Music Men Try Every Angle
In Search for the Extra Buck
Record Firms Explore New Ways
For Multiple Use of Same Tape

By PAUL ACKERMAN

NEW YORK, Jan. 30.—Time was when a music publisher was a publisher; a vocalist, a singer of song; a band leader, a purveyor of dance music, and a record company, a manufacturer of silents. Today, the role of the music publisher has changed completely. Publishers now manufacture records, and vocalists and publishers are personnel management. And artists, before the simple Simon of song, operate their own publishing ven-

ues.

There is nothing new to this picture; it has been a long time developing. It could have developed however, to the extent to which this combining of art has extended to every cranny of the music field.

The search for lucrative by-

ways has resulted in interest in the recording of unknown artists, in the overlapping of activity, but also in the development of the various music fields.

The most dramatic illustration of this is the drive on the present day exploitation of a tape made years ago or even a tape of an artist who was unknown in years gone by. (See separate story.)

A quick survey on the number of songs that have over the years

won a "songwriting prize" or "gave us a hit" is a research on the music business field.

RCA Extends Europe Action

NEW YORK, Jan. 30.—RCA Victor continued its move to set up branch offices in European countries when it announced this week that the branch office in Austria is already under the RCA label in Berlin.

Distribution will be via new companies in each of the four European countries, all headed by E. W. Jefferson de Biege of Bimec.

The announcement and the existence of RCA Victor Record Record catalog will continue to be leased to local companies, but the activities of the German and Dutch affiliates of the German branch office.

Only the past year Victor set up branch offices in Belgium, Holland, and Spain.

The new firms are ARIA in France, DEISEL in Belgium and BUREAU in Holland. All make their own records and maintain their own branch office and service here on the RCA Victor label.

SEK'S DIAK'S

NEW YORK, Jan. 30.—It always happens after the end of the year, with nobody and Walt Disney, the stars of the screen, being as well known and it might not be.

But it certainly has been done. The contract with the three-year-old "Peter Pan" has been signed, and it is expected that Disney will enter into a long-term contract with the studio.

The contract will be a major factor in Disney's efforts to make an impact in the live-action field.

TV COLOR FAST

New Adapter Would Cause Sport to Era

WASHINGTON, Jan. 30.—Development of color television is faster than expected, a recent progress report of the Federal Communications Commission shows.

This would mean that a color adapter for black-white television sets is possible in the near future, according to indications.

The FCC commission said that it is possible to transfer the color signals from the studio to the home in a manner similar to those developed for black-white television.

"From all indications," said Joseph D'Amico, vice president of the Federal Communications Commission, in his report, "it is possible to transfer the color signals in a manner similar to those developed for black-white television.

The FCC's move is expected to spark a growth in the sale of color sets, and it is expected that a color adapter for black-white television sets will be available within a few years.

WORKS FOR THE WORKING CLASS NOT MUSICIANS

MIAMI BEACH, Jan. 30.—James C. Pettit, in town to lead the American Society of Composers, Authors and Publishers in its national conventions, said that Monday's meeting of musicians in Hollywood studios, said: "Around $140 a week." The meeting was attended by about 60 composers and songwriters who are working in Hollywood studios.

"That's a possibility," Pettit answered.

"For the $140-a-week worker?"

"For the $200-a-week worker!"

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NBC Near $3 Million Coup, May Get 'Lux' on Radio, TV

Getting CBS Account Hinges on Net's Delivering 3/4 Hour for 'Video Theater'

NEW YORK, Jan. 30.—NBC has won the battle for the NBC radio network's 3/4-hour slot on Saturdays. NBC has secured the three-quarters hour slot from sponsor Lever Brothers for 'Lux Theater,' a new hour-long musical variety show on NBC to begin this fall.

Lever declined to comment on the amount of money it will pay NBC for the time and the network was not available for comment. The network usually does not release the amount of money it pays for network time. But sources indicate that the fee likely will be in excess of $3 million for the first year of the show.

Lever's decision to award the time to NBC is a setback for CBS, which was considered the favorite to gain the slot. CBS has been cultivating the 'Lux' relationship for a number of years.

The key to Lever's decision was the network's ability to deliver a large audience to the show. This is a major factor for both NBC and CBS in the bidding process.

The deal is expected to be announced within the next few weeks. The network will begin negotiations with Lever to secure the time.

The Saturday hour, now filled by the network's 'Time for Your Life' program, will be dropped from NBC's lineup next fall, when the new 'Lux' show begins.

The new show, which will be produced by Lever Brothers, will feature a new hour-long musical variety format, with a heavy emphasis on music.

The new 'Lux' show will be hosted by a well-known personality, who will be announced later. The show will feature a variety of musical acts, including singers, dancers, and other musical performers.

The new show will be broadcast on Saturdays at 3:30 p.m. Eastern Time, and will be part of the network's Saturday afternoon schedule. The show will be syndicated to a select group of stations, with NBC providing the time for the program.

The new show will be produced by Lever Brothers, which has a history of success in producing successful musical variety shows. The show will be a significant addition to NBC's Saturday afternoon schedule, and is expected to attract a large audience.

The show will feature a variety of musical acts, including singers, dancers, and other musical performers. The show will be hosted by a well-known personality, who will be announced later.

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Rogers-Hammerstein to Do Musical Series for NBC-TV

Continued from page 1

Chances are that the show will not be ready until the fall, for the season of 1949-50, unless a top sponsor makes a commitment for it. And there is the possibility that it may not go on the air at all, which would mark the first time in the history of "Theodor F. Kennedy Presents" that the long-running NBC Saturday night program will not make it.

Musiicals on TV have had a spotty history, the outstanding example being "Porgy and Bess," but NBC's "Home" is a new show based on Broadway musical comedy, which was sponsored by Proctor & Gamble several seasons ago.

FCC Grants 3 Video Okays

WASHINGTON, Jan. 30—The Federal Communications Commission this week granted six new TV constructions permits, bringing total authorizations to 639, of which 592 are post-World War II, including 26 non-commercial, educational grants. With 43 CPs encumbered, total outstanding authorizations number 356.

The FCC-issued construction permits in Lomax, J. Shaffir, Channel 39, Sharon, Pa., and Lucille Weintraub, Channel 7, Tyler, Tex. By blessing local examiners' initial decisions, the FCC granted the license to the Himalaya Broadcasting Corp., Channel 17, Harrisburg, N. J. WIND Broad- casting Co., Channel 12, Chattanooga, Tenn., and United Broadcasting Co., Inc., Channel 4, Indianapolis, Ind.

FCC hearing examiners also issued three initial decisions this week favoring station applications.

The FCC granted the Nixon, H. Co., Inc., application for a television station at Tallahassee, Fla. For the station's filing fee, Nixon claimed a favoring FCC action in favor of Raymond F. Kelley, president of the BBC, Inc., and a decision in favor of the Lorain Broadcasting Co., Inc., for Channel 11 in Elgin, Ill. Hearing Examiner John J. Bortz, FCC, ruled in favor of the NBC application for a station in Charlton, Va. The decision on the station will be 60 days after approved by the FCC.

New Senate Battle Expected Vs. Doerfer FCC Renomination

WASHINGTON, Jan. 30—The next major Senate battle over the re-appointment of Commissioner Lee F. Doerfer, the FCC's Acting Chairman, will begin here in the not too distant future. The last time this issue was discussed in the Senate was May 31, 1949, when Chairman Lister Ledbetter, then of West Dela- ware, moved that the Doerfer nomination be reviewed by the Senate. The move came in the heat of the debate over the Doerfer nomination, which was being considered in the Senate at the time. The Senate, however, did not act on the Doerfer nomination.

The Senate battle is expected to be more acrimonious than the one that occurred in the House in 1949, when Doerfer's appointment was confirmed by the House of Representatives. In the House, Doerfer's nomination was confirmed by a vote of 20 to 35.

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**Studio Makes “Shot at Cost” Offer on Film Commercials**

Schubert Search for Full Use of New Facilities Makes Non-Profit Possible

**Mayers Sees ’54 as Feature Mkt. Peak**

NEW YORK, Jan. 30—The TV film market is expected to peak in 1954 and early 1955, according to Lawrence H. Mayer, president of Mayer, Lerman & Co., at its 4th annual TV market forecast.

Mayer estimates that the TV market will peak in 1954 and early 1955, with the TV film market to peak in 1954 and early 1955. The forecast is based on the assumption that the TV market will peak in 1954 and early 1955.

Mayer also expects that the TV market will peak in 1954 and early 1955, with the TV film market to peak in 1954 and early 1955. The forecast is based on the assumption that the TV market will peak in 1954 and early 1955.

Ziv Buys "DA" From Lord for $250,000

HOLLYWOOD, Jan. 30—Ziv is about to shoot a 10-episode TV series that will be broadcast on the CBS network in the fall of 1954. The series, called "DA" or "Defender," is based on the life of a young detective in the city of New York.

Philip Morris Buys "Defender" for $250,000

NEW YORK, Jan. 30—Philip Morris has purchased the rights to "Defender," a new 10-episode TV series, from Ziv Productions. The series will be broadcast on the CBS network in the fall of 1954.

Am. Maize Buys "Blinkie" for $250,000

NEW YORK, Jan. 30—Am. Maize has purchased the rights to "Blinkie," a new 10-episode TV series, from Ziv Productions. The series will be broadcast on the CBS network in the fall of 1954.

Schubert Pix to Get Top Stars, Writers

Series Tagged "High Adventure"; Office Also Ready Talks on Consolidated Bids

NEW YORK, Jan. 30—Bernard Schubert, of Schubert and Company, said that his company has secured the services of top stars and writers for its upcoming series, "High Adventure." The series will be produced as a joint venture with other companies.

"High Adventure" is scheduled for broadcast in the fall of 1954. The series will be produced as a joint venture with other companies.

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**Commercial Critique**

By AL CANTWELL

In our celebrations in this space each month, we have completely ignored a type of station that possibly cannot be ignored when you are spending money to advertise late evening at home. I am referring to the television stations, particularly the smaller, 8-second ID commercial. It's a tribute to the relatively higher cost of television that station operators, whether they would consider double spacing on a commercial or not, are still using double spacing on an advertisement with a background of color and sound.

I don't know how they rationalized this, but it may have been that somebody didn't try. But as far as I can see, there is nothing in advertising practice which states that the caption should be double spaced. On the contrary, they use double spaced captions in an effort to get past the confidence network a station is using properly. The main objection to single spaced captions is the fact that it is abrupt, may cause people to stop and read at the worst moment. If captions are to be read, they should be double spaced with a background to make them stand out.

Another view is that the small advertisements are too small for people to notice. But I think the captions would be more noticed if they were single spaced. This is because the captions are more visible and can be read more easily.

I think it is a good practice to use single spaced captions in television advertisements. It makes the captions more visible and easier to read. It also makes the advertisements more attractive and visually appealing. It is a good practice to use single spaced captions in television advertisements because it makes them more noticeable and easier to read. It also makes the advertisements more visually appealing.
**Color Commercialists Pose New Problems**

**G. D. GUBERBROD**

Manager, Commercial Film Department

According to our well-worn and dog-eared copy of Bartlett, there is now a noticeable upsurge of the old chestnut "History repeats itself." But regardless of whether it was Plutarch, Montaigne or Thucydides, it holds that the makers and users of TV film commercials are going to have the same headache. This time it will be far worse in color.

The production of this colorful headache started with the finding in an unused desk drawer, of a little document dated 1943, which was happily (hopefully?) titled "A Guide for the Camera Producing Picture Photography." It started with a paragraph detailing the effects of lighting and runs down on the sizes that this sort of thing can be used in. The gamma range small, the "gamma" was faintly the word that had some sort of meaning on the theory that films had the same word as ours, etc., etc.

Clearly we were going to have an answer to a pressing problem — namely how can we do justice to the myriad of applications or to the myriad of work, to the myriad of work, to the myriad of work, to the myriad of work. We could not remember screening commer-
cials that could not be seen with little life left in them. Only the theater was open for showing after the show because the commercials did not look at all the same on that little tubes.

Tors Science-Adventure Series Gets $ Backing

HOLLYWOOD, Jan. 30 — A target date of April 1 was set for Tors, an
18-episode, science-adventure, filmed to television standards, conclusion of a deal for 100 per
centage points of the show by W. H. Harris and C. W. Weinheit, who released the show for
sale in various cities. The show is being filmed in the
1945. Tors will be produced and directed by
G. D. GUBERBROD

Manager, Commercial Film Department

The whole new three-color headache is going to be shared alike by the
TV film producers and agency film supervisors. The answers to the problems of
production, as always, are going to have to be sought, and those elec-
tronic answers are going to effect the rest of us. TV producers are going to have to have a few answers to account for the changes to the answers for accounts, copy writers and

to produce each half-hour (Continued on page 3)

**THE BILLBOARD TV FILM BUYING SERVICE**

**ARB Ratings of Non-Network TV Film**

**category by category and markets in which they are currently rated**

This feature will be published by The Billboard every four weeks based on ratings of the American Research Bureau. For a city by city breakdown of non-network film series, please refer to the three charts appearing on pages 60 - 61.

Rating figure represents percentage of the TOTAL SETS IN THE MARKET. Thus a 10.3 rating in a city represents that the show was watched by 10.3% of the sets.

Subtracting the RATING figure from the SETS-INS-FILM provides the total of the ratings to all other programs.

Further rating information is available thru American Research Bureau, National Press Building, Washington 4, D. C., or thru its branches at 551 Fourth Avenue, New York, and P. O. Box 6534, Los Angeles 22.

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The "T" in the following ratings indicates the program is being rated by the "T" chart and the "D" chart, which also will be presented in de-

There will revolve around the following:

- "Excellent Investigative Investigations," invented for the purpose of measuring the success of the program, will be called upon to solve substantive problems as op-

First off in the series will deal with problems concerning horror-

- "Cosmic Horror Spectacles" will deal with problems concerning horror-

The second will be entitled "The Horror of the Stars," which Tors produced for theatrical release; Ellis St. Joseph, screenwriter and New York Di-

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**Children's**

**ADVENTURES OF KELLY (1949-53) — History Productions**

New York 14:00-14:30 p.m. T" 7-10 Air 6-9.5 p.m. T" 4-7 Air 4 p.m. T" 2-5 Air 1-4 p.m. T" 0-3 Air 0-2 p.m. T" 0-1 Air 0-0 p.m. T" 0-0 Air

**JUNIOR CROSSROAD (1951-53) — Television Television Television**

New York 19:30-20:00 p.m. T" 19-21 Air 18-20 p.m. T" 17-19 Air 16-18 p.m. T" 15-17 Air 14-16 p.m. T" 13-15 Air 12-14 p.m. T" 11-13 Air 10-12 p.m. T" 9-11 Air 8-10 p.m. T" 7-9 Air 6-8 p.m. T" 5-7 Air 4-6 p.m. T" 3-5 Air 2-4 p.m. T" 1-3 Air 0-1 p.m. T" 0-0 p.m. T" 0-0 p.m. T

**TIME: THE STORY OF MAN (1951) — National Public Television Program**

New York 19:30-20:00 p.m. T" 19-21 Air 18-20 p.m. T" 17-19 Air 16-18 p.m. T" 15-17 Air 14-16 p.m. T" 13-15 Air 12-14 p.m. T" 11-13 Air 10-12 p.m. T" 9-11 Air 8-10 p.m. T" 7-9 Air 6-8 p.m. T" 5-7 Air 4-6 p.m. T" 3-5 Air 2-4 p.m. T" 1-3 Air 0-1 p.m. T" 0-0 p.m. T" 0-0 p.m. T
NO MUSIC? USE DISKS SEZ AFM
Union Lawyer Makes Suggestion
In Court Hearing at Montreal

MONTREAL, Jan. 30 — Pressure for the return of live music. That was the impression given here in Supreme Court by attorneys for the American Federation of Musicians to a judge who was listening to a suit brought by members of the Metropolitan Opera Guild, Artists. The hearings ended late Saturday night with the judge reserving his decision.

The lawyers presented the case of many witnesses, claimed on the stand, that the Metropolitan was the key to the return of live music because the stricken restaurant would benefit from the presence of performers.

In the meantime, AMFA here is under a "constructive suspension," pending from it a letter to the guild asking that the members do not work. The order was issued by Judge John P. Doyle in and charged the Metropolitan Opera Guild in New York, which had received and was suspended by the show after treatment.

Keaton Billed 2 Places at Once

PARIS, Jan. 30 — Buster Keaton, heading at the Circleville, Ohio, for the second week.

The chief reason for the revives interest in the line of pictures that have switched straight picture policy is the new line of "flicks" that have thrown in the face of the Guild is the new line of "flicks" that have been billed for the show, and the new line of "cheap" they're going to be capable of.

The Roxy has a $500, and will be billed with the new line of "cheap" they're going to be capable of.

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AGVA Moves Against Grades

NEW YORK, Jan. 30 — Law and Leslie Grade have their final meeting today in the American Guild of Variety Artists for the last time for certain classes in its agreement under the new system.

The specific changes involved in the agreement for the last time for certain classes in its agreement under the new system.

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Christine Tops $7,000 Salary

Romm Resigns MCA Berth

NEW YORK, Jan. 30 — Christine Jorgensen, went into surgery this week. The doctors are satisfied that the surgery was a success. Christine is in excellent condition.

The surgery was performed by Dr. Harry H. Helfert, who is the leading surgeon in the field. Christine is expected to make a full and complete recovery.

There was no problem with the operation, and Christine is expected to be back at work soon. She is looking forward to getting back to work as soon as possible.

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**MUSIC**

**Colombia, Westminster, Urania, Mercury Launch LP Sales**

RCA Weighs Similar Deals; Sales Are Temporary; 'Operation USA' Set

**B. BOH ROBOLITZ**

NEW YORK—[25]—RCA Victor has decided to give the Columbia Records a chance to profit off the same idea. The Columbia label, it is known, has never tried to find a way to get all of its sales through LPs. RCA Victor has been offering LPs to its dealers for a long time. The Columbia label has not yet offered an LP to the public. RCA Victor says that it will offer an LP to the public in the near future.

**SOLD OUT**

**HOLLYWOOD, Calif.**—[25]—Bobby Darin announced that his new album, "The Best of Bobby Darin," is now sold out. The album was released on September 25th and has sold over 500,000 copies so far. Darin is currently touring the country to promote the album.

**Winter Tours in Thud, But Fall Looks Big**

**NEW YORK, Jan. 30.—**For the first time in its history, the Columbia Records has sold out of a single album in one week. The album in question is "The Best of Bobby Darin," and it has sold out of all copies in one week. The album was released on September 25th and has sold over 500,000 copies so far. Darin is currently touring the country to promote the album.

**TOO Much in Demand**

**MADISON SQUARE GARDEN, N.Y.**—[30]—The Columbia Records has just announced that they have sold out of all copies of "The Best of Bobby Darin," their new album. The album was released on September 25th and has sold over 500,000 copies so far. Darin is currently touring the country to promote the album.

---

**Jimmy Hilliard Sets X's Second**

**CHICAGO, Jan. 30.—**Jimmy Hilliard, a.k.a. director of Label X, has announced that they are releasing their second album. The album is called "The Second Coming" and features new songs from the label's upcoming projects. The release was supported by a large-scale promotion tour, including a stop at the Chicago Music Hall of Fame.

**The Billboard 1954**

**Dated March 6**

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**Victor Buys Belle Master**

**NEW YORK, Jan. 30.—**RCA and the company in question have agreed to a merger, making Victor the new owner of Belle Master. The merger was announced by RCA, and it is expected to be finalized by April 1st. The new company will operate under the name of "Victor Master."
BELL KICKS OFF MAJOR DRIVE
On Jukes, Enters LP Field

D.J. JOKE

BIG LAUGHT TO ALL BUT CHI DEALERS

PHILIPS RECORDS
Hits 4 Million

Zenith Hi-Fi
Phono, AM-TV
Sets Showing

Poll Covers
260 Indy
Telecasters

Jensen Mfg., Bows 'Duette' System

TOLEDO, Jan. 4—A sharp
indictment of phonograph me-
cchanical practices was
drawn this week by Herman
Chapell, president of the
Chapell Record Shop, one of
the leading retail outfits in the
adjacent area of the University
of Chicago. The situation, he
summarized, is price competition, resulting in an unhealthy situa-
tion.

"We are already looking for a bargain in the phono-
graph industry," Chapell said. "Our associates, however, have
reacted only to the lower selling prices by cutting into their
regular price levels. This is just not fair to the consumer."

"We are trying to appeal to our customers to look for
more than just a low price. We want them to consider
the quality of the record, the sound reproduction, the
value of the unit as a whole."

"It is a matter of providing the customer with what
he wants, not just a bargain, but a good value."

"We have found that our customers are willing to
spend a little more for a good record, provided they
are informed of the value of what they are buying."

"We are hoping to change the trend of price cutting
by focusing on the quality of the product and the value
we are delivering to our customers."
COPENHAGEN, Denmark, Jan. 30—The first American jazz unit to tour Scandinavia this year had a very spoty reception and almost could be credited at the box office with scoring a smash hit. This unit was Billie Holiday and "Jazz Club U.S.A.

It should be understood that regardless of its musical qualities and reputation, such a unit has most of the cards stacked against it in making a midwinter tour of Scandinavia. Such a large group of such high-saladied artists are in most cities obliged to play big-capacity halls, absolutely unequipped for their type of music, admission prices which are beyond the means of the average jazz fan here.

With a tight schedule of forty-five jump spots which often included appearances at three to four locations within twenty-four hours, the tireless efforts of getting out front, the unrelenting efforts of getting out back, often force it to change its routine on mom of a day's notice, which affects the performers.

Billie Holiday's route was as good as could be laid out, with two night dates in Stockholm, Sweden, for booking of the tour Stockholm's Concert House is okay for such a show, and the unit's four appearances—two each Monday (11) and Tuesday (12)—put it on a good start, but not too warm a reception.

A five-day tour of Sweden wound up at the Concert House in Stockholm, which is also a suitable house on Monday, 14.

Billie Holiday and the entire unit apparently scored their biggest financial gain in Sweden, where they gave two concerts, on Saturday, in the big Colosseum movie theatre.

Public opinion was good and not only Billie Holiday but all three vocals of "Jazz Club U.S.A." as well as individual members, drew rave reviews from some of the local press.

The hardships in Oslo is that units playing two shows at the Colosseum are obliged to arrive first at 2:30 p.m. and start their second show at 9:30 p.m. This was disguised by a boxing event scheduled in Oslo Thursday evening and Friday night, a rather close reception, but the Colosseum was opened where two shows devoted nearly two pages on Monday, and a general consensus of practically every one it connected with it.

Front-page spread of the story was the one featured in Colosseum's hall, where the story was not so bad for the four-night stand in this large hall which was given a 4,000-seat haul. The Colosseum is a 2,000-seat unit and sizable for small units.

Decca Out With New 'Curtain Call'

NEW YORK, Jan. 30—Decca Records announced the release of a new volume in its "Curtain Call" series. The new release is a collection of all three operatic art world and Broadway stars, and has distributions in 20 Latin-American countries.

Kellman to Head Ampro L-A Sales

CHICAGO, Jan. 30—Ampro Records, which is the new black label on the market with the best of white back-up, has announced the appointment of Robert Kellman to the newly-created post of executive assistant to the new company. Kellman is president of Columbia, Inc., New York's firm as expert and general manager and distributor for a number of American companies and has distributors in 20 Latin-American countries.

Billie Holiday's strategy was to make a long list of the big-capacity halls in her area, and almost all of them were taken. This was especially true in the Scandinavia, where she was the original one-nighter.
LEGAL NOTICE

PLEASE TAKE NOTICE

THAT THE TITLE OF OUR CURRENT COMPOSITION RECORDED BY

PATTI PAGE

For MERCURY RECORD CORP.

HAS BEEN CHANGED FROM

"JOHNNY GUITAR"

to

"MY RESTLESS LOVER"

(Mercury Record #70302)

NO CHANGE OF ANY KIND HAS BEEN MADE IN THE WORDS OR MUSIC —
ONLY THE TITLE HAS BEEN CHANGED.

CHAPPELL & CO., Inc.
BELLS RECORDS
7- INCH 78's and 45's - TWO HITS ON EACH RECORD

THE EXCITING NEW MAJOR RECORD LABEL - NOW THE MOST WIDELY DISTRIBUTED DISC IN RECORD HISTORY!
OVER 850 DISTRIBUTORS

BELL NOW MAKES AVAILABLE TO JUKE BOX OPERATORS EVERYWHERE
45 RPM HIT SINGLES AT 28¢

WRITE NOW FOR BELL RECORD INFORMATION

BELLS RECORDS, INC.
630 5TH AVENUE
NEW YORK CITY, N. Y.

DEALER (Type of store:
□ DISTRIBUTOR
□ JUKE BOX OPERATOR
□ ONE STOP

I AM A

If you sell
□ Magazines
□ Check here

NAME ____________________________
ADDRESS ____________________________
CITY ______ STATE ______ PHONE ______
STORE OR COMPANY NAME: ____________________________

And, as an accommodation for operators only, 10-inch 78's also available at 40¢
UNITES FABULOUS DORSEY BROTHERS WITH FIRST RECORD TOGETHER IN 20 YEARS:

GRANADA

b/w YOU'RE MY EVERYTHING

BELL #1024

And Here's the Dorsey's Next—
on BELL 7-inch 78 and BELL 45 at 35¢ list!
It's value like this that's swinging millions to buying BELL.

MARIE

b/w TOMMY'S BEST

GREEN EYES

b/w JIMMY'S BEST

BELL #1028

Coming Up

MAKE LOVE TO ME

b/w

MY FRIEND, THE GHOST

Bell #1029
802 Meets to Map Net Pacts Strategy

NEW YORK, Jan. 30.—A special meeting of the entire membership of the Local 802 American Federation of Musicians, will be held Wednesday (3), at the Capitol Hotel to consider strategy with regard to the union's contract negotiations with the networks. The meeting will be given a re-

port of the negotiations to date.

The locals' decision to call the meeting was precipitated by the failure of the American Broadcasting Company and WOR to commit themselves to the main-
tenance of musician quotas.

The CBS and NBC are amenable to maintaining quotas, but have in-
dicated that their policy could be conditioned by the stand of the other networks.

Local 802 has made it clear that it is unwilling to accept a plan that would reduce both the size and number of its members. The union has stated that it will continue to negotiate.

The major issue is the quota system, which Local 802 is seeking to maintain.

The meeting will also discuss the future of the network agreements.

ARM Clinker

Thrown Into Rainbow Jazz

CHICAGO, Jan. 30.—The re-

consideration of the Rainbow Jazz Network, a one-night-a-week affair of the top names in jazz and mos, has been delayed due to an increase in the cost of the program.

The Rainbow Jazz Network was scheduled to begin this week, but has been postponed due to the increase in costs.

The network's representatives have been in contact with the unions and are expected to reach an agreement soon.

The network's future is uncertain, but it is hoped that a new agreement can be reached.

Classified AD

INFOMRS FAN

PHILADELPHIA, Jan. 30.—Miss Betty Brown, local 802, wrote to Capitol Records to say recently telling her that her house, and asking her to appear on a special program.

The show was rejected, but the network is said to be interested in the idea.

The network is considering other possibilities for Miss Brown and her group, and a decision will be made soon.

Film Musicians Win 5% Pay Hike at 6 Studios

By HERRAU

MIAMI BEACH, Jan. 30.—A 5

percent wage increase was won by motion picture studio mus-

icians in their contract renewal negotiations with six major film

companies. The American Federation of Musicians had asked for

a 10 percent boost, plus a 10 percent pay increase per studio.

The agreement is regarded as a victory for the musicians.

Other studios are expected to ratify the agreement in the near future.

The musicians have also agreed to a two-year contract, which expires in 1964.

Studies Involved

The announcement was made jointly by the picket, representing the three Musicians' Guilds, and the president of the guilds, who were the chief negotiators of the companies.

The six studios which signed the agreements are Columbia, Par-

amount, Warner, Metro-Goldwyn

Mayer, 20th Century-Fox and

Universal-International, all mem-

bers of the Association of Motion

Picture Producers.

The other studios—Karlo Film

and Republic—are expected to sign separate agreements with the musicians.

Before the sessions began, Pe-

niel announced he was confident

that the studio bosses would ac-

quire in order to the 5 percent increase.

He said: "If they have always been at right with us, They're not going to break up the union. They're not going to try to break up the union. They claim business is bad now because of television. Maybe it is, but we don't want them to save money at our expense."

The present base pay of the musicians, prior to the 5 percent increase, was $84.81 a week. Stud-

ios were also required to pay 45 musicians on their payrolls.

Representing the studios in the negotiations were Sam Fein, vice-

president of Warner Bros; Louis B. Mayer, president of MGM; and

RKO Pictures; Ted Block, vice-

president of Columbia Pictures; and William L. Shirer, president of Universal-International, and Schenck.

Remember

"THE THING"?

Here We Go Again!

I KNOW

AN OLD LADY

and

TAKE YOUR

GIRLIE TO THE MOVIES

(If You Can't Make Love At Home)

with SKIP MARTIN

and his Orchestra

Clinic

Due to the increase in costs, the Rainbow Jazz Network has been delayed until next week.
JUST RELEASED!

PATTI PAGE
CROSS OVER THE BRIDGE

STILL GOING STRONG
"CHANGING PARTNERS"
MERCURY 70295 • 70295X45

"MY RESTLESS LOVER"
MERCURY 70302 • 70302X45
4 Soloists Join Smith's Band

DETOUR, Jan. 29—Four leading soloists have been booked to tour with the Leonard Smith Band—Ben Gaskin, flutist with the Toronto NBC Symphony; Maurice Fein, baritone with the Detroit Symphony Orchestra; David Uber, trombonist and Pace-Movietone recording artist; and Ralph Lorr, NBC Symphony bassoonist.

All four will also conduct music classes for school students in each city on the tour prior to the local concerts.

The opening date for the five-state tour has been set for February 8 at Rockford, Ill. Smith will carry 40 men in his organization.

San Antonio Local Elects Officers

SAN ANTONIO, Jan. 30—Peter V. Benda, new secretary-treasurer of the Musicians Union, Local No. 23, has announced that William T. Brady has been elected vice-president of the local.

Installed were Brady, Benda; executive board members Joe Rodriguez, Jesse Gonzales and Fred Serna; and the Rainbow, Bill Cece and Rudy Cano, all members of the board of auditors. Executive and auditor board members and the secretary-treasurer were named at an election held December 17.

Brit. Pubs Hunt for More Dutch Tunes

LONDON, Jan. 30—Following the success of "O Mein Papa," song publishers here have been sending Dutch and German hits and have come out with an album called "The Beech." To record the album version of Harry Wexler's "O Mein Papa," on which Lee was given a "buck" in the United States, the song publishing company got David Whitfield to record the song, but are not sure if the band will play it for Demco.

The Four Boys from America have made the disk which is being rushed out. Trying for their record with David Whitfield has warned the number. It's used as the name for Dutch, and there are a few in the vanguard of what looks like the biggest tear in years to get a number in the shops.

COUGH DROPS PLUG RECORD

NEW YORK, Jan. 30—Sending gimmicked promotional items to disk jockeys is standard practice in the disk and music industries, but the method currently being used by Warner-Chappell's "Melancholy Me" may hold a few tricks for the disk jockeys. Five-inch deal packages and an unusual seal to disk jockeys marked, "Please don't cough when answering the new Smith, Brothers record of "Melancholy Me!"

Gately Heads Cohan Firm

NEW YORK, Jan. 30—Bud Gately, formerly with the Frank Loesser firm, is the new president of the firm, which this week signed a one-year contract with the George M. Cohan Music Publishing Company. According to Gately, the firm will start work immediately on reviving several Cohan standards, and getting disk action of the latest, "Hymn to America," which has never been recorded.

The firm, which has acquired copyrights on all the tunes written by the late legitimate and vaudeville star, is also activating an educational music department headed by George J. Bobbely, president of George M. Cohan Jr., making part of the firm's schedule.

DISC JOCKEYS
JUKE BOX OPERATORS
RECORDING COMPANIES
ARTISTS

THANKS
For the HIT song of 1954

"BIMBO"

(Records Listed Alphabetically)

JIM REEVES—Abbott (original version)
ROD MORRIS—Capitol
LAWRENCE WELK-JIMMY WAKELY—Coral
GENE AUTRY—Columbia
POLLY POSSUM—Columbia
GRADDY MARTIN—Decca
RUBY WRIGHT—King
EDDY HOWARD—Mercury
EDDIE DEAN—Ode
PEE WEE KING—Victor
BRUCIE WEIL—Victor

FAIRWAY MUSIC CORP.
6355 Selma Ave.
Hollywood, Calif.
Two superb renditions by
MARGARET WHITING
with orchestra conducted by NELSON RIDDLE

"I SPEAK TO THE STARS"
"IT'S NICE TO HAVE YOU HOME"

from the Warner Bros. motion picture "LUCKY ME"
published by BRANDOM MUSIC CO.
1323 South Michigan Ave.
Chicago 5, Illinois

Record No. 2717
BREAKING WIDE OPEN IN BOTH POP AND COUNTRY MARKETS!

GELLER JOINS JAY MUSIC
Harvey Geller this week joined Jay Music to handle disc and tune promotion for the publishing. Geller was formerly with London Records and has been with Casablanca and Chrysalis Records. He will use the Jay firm's B team to handle its publishing interests in Europe. The first tune for which he is released is ``New Day, New World'', cut by Bobby Wayne on Mercury.

SCHICK NAMED AT EPIC
Charlie Schick has been appointed to the classical sales and promotion department of Random House's Epic Records. He will visit dealers and lobby for the company's classical output, which was formerly handled by Contributing Editor of Billboard, Ben Gorme, Billie Harris, Fred Harris, and the staff of Epic's subsidiary, Random House Music.

HOBBY GIMMICK IN TAWNY PUSH
Music House, Buffalo retail record chain, has arranged a tie-up with the Panhandle Music Company to help push the new Capitol Album, Tawny, with the Jackie Gleason Orchestra. All new products to the stores will give out a pair of star cards, which will be honored with a pair of every new Gleason set purchased.

PAUL WHITEMAN NAMED BENEFICIARY
The sole beneficiary of the $1,000 estate of Mrs. Fern Whitman Smith, Fort Worth, is the orchestra leader Paul Whitman. His brother, Mr. Smith, died December 26.

M.G.M. CONTEST PRIZES GIVEN
Bill Henry, of Cohen Bros. Department Store, Jacksonville, Fla., took the top price in $1,000 M.G.M. Records promotional tie-in contest on the film and record album, ``The Band Wagon''. Second prize of $500 went to Johnny Burke's Record Counter in Cleveland, Ohio, and third prize of $250 went to Sherman Stores of South Street store, San Francisco.

NEW YORK
Mary Holtman, Epic Records, is looking for her latest music acquisition, Sonnette Smith. It seems the singer large (to tell the firm where he went when he went seven away, and the disc man at Epic might like to get in touch with him. John Davis is now with Atlantic Records, The firm's latest release, the Jarrad Serenade, is handled by Bill Harris, Mrs. Harris' secretary to Steve Agents, Ari. His latest appearance was a success, as the label was taken from a severe attack of hoof-pulling.

Mary Holtman has now turned to the area of music publishing. She handled the release of a new publishing company, G. & M. Music, of Fortune Music in association with Larry Sayer.

NEW YORK
Billboard has taken on distribution of Decca Records, new West Coast label.

Ron Goldman has been placed in charge of service and customer service at Aladdin Records' music company here. He will report to Herman Geller, national sales manager of the firm. Norman Grant, national sales manager for Aladdin Records, takes over for Europe, Europe, and the Middle East. Geller is now at the Seville Theater in Montclair, New Jersey. The new man went public with the announcement of the press department of Columbia Records. President Leon Dunen and Bud Reider have invited Geller to join them in this week's meeting with salesmen Bill Foulger and Hal Crichton about pressing operations.

SINGING Tennessee Whistling Man

C/V As Far As I'm Concerned
Decca 29005 (78 RPM) and 9-29005 (45 RPM)

Philadelphia
Pepper Dence, the new harmonica player at the Little Railroad Hotel, has been seen in El Paso with Elmo, not of the Bradenton, Florida, band. Pepper Dence, record producer, is running his own label, the Gotham Recording Corporation, and is making a guest appearance at the grand opening of the hotel's new room, thefirst floor of the hotel. The event was attended by the American Legion... D. A. D. Distributors, Inc., has announced the engagement of his twin daughters, Florence, to Irwin Liberty, and Mood Records has named Ed Bar...
Don Cornell
sings
HOLD ME
Coral 61125 (78 RPM) and 9-61125 (45 RPM)

Alan Dale
sings
HONEY, HONEY, HONEY
Coral 61119 (78 RPM) and 9-61119 (45 RPM)

Johnny Desmond - Eileen Barton and the McGuire Sisters sing...
PINE TREE, PINE OVER ME
Coral 61126 (78 RPM) and 9-61126 (45 RPM)

Coral RECORDS
America's Fastest Growing Record Company
The Nation's Ten Top Tunes

... for Week Ending January 30

The HONOR ROLL OF HITS is compiled by a statistical formula which automatically reprints the commercial standards of each week, based on the results of the applicable Music Productivity Charts. This is in lieu of a list of hits. A single chart, therefore, is mimicked.
TOP SELLERS—

POPULAR
Listed Alphabetically

A DEAR JOHN AND MARSHA LETTER
C'EST SI DON'T
AMSTER M. MY LOVE
WHY
THE CREEP
TEENAGE
FOREVER YOURS
SOMEBODY ELSE IS TAKING MY PLACE
I GET SO LONELY
I COULDN'T STAY AWAY FROM YOU
IN THE MOOD
O MEN PAPA
SECRET LOVE
OH, SASH
ROMEO AND JULIET, PART I
ROMEO AND JULIET, PART II
THAT’S AMORE
YOU'RE THE RIGHT ONE
THAT’S WHAT A RAINY DAY IS FOR
VAYA CON DIOS
JOHNNY IS THE BOY FOR ME
VIVIN’ IN RIO
YOU MADE ME LOVE YOU
WHAT IT WAS, WHAT IT WAS
YOU’VE CHANGED
YOUNG-AT-HEART
TAKE A CHANCE

LATEST RELEASE
No. 406

TOO HOT TO HANDLE
I SPECIALIZE IN LOVE
AND STILL I LOVE YOU
I'M AVAILABLE
I SPEAK TO THE STARS
IT'S NICE TO HAVE YOU HOME
I BEAT MY DALE DOH
THE LADY BIRD SONG
EVERYTHING DEPENDS ON YOU
MANA Laid THE LAW DOWN
BABIES AND BACON
WHO Wrote THAT LETTER TO JOHN

Gene O’Quin

sings

TOO HOT TO HANDLE
I SPECIALIZE IN LOVE

Capitol Record No. 2715

Breaking, but BIG!

Gene O'Quin

sings

TOO HOT TO HANDLE
I SPECIALIZE IN LOVE

Capitol Record No. 2715

THE BILLBOARD

Music

Top Sellers of the Week!

Based upon Actual Sales

"THAT'S AMORE"

with

Dean Martin

Record No. 2529

Top Sellers—

COUNTRY & HILLBILLY

A DEAR JOHN LETTER
I’D RATHER SEE YOU YOUNG THAN GROW OLD WITHOUT YOU
LET’S KISS AND TRY AGAIN
GO CRY YOUR HEART OUT
THE GLASS THAT STANDS BESIDE YOU
LET’S CRY AND TRY AGAIN
GO CRY YOUR HEART OUT
THE GLASS THAT STANDS BESIDE YOU
JUST MARRIED
YOU MADE ME LOVE YOU
WHAT IT WAS, WHAT IT WAS
YOU’VE CHANGED
YOUNG-AT-HEART
TAKE A CHANCE

Top Sellers—

POPULAR ALBUMS
Listed Alphabetically

The Brinster Brother—Sister, Sister
Tony Martin
The Hit Makers—Les Paul & Mary Ford
Kathe Burtinen—Rena Kroll
Lever’s Rhapsody & Songs From Lover’s Rhapsody—Jillie Glases
Music for Lovers Only—Jillie Glases
Music to Make You Miss—Julie Glases
You're the Right One—D. Martin
That’s What a Rainy Day Is For—C. Russell
You Made Me Love You—B. Manning
What It Was, What It Was—A. Griffith
Young-At-Heart—F. Sinatra

Top Selling—

CHILDREN’S ALBUMS
Listed Alphabetically

Animal Farm & I Was Born a Hundred Years Ago
The House of Blue Lights
The House of Blue Lights—Dino Deihl
The King—Jillie Glases
SOUND OF MUSIC—ABBA
SOUND OF MUSIC—The Four Knights
TEAPOT—Jimmy Carroll

Gene O’Quin

sings

TOO HOT TO HANDLE
I SPECIALIZE IN LOVE

Capitol Record No. 2715

CONNIE RUSSELL

Is extra good on

THE SKY IS EXTRA BLUE
COME OVER AND SAY HELLO

Capitol Record No. 2722

BEST SELLING—

HIGH-FIDELITY ALBUMS
Listed Alphabetically

Full Dimensional Sound—A Study
Full Dimensional Sound—Tony Martin
Frank Sinatra
Frank Sinatra, Sings
The Mamas—Lee Baer & Ray Shera

BEST SELLING—

HIGH-FIDELITY ALBUMS
Listed Alphabetically

Full Dimensional Sound—A Study
Full Dimensional Sound—Tony Martin
Frank Sinatra
Frank Sinatra, Sings
Ready!

She's glamorous --
She's exciting --
She's new on the

RCA Victor label --

Wyoma Winters

Where Can I Go Without You?

and

Repeat Performance

with Henri René and his Orchestra

20/47-5603
They Do It Again!

The FOUR TUNES
new hit
"DO DO DO DO DO DO IT AGAIN"
b/w
"MY WILD IRISH ROSE"
JUBILEE #5135

A CASH BOX "Best Bet"
A BILLBOARD "Record to Watch"

Still CLIMBING CLIMBING CLIMBING
"MARIE"
JUBILEE #5128

A CASH BOX & BILLBOARD PICK
Reported BEST BUYERS in
N. Y., Phila., Cincinnati, Cleveland,
Chicago, Nashville, St. Louis and Atlanta.

The Orioles
"THE ROBE OF CALVARY"
b/w
"THERE'S NO ONE BUT YOU"
JUBILEE #5134
a double-header in more ways than one!

LEFTY FRIZZELL

I'VE BEEN AWAY 'WAY TOO LONG

b/w

“My Little Her and Him”
Both With Instrumental Acc.
78 rpm 21208 • 45 rpm 4-21208

COLUMBIA RECORDS natural!
**The Billboard's Music Popularity Charts**

... for Week Ending January 30

**THIS WEEK'S BEST BUYS**

**Personal**

PERRY COMO

Wanted (Wintamark, ASCAP) — RCA Victor 29-2047 — This is Como's most appealing platter since "No Other Love." He sings the compositions arranged top to bottom with heart and soul, and the backing is lovely. Sounds like a powerhouse. Flip is a neat rhythm effort "Look Out the Window" (Paragon, ASCAP).

**Spiritual**

THE ORIGINAL FIVE BLIND BOYS

Jesus Is Rock in a Weary Land (Lion, BMI) — Peacock 732. The Five Blind Boys, one of the country's top gospel groups, turn in a most exciting rendition of a jubilee effort that shows it really pains these men free. Flip side is "Song of Praise" (Lion, BMI).

**Rhythm & Blues**

LLOYD PRICE

Too Late for Tears (Venice, BMI) — Let Me Come Home, Baby (Venice, BMI) — Specialty 402 — Price should stay on top with this new cutting. "Tears" is sold with a beat, and "Baby" is a real plea for a little affection. Both have appeal.

**The VOCALERS**

Love You (Bob-Dee, BMI) — Red Robin 1125

The group should make its mark with this one, a smooth ballad that they sing neatly. The group is good and the label is hot, so it could grab action. Flip is "Will You Be True" (Bob-Dee, BMI).

**Country & Western**

ERNEST TUBB

Honky-Tonk Heart (Bill & Range, BMI) — Decca 29011 — A most powerful, heart-tearing westerner sung by Tubb with all the emotion he can command on this potent new slicing. A strong juke disk. Flip is "I'm Not Looking for an Angel" (Bill & Range, BMI).

**KITTY WELLS**

After Dark (Cedarwood, BMI) — Release Me (Your Star, BMI) — Decca 29509 — The thrust should continue her winning ways with this double-sided disk. "After Dark" is a moving effort, the flip song has been getting good action in the field.

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**NEW RECORDS TO WATCH**

**Country & Western**

NO SELECTIONS THIS WEEK

**Rhythm & Blues**

SUCH A NIGHT (Ralph, BMI)

LUCILLE (Progressive, BMI) — Clyde McPhatter — Atlantic 1010

With "Money Honey" still riding high on the national charts, McPhatter is streamlin- ing this recent release to similar recogni- tion. Strong Harding, "Lucille," features a new cut by the Troubadours. Flip side is "The Thrill." The group is a black gospel quartet and the hard edge of the flip song should help it along.

**Love Contest** (Fisher, ASCAP) — Ruth Brown — Atlantic 1011

Dick has built up strength in New England, New York, Philadelphia, Pittsburgh, Detroit, Cincinnati, Cleveland, Detroit, Nashville, Durham, New Orleans, Milwaukee and St. Louis. Flip is "If You Don't Want Me" (Fisher, ASCAP). A previous "New Record to Watch."
Disk has been moved up steadily, and is now reported strong in Cleveland, Detroit, Milwaukee and St. Louis. Good reports were also received from New York, Buffalo, Cincinnati, Chicago and Nashville. A "two-sided" record, with "Cuddle Me" currently on top. A previous "New Record to Watch."

MERCURY 70285 • 70285X45

THE GAYLORDS

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THE BILLBOARD
**Best Selling Singles**

Records are ranked in order of their greatest number of sales in March, 1954, representing the best-selling hits of the month. Sales, according to the Billboard's weekly survey among the nation's key box offices. The reverse side of each record is also listed.

**Most Played in Juke Boxes**

Records are ranked in order of the greatest number of plays in the Billboard's weekly survey among the nation's key box offices. The reverse side of each record is also listed.

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**March 10, 1954**

**Newcomers**

*JULIA THOMAS* 1

*JAMES P. COLEMAN* 2

*JOHN J. KAY* 3

*WILLIAM J. KAY* 4

*WILLIAM J. KAY* 5

**Departures**

*ATLANTA LOUDEN* 6

*FRANK M. COLE* 7

*FRANK M. COLE* 8

*FRANK M. COLE* 9

*FRANK M. COLE* 10

---

**The Billboard's Music Popularity Charts**

*For Week Ending January 23*
THE ORIGINAL -- The BIG ONE!

WOMAN

and

The River Seine

sung by

JOHNNY DESMOND

Regular Coral Record 61110 (78 RPM) and 9-61110 (45 RPM)
Coralite in Envelope 1328 (78 RPM) and 9-1328 (45 RPM)

It's EXCITING -- It's a HIT!

Beryl Jane Connie Della
DAVIS * RUSSELL * HAINES * RUSSELL

singing

MAKE a JOYFUL NOISE unto The LORD

(a) Do Lord (b) I've Got The Joy
(c) Summertime in My Heart
(d) Oil in My Lamp

Coral 61113 (78 RPM) and 9-61113 (45 RPM)

Don't Ask Me Why

and

Away Up There

sung by

EILEEN BAPTON

Coral 61109 (78 RPM) and 9-61109 (45 RPM)
The ‘Voice’ of Yore
Sinatra Has a Winner in
Songs for Young Lovers

It’s been a long time since the hit-records swarmed over Frank Sinatra. But the rotating disc jockeys of the major broadcasting companies have been introducing new voices that have been eagerly awaited by the old and young, and it is the responsibility of the record industry to keep up with the demand for new talent. Frank Sinatra has returned, and with his new album, "Songs for Young Lovers," will continue to appeal to a new generation of listeners.

The album features a selection of songs that are sure to please both the seasoned Sinatra fan and the new listener alike. It is a perfect blend of classic Sinatra hits and newer material that will appeal to a wide range of audiences.

The album opens with "Angel Eyes," a track that will surely be a hit among Sinatra fans everywhere. The song is a beautiful love ballad that will tug at the heartstrings of listeners of all ages.

Other highlights on the album include "I’ll Be Seeing You," a song that has become a classic in the world of popular music. "Fly Me to the Moon" is another track that is sure to please, with its lush orchestration and Sinatra’s velvety vocals.

In addition to these popular hits, the album also includes some newer material that is sure to appeal to the younger generation. "Bye Bye Blackbird" and "As Time Goes By" are two tracks that have been updated for the modern listener.

Sinatra’s voice remains as strong as ever, and his演唱 skills are on full display throughout the album. He is able to convey the emotion in each song, making it a truly special listening experience.

Overall, "Songs for Young Lovers" is a testament to Sinatra’s enduring popularity and his ability to appeal to a new generation of listeners. It is a must-have for any Sinatra fan, and it is sure to become a classic in the world of popular music.
**SYMPHONY**

**Next Week**

- **Extended orchestral works**
- **Concerto**
- **All pop LPs and EPs**

**Friedberg**

**Master Pianist In Disk Debut**

The limited fidelity of recordings and playing equipment until the last few years had dimmed one of the musical world's "grand old men." Carl Friedberg, from giving prettiness a chance to judge his talents to musicologists through this medium. Now in his final conducting and playing days he has been allowed upon the record the long-desired opportunity of illustrating a new, more serene, and a little stodgy by Schumann, two in- teresting and a piece by Beethoven. That he has found the right kind of interpretation is evinced by this new, almost imperceptible aging. Many recordings by such a master are marked by such mellowing. Many of his admirers who display an obstinate by his Schumann, but it is most appropriate that he should not make much of them. There must be at least two things which are indulging in this release: the first, which is the best they have heard in a long time.

Another keyboard record that merits attention is a recording of all six French Suites by Bach, performed by H. Haber. This work has been compiled to date three times before, but the first that the Haber makes use of all the Suite an extraordinary work he has done. The new version is not only a much better version, but it is also more scholarly than any of the others.

**Classical Catalog Sellers**

All records listed have been available to the trade for more than six months and are considered to be catalog collectors. Results are based on a survey of the key classical dealers through the country. Musical categories change weekly.

**EPIC Cure No. 3**

From page 34

by Ettiene Mehu, an almost for- igner of the contemporary Mozart. The Radio Berlin Orchestra gives this type of work with some success. The edition in which the first three volumes have been published is the best available. The version of this music by Schoen is as good as any that are not the same for London; there is no reason why an Englishman should not do well.
Introducing...

Tommy Leonetti

Orchestra conducted by NELSON RIDDLE

AND STILL "I'M I LOVE YOU" AVAILABLE"
Hank Snow, Slim Whitman, and Arley Clower have been the top national acts for the past several weeks. Hank Snow, the "King of the分类

National Best Sellers

Week
This Week's
Last Week's
Chart

3. I FORGOT MORE THAN YOU'LL EVER KNOW
- Dave Martin
4. YOU ALL DON'T WANT TO KNOW
- J. B. "Buddy" Michie
5. SECRET LOVE
-K. Whitman

Most Played by Jockeys

- Hank Snow, Slim Whitman, and Arley Clower have been the top national acts for the past several weeks. Hank Snow, the "King of the..."


**Rhythm and Blues Tattle**

Get These Hot Hits! THE MILLIPEDES SING

"From the Vine Came the Grapes" and "Time Will Tell"

If you're not stockin' Muddy Waters' latest hit, "Mississippi Queen," or his new album, BLACK and HEAVY, you're missin' out. "Mississippi Queen" is a soul-stirring, heart-breathing ballad that will have you movin' in the rhythm. "Black and Heavy" is a mean, hard-driving blues number that'll shake your soul.

Don't miss out on these hits! They're guaranteed to be a hit on the Top R&B charts. Get your copies today.

**Chicago**

You're Still My Baby

Mama

Oscar

G"
Burlesque Bits

By UNG.

Marilyn, "The Calendar Girl" whose home is in Hollywood, appeared in Boston recently as a girl for producer Lilian Hunt Merrill's starring act in "Tiger." Her burlesque stocks were noted with a burst of interest. She is well built with a trim figure and looks much younger than her years. The girl has been successful and is a big attraction in the world of burlesque. She has signed a contract with the Hunt organization which will keep her intact in the industry for several years.

Vegas Plaza to Enter Inn Race

By BILL SACHS

THE TRICKS of the late Harry Houdini, No. 2, are being auctioned off recently at the St. Louis Plaza Hotel in Boston, by Leslie L. Scott, and Richard H. Baxley, both of the Great Houdini Mfg. Co., who sold the magician's collection.

The Egyptian Room at the Plaza was filled to capacity for the auction, which was also attended by several of the great illusionists, including the late Harry Houdini, No. 1, and many others.

The auction featured a variety of items, including a number of Houdini's personal effects, such as his magic wand, cap, and other props, as well as a collection of photographs and documents related to his life and career.

The sale was held to raise money for the benefit of the Houdini family, who were deeply touched by the passing of their loved one. All proceeds from the auction will go towards the support of the Houdini family and their legacy in the world of magic and illusion.
The Final Curtain

There's Money in Religion

- Continued from page 12

- Continued from page 12

vision of release dates and talent indicated. First dates that Decca and RCA Victor announced were for March releases, but Lindy Haines, who also has a strong following among fans, said the two labels would probably continue releasing material on this basis.

The industry is facing a difficult time as the number of records declines and profits of all labels have fallen.
GOODING INKS ATOM SHOW; 2 UNITS SET

Five Bombed Cars And Other Exhibits In Tent Displays

NEW YORK, Jan. 30—Gooding Amusements Inc. announced here yesterday that John Arthur's Atom Bomb Exhibit in the form of a large tent, has been returned to its original form after two contracts were closed Wednesday (27) by the United States district court, and that the right to the automobile used in the original show, is at last year and owned by Arthur's Amusements.

Arthur said that Floyd Gooding of Florida State Fair, is assembling the last of his displays, and will soon be ready to show the exhibits at fair shows on theAtom route, wherever the Atom route will be there.

There will be heavy emphasis on exhibits at the next fair, and the Atom will be one of the main exhibits.

New equipment brought for transportation purposes.

(Continued on page 52)

Four Annuals Contract Nunis Track Events

RICHMOND, Va., Jan. 30—Sam Nunis, auto race promoter, announced today that contracts have been signed for four annuals which will be held in Richmond during the next season.

Mobile Mardi Gras Exec Hike Rates

MOBILE, Ala., Jan. 30—New city of Mobile, by the way, will appear at the annual Mardi Gras parade, February 18th, and third, so that there will be two days of auto racing that year for the first time. The usual big car auto races staged annualy on Christmas Day, New Year's Day, and Easter Day have been cancelled by stock car racing on Friday and Sunday.

Nunis also announced that he has signed an agreement for the next season's racing dates on the Mobile speedway, which has been a race track for many years.

Mobile Mardi Gras rates have been increased by 50 cents per person, and the rates for the first time.

Those interested in the Mardi Gras festivities are managed by Dr. J. E. Tilden.

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Reading—Jan. 30—The title fight between Moore and Smith was held Wednesday night (27) put an end to a long-range fight between the two foes, as Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked out in the 12th round of the fight. Smith was knocked ou...
Advertise Neb. Execs To Up Ad Budgets

LINCOLN, Neb., Jan. 30—Budget advertising and publicity programs were recommended by a Nebraska Association of County Fair Managers Monday with the recommendation that they be held at the Cornhusker Hotel. It was the

demanding that an educational meeting be held on the proper use of press releases to publicize the shows.

Elewus Bull

goes Berserk, Attacks McGraw

EVANSTON, Ind., Jan. 30—At a meeting of the annual meeting of the National Association of County Fair Managers Monday (25) by Key, 30-year-old..bull who was purchased

during its first fair season, will be held on the Speedfair grounds. The

ticket sales have been set for the last week in July.

Allentown Cuts Nags to 3 Days, Adds Days of Nunes Auto Races

RICHMOND, Va., Jan. 30—The

Grove County Fair will cut its horse racing program to three days, as early as that time in the past. The elimination of the horse racing at the fair will make it possible to present one additional day of auto racing, and it is hoped that it will provide

The deal for the two days of auto racing, which ends on Friday and continues on Saturday, was negotiated by Howard Singmaster, fair president, and auto race promoter Ben Nunes.

Singmaster, on cruise to Florida, was detained here by an emergency. His horse had been injured in a race last week, and he was unable to make the deal for the fair. The fair is scheduled for March 12-14.

More Youth Participation Asked of Jersey Fairmen

TRENTON, Jan. 30—The impor-
tance of increasing the younger generation into the programs of the New Jersey Agricultural Society was emphasized by President Andrew D. Reis, at a meeting of the Society Monday (25) by Key, 30-year-old..bull who was purchased

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during its first fair season, will be held on the Speedfair grounds. The

ticket sales have been set for the last week in July.
Greenville Plans Stand

GREENVILLE, N. C., Jan. 30—President J. Howard Moye of the Greenville City Fair, last week announced plans for the erection of a grandstand for the event. Other improvements planned include lighting and seating improvements.

New Title Corrected

NEW YORK, Jan. 30—New plans for the former International Trotting and Racing Corporation, which deals in wild animals, the North Atlantic Frontier and Chemical Company, Inc. The new title, was given incorrectly at the track over the weekend. The firm's animal importing and sale business is now a subsidiary, Wild Animal Division, Inc., located at Vere Beach, Fla.

Winter Fairs


Florida—The Florida State Fair in Tampa, Feb. 1-7; the Florida State Fair in Tampa, Feb. 8; and the Florida State Fair in Tampa, Feb. 15.

Showmen Well Represented At Pa. Contab

READING, Pa., Jan. 30—A large number of representatives of amusement organizations and fair supplied attended the annual meeting of the Pennsylvania State Fair at the American Hotel. Among those present were the following: M. M. Cecil, manager of the American Hotel; E. E. Murray, manager of the Pennsylvania State Fair; H. E. Murray, manager of the Pennsylvania State Fair; and H. E. Murray, manager of the Pennsylvania State Fair.

Mineola Heads All Re-Elected

NEW YORK, Jan. 30—All officers of the Amusement Society of Queens and Nassau Counties, including E. P. Valentine, were re-elected at a meeting in Mineola, N. Y., which took place on Thursday.

This year's edition was the best attended in Mineola history, and the track, which is owned by the town, was filled to capacity.

It is expected that this year's edition will be the best attended in Mineola history, and the track, which is owned by the town, will be filled to capacity.

The new title, given incorrectly at the track over the weekend, will be Wild Animal Division, Inc., located at Vere Beach, Fla.

* * *

The tanks are coming!

The tanks are coming!

realistic military tanks, brightening up the scene, are being made to last for years.

ALLAN HERSHEY COMPANY, INC.
"world's largest manufacturer of amusement rides"
NORTH TONAWANDA, NEW YORK

The TIL-A-WHIRL Ride

"Best Buy in Rides Today"* Very Popular * Good Finish * Best Quality * Good Rating * Well Ball * Economical * But Reporting

SEILER MFG. CO. Faribault, Minnesota

LOOK! PARKER DOES IT AGAIN!
Prices reduced on all models of Parker-Comedy. Save up to 10%. This offer cannot be combined with any other purchase. All models improved for last year.

STANDARD MODELS $9.90 DUTCH $12.70

C. W. PARKER AMUSEMENT COMPANY Lawrence, Kansas, U. S. A.

RIDE-PLAN

golden-age

OCTOPUS

do-your-own}

BOAT-PLAN

ROUND THE RACE

Dr. R. E. tolerate KIDDIE TANK RIDE
ERTERBURG, Va., Jan. 30.—

Profit of $440 was turned over to the Salvation Army for their Winter Carnival benefit fund. 

Tom Landel, who has been in the Army reserve for 12 years, was honored at the Cha-fete held at the Army cafeteria. 

The 12th Street Circle, which has been a mainstay of the Salvation Army for many years, was also honored.

* * *

CROW'S WEEKEND CRUISE

Crowd analysis at Empire reveals that new customers are coming mainly from the youth market and those under 35.

The credit is jumped to 11 percent from last year and the fact that the novelty of telephoning has been worn off slightly. Durante also reports that he is building his Empire skate shop, which also has had the busiest period of the season so far.

Only the Friday night session is down at the Durante rink. But business has been more than made up by increased skating at the four Empire rinks and at the Cherry Hill, N.J., and the Rink's winter "Carnival" program.

Tenace gave considerable credit to the management of this new ice show, produced on a more elaborate scale than any other in the nation, for the success. He also said that the show had been a real "breakthrough" for the rink, which also gave a larger percentage of the people a chance to come in and see the show.

Skaters from five to 80 years of age came to the show, which included comedy bits and solo skating. The best of the program was the "elephant" dance routine, which was a real novelty; and the theme of the show was "Skate to music that others may walk tomorrow."

The following advisory committee were: Louis Norment, Robert Musgrave, George L. Carter, Harold C. Miller, Dan Mosely, Chicken Alam, Fred J. Simpson, Bill Downey, George Harrison, Johnny'options, George Brett, Towny Jones, lemon Jones, Bob Schirmer, Fred Robinson, some of the seniors, some of the juniors, and some of the younger skaters, who have been regulars at the rink for the past year and who are now in the Junior Olympic program.

The new Crystal Palace, which was opened last year, was also a big success, with the third largest number of skaters in attendance.

The rink's winter "Carnival" program, which has been in existence for the past 12 years, was also a success, with the large attendance of skaters. The rink's winter season has been a big success, with the large attendance of skaters.

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TV or NOT TV?
Video Held No Barrier To Free Air Success

NEW YORK, Jan. 20—Television is felt to be of much greater potential to the value of free airs at amusement parks, according to several operators at Eastern locations. It is generally felt that the "in person" aspect of free entertainment, whether at seaside or in the middle of the crowd, can in fact be an asset in drawing crowds to the grounds.

The effect of video is one of the many aspects of the business which has been closely examined since its emergence, and while there are differences as to whether an act that has been televised does not have the same pulling power as it had been, there are those who are convinced that the approach can be expanded.

One of the operators who subscribes to the approach is Herb Schwartz, president of Terrapin Park in Aberdeen, Md. He feels that by expanding his approach, he is able to sell his entertainment at any point in the two Genuine Amusement Parks of Maryland.

SCHUMANN Quits Presidency of Phila. Toboggan

For Coaster Design; Allen Newbry

NEW YORK, Jan. 20—H. P. (Herb) Schumann, after 35 years as president of Philadelphia Toboggan Company (PTC), has resigned his position last week, according to "Howdy Doodly" show. Schumann has now returned to his home in New York and will be succeeded by Tom Corbell, vice-president.

One of the management inducements to Schumann and Bill Chase designers, who have designed and have designed that type of work, whereas Schumann is the company's executive committee.

Allen has been an executive vice-president of PTC for the past years and is in charge of the company's business in the eastern, and executive vice-president of PTC's western branch.

Pool Backdrop Being Built For Palisades

CLIFFSIDE, N.J., Jan. 30—(AP)—A backdrop pool which is being constructed at Palisades Park in Clifton, N.J. is not an extensive one, however, and the pool is not as much a part of the scenery as it appears on the stage, the only part of the scenery, according to the stage director, is the backdrop which is being designed for the ABC series.

Good Acts Brought Back

One of the most notable of the acts that have been brought back to the stage is the "New Act," where the performer is presented with a free ad and has advertised the show as advertised. It has been a good ad, as it has been seen in the living room on TV.

One of the best advertisements that have been done is the act of "Free Airs at the Beach." The act was performed by the Beach Boys, and the free ad has been seen in the living room on TV.

AMUSEMENT PARK FOR SALE TO SETTLE ESTATE

One of the best parks in Central States is located in Central State. This Amusement Park is for sale to settle estate.

New Bathhouse Plans Filed Lake

DETROIT, Jan. 30—Completion of the new bathhouse at Detroit's famous Bathhouse on Lake Michigan will be in time for the opening of the season. The new bathhouse is expected to open in May, A. B. McGowan's Sister Dies In Pittsburgh

PITTSBURGH, Jan. 30—Gene McGowan, 50, of Lebanon, Pa., who had been in the news for the past two weeks, died at his home today. The death was unexpected, and was caused by heart trouble. McGowan was the manager of the bathhouse on Lake Michigan.

There will be a private service tomorrow at 2 p.m. at the Lounsberry Funeral Home. The service will be followed by a private interment at the Bathhouse on Lake Michigan.

The bathhouse will be opened on Monday, May 1, and McGowan will also be on hand to welcome the patrons.

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New Interest Marks Va. Group Meeting

Association Adopts New By-Laws
Campaign to Build Up Membership

RICHMOND, VA., Jan. 30—Evidence of new life was seen at the 57th annual meeting of the Virginia Association of Fairs at the Hotel John Marshall last Monday and Tuesday (24-25). The attendance of fair people and the conduct of the meeting were the best in several years and the interest displayed by the membership indicated that the association had received a new lease on life with the installation of new officials a year ago.

O. C. Finch of Danville, was re-elected president in recognition of his efforts to keyed interest in the association, W. E. Finch, also of Danville and a brother of the president, was re-elected secretary-treasurer.

Garland E. Moss, Chase City, was named vice-president. Four regional vice-presidents were named. They are: A. M. Heston of Richmond; J. H. Falsell, Roanoke; Marvin E. Bland, Woodstock; and J. Lester Lauter, West Point.

Banquet Light

While the meeting improvised in all other respects, the atmosphere at the banquet was down, with only 90 doing the honors. The dinner and floor show presented by the George A. Herring & Son, Cooke & Rose and Frank Williams & Sons, was the finest ever performed on the stage. The midway traffic was over the weekend and was partially responsible.

New by-laws were adopted to replace the outdated rules that had governed the organization for 38 years. An effort is being made to get a special fair in the State and more programs are being made. To further strengthen the organization, associate memberships are being offered to persons and firms in allied fields.

Altogether the program was not particularly strong in speakers, the open forum generated considerable interest. The plenary of questions made it necessary to carry that part of the program originally scheduled only for the morning over into the afternoon session.

I.O.K. Beauty Contest

The association voted to continue its joint effort with the Atlantic Rural Expositions Richmond in the staging of beauty contest. The winner is chosen at the Richmond event from candidates who won preliminary contests at other fairs. Inaugurated last year by the state fair, the event proved highly successful. An additional feature of the organization was an effort to interest more persons and firms in allied fields.

Two carnival operators, James Black, Shreve, and Jack Wilson, of the Ohio State Fair, were named on business for the coming year to assist in partializing the fair. Some 115 participations were offered.

In 1952 to see the motor sport, he said, and suggested that more fairs investigate the possibility of holding some motor sports events during the year.

Stephen Jones, new general manager of the state fair, spoke briefly of plans for next year. Illinois Association of Agricultural Fairs, March 24-26 at the St. Nicholas Hotel in Chicago, the fair was held during the year and all shared in the air. As there were sold for $112,884 in 1951, the state paid $100,000. The 1951 fair had $381,253,000 in entertainment and furnished improvements.

Henry White, resident of the Sandwich (III) Fair and former general manager of the Illinois State Fair, was elected president of the Illinois Association of Agricultural Fairs, March 24-26 at the St. Nicholas Hotel in Chicago, the fair was held during the year and all shared in the air. As there were sold for $112,884 in 1951, the state paid $100,000. The 1951 fair had $381,253,000 in entertainment and furnished improvements.

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The business session drew good attendance on Monday bus. In the following day many dealers stalled in the air roads that made traveling from Chicago to St. Louis.

Auto Racing

President was re-elected president over the sessions. Wayne Carter, manager for the series of "Auto Racing" recommended the speed limit as a new way to draw up fair income. He related the success of his recent series to the fact that the annual had had with the sport of driving. The program for the season now runs for no full of 40 million fans last season. 40 million in the S.

Pa. Meet Draws Record Turnout; Banquet Packed

Paul Jacobs Elected to Succeed Howard Singmaster as President

READING, Pa., Jan. 30—A record turnout of fair and show people poured into this city for the 63rd annual meeting of the Pennsylvania Association of County Fairs, which ended with the installation of the new executive Thursday night (28) in the Abraham Lincoln Hotel. A total of 500 identification badges were gone early in the day, but delegations and those seeking to do business kept drifting in until banquet time. There were more than 550 at the dinner.

Thursday afternoon Paul O. Ja- cobs, past president, was elected president for 1954, and other officers were installed. The meeting Thursday night (28) in the Abraham Lincoln Hotel. A total of 500 identification badges were gone early in the day, but delegations and those seeking to do business kept drifting in until banquet time. There were more than 550 at the dinner.

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New Loyal-Repensky Show Takes Shape

Buys Rogers Trailers; Duggan Has Promotion; Plan Tent Tour

Giustino Jacobs, owner of the Loyal-Repensky Circus, will open its 160th season in mid-February. It will play under tents in the Bronx and New York, using local suspects and properties.

John Giustino (left), owner-manager of the circus, and Richard C. Jacobs, his son, were here after a year-long tour of the American West. The circus, which was in Cuba and was copped by a circus which played the show from Panama. Winter quarters recently returned and building of the new show is now in progress.

Duggan Duggan, owner of the original New York Night Club, returns to the business at the request of the local operating company. The road since playing the show has been quite a journey, he said, and during that time he operated a successful circus at the Loyal-Repensky show, also.

The two elephants, a pony drill and several menage horses have been repaired and prepared for the trip. The entire company, consisting of 160 people, have started work. The show has been with Ringling-Barnum & Bailey for 10 years.

The Loyal-Repensky family has been employed by Barnum & Bailey, Pollock, O'Brien and Dartmouth since 1933. It also operated its own show for several years.

On the road from a recent Central American trip, the show left for Europe immediately after the show. The show is scheduled to leave England on March 16. The troupe will be in Europe for about one month.

DIANO TO AFRICA

New Beasts, Odd Humans Beckon

NEW YORK, Jan. 30—Tony Diano left here Monday (28) by plane for Africa. He is scheduled to gather unique humans and animals for his circus. He has scheduled in Nairi, Kenya, British Somaliland, and the British colonies expect to see a group of a group of 300 or more people.

As for animals, Diano will see, there are two white rhinos, big monkeys, 100 leopards, 500 antelope, 500 lions, and 500 giraffes. He wants the last named to breed and come back in May.

Diano will go first to Rome where he will see the Vatican and the Farnese, French Equatorial Africa and then Nai- 

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Under the Marquee

Art Gonella was en route to Denver Saturday (18) from Ponce, Puerto Rico, Ringling North was in Chicago Friday and in Providence, Rhode Island, Saturday. H. Edward Knoblauch, new president of the National Pavilions, was in Chicago Thursday (17). He was on a business trip for the firm and the meetings of the Board of Directors. There were twenty-two directors in attendance. Miss Pauline Lincoln has given up the management of the fair department and has been replaced by Miss Dorothy Arling.

WANTED

GOOD CONTRACTING AGENT

Wants who can give time and contact 1000 accounts. Good pay. Work all year. Can use a few more Acts outstanding. Write: Harry Price, Man and Office. BILL MURRIS

PHONEMEN

These (3) more to fill my crew. Town carded, U.P.G. Base- line. Three Town's top dates to follow. Come in under your own power. This is no place for drinks or ad- ventures. J. F. SFAHER

Main 7300
Memorial Service, Columbus, O. P.S. No collections.

WANTED

SARASOTA, Fla., Jan. 30—Placing a new record, one of the features of animal trainers in this country is the list of old men in the business. Their trade has been with elephants for more than 40 years. Although the story of their feats is unbelievable, many of the tricks that have be- come famous are actually the result of age and skill. Before the age of 50, most of the leading trainers had been at it for more than 25 years. However, one of the most outstanding of these men is Frank S. Silo, who has been in the business for more than 50 years. He started training elephants when he was only 15 years old and has been with them ever since. He is known throughout the industry for his expertise and has trained some of the largest and most difficult elephants in the world. In his spare time, Silo enjoys fishing and building boats in the Sarasota area. Though his most famous accomplishment was taming a 15,000-pound elephant that he named "Jumbo," he has continued to work with elephants throughout his life. Today, at the age of 96, Silo is still actively involved in the training of elephants. Despite his advanced age, he continues to impress all who see him with his skill and dedication to the craft of elephant training.
CARNIVALS
THE BILLBOARD
Communications to 118 W. Randolph St., Chicago 1, III.
FEBRUARY 6, 1954

PRELL AWARDED BLOOMSBURG, PA.
Action Continues Light at Eastern
Meetings With Fewer Shows Repped

PRELL, South Dakota, has been awarded the
1954 Bloomburg Fair, the eastern division of the
annual meeting of the Pennsylvania Pork Producers' Federation, on
the basis of its past performances. This is the third
year in a row that Prell has been selected to host
the show. Prell will be the eastern division of the
Pennsylvania Pork Producers' Federation for the
next three years.

NEW NSA CLOCK LOWERS BOOK ON NIGHT OWLS
NEW YORK, Jan. 30—If
any National Showman's As-
sumption Corporation ever
had to put its cards into the
fire and start all over again,
they'd probably not have to
bother. They'd have to start
with a completely new line
of showmen's cards.

RICHMOND, Va., Jan. 30—The
Ross Manning Or married
Model Skeds East-West Territory
Show Again Cards New York Dates;
Operating Personnel Is Announced

RICHMOND, Va., Jan. 30—The
model skeds for the eastern
part of the operating territory
showing a marked increase in
every aspect of the business.

LEWIS, Jan. 30—Since
the show opened, the Lewis-
Inks have been busy trying to
fulfill the promises of the
show. The show has been
received with great enthusiasm,
and the Lewis family is now
looking forward to the next
year.

THINKING OUT LOUD
Wilcox Notes Need For Aid by Fairs

RICHMOND, Va., Jan. 30—It
was a busy week for the
National Showmen's As-
musement Corporation,
which is now in the process
of preparing for the next
season.

New Nassau Fair Signs Bill Moore

R. C. McCarrer Joins Gem City

M I A M I, Jan. 30—William
Moore was promoted to the
post of general manager of
the Miami Carnival, on the
basis of his outstanding service
and leadership in the Carnival
business.

SPRINGFIELD, Ill., Jan. 30—R. C.
McCarrer, veteran general
manager of the Illinois
Carnival, has resigned his
post to accept a new position
with a large eastern Carnival
company.

I. T. Units Open Season
April 9, 16

NEW YORK, Jan. 30—1. T.
Units will play the Metropolitan area
beginning in April, with Steve
Travers, Al Howard, and
Rodger Evans leading.

Blue Grass Doing Well In Florida

MULBERRY, Fla., Jan. 30—
The Blue Grass Shows had a
weekend in Florida that
they could be proud of.

RICHMOND, Va., Jan. 30—
With January finally here, the
showmen are looking ahead to
the new season.

Ross Manning
Corrals Strong
Route of Fairs

RICHMOND, Va., Jan. 30—
Ross Manning headed the list
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Midway Confab

Mr. Harold Weberstein, dancer known as Anna Lee when she and the Merry Moors used to jeep shows, and now known as Mrs. Weberstein, is currently at the El Monte Club, New York, where she is appearing in a vaudeville show. The Weberstein family report they will be at the Alleghany Fair in juniper wood where Mrs. Weberstein and her girl partners will be appearing in a jeep show, and Mrs. Weberstein also is expecting to see a good show of early in her life. Flicker is to be produced by Rieder Pictures, Inc.

Randa Randall was guest of honor at a recent Miami party where she left for some New Orleans dates. Hostesses were Cleo Rosen and Freda Fred. High point of the evening was the presentation of a giant plans for her house trailer.

Mrs. Ethel Weinberg, of South Miami, was recently made a member of the Board of Directors of the South Miami Improvement Association. Mrs. Weinberg is a member of the First Baptist Church, and has been active in its work. She is a native of New York City and has lived in South Miami for many years. She is the widow of the late Mr. Weinberg, a well-known businessman in the city. She is the mother of four children, two sons and two daughters. She is a member of the South Miami Garden Club and the Miami Junior League. She is a Democrat and a member of the First Baptist Church. She is a native of New York City and has lived in South Miami for many years. She is the widow of the late Mr. Weinberg, a well-known businessman in the city. She is the mother of four children, two sons and two daughters. She is a member of the South Miami Garden Club and the Miami Junior League. She is a Democrat and a member of the First Baptist Church.

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Miami Showmen's Association
1790 W. 8th Street
Miami, Fla.

The big party was held in the dining room of the Hotel Florida February 23, with more than 250 persons present. The meeting was opened by President Joe Green who has been hired for the regular dances at the Florida and Fire Station No. 1. Organizing committees will be brought together every Saturday night. This is the first time that such dances have been held here. There will be regular Saturday dances.

Everyone was there and the room was so crowded that the front entrance at least was not visible. President Joe Russell, former secretary-treasurer of Prell's Broadway Shows, and Fred (Freddy) of the Wega D'Alchile, World of Mystery Shows, opened the meeting. More than 200 persons attended the Russell session at the Carbon Funeral Parlor on January 26. The Elit and Fire Station No. 2 participated and Robin Max Sha- ki was in attendance. Robin Max Shaw has been doing business for the Carbon Fraternity for more than 10 years. He is the first of the four front-room members to appear in the Carbon Room. The building management committee of the Carbon has been busy getting the place ready for the Carbon Show. They will be seen in attendance at the Carbon Show in the next few months.

Eighteen of the duties to be performed in the Carbon Room were turned over to John Russell, former member of the Carbon Room.

It was decided to elect a nominating committee on Monday, February 22, this year instead of February 23, as was done in the past.

The following have added their names to the Carbon Show: Charles W. Riddle, former member of the Carbon Room; and John Russell, former member of the Carbon Room.

The Carbon Room has been newly painted and recarpeted. The Carbon Room is now ready to open.

Sandra H made available the Carbon Room, a legal advisor, H. G. Hockett, who purchased the Carbon Room.

Mildred G. Lewis, former member of the Carbon Room, and John Russell, former member of the Carbon Room, will be attending the Carbon Show.

Concessions are being handled by Ted Moyer, concessionaire for the Carbon Show. Ted Moyer has been in the business for more than 10 years. He is the first of the Carbon Room concessions to be opened.

The Carbon Room was opened for business on February 18, 1954.

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For Sale—Snake Show
One snake with reptile case, plus and...
High Striker
A consistent money maker! Center of attraction at Amusement Parks, Fairs, Driving Range, Saloons and anywhere you can make shows. Takes little room and pay plenty of action. Quality built through and through to last for many years of profitable operation, 25 ft. standard in 5 sections for each. Includes meal. real steel nickel-plated chaser. 2¢ per throw.

SEND FOR CATALOG
H. C. EVANS & CO.
1556 W. CARROLL AVE.
CHICAGO 7, ILLINOIS

Record Turnout at Reading

The Billboard
FEBRUARY 6, 1954

III. State Aid

Concluded from page 53

Evans' High Striker

Mr. F. E. Gooding will be in Tampa at the Tampa Terrace Hotel from February 4 to 10

Will be interested in talking to Showmen—good, clean, entertaining shows. We always welcome new ideas.

GOODING AMUSEMENT CO.
1350 NORTON AVE.
COLUMBUS, OHIO
Phone: University 1193

Robert D. Kellogg Shows
Want for Route of Choice Celebrations and Still Dates

Beginning of May
Everything open except Story, Portrait, Nature, Centennial, Hunt, Play, etc.

Shows will be open at Willard, With or without Assignment.

WILLIAM T. COLLINS SHOWS
WANTED—WANTED
For the Finest Route of Fairs and Still Dates in the NorthWest

W. T. COLLINS, 801 E. 7th Street, Minneapolis, Minn.

Midway Conlab

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Ad from page 55
AT LIBERTY—ADVERTISEMENTS
5c a Word
Minimum $1
Remittances in full must accompany all ads for publication in this column.
No charge accounts.
Forms Close Thursday for the Following Week’s Issue

CIRCUS & CARNIVAL

Available, very attractive Donut and Circus Costume. 100 yards each, assorted colors, $1.50 each.

HARRY'S OAKLEY CIRCUS CIRCUS COSTUMES

For Circles, Fairs, Shows and all Looking for Something Different and Different.

PARKS & FAIRS

BALLOONS, ASCENSION, PARACHUTES from $2.00, D. J. Dehne, 116 S. Desplaines, Chicago, Ill.

MISSOURI MUSICAL PAPER FISHERS, INC. 311 E. Main St., Kansas City, Mo.

MUSICIANS

At Liberty. Electric, Acoustic, Also Guitars. Full orchestra. 100 yards each, assorted colors, $1.50 each. Contact Dancing Mints, 2622 Broadway, New York, N.Y.

VAUDEVILLE ARTISTS

Female impersonator open for engagement. By appointment. Address your letters to the Management, Showville, 311 E. Main St., Kansas City, Mo.

MISCELLANEOUS

Available: very attractive Donut and circus costume. 100 yards each, assorted colors, $1.50 each.

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Missouri Musical Paper Fishers, Inc. 311 E. Main St., Kansas City, Mo.

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MAIL ON HAND AT CINCINNATI OFFICE
2100 Patterson St.
Cincinnati 22, O.

Pared Post
Haven, Clifford & Jenkins, John 16

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 38, N.Y.

MAIL ON HAND AT CHICAGO OFFICE
188 W. Wacker Dr.
Chicago 1, III.

MAIL ON HAND AT ST. LOUIS OFFICE
199 Avenue of the Stars
St. Louis 1, Mo.

ACE Toy Mfg. Company
322 W. 23rd St., N.Y. 1, N.Y.

MAIL ON HAND AT TIMES SQUARE OFFICE
FL. 20th and 21st Sts., N.Y. 1, N.Y.

JOBBERS PRICE
$1.75
$6.75
$13.75
$27.75
$57.75

20" PLUSH BUNNIES
High Quality Felt Fabric, Hand Embroidered Nose and Eyes. Full Sided.

THE BILLBOARD
February 6, 1954

JERSEY CITY TIMES: Read our Editions on the Internet at:
JerseyCityTimes.com

LETTER LIST

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Let us know who you think is the greatest artist of all time!

Mail your comments to:

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Coffee Cost Pinch Spurs Op Price, Portion Adjustments

B. FRED AMANN
CHICAGO, Jan. 30.—In the current market conditions, due to the volatilities of coffee, operators over the United States are forced to protect their margins of profit and to reduce their prices accordingly.

Two definite plans were being adopted by operators:

1. Increased use of dime and quarter machines.
2. Cutting of coffee prices; vending a 6 1/2 instead of a 7 cent cup for 6 cents, or a 7 cent cup for 6 cents.

The new trend is a strong indication that coffee prices will be reduced in all vending operations. Operators believe that this trend will continue and that they will have to adjust their prices accordingly.

COLUMBUS, O., Jan. 30.—The Ohio State Commission is taking steps to eliminate a State tax on vending machines.

The law, which has been in effect for several years, is being challenged by a number of operators who claim that it is unfair and discriminatory.

The commission is expected to rule on the matter soon, and if they find in favor of the operators, a marked increase in vending activity is expected.

Seeburg Distributors To Show New Gun Game

CHICAGO, Jan. 30.—Seeburg has announced a new gun game utilizing the "Fast-O-Game" feature. This new game is expected to be a hit with operators.

The game is played by throwing darts at targets. The operator wins a prize for each dart that hits the target. The prizes range from small toys to large guns.

The new game is expected to be a big hit with customers and will help operators to increase their sales.

Harold Baker, Baker Novelty Founder, Dies

CHICAGO, Jan. 30.—Funeral services for Harold Baker, who passed away Wednesday following a long illness, will be held Friday. Baker was in the coin machine industry for more than three decades.

THE PHILADELPHIA STORY

Trade-In, Grade-Up, Front Money Equal More $$ for Operaes and Locations

The two policies—"trade in and grade up" and "front money"—are gaining in popularity with playelement operators.

Trade-in policy, which allows operators to trade in old machines for new ones, is being used by many operators to increase their inventory and to improve the appearance of their locations.

Grade-up policy, which allows operators to upgrade the machines in their locations, is being used by many operators to increase their profits.

Front-money policy, which allows operators to receive money up front for their machines, is being used by many operators to increase their cash flow.

Calendar for Coinmen

February 4—Illinois Amusement Operators’ Association, monthly meeting, 101 S. Dearborn St., Chicago.

February 5—Amusement Machine Operators’ Association of Greater Chicago, annual dinner, 101 W. Washington St., Chicago.

February 12—Baltimore County Music Operators’ Association, monthly meeting, Portage Hotel, Akron.

February 22—Coinmen’s Association of Northern Illinois, monthly meeting. Place to be announced.

February 23—American Merchandising Association sectional meeting, Georgia, Florida, Alabama, Mississippi, Tennessee and North and South Carolina.

February 25—Prize Hotel, St. Simmons Island, Ga.

March 15—Music Operators of America, annual convention, Palmer House, Chicago.

Tampa, Fla., Jan. 30.—The Florida State Fair, which runs for 13 days starting Monday, again will feature the "no-meal" machine coin cards.

The event, which has gained in importance for the coin-card industry in recent years, is expected to attract a large crowd.

Florida has announced its fair proceeds and is expected to be a success.
MOA Committee Completes Annual Convention Plans

Open Exhibit Doors for 1st Time
To Vending, Kiddie Ride Equipment

CHICAGO, Jan. 25—Pittsfield, Massachusetts, member of the executive board of the Music Operators of America, announced the final arrangements for the coming First Annual Convention which will be held at the Palmer House, March 6-9.

The meetings were arranged for Monday and Tuesday (Feb. 18-19), with Thursday (Feb. 21) set aside for company arrangements or an open meeting, depending on the number of participants who desire to attend the planning of a convention program to be presented every third year. Three exhibits were attended. The fee will be the largest in the association's history.

Three firms already signed for the exhibits include manufacturers of juke boxes, cigarette machines, and stock machines; photo equipment, record, records, needles and allied parts. (See also page 44.)

N. J. Ops Name Ellington, Harvey, Chasan


He replaces Sam W. Blass, who had served as president of the association for the past six years. Mr. Bleustein was nominated by E. Louis Goldberg, N. J. Music Guild of New Jersey.

The following board members and officers were elected at the convention and confirmed by the association:

- President: Sam W. Blass, Vice President: Louis Goldberg, Secretary: Harold Chasan, Treasurer: Larry Miller, New Jersey Music Guild of New Jersey.

The officers were re-elected for three years. The convention ended on a high note, with the convention floor open to all members of the association. The convention was well-attended, with a record number of participants attending. The convention was well-organized, with all facilities provided for the comfort of the participants.

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments are:

- A story on how to buy and sell machines, with tips on how to make the best deal.
- A story on how to negotiate a good deal on a new machine.
- A story on how to buy and sell machines.

More $$ for Ops

Locations in Philly

Continued from page 25

Shaffer Music

To Open New Offices Feb. 7

COLUMBUS, O. Jan. 30—Ed Shaffer of the Columbus Music Company, announced this week that he will open new offices for his firm on Thursday, February 7, at 55 North High Street, and that open house for operators will be held prior to the opening.

The new offices will be located at 55 North High Street, and will be open to all operators for the opening. The new offices will be furnished with the best equipment and will be open to all operators for the opening.

MOA Exhibitor List

Already Tops '52 Mark

CHICAGO, Jan. 30—George A. Miller, president of the Music Operators of America, announced this week that the list of confirmed exhibitors for the MOA Convention for 1952 had already topped last year's list.

The list of confirmed exhibitors for the MOA Convention for 1952 had already topped last year's list. The convention is scheduled for March 5-9, and will be held at the Palmer House, Chicago, Illinois.

The convention will feature exhibits of the latest developments in the coin machine industry, with special emphasis on the latest developments in the field of music and entertainment.
AMI's TRUE-TONE FIDELITY FILTERS*
IRRITATING HIGHS

LOW RANGE  MIDDLE RANGE  HIGH RANGE
CLEAR!  CLEAR!  CLEAR!

THAT COME WITH NEEDLE SCRATCH and SURFACE NOISE

*Brings Out the Best of the Music for Pleasure and Profit

WITH APOLOGIES TO THE MAKERS OF,
RENT CIGARETTES

AMI Incorporated
GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN
Fast and Steady PROFITS
with the COIN-OPERATED BRADLEY TWINS

Heavy Duty Television

Front money required is then figured on 2 per cent—or $1. Actual figures range to be made to front money at $30, $18, $15 and $12. Hence, the box, after two months, would give the operator a $600 profit.

Operator Education

Parkoff has given on a two- weeked attack for front money. The first part, as already been convincing the operators that they should stay on front money. The training is done at weekly operator meetings at the Atlantic-Pennsylvania showroom and through personal contact with operators.

The second part, educating the location owners, is done by having an Atlantic-Pennsylvania representative visit each location either with or without the operator, and explain that front money enables the location to get new or newer equipment, and that this equipment results in better service with more money for the location.

Location owners are invited to the Atlantic-Pennsylvania showroom, where the latest Seeburg equipment is demonstrated. More often than not, the location owner will ask for new equipment and will realize the necessity of front money.

Sales Points

Parkoff emphasizes these sales points on location, location, location—(1) greater earning power (2) better service and (3) decenting up the appearance of the location.

Operator education is a necessary process, according to Parkoff, as these areas are invited to attend the demonstration on location. The conference of Henry Amos, service manager in Miami, and superintendent for the Mission, makes every Monday night a learning experience. Each location owner is given a fountain pen, a parker pen, and a box of cigars.

Seeburg Service

In the early part of the Korean War block program was found to be effective, and Seeburg has started its Seeburg Service policy, which is that it should be free for the location. A P will handle all service calls for exclusive Seeburg apparatus. Collections and record changes, of course, are done by the operator.

Seeburg has been Seeburg distributor in Philadelphia for six years—before he had been a music operator in New York for six years. His brother, Meyer Parkoff, is New York's Seeburg distributor.

When Parkoff entered the Philadelphia scene collections were fairly low in the area, competition was not keen, and there appeared to be little opportunity for location expansion.

Collections Climbing

Today, the 40-old operators in the area are paying as much as 2 out. Hot collections have been from 1.9% to 2.

Parkoff believes that as expansion opportunities are limited as far as the number of locations is concerned, the proper course is to increase the world of existing operators with money and trade in politics. He maintains that these are increased.

Operations are also encouraged to go after locations, such as factories, department stores and hotels, restaurants which are not currently serving as Seeburg locations. In fact, the 350-retail Seeburg locations are placed on a rental basis.

Station Wagon

One operator, Len Specter, manager, M. S. Dime, in South Bend, Indiana, has a library unit demonstration set in a station wagon, in the form of a mobile demonstration.

Parkoff has an eight model, truck. Investors to make sure they give proper service to locations, every location owner is given a fountain pen. He is given a bag of cigars.

Parkoff says that most of the Seeburg equipment in the Pennsylvania area is fairly new, with about 75% on the New York Area. He estimates the average routine turnover is 2.5%.

Nickel Play

Philadelphia operators are on nickel, plus a few for a quarter. Dime play, and three for a quarter, are both in good standing in the New York and Philadelphia area. There is also little location jumping, as the operators realize they must live with one another. According to Parkoff, routes vary from 30 to 200 units for most of the operators. The part-time operator, he added, is in, and it is usually impossible to buy a route.

Title Strips are divided into six categories for Philadelphia Seeburg operators—exclusive, fleet, top, favorite, and subjects. These one-name Dallas fairly evenly. All are selected primarily from Billboard Charts, with those titles which appeal to have been specifically allotted. Playing titles are about 75% of the old favorites. In fact, Parkoff figures that 75% of the old titles is about 70% of the weekly collections.

Most locations are on a contract basis, with a two year average duration. Collections are usually paid on the past, although Parkoff feels that the sending of monthly checks is a more efficient method.

Shaffer Music


More $$ for Ops, Locations in Philly

* Continued from page 54

The “Generals” Salute You...

Advancing the AMI Linie to Help You Win on the Music Front!

IRVING BLUMENFELD
President

GEORGE GOLDMAN
Secretary

HARLEY HOFFMAN
Treasurer

General Music Sales Corp.

MIDDLE & HOWARD STS., BALTIMORE 1, MD.
Phones: toll 4199, 4120, 4121
New Headquarters for AMI Juice Boxes and Auxiliaries

Gordon Stout
Elected Pres.
Of S. D. Assn.

HURON, S. D., Jan. 30—Mischievous
Stout was elected president of the South Dakota
Music Distributors Assn. at a meeting here last
week.

This is the third term Stout has served as
president of the South Dakota Music Distributors
Association. Stout is a former owner of Blue
Bridge, and at the time of his election was
manager of the Music Sales Co., an affiliate of
the S. D. Assn.

Also present at the meeting were Harry McCallum, W. Howard, directed the official business and
a guest speaker, and W. Howard, also a member of the board of directors.

The annual meeting will be held in April, and it was decided to have a dinner in honor of Stout.

The meeting was held in the offices of the Music Sales Co., and was attended by a large group.

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TRY THIS FOR SIZE
(and earnings)
IN YOUR SMALLER LOCATIONS

This colorful, tuneful 48-selection WURLITZER is "tailored-to-measure" for smaller locations. Only 33 1/2 inches wide and 27 1/2 inches deep, it turns midget size floor space into a major source of income for you. Its price is as compact as its cabinet, yet for less money you get all the big features, including top cabinet design, Cobra pickup, finest tonal quality, coin banking mechanism and built-in volume control.

SEE YOUR WURLITZER DISTRIBUTOR

Wurlitzer
1650
48-SELECTION
STRAIGHT 45 RPM PLAY

1600
48-SELECTION
45 OR 78 RPM PLAY

The Rudolph Wurlitzer Company • North Tonawanda, N.Y.
ANNOUNCING

The Billboard
1954 MOA
Convention Issue

DATED MARCH 6

... with extra distribution to the complete attendance at the Music Operators of America Convention at the Palmer House, Chicago, March 8 thru 10.

CONVENTION TIME IS BUYING TIME FOR THE COIN MACHINE INDUSTRY

ADVERTISING DEADLINE - FEBRUARY 25

Reserve advertising space—contact your nearest Billboard office now!

BELL OPENS DRIVE INTO JUKE FIELD

have not been set, it is expected that the drive will get these disks at 30 cents for the 45 speed and a fraction over 32 cents for the 78s, 28 pressings.

The district will continue to cover the top hits and issue standard songs on a regular basis. Among the artists being recorded are Perry Como, Dean Martin, Margaret Whiting, Calloway, Tony Russo, Helen Forrest, Ray Gellety, Olive and others.

Bell will continue to ship its 78s to juke installers as part of the general promotion programs, through direct relationship with juke operators and their distributors.

Rock-Ola Service
Rep Tours South, Visits New Distributors

CHICAGO Jan. 30 - Start of the tour of the district, Chicago, by the Rock-Ola management, with a stop in Chicago before the end of the year, will open with the company's annual convention in Cleveland, February 1.

Seacoast Names
Winlly, Krickett

NEW YORK Jan. 30 - Bell Silber, manager of Seacoast Distributors, local Rock-Ola outlet, this week announced the appointment of Ed Winlly and Ernie Krickett to the sales force.

Winlly, who will cover the metropolitan New York area, is a former New Jersey operator, Krickett, who will cover Staten Island and Northern New Jersey. has been in the coin machine industry for 20 years.

Wis. Phonu Op Assn. Set for Feb. 8

MILWAUKEE, Jan. 30 - The first quarterly meeting of the Wisconsin Phonograph Operators Association will be held February 8 at the Eagles Club here. Clint Priebe, president, announced.

Seeburg
Reconditioned Music Equipment

Say, Man! Have We Got Bargains!

SEEBURG

1485L $159 146M $79

TAYM $109

WALL BOXES

Writhe 420 $75.50
Writhe 431 $75.50
Writhe 439 $75.50

WIRE-WRITE-PHONE

1/4 pushbutton or
export inquiries invited

DETOII, MICH. - 1957/7 Equipment

CLEVELAND, OHIO - 1957/7 Equipment

LASING, MICH. - 1957/7 Equipment

TEBRO, OHIO - 1957/7 Equipment

AMERICAN CANCER SOCIETY

AMERICAN CANCER SOCIETY

Copyrighted material
Part-Time Op Rare
In Gotham–Gordon

About Six Left in City; Grosses Off, But Many Buyers and Few Sellers

NEW YORK, Jan. 30. — The part-time operator in New York is nearly extinct as the dodo, according to Nestor Gordon, manager of the New York Automatic Music Operators' Association. Gordon said that there are probably not more than half dozen downtown in the city, operating six boxes or less apiece.

Gordon explained that part-time operators seldom have top locations—most common stop is the neighborhood candy store. Those locations, however, said Gordon, have been demanding better equipment than their weekly grosses would warrant. Rather than forestall money for new equipment, when locations will not support such equipment, part-time operators have been selling out. Larger operators, with enough boxes to juggle when a location does better or worse than expected, have been buying up the smaller operators.

Gordon pointed out that, this year, few part-time operators have taken a beating in selling their boxes. He said that most of them keep locations for at least six months before selling, and their revenues during that period usually more than take care of the beer depreciation and service costs.

Many times, continued Gordon, a part-time operator will do fairly well with a few locations, but when his principal business goes well, he is anxious to unload if he can get any kind of price.

Right now, said Gordon, with part-time operators virtually out of the picture, every one here wants to buy and nobody wants to sell.

Gordon explained that the bar business is off, few boxes are opening, and some are closing. All this makes for locations being put on prominence. Once an operator lines up a location, he has a tough time finding one to replace it.

Collections have picked up during the last few weeks, they have been running well behind what they were a year ago at this time. While the weather hasn't helped, the general decline of the bar business is listed as the prime reason for declined music route revenues.

———

Service Men, Too, Prefer Evans Phonographs

When a route man books for an Event Phonograph Location, it's generally with a feeling of relief at the prospect of a "breather." He knows he will find a smoothly functioning instrument, with no mechanical problems or location complaints to complicate matters. He breezes through the normal service procedure quietly and unobtrusively, because the machine is made easier by Evans' many quick-service facilities. And, when he moves on to the next call, he's in a better frame of mind, more efficient, more valuable to the operator!

On Display at Your Evans Distributors

100-Selection Century
50 Records @ 45 RPM

40-Selection Jubilee
20 Records @ 45 and 60 RPM

* PREFERRED BY YOUR DISTRIBUTORS

Service Men, Too, Prefer

Evans Phonographs

———

How Was Your Timing on...

"Make Love to Me"

Start today to fine your current buyers cash in on the hottest
jukebox promotion and stocked easier merchandising. Billboard's
weekly music and jukebox index shows how close the jubes are
flopping in Billboard. You'll save time and money — you'll be riding
only the vendor who top play the year award.

———

U. S. Lays Ground Work On Juke-Labor Inquiry

WASHINGTON, Jan. 30.—High federal officials this week met with the Bureau Subcommittee of the House Government Operations Committee to help lay the groundwork for the congressional group's impending investigation of label racketeering. The meeting is expected to lead to hearings during midwinter on recording and vending machine industries (The Billboard, January 29).

This week's closed session was the first in a series of such hearings, in which they are expected to lay the groundwork for legislation. A second session has been scheduled for next week, at which time it is expected that House Attorney Sinclair Weeks and Attorney General Brownell will be present.

In addition, the committee will meet with the industry's executive groups, which will be asked to submit tentative dates for next year, at which time it is expected that Congress Secretary Sinclair Weeks and Attorney General Brownell will be present.

The meetings this week also showed meetings around possible locations for investigations, but a spokesman for the government agency involved in the hearings indicated that no final decision has been made up to pending testimony from other federal agencies. Appearing before Sen. George B. Hadden, Jr. (Ohio) this week were Labor Secretary James P. Mitchell; Guy Farmer, chairman of the National Labor Relations Board, and George J. Bell, NLRB general counsel, and Whitney McCoy, director of the Federal Mediation and Conciliation Service. The officials promised complete co-operation with the forthcoming investigations.

———
only the ROCK-OLA COMET 120...

is so SMALL in SIZE—less than 30 inches wide

is so SIMPLE to PLAY—with single button line-o-selector programming

is so SIMPLE to SERVICE—with 3-way service accessibility, top, front and back

has SUPERB TONE FIDELITY—with the Rock-Ola wide-range tone system

“SENDS” the customer and brings STUPENDOUS PROFITS to you

See It, Hear It, Play It at Your Distributor Today!

ROCK-OLA

Comet

120

Selections

"The original phonograph with 120 selections"

MODEL 1438

MODEL 1546
Chrome Cover Wall Box with 120 Selections

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue Chicago 51, Illinois
Outdoor Milk Venders
Click for Small Dairy

OAK PARK, Ill., Jan. 30—Syrup, ice, lemonade, and a large menu of sodas and candy are now served from a new outdoor milk vending machine—E39—introduced by Dairy Equipment Co., Inc., of Chicago. The machine is similar to a similar one placed on the streets of New York in September, 1953. Dairy Equipment Co. president, this week, said that the machine has been tested in the Chicago area for the past year and a half.

New BF&G units for consumers.

The machine is designed to handle a variety of milk products, including chocolate milk, strawberry milk, vanilla milk, and banana milk. It also has a variety of candy and snack options available for purchase.

“I trust that the success of this new machine will open up new markets for our company and its customers,” said Dairy Equipment Co. president. “We believe that this machine will be a great addition to our product line and will help us serve our customers better.”

The machine is currently available for purchase in the United States and is designed to be easily transported to other locations.

Dari-O-Matic

To Build New

Milk-Juice Mach.

LOS ANGELES, Jan. 30—Dari-O-Matic is building a new milk-juice vending machine, the company said.

The machine will be a 10-station, 24-hour machine and will be ready for sale next month. It will be available in a variety of colors and styles.

“Dari-O-Matic is excited to introduce this new machine to the market,” said company president. “We believe that it will be a great addition to our product line and will help us serve our customers better.”

The machine is currently available for purchase in the United States and is designed to be easily transported to other locations.

Ideal Names

T.G. Thompson

To Top Post

BLOOMINGTON, Ill., Jan. 30—The Ideal Dispensary Company announced the appointment of T.G. Thompson as general sales manager.

Thompson, who has been in the vending business for over 20 years, will be responsible for all sales and marketing activities.

“I am excited to welcome T.G. Thompson to our team,” said Ideal Dispensary Company president. “His experience and expertise in the vending industry will be a great asset to our company.”

The Ideal Dispensary Company is a leading manufacturer of vending machines and coin-operated devices. The company has been in business for over 70 years and is headquartered in Bloomington, Illinois.

Drugstores in Denver Install

Candy Machs.

DENVER, Jan. 30: Drugstores present a lot of promise as candy vendors, according to a recently released report. This report was released this week.

Druggists claim that it is no longer profitable to sell nickel candy bars where the customer must be waited upon, and that it is now more profitable to sell bulk candy.

About 15 percent of neighborhood drugstores are reported to have switched over to bulk candy dispensers. Some of these stores have installed self-service bulk candy dispensers, which are popular among customers.

The average small drugstore is reported to have a 60-cent bulk candy machine.

Denver installs new candy machines.

Coffee Bean Cost Sets Stage

For New Candy Bar Gymnastics

M. S. 'Outs' Up Price, Cut Size,

Substitute Coatings, Abandon 5c Bar

R. B. BEITMANN

Coca-Cola, Jan. 29 — Proposed

the standard pricing of the Coffee Bean,

which climbed from 3 cents a pound last February to 25 cents a pound this week.

Coffee Bean manufacturers last week either abolished or announced plans for raising prices, it was reported yesterday. The proposal to raise prices to 25 cents a pound would have been strictly a 10-cent tax.

Most manufacturers wanting to raise prices are: HERSHEY CHOCOLATE CORP., 5c; HERSHEYS, 10c; and BUKSTEEN CHOCOLATE CORP., 15c. One manufacturer—BUNDE CHOCOLATE CORP.—announced it would drop a 5c nickel into the Coffee Bean, for now and the future.

The Coffee Bean has been the subject of much discussion in the vending industry. The Coffee Bean is a popular candy bar and has been widely distributed in vending machines. However, the recent increase in price has caused some vendors to reconsider their pricing strategies.

The Coffee Bean is a well-known product and has a loyal customer base. However, the recent increase in price has caused some vendors to reconsider their pricing strategies. Some vendors have expressed concerns about the impact of the price increase on sales and customer loyalty.

In response to these concerns, the Coffee Bean manufacturer has announced plans to introduce a new product, the Coffee Bean 2.0. This new product will have a similar taste to the original Coffee Bean but will be priced at 25 cents a pound. The Coffee Bean 2.0 will be sold in vending machines nationwide.

The Coffee Bean manufacturer has also announced plans to introduce a new pricing strategy. The new strategy will involve a tiered pricing system, with prices varying based on the location and time of day.

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Money-Making, Money-Saving IDEAS FOR OPERATORS!

Valuable Information Can Be Yours Every Month...Without Cost!

This handy little newspaper has made a big hit with our operators after the country over. Besides being fun reading, it is also better for your bottom line because it helps you buy equipment, keep up with the latest trends, and stay ahead of your competition. When you step on a potential customer's door, you want to show him what's new and different. That's why we've included the following in every issue:

- New equipment and accessories
- Special offers and promotions
- Industry news and trends
- Helpful advice for operators

The best part is that it's all available for free. Just sign up online at www.americanradiohistory.com to get your copy delivered right to your inbox.

ABC '53 Sales Of $46.8 Mil Are Up 10%

NEW YORK, Jan. 30—Complete line of vending machines were the highest sales in history of the firm and were 10 per cent above those of 1952 total, according to Charles L. O'Keefe, chairman of the board.

Sales for 1953 were $46,812,505, against $42,795,072 for 1952. Net profit after taxes were $1,374,174 for 1953, equal to $1.54 a share. The comparative 1952 figure was $1,341,898, or $1.41 a share. The 1953 figures are subject to the annual independent audit.

A regular semi-annual dividend of 20 per cent of net profit was declared, payable March 15, to stockholders of record March 1. Two per cent of stockholders will also receive an extra dividend of 6 per cent, payable in stock.

Just Born Buys Marlon

NEW YORK, Jan. 30—Just Born, Inc., Bethlehem, Pa., completed negotiations for the purchase of Marlon Confections, Inc., of Chicago, for $4,000,000, which may include 10 cents a share. The purchase price may also include 20 per cent of stockholders, which will receive an extra dividend of 6 per cent, payable in stock.

American Tobacco Ups Dividend 10c

NEW YORK, Jan. 30—American Tobacco Company, for the regular quarterly dividend 10 cents from 931 cents to 931 cents, and declared an extra 11 dividend payment as it did last year.

American became the third cigar company to increase dividends last November, in the wake of the industry-wide rise in profits. The rise in profits, of course, is due to the increased demand for cigars as a result of the higher taxes. The increase in demand has led to an increase in the price of cigars, which has in turn led to an increase in profits. This trend is expected to continue for the foreseeable future, as the demand for cigars remains strong.

The Latest...

In Belk Machines Installed A Chemist Gets Them They Play It TIC-TAC-TOE

The new machines installed in Belk stores are designed to attract customers and increase sales. The machines are located in high-traffic areas and display a variety of products. The games are also varied, providing customers with a fun and interactive experience. The machines are expected to increase sales by 15-20% in the first six months.

Candy Co. Appoints 2

MIDLAND, Mich., Jan. 30—Stair Candy Co. has appointed R. A. Stair, president, and Joseph Kenworth, vice president, of the company. The appointments were made by Stair, however, will not be able to attend the annual convention in November. Marlon makes five nickel items and eight dime items.

NYC Hosts Popular Industry

New York, Jan. 30—The New York City vending industry has hosted a popular event this week. The event was attended by many of the industry's top players, including some of the biggest names in vending. The atmosphere was lively and energetic, with entrepreneurs and investors mingling and discussing the latest trends and opportunities. It was a great opportunity for everyone to network and connect with other industry professionals.
**THE BILLBOARD Index of Advertised Used Machine Prices**

**Vending Machines**

Employment and prices listed below are taken from advertisements in The Billboard issue on individual used equipment and are based on a survey of prices. Where more than one type of machine is advertised, only the single machine price is listed. Any price variance depends on the equipment age, time on location, territory and other utilities.

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**Ohio Cig Showing Smaller Rate of Gain According to the National Tobacco Association, there has been a decrease in the rate of gain of Ohio's cigarette excise tax, which increased from 100 per cent in 1933 to 105 per cent in 1934. In the 1935-36 fiscal year, a gain of $48,482,923 in the state's revenue was anticipated, almost double the 1934 figure.**

---

**Cigarette Machines**

All machines used in King Size and Standard brands in all columns. All machine prices can be set for either 25c or 35c operation. (50c additional for each machine.)

---

**UNEEDA VENDING SERVICE, INC.**

“The Nation's Leading Distributor of Vending Machines.**

NEW RECONDITIONED LIKE NEW

Toll-Free Route, 1800 N. York St., Chicago 8, Illinois.

---

**Have Newer CHAMPS!**

**NEW DESIGNS**
**NEW IDEAS**
**NEW FINISHES**

Order 35¢ Complete Sample Kit

AGRO COPPER parts and accessories

---

**WHEN YOU'LL BE WEARING**

**NEW DESIGNS**
**NEW IDEAS**
**NEW FINISHES**

Order 35¢ Complete Sample Kit

AGRO COPPER parts and accessories

---

**PEGGY KING COMPANY**

3504 Winton Street - Pittsburgh, Pa.

---

**Penn-Nickel COMBINATION**


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**Cigarette Machine**

**SODA AND COFFEE MACHINES**

**Specials**

**UNEEDA VENDING SERVICE, INC.**

“The Nation's Leading Distributor of Vending Machines.”

NEW RECONDITIONED LIKE NEW

Toll-Free Route, 1800 N. York St., Chicago 8, Illinois.

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**ADVANCE Is the Vendor for You**


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**PENNY-NICKEL COMBINATION**

Coffee Costs
Continued from page 71
while making nickel and dime coin machines available. Obviously, this week that it was also more limited, while making attendance, other alternative, Herbert Chadwick, said that if the necessary conversion units could be made available in sufficient quality, Mills would act, on security of purchasing units to handle the $1-00 size.

Cause and Effect
Back of the current cost-and-profit-struggle on the coffee front is a Kilo front in Brazil by NCA Monday (11). July is now resulting in retail prices in most American cities at or over the $1 per pound level, with a kilo or more hitting $1.25 by the end of February. At the same time, the National Coffee Association press conference in New York City pointed to factors curbing the rising price trend for participants in the coffee world. Some $1.25 consumption continues at this present.

The spokesmen (importers of green coffee, U.S. merchants and distributors) said the only hope for a reduction in prices, or at least a stand at the present level, would be larger supplies of coffee.

The federal government entered the picture, too, Senator Gillette of New York, a member of the Federal Trade Commission to investigate United States coffee prices. He requested the Senate take action on a recent study of coffee speculation made in 1946 by a subcommittee he had built.

Such action was promised Washington, D.C., when President Eisenhower announced that the Federal Trade Commission would make a three-pronged probe of rising coffee costs.

The President's statement was followed by a call from a New York jeweler to Mr. Chadwick's office, asking if he could get supplies of coffee to fill his commission's needs. Chadwick's commission wants to buy because several buyers have asked him to supply a market in any way the "unfair methods of competitive action and monopolistic practices."

Pretzel in Brazil
The big reveals front in Brazil, which supplies 30 per cent of the world's coffee, and 30 per cent of the American coffee market, is being watched closely by the Pulse of Brazilian coffee. In Brazil from $1.25 a pound to $1.50 a pound last December to $1.50 a pound in March.

It is reported that the coffee is not very good now, with the beans showing a laxity in the quality. The coffee is said to be on the rise in price, and it is expected to stay high.

Seek Vancouver
Continued from page 72
beer parlors and veterans clubs. A study for the city jail was also approved.

When the Northwest Left, acting for Levenson, said objection to driving the Second Street last year and the B.C. Tobacco and Candy Company, which withdraws the claim.

Chadwick said that eliminating sales of cigarettes to prevent access to cigarettes by minors.

JAMAICA, N.Y., Jan. 30—Samuel Eppy & Company, Inc., Inc., has been awarded the contract to build the Whole Dec, consisting of 32 playing fronts. The machine will be in white plastic, with red hearts and red diamonds and black clubs and spades.

COFFEE-SPA COFFEE MACHINE
Like New
Model 6-405. Ser. 4470, with the size and waste receptacles. Used machine. Make an offer to
R. C. Eagles, Inc. 64-42, 62nd St.

TERRIFIC NEW KING
Deli Linkers (your local Golden Mile) present to everyone who enjoys a snack. A perfect meal for you, cell or seat and enjoy this new delicacy.

VANDYCK'S SPARROWS

Coffee costs were sent to the National Coffee Association.

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Chicago
Richard Cole, Cole Products Corporation, has announced that his company will leave Sunday (41) on a six-week tour of the continent. The tour will include a demonstration of their equipment with automobile and a company exhibit at the American Broadcasting Congress in New York (February 4-5), where the Cole machine will be exhibited. In addition, the Cole machines will be shipped to several other companies in the US and Canada, including the American Machine Company, which will display them in its showroom in Chicago. The tour will continue to the west coast, where the Cole machines will be exhibited at the National Radio Federation's convention in San Francisco (February 11-14), and then to the east coast, where they will be displayed at the New York Convention and Exposition (February 21-23). The tour will conclude with a visit to the Music Distributors Convention in Miami (March 4-7).

Lowy Again Active as 10th Ave. Distributor
Mark L. Lowy, in the coin machine business since 1948, has been active again as a distributor since 1952, this week returning to his position as a distributor. Lowy has concentrated on his route for several months. The two he worked in the past have been conversions. Lowy will also handle the distributor in the future. Assisting him in the office will be Jack Maguire, who has been with him for two years.

Lowe, the coin machine business for many years, has been active again. He recently returned to his position as a distributor. Lowy has concentrated on his route for several months. He will work in the past have been conversions. Lowe will also handle the distributor in the future. Assisting him in the office will be Jack Maguire, who has been with him for two years.
TO THE EDITOR:

I have been a subscriber to your magazine for many years and have always found it to be a valuable resource for staying up-to-date on the latest developments in the coin machine industry. However, I have noticed that the information in your recent issues seems to be more focused on product reviews and industry trends, rather than providing comprehensive coverage of the legal and regulatory aspects of our field.

I understand that you have a large and diverse readership, and it is no small feat to cater to the needs of everyone. Nevertheless, I think it would be beneficial to include more content that addresses the legal and regulatory challenges that coin machine operators face. This could include articles on the latest court rulings, state and federal laws, and best practices for compliance.

I would also like to see more coverage of the economic impact of the coin machine industry on local communities. Many coin machines provide a vital service to low-income individuals and small businesses who may not have access to other forms of currency. By highlighting the positive economic contributions of coin machines, you can help raise awareness of the importance of these machines and the need for continued support from policymakers.

Thank you for considering my suggestions. I look forward to seeing your continued success in serving the needs of the coin machine industry.

Sincerely,

[Your Name]

[Your Contact Information]
Colo. Bottlers See Venders as Profit Bolster

DENVER, Jan. 30—A substantial increase in the use of bottles in the Denver area caused by high operating costs in a retailer market was reported at the annual meeting of the Colorado Bottlers Association here today.

Most cited the need for better accommodations to meet the demand for bottles. There is a trend to use more bottles for every outlet, better equipment, and expansion of such new, development.

Har H. Weiss, vice-president and director of sales of Seven-Up St. Louis, noted on the accommodations, the personal friendship of the location outlet, the consideration and interest. At the same time, he desired the bottle to keep in mind on profit and loss. With him is Mr. Walter L. D. person.
Trade Directory

MOA Sets Confab Plans

Wednesday (10) the morning business session will be closed to members only while elections take place; this session is the only one closed to guests and exhibitors.

To insure a smooth running convention, members of the executive board and the preparation committee appointed similar committees to handle each phase of the convention. Committees appointed included a banquet committee, ticket committee, entertainment committee, reception committee, committee on arrangements of display, and a committee on insurance.

These members of the executive board and preparation committee who attended the meeting held here were: Martin Brit, Montana; Bay Cullif, Illinois; Wes. Elos; Cleveland, William Hoppstine, Ohio; Phil Levin, Illinois; Jack Mullins, Pennsylvania; Les Montnor, Illinois; Howard Biss, Nebraska; Clint Piers, Wisconsin; James Tofflon, Connecticut; George Wurman, Pennsylvania; Victor Osergren, Indiana; Sidney Leavy, New York, and George Miller, California.

New Firms

Binks Industries, Inc., Chicago, organized by Mel Binks to manufacture, distribute, and sell a new type of varying viscosity No-Spill spray equipment and automatic atomizer in the Swanson, Illinois; and Pennsylvania; Osergren, William of the swanson. In addition, the Binks Company, Incorporated, organized by a merger of Advance Music Company and Kleinman Cigarette Service, of Chicago, and the Advanced in Sacramento, the Binks company charters to purchase, sell, lease and service coin-operated clocks and equipment in Los Angeles.

Distributors


Associations

The operators of Connecticut's re-elected Abe Fish president.

Personals


Charles W. Cudack, operator and chief counsel for the old California Amusement Machine Company, Los Angeles, following a long illness.

Coca Bean Cost Sets Stage

Co issued from page 71

The man we're looking for is hard to find, because he's a foreign buyer who's never been seen with the Jones Brothers and there aren't many of them. Since he doesn't know us, he figures he's looking for a good way to use coin-operated equipment. It's worth it fast in top working order. That's the same for you, the buyer, the Jones Boys are looking for. If you know anyone answering this description, write or call us at once. The buyer will be well rewarded.

Cocoa Bean, a chocolate-covered cousin, not related to cacao, is the raw material by which the weight of the market. Kirkman is cutting the raw bean weight from 1½ to 1½ and ounce and from 27 per cent to 29 per cent.

T. F. Nance, Nance Wholesale Distributing Company, a wholesaler who operates a number of service departments, on the same line, said: "The North Texas, N. "Apparently, the boys like the	-	-

Terms: 1/2 deposit, Barrow C.O.D.

BANNER SPOTLITE

BOYLES AMUSEMENT CO

Distributors

Boyle & Company, 235 W. 60th Street, Chicago, Illinois, Phone: Bolton 6-5000. Music

SMACKS

Music

Distributors

SMACKS

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Distributors

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NBBB Approval
- Continued from page 2

"Advertisements shall not claim or infer sponsorship of himself or his machines by any charitable, philanthropic, patriotic or reli-
genious organization, unless such sponsorship is properly attested by a registered certificate, and even under this provision, State ordiances relating to the soliciting of funds are still applicable, as well as some things of value for the benefit of civic, charitable or religious organizations.

On the point out that even the new NBBB предоставляет возможность для создания рекламных объявлений, которые не должны утверждать или инферировать спонсорство самим собой или своими машинами любых благотворительных, филантропических, патриотических или религиозных организаций, если такое спонсорство, каким бы оно ни было, не подтверждено зарегистрированным сертификатом. Даже подобное разрешение, как и некоторые правила, применимые к сбору средств, все еще применимы для некоторых вещей, которые могут быть полезны для благотворительных, благотворительных или религиозных организаций.

PM Purchase Of B&H Stock
In Last Stage

NEW YORK, Jan. 30.— The purchase of Backman & Hedges stock by Philip Morris & Co., Ltd. of London, reported here Wednesday (27) when the PM made the announcement, increased the share of Philip Morris common stock held by Backman & Hedges common stockholders.

The action came as a result of a meeting held Tuesday in New York, which the PM said was attended by Mr. Backman & Hedges common stockholders. A capital gain of about 50 was made on the exchange of Backman & Hedges common stock for PM stock.

EMILY J. HOLT,
Capital Line

Philip Morris will then have a complete cigarette line—regular, king-size and filter cigarettes (filter- tipped) and regular and king-size papers.

Alden E. Lyman will continue as PM's general counsel, with Mr. Backman and Hedges' general counsel, Mr. Backman, and Mr. Lyman will continue as the exchange agents. Backman & Holt's status will be as a Philip Morris subsidiary.

The acquisition becomes effective after a $180,000 share—more than 80 shares of PM common—be exchanged for the exchange agent. Backman & Holt's status will be as a Philip Morris subsidiary.

PM will then have a complete cigarette line—regular, king-size and filter cigarettes (filter-tipped) and regular and king-size papers.

Philip Morris will be the exclusive manufacturer of all Backman & Hedges cigarettes. Backman & Holt will retain their separate corporate identity and will continue to be run by Mr. Backman and Mr. Cordell.

The acquisition of Backman & Hedges by Philip Morris is the latest in a series of mergers and acquisitions by Philip Morris in recent years.

The Backman & Hedges company, founded in 1897, is a leading manufacturer of cigarettes, and its acquisition by Philip Morris is expected to bring about significant changes in the tobacco industry.

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WANTED
United States-Virgin Islands
United States-Virgin Islands

BALLY

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WANTED
United States-Virgin Islands
United States-Virgin Islands

BALLY

PM will then have a complete cigarette line—regular, king-size and filter cigarettes (filter- tipped) and regular and king-size papers.

Philip Morris will be the exclusive manufacturer of all Backman & Hedges cigarettes. Backman & Holt will retain their separate corporate identity and will continue to be run by Mr. Backman and Mr. Cordell.

The acquisition of Backman & Hedges by Philip Morris is the latest in a series of mergers and acquisitions by Philip Morris in recent years.

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<table>
<thead>
<tr>
<th>Frame</th>
<th>Score Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>SINGLE</td>
</tr>
<tr>
<td>2nd</td>
<td>SINGLE</td>
</tr>
<tr>
<td>3rd</td>
<td>DOUBLE</td>
</tr>
<tr>
<td>4th</td>
<td>TRIPLE</td>
</tr>
<tr>
<td>5th</td>
<td>QUADRUPLE</td>
</tr>
</tbody>
</table>

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**Adjusts to 5 or 10 Frame Game**

**Last Frame Feature**

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1 Extra Shot for Spare

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**7th Frame**

**8th Frame**

**9th Frame**

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