin, Tex.; Dallas, Tex.; Fort Worth, Tex.; Houston, Texas; Corpus Christi, Tex.; Los Angeles, Calif.; Salt Lake City, Utah; and Portland, Ore. 

Keep Equipment NEW LOOKING All Season Long!

With HARCOTTE All-Weather Super Protective GLOSS FINISHES

By midseason will your equipment look shabby again? Not if you refinish now with HARCOTTE Finishes. Our industrial finishes are made to take it under all types of weather conditions. They set up a hard, hard finish that resists chipping and chipping, keeps the finish looking all season long.

Made only by

MCDougall-Butler Co., Inc.
BUFFALO 14, N. Y.
Reading Holds AOW Race Lead

ELIZABETH, N. J., Jan. 23.—Reading, Pa., which took over the lead in the American Inter-rink racing league (Northern division) earlier this season, has remained in second position with 36 points, although it is only 20 points ahead of the second-place Ponds. Last year at this time, Reading was in third place, being overtaken by New York City's roller rink. This season, Reading has been the only team in the league to win a complete first division of the league. The team has won 18 of its 16 races, and has a record of 16-4-3. The team is expected to finish in second place again this season.

Brown Heads Rink Anti-Polo Campaign

NEW YORK, Jan. 23.—On January 16, the Anti-Polo campaign was launched in New York City. The campaign is being led by Eliza Jenkins, the local Eliza Jenkins, who is also the chairman of the local Eliza Jenkins body. The campaign is expected to raise over $5,000 and the country-wide group came up with 1,000,000 dollars in support. In accepting his chairmanship, Jenkins stated: "They tell me that this is the first time when television may play a part in the Anti-Polo campaign."

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Jeff Beach Plans Boat Layout for Winter Work

Jeff Beach, a resident of the Lake Shore area, has plans to improve the boat layout at his lakefront property. The project involves rearranging the boat dockage to accommodate different types of boats and to enhance the overall boating experience. Beach is excited about the improvements and believes they will attract more boat owners to his lakefront property. The new layout will feature additional storage space for boats and their equipment, as well as better access to the water. Beach is looking forward to seeing the finished product and hopes it will contribute to the enjoyment of boating on his lakefront property.
BARSTOW FRAMES SPECS
Ringing to Combine Acts With Productions

NEW YORK, Jan. 23—In a move that will interest Amusements and Barium & Circus producers, Barstow revealed this week that he is planning to release what he terms a "three ring" production among many others.

"Many of the shows we've been doing have been one ring shows," Barstow said. "There's a lack of variety that we're planning to correct. By doing a multi-ring show, there will be a greater variety of acts and a greater variety of performers."

Barstow is also working on a new concept for his next show. He plans to use a variety of different types of acts, including clowns, acrobats, and animal acts.

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Under the Marquee

The favorite of a generation since the days of Tom Mix...
RALIEGH, N. C., Jan. 23.—The 11th annual South Carolina Agricultural Fair, held at the Sir Walter Hotel, was a tremendous success, with an attendance of over 100,000. The fair has become an annual event and is the largest agricultural fair in the state. The fairgrounds and exhibits were well attended and the weather was favorable, ensuring a successful event.

The fair featured a variety of exhibits, including livestock, produce, and crafts. The livestock shows were particularly popular, with visitors of all ages enjoying the opportunity to view the animals. The produce exhibits showcased the best local produce, while the crafts exhibits displayed the creativity and skill of local artisans.

The fair was organized by the North Carolina Agricultural Fair Association, which works hard to ensure a successful event each year. The association is committed to promoting agriculture and supporting the local community.

In conclusion, the 11th annual South Carolina Agricultural Fair was a resounding success. The fairgrounds were well attended, the exhibits were a hit, and the weather was favorable. The fair is an annual event that brings together the local community to celebrate agriculture and enjoy the best of what the area has to offer.
RAS AGAIN IS SET FOR WEST CANADA
Sedlmayr Unopposed for Contract;
To Add Sky Wheel, Three New Rides

WINNIPEG, Jan. 23.—A hardy bunch of prairie flower growers, includ-
ing Clara A. Fanselow, Roy Albert, James H. Stokely, A. E. M. Wadsworth, and others, attended the annual meeting here January 15-16, de-
spite a cold spell. The day's work was reported signed by various growers, indicating the number of offshoots in contracts from last year, and indicating another, largely from the same general area working in this area.

The CARNIVAL business organization, which has played a growing role in the past two years, especially in August, was signed by various growers in the region. Many growers in this area have made the step forward.

Early looking at the Michigan State Fair for the third time by the W. A. W. Shows and also the popular American Shows, will be held here the first week of August.

Free Fair by the Celia & Wilson Shows, caused the big organization to move in the city. The Michigan meet this year, in con-

Pacific Coast Fens Install Peg Steinberg

LOS ANGELES, Jan. 22—Peg Steinberg was installed as president of the Ladies' Auxiliary of the Pacific Coast Showmen's Association. The auxiliary was form-

SHOW REPS SCARCE AT COLUMBIA MEET
Vivona Sign Rock Hill, Ex-Rail Spot;
Interest Log Traced to Costs, Early Deals

COLUMBIA, S. C., Jan. 23.—Advance bookings for high contract costs and the coming of new territory by former headliners are holding the attendance at the South Carolina Association of Ex-
hibitors meeting here Wednesday (20).

William C. Schaefer, president of the South Carolina Association of Exhibitors, announced that the meeting was attended by 200 exhibitors from 30 states, and that all the dates were sold out.

A coalition of dates ruled out before the end of the season is the G. C. Ruck-Model Shows, in whose territory the Rock Hill Fair is held. The fair was said to be well attended at five hundred people.

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Dottie Miller Installed by Detroit Fens

DETROIT, Jan. 23—The seventh annual installation party of the Detroit War Work Division of the Michigan Women's Association was held at the Peterboro Hotel, which now has a new location, the Red Arrow Room of the Park Inn. The party was in connection with the opening of 1954 Building, with a large attendance of guests. In her address to the guests, Miss Frances Moran, vice-president, and Mrs. M. C. Bowers, treasurer, gave reports on the activities of the past year. Newly-elected officers of the Association were installed, the new organization being divided into sections and new officers for each section. The new officers are: Miss Frances Moran, National President; Miss Eva Pizzini, Vice-President; Miss Eleanor Curry, Secretary; and Miss Elizabeth A. Lewis, Treasurer.

A ceremony was held in the Red Arrow Room of the Park Inn, and the installation was made by Miss Frances Moran, National President, and Miss Eva Pizzini, Vice-President. The installation was followed by a dinner at the Michigan Women's Association headquarters in the Park Inn, where the new officers were presented to the guests.

NEW YORK, Jan. 23—The number of membership cards in the National Union of Women's Suffrage Societies, which has a membership of more than 100,000, was increased by 250 last week. The increase was due to the fact that the National Union of Women's Suffrage Societies has been in operation for five years, and during that time it has been able to organize new clubs and increase its membership. The National Union of Women's Suffrage Societies was founded in 1869, and has been in operation ever since.

Chicago Show Folks Install Prexy

CHICAGO, Jan. 23—Peggy Richards was installed as president of the Chicago Show Organizers Association at a meeting of the organization last week. Miss Richards, who has been active in the Chicago show business for many years, has been a member of the organization for several years. She has been active in the show business for many years, and has been a member of the organization for several years. She was chosen by the membership to succeed Mrs. Margaret H. Robertson, who has been president of the organization for the past two years.

COLUMBIA, S. C., Jan. 23—Dorothy L. M. Anderson, executive director of the World's Fair Authority, has named the following individuals as members of the World's Fair Authority:

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Midway Contab

Mrs. Max Linderman, widow of the owner of World of Mirth Show, was on her way to Miami. She had just returned from a visit with her daughter, Mrs. Louise Mansfield, in Boston. Mrs. Linderman accompanied her daughter to Miami, where she will spend the holidays at their spacious home in Miami, Florida. Mrs. Linderman, a native of New York City, was born in 1900 and has been an active member of the circus world for many years. She is well known for her philanthropic work and has been a frequent contributor to various circus charities.

Harry Hannae, former midway bigwig, has moved to Kansas City and is now working with the Missouri State Fair. He is currently in charge of the midway at the fair, which is set to open on September 3.

Ruth Schenker, who has served as president of the Miami Chapter of the American Legion Auxiliary, and Mrs. Ada J. Ross, former member of the board of trustees, were both present at the opening of the fair.

Kitty Smith, former acrobat trained by a circus director at the age of 12, is now living in Los Angeles and has been invited to appear in the movie "The Greatest Show on Earth." She is currently working on a new act that will feature aerialists and trapeze artists.

Charles F. Hayes, who has written for several circus publications, has been invited to write a column for the "Circus World" magazine. Hayes has written extensively on the history of the circus and is a respected authority on the subject.

The St. Patrick's Day Parade was held in downtown Miami, with floats, bands, and entertainment. The parade is a popular event among locals and tourists.

The American National Playhouse is now offering special discounts for students and seniors. The playhouse is located in downtown Miami and features a variety of productions throughout the year.

The Montgomery Ward and Company is offering a special deal on refrigerators. The appliances are available in a range of sizes and styles, and are priced to fit any budget.

To purchase tickets for the show, call 1-800-CIRCUS-TICKETS.
**FOR SALE**

10 Tonsville Trolley with 100 feet of track. Also 2 Ericsson Frost
Cabinets with Machines, for sale cheap, first-class condition.

O'Brien's Fascination Carnival

130 Boulevard Revere Beach, Mass.

**PARK MIDWAY**

Adjoining army post for train on parades, as well as for the Amusements After, permanent buildings for re-entertainment throughout the year, plus pic-nic grove. Must have in every area. Owners pleased to receive inquiries. Free Sale—$500.00 take all; sample done. Work every 10, 50, 100, 150, 200, 500 feet. 12 Bartlet Ventnir Sets, 24. Kibbi Chata to $3000 for "What If", show, arena, tents, and bar tent line.

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**SHOW LOT**

60-room travel from business meetings, 100,000 or more. For Sale.

F. S. ROBERTS

Barnesville, Vt.

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**JACK WEST**

Get in touch with me after January 10.

Dempsey Hotel

Macon, Ga.

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**WANT TO BUY**

Rock-O-Panes, 18 Ferris Wheel and Motor, etc., all boats, all makes and kinds. Will pay cash. Will travel.

J. R. STANNARD

200 N. Washington, Brown, Tex. or by phone after Feb. 2.

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**BLUE GRASS SHOWS**

WANTED FOR BREVARD COUNTY FAIR, Titusville, Fla., Feb. 1:

[Details not legible]

Legitimate Merchandise Concessions of all kinds. Can place or two major Rides not conflicting with what we have. Especially Scooter.

Can always place non-conflicting Shows with own equipment.

All address

C. C. GROSCHULL, Mulberry, Fla.

P.S.—Colonel Stahl, get in touch with us at once.

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**FOR SALE**

D S. Berry-Cox Bros, with equipment, 20 Ferris wheels, plus 2 large buildings,

S. D. Berry-Cox Bros, with equipment, 20 Ferris wheels, plus 2 large buildings,

D S. Berry-Cox Bros, with equipment, 20 Ferris wheels, plus 2 large buildings,

A. D. Berry-Cox Bros, with equipment, 20 Ferris wheels, plus 2 large buildings, etc.

All tickets and parts for sale, to be sold for $500.00. The whole business has been sold.

WARNER'S HILLBILLY FACTORY, Box 161, Box 3, Lawn, Miss.

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**C. A. STEPHENS SHOWS**

WANT FOR MT. DORA, FLA., LEGION FAIR

Edwin Smith, Little Show, Mechanical Girl, Showman, Bus. Name:

CONCESSIONS—Waters, Jewelry, Ball Game Shows, All Shows: etc.

A. A. STEPHENS, Crystal River, Fla.

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**SNAP WYATT STUDIOS**

32 Whitman St., Palm Beach, Fla.

For Sale—Carnival Equipment—For Sale

1500 foot Tilt. In good shape. Good clean parts. Last year's profit was over $300.00. This year's profit is over $300.00. All necessary parts for a successful season. All work done at Snap Wyatt Studios.

Contact P. M. SUTTON, Sr., Fairgrounds, Carthage, Missouri

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**FOR SALE**

Winnipeg Meet

[Miscellaneous ad content not legible]

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**N. D. MEETING**

[Continued from page 57]

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**Midway Conlabor**

[Continued from page 57]

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**Harris Pacts Ky. Fair-Cele**

[Continued from page 57]

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**Goid Names Hughes**

[Continued from page 57]

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**Out in the Open**

[Continued from page 55]

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**W. G. WADE SHOWS**

Now Contracting Rides and Concessions for Our Florida Fairs and the Still Capitol State Fair at Paterson, N. J. (All with Hitman pallets) at C. F. P. O. Box 1485, Detroit 31, Michigan

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**FOR SALE USED SOUT**

For Our First Fair at Manchester, N. H., we are offering for sale used tugs. The tug we bought is 70', 32' beam, 1200 horse power. Price $5000.00. A tug offered by Schaler's for Play Medals. The tug we have for sale is $3000.00. A tug offered by Schaler's for Play Medals. The tug we have for sale is $3000.00. A tug offered by Schaler's for Play Medals. The tug we have for sale is $3000.00. A tug offered by Schaler's for Play Medals. The tug we have for sale is $3000.00. A tug offered by Schaler's for Play Medals. The tug we have for sale is $3000.00. A tug offered by Schaler's for Play Medals.

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**FOR SALE USED SHOW TOP**

[Details not legible]

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**HARRIS PACTS KY. FAIR-CELE**

FINDLAY, O., June 23—The Rainbow Midway Shows will again play in Kentucky when the state Fair and Labor Day celebration at Leitchfield, Ky., Roxie and Blackston, are combined in a new contract. The big attractions and free show thrills will be held in a midway that will feature live stock shows, auto thrill show, free picture show and midway attractions. The show's general manager, Bill Harris, signed for the sale of the Roof for the annual Rainbow Midway general manager, represented the annual.

Charles Griggs has been named business manager for Peggy Brod Shows, replacing George White, who resigned to become the general manager for the James E. Stuart Shows. For Peggy Brod and Mrs. W. E. Page, Mr. Griggs will supervise the completing of booking trips and contracts for the show's next season. In addition, he will make all the bookings for the new season.

Mr. and Mrs. L. C. (Curly) Hall, operators of The World's Famous Collins' Show, have signed a contract to present a major show at the 36th Annual State Fair at Cooperstown and Little Falls, N. Y., this year. Mr. Hall, who was the late Thaddeus W. Collins, reported signing the contracts for the show's appearance in those locations.

**Out in the Open**

[Continued from page 55]

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**Center, Haskell, Hardiner, Liberal**

[Details not legible]

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**Kiddie Rides Wanted**

[Details not legible]
Miami Showmen's Association

1575 S. W. Eighth St., Miami, Fla.

President Sydney Thomas called the meeting to order. Other officers in attendance were: Vice-President Fred Wilson; Secretary Fred Wright; Treasurer Edna D. Smith; Corresponding Secretary Don James.

Welcome to the first meeting of the year was Mr. Richard J. Zimdars, of the Southern Valley, representing the Southern Valley Showmen's Association.

Mr. James Smith, of the Chicago Showmen's Association, was elected number 1,000,000. The new officers elected for the 1952-53 term are: President Sydney Thomas; Vice-President Fred Wilson; Secretary Fred Wright; Treasurer Edna D. Smith; Corresponding Secretary Don James.

The 1952-53 term will be attended by the following: President Sydney Thomas; Vice-President Fred Wilson; Secretary Fred Wright; Treasurer Edna D. Smith; Corresponding Secretary Don James.

Treasurer Fred Wright, reporting on the finances for the past year, stated that the association had a net income of $12,345. The report was approved by the members present.

Secretary Don James read the minutes of the last meeting. The minutes were approved by the members present.

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pipes are flying as everything is being readied for what the trade calls "straight shooting." The spy duties in early May Texas will be handled by Elba Woolsey, who has just completed a tour of the south. Joe Wright is supervising the coming week at the Florida show, and letters from Mrs. Shearin of Chicago are coming in with information and suggestions. The show will be with Gil Gray's new show, because he has had a mid-month report from St. Louis, and will receive reports from the other major centers, including Louisville and Lottie McNamee of Birmingham, Alabama. The show is going well and the band is in place. Recent visitors to the show are Mr. and Mrs. Price, Jack Moore, and Miss Edith Smith, and Mr. and Mrs. E. E. Matthews, who are visiting the area.

MRS. ROBERT NOELL, of Chicago, is apparently the only one of the so-called "living nation's monarchs" who is still in her prime, but she has her vocal accompaniments and will make her appearance at the show in a few weeks. It is understood that she and her vocalists will be singing the same old "Favorites," but she will be seen at the show as well. She has been known to make some unusual appearances on the stage, but her vocalists are always ready, and she has been seen at many places throughout the country. She has a great following among the fans, and her appearances are always a hit. She will be in the show next week, and will be a big attraction.

NEW YORK, May 21 — (AP) — "The Story of the Week" is a new mechanical feature which appears in the comic section of the New York Daily News. It is referred to as a "magnifying glass of the person," and is designed to show the true nature of human beings. The feature has been a great success, and has been widely praised.

Borrows Spec
Continued from page 13
The feature is a new mechanical device which magnifies the image of the person under examination and makes it possible to see the details of the face and body. The lens is placed in a tube which is attached to a camera and is focused on the person's face. The lens is then moved to different positions and the image is projected onto a screen. The feature has been widely praised and is expected to be a great success.

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Calendar for Coinmen

January 30, 1954

VENDORS GROSS RECORD

$1.5 BILLION IN 1953

CHICAGO, Jan. 30—Vendor

showings over the past 20 years to 1953,

an all-time record in automatic sale

260,000 machines, or $1.5 billion, to

the country.

Vend Census Shows $200 Million 

Jump Over '52, Details Gains

One of the most spectacular gonades in the

vending industry is the percentage gain in the 

manufactured machines. The Vend census shows 

that there were 260,000 machines in 1953, 

up from 217,000 in 1952, an increase of 

20,000 machines or 9 percent. This is in 

spite of the fact that the vending industry 

is growing at a rate of 5 to 10 percent per

year. The percentage gain in the vending 

industry is the highest in the history of the 

vending industry and is expected to continue 

for the next few years.

Cigarettes showed increased sales in 1953 as a 

whole, with 492 million machines moved 3.47 

billion cigarettes in 1953, an increase of 16 

tercent of the U. S. cigarette market. There were 

423,776 machines in 1953.

2nd Release On Bonus Game

CHICAGO, Jan. 30—Paul 

Reiman, managing director of J. H. 

Keeney & Company, announced production 

of a new release of Bonus Bowler started 

30 million to one over the last year. The 

game is a 6-player shuffleboard game, with 

either four or eight drivers. It has two 

styles of play, but all the latest features of 

games. The game is available with an 8-foot 

playfield on a 2-foot high table or with an 

8-foot playfield on an 8-foot high table.

Mainliner Bowler is a companion to the 

Bonus Game, and is the bonus of the 

Expected market.
WASHINGTON, Jan. 21.—A House subcommittee investigating allegations of "improper union labor racketeering" at various entertainment locations, has scheduled closed hearings next week to gather information from three cabinet officials, representatives of the Justice Department, and at least 20 witnesses. The subcommittee, headed by Rep. George H. Bender (R., Ohio), will hold hearings in Cleveland, Bender's home district, and other locations from where complaints have been received.

A spokesman for the Bender subcommittee, which is the Public Accounts Subcommittee of the House Government Operations Committee, told The Billboard this week that before any schedule of hearings or an itinerary are decided, the subcommittee will tackle the job of defining "labor racketeering." Asserting that the Bender group will not be publishing its findings, the spokesman emphasized that alleged racketeers, racketeering in any one aspect of the improper labor union practices of which he has knowledge, will be investigated.

To Investigate

The body this week discussed "sketchy" reports of racketeering from various locations. The subcommittee voted to investigate all such incidents, but the Bender subcommittee has scheduled closed hearings for next week, starting Tuesday, at which government officials will be questioned on the testimony of Sinclair Weeks, Attorney General of California, who directed the National Labor Relations Board's inquiry. The subcommittee's authorized chairman, General Counsel of the National Labor Relations Board, has not been invited to testify.

The hearing scheduled for Tuesday in Cleveland is the first Cleveland Republican has had with employees at these locations since his appointment to the committee. The subcommittee's deadline for receiving and reviewing all materials in the case is Friday, and the committee will then decide whether to proceed with the hearings.

Fla. Distrib Aids Juke Play, "Glenn Miller Story" Tie-In

MIAMI, Jan. 23.—A Hollywood film studio, Miami phonograph record distributor joined forces to stage a world-wide promotional campaign in connection with the world premiere of "The Glenn Miller Story," the Miami Beach occasion.

Three days preceding the world premiere of the movie, Billboard reports, over 1,000 juke box operators from all over the United States were mailed promotional materials, including a juke box poster featuring the Glenn Miller Story design. The campaign was a two-week tie-in with the original release, which began January 21.

Billboard reports that 50 operators in Miami erected the juke box display and announced plans for holding a music contest to win a billboard-sized poster featuring the Glenn Miller Story design.

COLUMBUS, Neb., Jan. 23—Music operators in Nebraska voted during their last quarterly meeting to adopt a juke box display to promote the National AFRF, a national association whose purpose is to promote the sale of juke boxes. The committee suggested that the association, along with its local chapters, promote their products. Operators also agreed to support the AFRF's efforts to get the government to pass legislation that would benefit juke box operators.

Cleveland Redbirds' Home Standbox Office Closed

CLEVELAND, Ohio, Jan. 23.—The Redbirds' home standbox office at League Park has been closed for the season, the club announced today. The box office will reopen in March when the team's spring training camp starts.

COVENTRY, Ohio, Jan. 23.—Operators of Coventry's two movie houses on Thursday closed their doors for the winter. The owners said they would reopen in March when the weather warms up.

RCA Victor Records a Hit on Billboard's Chart

MIAMI, Jan. 23.—A Hollywood film studio, Miami phonograph record distributor joined forces to stage a world-wide promotional campaign in connection with the world premiere of "The Glenn Miller Story," the Miami Beach occasion.

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Billboard reports that 50 operators in Miami erected the juke box display and announced plans for holding a music contest to win a billboard-sized poster featuring the Glenn Miller Story design.
ONCE, LONG AGO IN ANCIENT GREECE, there lived a famous maker of Aeolian harps. His skill and artistry at fashioning these beautiful instruments won respect and admiration throughout the entire Peloponnese.

Lonely shepherds found solace in their haunting melodies. There was scarcely a flock of any size in which one of these musical delights had not been installed. It was even said in sly whispers among the knowing ones that this harp alone was chosen for the high jinks on Mt. Olympus.

The shop of the old harp maker was a place of great industry. Then, one day, a group of operators called upon the old man. "Ancient one," they said, "we love your harps. They play continuously wherever we put them. But, please make no move. There are only so many flocks in all of Greece and every shepherd, now has a harp, save for those few who have a distasteful preference for pipe music."

The outlook for the harp business might have seemed dismal to some. Not to the old artisan, however, who looked up from his work with a smile. "My sons," he said, "providing music for shepherds is only a beginning for you. Do you not recall that the Gods on Olympus nibble their ambrosia to the music of our harps? Come to think of it, they also like to hear our tunes as they sip their nectar. Does that not suggest that you put harps in eating and drinking places here in Greece? Surely, what's good enough for the Gods must be pleasing to men."

An approving murmur arose as the group discussed the old man's wisdom. The operators hurriedly departed, eagerly anticipating the merry clink of drachmas in their new locations, having first arranged to take many new harps with them.

There was prosperity in the music business and life was serene though busy for the harp maker. But another day, several years later, the operators again appeared before him. They had a tale of woe to tell. All the eating and drinking places had harps, they said, and were doing nicely, but play among the shepherds had fallen off. Their instruments worked well enough, it was agreed, but the shepherds were losing interest in antiquated harps.

Seeing that action again was called for, the old harp maker said: "Look, for some time I have been working on a new harp of even superior quality to that you have been buying." Holding up his new model, a harp of breathtaking beauty, he continued, "here is an instrument that will be as mead and honey to your locations. Business will quickly revive with it in operation. Soon you will be driving chariots with that big letter 'V' on the rear splashboard. Take will be up, again never fear."

One of the group, noting for his alertness to a fast drachma, hastily departed, taking a sizable number of new harps with him. The others left slowly, mumbling something about first taking it over with their locations. They took no harps, nor did they return. They were content to provide old harps for their flocks and inn and drinking places. They had to be satisfied, of course, with lesser and still lesser fees. Sadly, too, as the take grew smaller, many of their once good locations were turning from harps to pipes. These poor operators not only could not buy the new chariots with the letter "V" at the back, but also most of them were soon walking their routes, weary of limbs, footpare and discomfort.

The smart operator who had taken the old man's counsel, however, returned again and again for new harps, driving each time in an ever more striking new chariot, emblazoned with a "V" of gold, set with precious stones.

One day the old harp maker called this operator to him. "How is it, my son," he said, "that you prosper so greatly whilst the others have come upon such poor times?"

The operator smiled at the old man. "Sir," he replied, "I have, as you know, constantly been demanding new harps of you and you have made them for me. These I put in my busiest eating and drinking places. Those excellent but slightly older harps that I replace are moved down to spots which are also good but of somewhat lesser profit to me. From these, in turn, I move still older harps and set them up with the shepherds. They, of course, are content, for these older instruments are as yet new to them. The best of ancient harps I send into Sparta and Corinth and other lands beyond the seas. Some I set up in the temples to keep the children away from the ruffians who come ashore in the galleys. I destroy those harps you made before the wars, for they have served their purpose and kept me well. To have them about is a temptation for those who would profit from an instrument that destroys the living for music which is the very heart of my business."

The old man nodded. "You have done well, my son."

"But, sir," replied the wealthy operator, "that is not all. I have harps in the warrior clubrooms and our Aeolian music maker plays in the market places and also soothes the storm tossed at sea. The mighty ones on Mt. Olympus now get their new harps from me. When I got that account, it was only natural to explore the possibilities in the nether regions. Already Prosperine and Pluto are playing them. Next week old Charon will have one on that barge he ferries to and fro across the Styx. His crowd find music a very great comfort, you know, for as they approach the shores of Hades they are a most distraught and fearful group."

"Your success is understandable," said the old harp maker. "You've gone to hell and back for your locations and made money doing it. Now, here's a new model you'll be interested in—"
OMAHA, Jan. 23—Howard Pfla, secretary-treasurer of the Music Guild of Nebraska, joining in a nationwide movement, this week mailed letters to all members urging the out-and-out co-operation in the March of Dimes campaign.

The letter requested operators to buy an 8 by 11 inch card on which to place instructions patterns which would be sent to the fund. A suggested legend for the card follows:

Help! Pleading
One Day’s Collection
From This Jake
Be Donated to the March
Of Dimes Polio Fund

To simplify collection procedures, Ellis advised operators to take a month’s proceeds, find the average for one day, then donate that amount to the fund.

In the counties, the same letters, with the card, were urged in the same way.

A similar letter, using the same pattern, was sent to the operators of the Polio fund.

Fla. Distrib
Continued from page 72

Florida distributors and many operators used the new policies of the operators to raise the amount numbers for the bosses. Effective policies included the following:

1. A policy of not selling more than one machine in the same town.
2. A policy of not selling to the same person for more than one machine.
3. A policy of not selling to the same person for more than one machine in the same town.
4. A policy of not selling to the same person for more than one machine in the same state.
5. A policy of not selling to the same person for more than one machine in the same country.
6. A policy of not selling to the same person for more than one machine in the same world.

Ford
Continued from page 72

1. When the multi-selection machine came to the distributor, he would give the machine a good testing before selling it.
2. When the machine came to the distributor, he would give it a good testing before selling it.
3. When the machine came to the distributor, he would give it a good testing before selling it.
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6. When the machine came to the distributor, he would give it a good testing before selling it.

Cleveland Music, Cigarette Firms To Merge Feb. 1
Cleveland, Jan. 23—The Cleveland Tobacco Corporation and the Kinnick Cigarette Company have announced that the two firms would merge February 1.

The new company will be known as the Advance Cigarette Service Company.

C. Studebaker, Kinnick Cigarette service, said that the merger will make no change in phone numbers, address or personnel.

Conversion
Continued from page 72

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5. When the machine came to the distributor, he would give it a good testing before selling it.
6. When the machine came to the distributor, he would give it a good testing before selling it.

Danish Juke
Continued from page 72

Danish juke, the number one in the world, has been operated in Denmark for the past 20 years. It was noted that the Danish juke was operated by a Danish company and that the Danish juke was operated by a Danish company.

Coven
Continued from page 72

Coven has been noted to be one of the top operators in the world. It was noted that Coven has been an operator for over 10 years.

Service Grows
Continued from page 72

Coalition
Continued from page 72

Development
Continued from page 72

Evans CENTURY simplifies, speeds and invites play through the exclusive CENTURY Selector System, a unique lighted-Eye-Level Programming panel, designed to simplify the use of the jukebox, offering a faster, easier and more enjoyable experience. Use the latest model for your installation today and tomorrow.
Get this magnificent 104-selection Wurlitzer Fifteen Hundred on your location and it will stay put for a long time to come. Leader in the fine phonograph field. Only phonograph to play 45 and 78 RPM records intermixed, the Fifteen Hundred is a Deluxe instrument from its super-size glass Astra-Dome to its super-brilliant tone. Not result? Its earning record is on the "super" side, too.

SEE YOUR WURLITZER DISTRIBUTOR

Wurlitzer
FIFTEEN HUNDRED

NOW AVAILABLE WITH WURLITZER'S HI-FIDELITY SOUND SYSTEM

The 104-selection Wurlitzer is now available at slight extra cost as Model 1500 AF with Wurlitzer's Hi-Fidelity Sound System. Hear the amazing Hi-Fidelity demonstration at your Wurlitzer Distributor's.

The Rudolph Wurlitzer Company • North Tonawanda, N.Y.
Baltimore Ops
Release Year's
Meet Schedule

BALTIMORE, Jan. 23 — The Amusement Machine Operators' Association of Greater Baltimore announced its schedule for the year this week. Meanwhile, President Irving Goldner stated that plans for the group's annual banquet—February 7—were in high gear and reservations were needed.

All regular meetings will be held on Mondays. The schedule follows: February 1 and 15; March 1 and 16; April 5 and 26; May 10 and 24; June 7 and 21; July 12 and 26; August 9 and 23; September 12 (time only); October 4 and 18; November 1 and 22; and December 4 and 20.

The annual banquet will be the sixth and will feature the attendance of operators, distributors and manufacturers from all sections of the country. They will be entertained by an all-star cast and a name band.

Peter Potter
Receives AMI Deejay Award

LOS ANGELES, Jan. 23 — A Billiman, general manager of Budger Sales Company's automatic merchandising department, will present disk jockey Peter Potter with a major gong of this nationally televised ABC-Television network show, "45s! A Go Go," as the best disk jockey who has done the most to promote a wider acceptance of recorded music.

The award is in the form of a gold embossed coin, is that of AMI, Incorporated.

Budger Sales Company is the AMI distributor for the Southern California territory.

San Antonio Ops
Seek City Charter

SAN ANTONIO, Jan. 23 — Operators of the San Antonio Association completed organizational plans this week and applied to the city for a charter. The group also elected officers for 1964—Roy Karpery, president; Willi Mink, vice-president; Vernon Ellis, secretary, and Louis Jammal, treasurer.

MUSIC MACHINES

THE BILLBOARD

INDEX

of Advertised Used

Machine Prices

• Music Machines

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Shuffle Games

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Every Camelot...kind of EQUIPMENT, SUPPLIES AND SERVICES

Has Been Sold in The Billboard

WHAT DO YOU HAVE TO SAY?

Write to Miss Edith Gilmour, Circulation, Chicago 3, Illinois.
Coinmen You Know

Chicago
A written by a Windy City pianist, "Cancun's Boogie" is one of the important new tunes added to the list on next month's young page. It has been given to a number of Chicago pianists, and the first of the few current piano works to be heard in public at Chicago's Music House. A & M Music Company, a division of the Standard Music Company, has prepared the score for the piano player's pleasure.

Chicago

Miami
Harry Stern, the official and well-known ambassador of the Williams Manufacturing Company, was master of ceremonies at the Chicago Music House. He was the first to speak, and the first to point out the advantages of the new record players. He stressed the importance of modern record players, and the advantages they offer to the public.

Miami

Portland, Ore., Jan. 23.
Maurice Zion, owner of the Zion's Record Shop, has been feeling the pinch of economic conditions. Zion's owners have been forced to cut back their advertising, and other expenses. Zion's owners have been forced to cut back their advertising, and other expenses.

Portland, Ore., Jan. 23.
Zion's Record Shop, has been feeling the pinch of economic conditions. Zion's owners have been forced to cut back their advertising, and other expenses. Zion's owners have been forced to cut back their advertising, and other expenses.
Select-o-matic

HIGH FIDELITY AMPLIFIER

25-watt output, 20 to 30,000 cycle-per-second range. Wide range, low distortion characteristics assure new tonal realism from records.

THE MOST WIDELY PUBLICIZED MECHANISM FOR THE PLAYING OF RECORDED MUSIC
SPRING TENSION MAGNETIC PICKUP
Single pickup with dual styluses—exerts only 1/4-ounce pressure. High compliance. Unaffected by moisture and temperature. Longer record and stylus life.

HIGH FIDELITY DUAL SPEAKERS IN THE PHONOGRAPH
The Select-O-Matic "100" HFG is equipped with two skillfully baffled high fidelity speakers—a 15-inch woofer for the low and middle ranges, a 5-inch tweeter for the highs.

FIDELITY ALL THE WAY!

HIGH FIDELITY REMOTE SPEAKERS
High fidelity remote speakers for recessed or wall installation. These speakers have two mechanically interlocked cones—the larger cone reproduces the low and middle ranges, the smaller the highs.

Seeburg DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. Seeburg Corporation
Chicago 22, Illinois

America's Finest and Most Complete Music Systems
125 Operators Attend R-M Meet; Accent on Selling to Locations, Public
Mechanical Clinics Precede Sessions; Dexter Explains High Coffee Prices

PHILADELPHIA, Jan. 23—Nearly all the emphasis was on selling in the general public—at Rudd-Melkian R-M convention—which ended its three-day run at the Fairmont-Bishop Hotel here today (23).

Of the nation’s 150 franchisees

SAY THE SMELL

Coffee Aroma
Point-of-Sale
Aid for Ops

PHILADELPHIA, Jan. 23—A new twist in point-of-sale aids for coffee operations was being pondered by customers of a whirl of the product to the coffee market soon. The manufacturer is the Aromatic Sales Co., Ltd., designer for coffee vender installation.

Aromatic president, Rudd Melkian, was talking to Colorado operators with the Aromatic on its vender.

Continued on page 81

Buny-Chase
To Be Located
in Chicago

ST. LOUIS, Jan. 23—Road Brothers Candy Company, Inc., St. Louis, and Chase Candy Company, New York, have announced that the new company, to be located at 100 S. LaSalle St., Chicago, December 19, 1953, will have general offices and factory on the

BOUQUET FOR CUP MACHINES

Pepsi Bottler, Studerable
Laud Vender Advantage

SOUTH Bend, Ind., Jan. 23—Pepsi-Cola Bottlers in the South Bend credit cup venders were being introduced to their customers on the alert for sales in industrial located

Stewart’s Has
4 New Items

PHILADELPHIA, Jan. 23—Four new vending products were shown to retailers by Stewart’s, Inc., Philadelphia, at the recent annual convention, which ended today.

In the nickel class is the Boston baked beans pack of candy-coated Spanish peanuts, wrapped in double cellophane.

Dinner rolls unrolled were the assorted rolls from the lunchroom, sandwiches, the 3-in-1 cream standing alone and 30
different condiments.

The two first-class items may be accumulated in cookie venders, individually wrapped. The newly named item is designed for a 12 cent display.

Correction

A story on New York bulk operators brought forward in the January 16 issue of The Billboard, stated that he had sold 600,000

VENDING MACHINES

THE BILLBOARD
Communications to 168 W. Randolph St., Chicago 1, Ill.
JANUARY 30, 1954

written contracts

First-Line Op Defense Against Location-Sales

PASADENA, Calif., Jan. 23—Written location contracts help the operator in at least two ways in retaining locations in face of

2. Own-your-bait negotiations

This two-day national sales meeting of the special January bulletin issued by the California, Inc., this week. Two

At least one Nation’s leaders in sales in writing not to attempt to sell a new contract to an old contract with an operator.

determined by the operator’s “business foundation.”

Volunteer Refuse Setting aside of high equipment and its profit in individual locations demanded.

For some time, most major operators have been pushing for contracts and have

Continued on page 81

1954 BUYING FORECAST

Ops List New Vender
Wants; Cig Coffee 1st

CHICAGO, Jan. 23—What types of new venders will operators purchase in the near future.

Continued on page 81

1.5 Billion Vending
Gross in 1953

Vending Gross Peak
$1.5 Billion in 1953

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Bunte-Chase
Continued from page 8
125 Operators
Continued from page 80
The PAGC neither buys nor sells more than 35 pounds of coffee, and it does not engage in the sale of coffee beans, so the price the consumer pays for coffee does not include any additional cost.
According to the Dexter, coffee roaster, the company's coffee production increased by 300% in the last 15 years. Today, the company roasts more than 6,000,000 pounds of coffee per year, which is 10 times the amount produced in 1950.

Lily Award
Given R-M at Convention
Speakers Discuss Vending Problems At 3-Day Meeting

Highlight of the sixth annual conference of the Manufacturers' Standing Committee of the American Vending Machine Industry (MSAC) was the presentation of a Lily Award to R-M Machine Company, for its outstanding service to the entire vending industry. The presentation was made at the close of the convention by J. W. Theo- drich, president of the MSAC.

The presentation, which is the highest recognition of the R-M Machine Company, was given to the company for its outstanding service to the vending industry. The company has been a leader in the vending industry for more than 50 years, and its machines have earned a reputation for reliability and quality.

Some of the speakers at the conference included Theodore M. Stevens, president of the MSAC, and Edward R. Keen, president of Keen Distributors, Inc.

One of the topics discussed at the conference was the importance of safety in the vending industry. The speakers emphasized the need for vending operators to follow safety guidelines to ensure the safety of their customers.

The conference also included a discussion on the impact of technology on the vending industry. The speakers pointed out that technology has played a significant role in the growth of the vending industry, and that the industry must continue to adapt to new technologies in order to remain competitive.

Several awards were presented at the conference, including the Lily Award, which was given to R-M Machine Company. The award is given to a company that has made significant contributions to the vending industry, and it is the highest recognition given at the annual conference.

The conference concluded with a banquet, where the speakers and attendees enjoyed food and drinks provided by the承办企业.
House Group to Study Union Racketeering

Continued from page 72

and Consellation Service. Representative Bender's subcommittee will request advice from the House group on how best to proceed with the investigation, and will also ask for all available information on labor under government contracting, including the files of the Federal Bureau of Investigation. Union officials are expected to be called as witnesses at a later time.

Cities thought to be under consideration as possible locations for hearings, in addition to Cleveland, are Detroit, Kansas City, Mo., and Toledo. Hearings were held by the House group formerly charged with the investigation, which did not issue a report on its findings. A bill will be asked to be turned over to the information gathered to the Bender subcommittee. The former investigating body was a joint subcommittee of the Government Operations Committee and the House Labor and Education Committee, and was headed by Reps. Clarence B. Long (D., La.) and Rep. John W. Vehling (R., Ind.). Representative Chennoweth, chairman of the House Labor and Education subcommittee, is a member of the committee.

Arthur Bowes New Canteen Director; 4 Others Promoted

CHICAGO, Jan. 31—Automatic Merchandising Co. has appointed Arthur Bowes, former president of the house, to the new position of director of sales and service headquarters. The appointment was made by John W. Vehling, chairman of the board, and is effective immediately.

The four promotions went to J. H. Spomser, Jr., vice-president in charge of sales; J. H. Spomser, Jr., assistant director of sales; R. E. Swanson, assistant treasurer; and A. W. Swanson, assistant controller.

Spomser, who has been in the company since 1914, was made assistant treasurer in charge of sales and service in 1915, and in 1920 he was made assistant controller. He joined the company as a sales representative in 1913, and in 1915 he was made assistant treasurer. In 1920 he was made assistant controller, and in 1923 he was made treasurer. He joined the company as a sales representative in 1913, and in 1920 he was made assistant treasurer. In 1923 he was made treasurer.

The promotions were made in recognition of the success of the company during the past year, and in order to strengthen the organization for future expansion.

National Phoenix Names Geisler

NEW YORK, Jan. 21—National Phoenix Corporation has announced the appointment of Herbert H. Geisler as vice-president in charge of sales. He succeeds H. C. E. Geisler, who has been with the company for 30 years.

Geisler has been with the company for 30 years and has been associated with the firm since its inception in 1924. He was formerly vice-president of the company.

General Manager, 2703 East Armitage, Chicago, Ill.

Guaranteed Deal... For Reliable Specialty Salesmen

Change in company policy allows unusual opportunity for whole salesman to handle nationally known lines... this is particularly a guaranteed large account, non-union, non-union account. We want salesmen-merchants. Find out the complete details. Write to Box 649 of The Billboard Publishing Co., 109 W. Randolph St., Chicago, Ill.
The Billboard Index of Advertised Used Machine Prices

**Vending Machines**

Equipment and prices listed below are taken from advertisements in The Billboard issue for the indicated date. All advertised machines and prices are listed. Where more than one first mentioned machine is advertised, the convention floor took the appearance of a junior national convention. In fact, the floor was crowded. The convention floor was set up well, as was Canada Dry at its booth. Also, it was a large and busy crowd. Other exhibitors were Lily-Tulip Soda, Canada Dry, Coke, Coca-Cola, Continental Water, Wilson Refrigerator, Crown's, Inc., and Continental Uniforms.

**Charms!**

In Stock Today

**Penn Nickel Combination**

38 Mission Street, Pittsburgh, Pa.

New Designs New Ideas New Finishes

**Penny King Company**

Trade shows, March 1-3, at the Convention center. The convention floor took the appearance of a junior national convention. In fact, the floor was crowded. The convention floor was set up well, as was Canada Dry at its booth. Also, it was a large and busy crowd. Other exhibitors were Lily-Tulip Soda, Canada Dry, Coke, Coca-Cola, Continental Water, Wilson Refrigerator, Crown's, Inc., and Continental Uniforms.

**R-M Exhibit Has Variety**

Philadelphia, Jan. 22.—All of the buildings included on the exhibit floor held today (22) is primarily for R-M machines. The convention floor took the appearance of a junior national convention. In fact, the floor was crowded. The convention floor was set up well, as was Canada Dry at its booth. Also, it was a large and busy crowd. Other exhibitors were Lily-Tulip Soda, Canada Dry, Coke, Coca-Cola, Continental Water, Wilson Refrigerator, Crown's, Inc., and Continental Uniforms.

**The Billboard**

JAMAICA, N.Y., Jan. 23.—Daniel G. Boyce & Company, Inc., this week, announced the release of their new model, the Frankfurter Roll. It is a golden, plump and the frankfurter is perfectly placed.

**Frankfurter Roll**

**Detroit, Jan. 22.**—A new ice cream operation, "& M's," is being established in the Detroit area, according to sources at the Detroit Convention Center. The company, owned by David Brady and Lester S. Milczarek, has plans to expand its operations to the area, adding additional vendors and products later.

**Penn Nickel Combination**

Model H-150 (3 col.)

In Stock Today

**Vending Machines**

**Index of Advertised Used Machine Prices**

<table>
<thead>
<tr>
<th>Machine</th>
<th>Price</th>
</tr>
</thead>
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<tr>
<td>Advance Model 3</td>
<td>$50.00</td>
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<td>Advance Model 70</td>
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<tr>
<td>Advance Model 80</td>
<td>$145.00</td>
</tr>
<tr>
<td>Advance Model 90</td>
<td>$155.00</td>
</tr>
</tbody>
</table>

**MinniePrene**

MinniPrene has been launched in the United States. The company, owned by Richard Rongi, has plans to expand its operations to the area, adding additional vendors and products later.
KARL GUGGENHEIM

presents the greatest features action knows... for...

PHONE TELEPHONE DIAL

Here is a new collectors item. An old but well-kept and still in excellent condition, this machine will give you a lot of satisfaction. It is in good working order and can be seen at our shop today.

GIVE US A CALL!
Order from your distributor or from...

Guggenheim

31 UNION SQUARE

The Latest...

for Rocket Machine Operators!

A Thrust A Cautious
They Were! If They Play To...

TIC-TAC-TOE

$16.00

It comes in two colors, complete with pegboard, pegs and can be played anywhere. Write Phone or Wire Your Orders.

PAUL A. PRICE CO.

50-55 Stein St., New York 13

PENN VICKEL CO-OP.

R. H. Brown Sales Mgr.

BLOOMFIELD, N.J., Jan. 23—Mr. R. H. Brown, who has been general sales manager of the vending machine company here, Brown has been on the firm's sales force for 13 years.

A management committee has been formed, consisting of D. L. Gunn, vice-president and treasurer; R. E. McElroy, assistant treasurer; R. B. Stoddard, purchasing agent, and J. A. McKee, director of engineering.

B. W. Wade, assistant treasurer, and J. A. McKee, director of engineering.

Suggested Sample Contracts

SPECIAL

PLACEMENT AGREEMENT

GENTLEMEN:

In consideration of the sum of $1, received of which is hereby accep-
ted and in full payment of all claims held of one party against the other,

NOW, THIS AGREEMENT IN EFFECT,

Signature to the acceptance clause below will constitute this a binding agreement between you.

Yours very truly,

Owner(s)

Address

Accepted and Agreed to:

City

Phone

INSTALLATION AND SERVICE AGREEMENT

In consideration of the service and installation of the undersigned's place of business,

furthermore agrees to, and does hereby, assign and grant to

for the exclusive use and occupation of cigarettes at said premises for the period of

and thereafter from year to year unless sooner terminated by written notice from undersigned, or by either party to the other, to the later of

or

on

of the undersigned's place of business, it is agreed that, during the said period, from

of the undersigned's place of business, it is further

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Bab's Birth Helps Fund-Box

WASHINGTON, Jan. 23—Birthday of a boy to Mr. and Mrs. Joseph Stern, 606 Vermont Ave., resulted in a pension for the Leukemia Research Fund. The baby boy is a son of the couple.

Lewis Tilton, Hartford; vice-president Watson Lafrance, Waterbury; secretary Maurice Wuin, New Lon-
don; treasurer, Connecticut.

Other officers named were executive vice-president, James T. Domeniak; treasurer, John John; secretary, Louis Nelligan, Waterbury; and executive assistant Edward C. Ouellette, New London, was made executive at age 10.

John Colucci, of Mattatuck Medical Center, Waterbury, and secretary with Joseph Sartori; his assistant, William D. Friel, Waterbury, was nominated as the chairman of the entire coin machine industry.

The group is meeting in January to discuss the effects of the tax bill on the industry.

JANUARY 23—A flush of activity will be experienced in the coin machine industry this year, according to a forecast in a recent statement by the American Coin Manufacturers Association and owner of The Billboard magazine.

A pool was conducted in connection with the National Coin Machine Show, held in Chicago on Jan. 22, to raise money for the American Cancer Society. The pool, which was $2,000, was turned over to the pool fund by Bnner's.

United Havana Game Intra New Scoring

CHICAGO, Jan. 23—Initial winnings of the Havana, the new in-line scoring game, were held in a charity ball at the Chicago Theatre Saturday night, the proceeds going to benefit the Leukemia Research Fund.

The game was designed to raise money for the Leukemia Research Fund, and its initial winnings were $200.

The Havana game introduces its new scoring system, which is the return of all balls remaining after three balls have been played. The player receives an extra ball for each of the three balls which are used and two plus two corner cards. It also allows for the purchase of additional balls which can be used at any time during the game.

The Havana has 23 numbered holes and the player must score at least 64 in all. The player can choose to play either on a straight or a straight plus a double. There are two plus two corner cards. It also allows for the purchase of additional balls which can be used at any time during the game.

Star Baseball can be used on either a straight or a straight plus a double, with double match fea-
tures. It is one of the games on Special Deluxe.

The game is designed for use in coin-operated arcades, and it can be played by adults or children.

New Cash Drawer


The drawer has six coin compartments, each of which can hold up to 250 coins. It also has a ticket compartment for change and a compartment for bills. The drawer is designed to hold 100 10-cent pieces, or 150 5-cent pieces, or 250 1-cent pieces, or 500 nickels, or 250 dimes, or 100 quarters.

SALES AID

Canada Chain Finds Rides Hike Traffic

TOKYO, Jan. 23—Dominion Stores, Ltd., one of the largest chain stores in Canada, has found the use of pinball games to be a profitable activity. The games are used to draw customers to their larger stores. They have proved to be an effective marketing tool.

As one store official points out: "We have found that pinball games create an atmosphere of a market place in an otherwise sterile environment." The games are used to draw customers to their larger stores.

The Dominion Chain has about 39 rides, advertising two to each store. These rides are generally located in the vicinity of popular areas such as universities and downtown districts.

The rides are also used as an advertising medium.

Williams Sets

**Continued from page 71**

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N. Y. POLICE  
**ALERT TRADE TO SLUG RING**

NEW YORK, Jan. 23—Police here have advertised an offer to help crack a spurious lottery ring which makes sales and distributes the slugs. Four men were arrested and questioned on the counterfeiting scheme. So far, the ring has coiled its activities to subway tokens, with coin machines in the area reporting no organized slug passing.

Lake County, Ill., Sets Feb. 1 License Date

CHICAGO, Jan. 23—A tax on coin-operated vending machines in near-by Lake County by early February. County supervisors estimated the revenue would yield $25,000 annually. The ordinance establishes annual fees of $10 for joke boxes or shuffle games, $25 for electronic and shuffle games and $100 annually for coin-operated bingo and other games requiring skill. The regulation was made possible through a law passed by the last session of the State Legislature authorizing such licensing. Failure to comply with the ordinance prescribes a $50 fine.

For Everything You Need  
new in used equipment  
**LOWEST PRICES**

Write for  
**Our Lists**

DADDY ROSE

158-8 X. ROSE STREET  PHILADELPHIA, 25, PA.  
(215) 591-5251

Joe Nash  
**SPECIALIST IN**  
OLD & NEW  
**COIN & CARD MACHINES**

NEW UNITED  
**WHOLE SALES**  
COIN OPERATED 
REPAIRS  
CHIEF and LEADER  

1200 W. NORTHERN AVE. CHICAGO 2, III.  
(312) 666-6036

**CLEAR THE WAY**  
for easier operating and more profit  
**FIRST-QUALITY EQUIPMENT!**

**SHUFFLE GAMES**

**NEW**

Pachislo Model T-6000  

MARVY BINGO  

**NEW**

Bingo 5 Balls  

NEW  

Billy Flex (Springfield, United)  

**First-Conditioned**  

**BALLY**

**NEW**

Safety Ring (Chicago)  

**FIRST-CONDITIONED**  

**AFK**

**NEW**

Safety Ring (Chicago)  

PRIZE BOARDS!

WANTED

United SHUFFLE-BOARDS—BUSINESS—  
Lake Yard COIN OPERATIONS  
S. COIN S. BALLES

AMUSEMENT  
MUSIC  
COIN MACHINES

**THE BILLBOARD**

**Index of Advertised Used Machine Prices**

• **Amusement Games**

Equipment and price listed below are taken from advertisers in The Billboard issue as included below. All Advertisers used and prices are listed. Where more than one fine advertised the same equipment at the same price frequently with which the price occurred to advertisers of the same. Where quantity discounts are advertised, as in some deals, prices are shown.

Note: Prices listed are advertised, as in some cases, prices are shown.


deal.

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**Hotel Video Now Standard In Toronto**

TORONTO, Jan. 23.—TV sets are now standard equipment in 1,000 rooms of the Sheraton Hotels Ltd.

Cost of the installation was not revealed, but it is known that it will approximate $1 million. The initial order calls for 1,000 sets to be installed in hotels in Montreal, Ottawa, Hamilton, Niagara Falls and Windsor.

In the initial phase, probably about one out of every three hotel rooms in the city would have a set. Eventually the majority of hotel sets will be in all rooms, which will call for about 3,000 receivers.

---

**Monday Marks Unwelcome Era for Times Sq. Arcades**

COIN MAC Times Square RM NEws, Jan. 23.—Coin-Mac’s move into the Times Square area (35) marks the beginning of a new era in the history of the Times Square area.

On this day, zoning regulations go into effect that will forestall the opening of any new coin-operated game rooms, shooting galleries, slot machines and new Mid-Manhattan area.

The new regulations won’t hurt Arcade operators immediately—some will continue to operate with existing lease contracts. However, the operator cannot change the nature of his establishment, say from a shooting gallery to a slot-bally spot. The new regulations were considered could be subject to legal interpretation to change the nature of the establishment.

Retail merchants have charged that adjacent Arcade-type operations have lowered real estate values and hurt business. The Arcade operators counter they pay high property taxes for business to the area. Max Schaffer, owner of 10 popular times Square arcades, said that when he opened 15 years ago on West 42nd Street in 1929, “You could fire a tenpin and not hit anybody except at show time.

The street between Eighth Avenue and Times Square now has four Arcades.

---

**The Market Place for the Coin Machine Industry**

**Advertisting Rates**

**Regular Classified** (minimum $30)

<table>
<thead>
<tr>
<th>Rate</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$30</td>
<td>No minimum page, make up or white space. Pages between $30 &amp; $60 cost 50 cents page.</td>
</tr>
</tbody>
</table>

**Display Classified**

<table>
<thead>
<tr>
<th>Rate</th>
<th>Description</th>
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<tbody>
<tr>
<td>$60</td>
<td>No minimum page, make up or white space. Pages between $60 &amp; $120 cost 50 cents page.</td>
</tr>
</tbody>
</table>

**Classified Advertising**

**All Orders and Inquiries**

TO COIN MACHINE MARKET PLACE

THE BILLBOARD

118 W. RANDOLPH ST.

CHICAGO 1, ILL.

---

**Business Opportunities**

Coin Radio and Television—Ray direct from manufacturers and soup, cycle order, much more. Write for catalog. Trade email. 300 South 38th St., New York City.

**Coin Machines**

For Sale

- 300 South 38th St., New York City.
- 125 South 38th St., New York City.
- 100 South 38th St., New York City.
- 75 South 38th St., New York City.
- 50 South 38th St., New York City.
- 25 South 38th St., New York City.

**Help Wanted**

Join the leading and expansion in the coin-operated equipment field, with fast selling equipment. Send your resume to Coin Machines, 300 South 38th St., New York City.

**Routes for Sale**

- Coin Machines on John Bonace, New York, N.Y.
- Coin Machines on John Bonace, New York, N.Y.
- Coin Machines on John Bonace, New York, N.Y.

**Parts, Supplies & Services**

- 300 South 38th St., New York City.
- 125 South 38th St., New York City.
- 100 South 38th St., New York City.
- 75 South 38th St., New York City.
- 50 South 38th St., New York City.
- 25 South 38th St., New York City.

---

**To Order Your Market Place Ad**

**Use This Handy Form Today**

1: First print or type your message here, figuring five words to the inch, and making it a “display-classified” ad, meaning what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. At least six words are wanted. Please Figure 6 additional words.

2: Then check here for whether you want it to be classified or regular classified, the special, outstanding "display-rated" advertisement that gives your message extra power.

- Display Classified
- Regular Classified

3: And last—complete this authorization blank and rush your advertisement to the very next issue of THE BILLBOARD:

- $ Payment enclosed
- Bill me $...

- Name
- Address
- City, State

---

**SPECIAL! Bally Spot Lites**

- Proceeded, Refurbished, $75 each

**Purveyor Distributing Company**

4335-36 W. Western Ave., Chicago 12, Illinois

---

**Coin Machines**

- Sacramento, Jan. 23.—Amusement Specialties, Inc., has been granted a State charter, purchase, sell, lease and service coin-operated equipment.

**Coin Machines**

- Dayton, Ohio
- Washington, D.C.
- Los Angeles, Calif.
- Chicago, Ill.
- New York, N.Y.

**Coin Machines**

- Miles T. Baker, Inc., Chicago 22, Ill.
- Miles T. Baker, Inc., Chicago 22, Ill.
- Miles T. Baker, Inc., Chicago 22, Ill.

**Coin Machines**

OPERATE Keeneys BONUS BOWLER

RECORD-BREAKING PREFERENCE JUSTIFIED BY TRENDELD-APPEAL!
3-WAY FLEXIBILITY OF PLAY...SMART NEW SERVICING INNOVATIONS!!!

2 SIZES: 9 foot Playfield on 8 foot Cabinet
8 foot Playfield on 7 foot Cabinet

The game that CONSERVES SPACE in any location.

3 CARD BONUS SCORING!
2nd Frame • 10th Frame • 2nd, 3rd, 4th, 5th Frame
When last number of "Player Up" score matches one of numbers that light on backglass, the "Player Up" must press button on front of game.
"Player Up" receives Bonus Points scored if numbered Diamond "0" to "9" again matches last number of his score.

PINS AND CONTACT AREA RECESSED UNDER LITEBOX.
ENTIRE PLAYFIELD SLIDES FORWARD AND LIFTS UPWARD!

COVERED CASH BOX
plus FLOODLIGHTS
 WHEN DOOR OPENS!

If not obtainable from your distributor—contact factory direct for name of nearest distributor.

Genuine Formica Playfield

"WE ARE EASY TO DEAL WITH!"
All our games are completely shopped and reshipped.

SET UP TO HANDLE EXPORT BUSINESS....FOREIGN BUYERS, WRITE

UNITED BOWLERS
3 Pl. with bumper...114.00
3 Pl. with bumper...114.00
3 Pl. Deluxe...115.00
3 Pl. Steel...116.00
3 Pl. Steel...116.00
3 Pl. Steel...116.00
3 Pl. Steel...116.00

CAUCUSES
Olympics...355.00
C.C. & Pl. Super Match...355.00
Keeny Team Bowler...135.00
Keeny Club...355.00
Keeny Corner...355.00

BINGOS
125.00

AMERICAN
Breez...9.75
Atlantic City...15.00
Brock Club...15.00
Eagle...9.75
Floyd...11.00
Fair...9.75
Floyd...11.00
Birch...10.00

GOLDEN
36.00

AMC Distributors for Northern Ohio

Cleveland Coin Machine Exchange, Inc.
220-21-3253 Prospect Ave., Cleveland 13, Ohio

THE BEST FOR LESS!
SHUFFLE ALLEYS
3 UNITED TWIN REDOUND, Formula, Big Pins, 7-10 Split...$49.00
3 UNITED ROYAL PLAYER, Formula, Big Pins, 7-10 Split...74.00
3 UNITED ROYAL PLAYER, Formula, Big Pins, 7-10 Split...84.00
3 UNITED FIVE PLAYER, Formula, Big Pins, 7-10 Split...84.00
3 UNITED SIX PLAYER, Formula, Big Pins, 7-10 Split...94.00
3 UNITED SIX PLAYER DELUXE...114.00
3 UNITED SIX PLAYER DELUXE, 10th Frame, Double Feature and Jumbo Pins...194.00
3 UNITED SUPER...154.00
3 UNITED SUPER, 10th Frame, Progressive Scoring, Jumbo Pins...224.00
3 MANHATTAN...189.00
3 MANHATTAN, 10th Frame, Progressive Scoring, Jumbo Pins...274.00
3 MANHATTAN...224.00
3 MANHATTAN, 10th Frame, Progressive Scoring, Jumbo Pins...794.00
3 UNITED CASINO...294.00
3 UNITED CASINO, Progressive Scoring, Jumbo Pins...564.00
4 UNITED ROYAL (N.O.)...424.00

UNITED CHIEF AND LEADER

PARTS & ACCESSORIES
Hi Speed Wax, cast of 2...$5.99
Shuffle & Bumper Wax, cast of 2...5.99

ARCADE

Bally...74.00
Bally...74.00
Bally...74.00

ROCKET PATROL

N. Amer. Distributing Co., Inc.

413 10th Avenue
New York, N.Y.

Circle 4-8464

YOUR AMERICAN RED CROSS IS ALWAYS THERE
AFTER TRAGEDY STRIKES
YOU GOTTA GET...

GOTTLIEB'S
GREEN
PASTURES

TO GO PLACES!

EXHILARATING... ENTERTAINING... EXCITING!

Watch this...

Rotation Sequence...

from 1 to 12 Awards REPLAY and lights
2 Kick-Out Holes for ADDITIONAL REPLAYS!

Super Point Score!...

Making A-B-C-D Roll-Overs lights Targets
for super-point score.

Extra Replay...

When all A-B-C-D letters are out, mystery letter lights up
for REPLAY.

D. Gottlieb & Co.
1140-50 N. Kostner Ave.
Chicago 51, Illinois

ORDER FROM YOUR DISTRIBUTOR!

In Our Showroom...
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New Money Maker

VEGA TRAINER

COIN MACHINE
EXCHANGE, INC.

EVANS' LATEST

"CLUB MODEL"
Saddle & Turf

GUARANTEED
REPLAY AWARDS
every game when 7
coins are played.
Especially designed
for locations
requiring liberal
Replay awards.

SINGLE COIN DROP
(WITH SLUG REJECTOR)
easily accessible on push
button plate 5c or 1c play.
High scores possible with
single coin for top-play
incentive.
As many as 7 players can
deposit coins. Electric Re-
play Counter registers to
999.

IF YOU CANNOT SECURE THIS MACHINE FROM
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GREAT MACHINES

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New Money Maker
what makes a smart operator?

A smart operator is one who studies his locations, the skill of the players and the competitive games in that location. He evaluates the potential of the location and adapts his equipment to meet the needs of this particular spot.

Shuffle-Pool is designed so that a simple adjustment permits tightening or liberalizing the scoring. This is only one of many features in the new Shuffle-Pool that makes it adaptable for the right location.

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FOR YEAR ROUND PROFITS!  
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Super PENNANT BASEBALL!

REPLAY or NOVELTY

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NUMBER

0 to 9

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LITES ON PLAYFIELD BASES INDICATE MEN ON BASES!

It's REAL BASEBALL... the game that will live forever!

Adjustable
TO OPERATE ON:
1 PLAY for 10¢ - 3 PLAYS for 25¢
as
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ALWAYS ON THE BALL!

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700  $50.00  Wurlitzer 1015  $125.00
Rock-Of-143  $175.00  Wurlitzer 1100  $215.00
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Player lights Super-Score Signal on his "favorite" card or on card on which he is "getting there" fastest

NEW SCORE-BOOSTER STAR ROLL-OVERS
Boost 3-in-line to 4-in-line Score if hit when lit

HOLD BUTTONS
BALLS RETURNED from numbers not held

ADVANCING SUPER-SCORES
CORNER SCORES
EXTRA BALLS

Built to meet the demand for a 3-cards Ballygame with extra play-appeal, ICE-FROLICS features the attractive variety of 3 cards ... plus profit-proved features of recent Ballygames ... plus brand new money-making features. Get ICE-FROLICS on location now to increase your in-line earnings in a hurry.

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HAVANA
WITH FASCINATING NEW
return all balls feature
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