Overhaul at All Nels Presaged By 'Lux' Shift

Drastic Changes in Programming Seen Before Next Fall

NEW YORK, Feb. 13.—The shift of the new hour version of "Amos 'n' Andy" to NBC-TV from CBS-TV (The Billboard, Feb. 9) has resulted in a host of other changes. The series, which began nationally in the fall, has undergone some changes in the past few months because of an overabundance of time, but it is expected that the show will now be more streamlined and will be easier to produce for a broad range of audiences.

The new hour version will be broadcast from New York, and will be produced by a new staff that has been assembled for the show. The new staff includes a number of writers and producers who have worked on other programs, making it possible for the show to be more consistent in its quality and production values.

The network is expected to announce the new staff members and other changes in the near future. The new version of "Amos 'n' Andy" is expected to be more successful and will be more appealing to a wider audience than the previous version. The new hour version will be broadcast from New York, and will be produced by a new staff that has been assembled for the show. The new staff includes a number of writers and producers who have worked on other programs, making it possible for the show to be more consistent in its quality and production values.

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'Lux' Switch to NBC Omens

Nets' Overhaul of TV Shows

Axe Hangs High; Drastic Line-Up

Changes May Ease Client Burdens

Would Build Movie Stars

Via TV Plan

New York, Feb. 13—TV

much talked about marriage

with the movie business, is

moving into a new handsomely

affordable manner, it was

announced by Leonard H. Goldenson,

ABC's new President, who

is planning to build up new stars

for the network via TV drama shows.

Goldenson said the new plan, which

has been in the works for some time,

was greeted with interest by the film

industry as a chance to build up a

new generation of movie stars by

using the considerable resources of

ABC. The development of new film

stars has been made more definite

by the recent success of such pictures

as Hollywood, which Hollywood

traditionally is used for this purpose.

Goldenson's plan is to work out with

the Hollywood producers to build up

TV programming—talent vendors, as

ABC, ABC-TV West Coast sister.


Nielsen to Do Auto Survey

Chicago, Feb. 13—A. C.

Nielsen Company has definitely

decided to include an automobile

listening measurement in its

presently proposed area surveys.

In his presentations to the trade

last week, Fred Bahr, who tends to
discover a regular auto measure

ment of the large scale

audience, would cost more than

this industry would be willing to

support.

As a result, it has been

decided to include the

in the new Nielsen Index

station index will

operate under the belief that

the total volume of

data on the regular

market is much

less.

Capitol Cuts Price

Of Station Library

New York, Feb. 13—Prices

are currently being offered

Capital Broadcasting

Company for

some of its station

rights are drastically

reduced.

The library,

comprised of stations

in the New York

area from

WOR, for example, to

WNYC, has

been

reduced by

$1.00 each, as against the

$400 price

previously.

The reason for the

price cut is that the

company is planning to

sell all of the

stations in its library

by the end of the

year.

EBONY-

FEBRUARY

1956

3

GRACE" at the Empire State Building.

On the occasion of this American

Christmas season, the NBC

Network is going to have the

biggest Christmas program in

history, with the New York

announcing a special

year.

The program, which was

presented on Christmas night

from the Waldorf-Astoria Hotel,

in New York, was a

success, with an audience

of over 20 million people.

New York, Feb. 13—NBC

announced today that

the network will

be offering a

special

Christmas package

to

all its

stations.

The package

will

consist of

a

special

Christmas program

which will be

aired

on

December 24th.

The program

will

feature

a

special

Christmas show,

a

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Christmas parade,

and

a

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Christmas

concert.

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WASHINGTON Once-Over

By Ben Atlas

WASHINGTON, Feb. 13.—Actor Bob Montgomery, crooner and former radio producer, is reported to have been engaged by the National Broadcasting Co. for a £20,000-a-year role on a new, half-hour series to start in September. The series will be a new, extended version of his radio show, "The Bob Montgomery Show," and will be produced by NBC's Studio 60 in Hollywood.

NBC's Pooled Programming Plan May Go

NEW YORK, Feb. 13.—There is talk at NBC that its contractors will build a new, pooled programming plan for its TV and radio networks. The plan will enable the network to provide a wider range of programming options for its affiliates.

58% U.S. Families Now Own TV Sets

NEW YORK, Feb. 13.—Fifty-eight percent of U.S. families now own a TV set, according to a new study by the NAB. The study found that the number of TV sets in U.S. homes has increased by 15% in the past year, with the majority of new sets purchased by younger families.

Without Web Knowledge

Sponsors Sell Seg Portion To Ease Burden of Cost

NEW YORK, Feb. 13.—The trend of companies selling portions of their TV airtime to TV networks to help defray costs is expected to continue in 1954. This trend is especially prevalent in the radio industry, where advertisers are looking for ways to offset rising production costs.

NCC Meeting To Push UHF

WASHINGTON, Feb. 13.—Com- mercial UHF will get a new push at a March 1 meeting here sponsored by the National Civic Committee for Educational TV. The meeting will be an attempt to bring about an agreed-upon effort to encourage and support the development of UHF stations.

Bill to Speed Air Operation

WASHINGTON, Feb. 13.—Legislation to speed up the establishment of air routes is being considered in Congress.

GE Would Ink Ginger Rogers For Drama Seg

NEW YORK, Feb. 13.—General Electric has expressed an interest in Ginger Rogers making an appearance on a new TV series. The company is said to be interested in her for several years and is now considering the possibility of her making a guest appearance in the future.

13% of Outlets Pay for Logs

WASHINGTON, Feb. 13.—Thirteen percent of U.S. TV and radio stations pay for their program logs published by the National Association of Broadcasters. The payment rate is expected to increase as the demand for program logs continues to rise.

Ross Sees Static Ratio Of Film Vs. Live Shows

NEW YORK, Feb. 13.—The ratio of static to live shows on network TV is expected to remain about the same in 1954. Ross, a veteran TV producer, expects the ratio to be around 1:3 in favor of live shows.

Dog Food Account Buys Galen Drake

NEW YORK, Feb. 13.—Hunt and Slater have signed Galen Drake, a former advertising executive, to handle the account of the company that produces dog food.
Radio Comeback Seen in Bold New Promotion Techniques

BB Contest Also Notes Consistent Results Among Larger TV Outlets

*Continued from page 1*

were the rule, however, although many stations have a few projects to consider.

The year-round interest in promotion is growing, and the results are taking on a new form. Instead of the occasional promotion, stations are now planning a series of promotions that will occur throughout the year. This approach allows stations to make the most of their promotions and to keep their audience engaged.

AM SALES WINNERS

WNBC, WQUA; KDAL, WRFD TIE

NEW YORK, Feb. 13.—Thirteen over-all presentations captured first place in all three radio categories of the Sales Promotion segment of the 16th Annual Promotion Competition—Radio—held at the New York Hilton Hotel.

WNBC, WQUA; KDAL, WRFD tied for a first place position in the ‘Publicity’ division of the Sales Promotion competition. They both received a $5,000 prize.

CBS-TV Cuts Discount Rate For Summer

NEW YORK, Feb. 13.—CBS-TV will offer a 25 percent per program discount this summer, and in addition, the network will provide a 10 percent per program discount for CBS-TV stations that carry the network's summer schedule.

It is expected that NBC-TV will offer similar discounts this summer, and the two networks will continue to offer discounts throughout the year.

NKC EXTRA FOR GOOD MEASURE

NEW YORK, Feb. 13.—The National Network of Christ, an independent religious radio network, is offering a special promotion called “Extra for Good Measure.” Stations interested in participating in the promotion can contact the NKC headquarters.

THE WINNERS

16th Annual Radio-TV Promotion Competition

AUDIENCE PROMOTION

RADIO

50,000+ WATTS STATIONS

1. WBC, Boston
2. WMAQ, Chicago
3. WJZ, New York

25,000-50,000 WATTS STATIONS

1. WRK, New York
2. WACR, Columbus, Ohio
3. WOR, New York

15,000-25,000 WATTS STATIONS

1. WBT, Buenos Aires
2. WCAU, Philadelphia
3. WGBH, Boston

10,000-15,000 WATTS STATIONS

1. WOR, New York
2. WJZ, New York
3. WOR, New York

5,000-10,000 WATTS STATIONS

2. WIFC, Zanesville, Ohio
3. WWO, Fort Wayne, Ind.

1,000-5,000 WATTS STATIONS

1. WZM, Milwaukee
2. WQI, Quincy, Ill.
3. WIB, Dubuque, Iowa

TELEVISION

50,000+ TV STATIONS

1. WABC, New York
2. WKBW, Buffalo, N.Y.
3. WABC, New York

15,000-25,000 TV STATIONS

1. KTVF, Fairbanks, Alaska
2. WUPW, New York
3. WUPW, New York

10,000-15,000 TV STATIONS

1. WJZ, New York
2. WOR, New York
3. WOR, New York

5,000-10,000 TV STATIONS

1. WSHC, New York
2. WOR, New York
3. WOR, New York

1,000-5,000 TV STATIONS

1. WNDK, Duane, N.Y.
2. WACR, Columbus, Ohio
3. WACR, Columbus, Ohio

SALES PROMOTION

50,000+ WATTS STATIONS

1. WOR, New York
2. WOR, New York
3. WOR, New York

25,000-50,000 WATTS STATIONS

1. WOR, New York
2. WOR, New York
3. WOR, New York

15,000-25,000 WATTS STATIONS

1. WOR, New York
2. WOR, New York
3. WOR, New York

10,000-15,000 WATTS STATIONS

1. WOR, New York
2. WOR, New York
3. WOR, New York

5,000-10,000 WATTS STATIONS

1. WOR, New York
2. WOR, New York
3. WOR, New York

1,000-5,000 WATTS STATIONS

1. WOR, New York
2. WOR, New York
3. WOR, New York

MERCHANDISING PROMOTION

50,000+ TV STATIONS

1. WOR, New York
2. WOR, New York
3. WOR, New York

15,000-25,000 TV STATIONS

1. WOR, New York
2. WOR, New York
3. WOR, New York

10,000-15,000 TV STATIONS

1. WOR, New York
2. WOR, New York
3. WOR, New York

5,000-10,000 TV STATIONS

1. WOR, New York
2. WOR, New York
3. WOR, New York

1,000-5,000 TV STATIONS

1. WOR, New York
2. WOR, New York
3. WOR, New York

MARKETS UNDER $50,000

1. WOR, New York
2. WOR, New York
3. WOR, New York

For '54 Paper-Mate Spots in TV, Radio

Hollywood, Fla.—Paper-Mate Pens will spend $1,000,000 on spot announcements in 1954, according to J. R. Koehler, president of the Paper-Mate Pen Company. The huge spot outlay is the largest in the history of spot advertising for a pen and will be spent in both TV and radio.

Wechsler said that radio would be the more important medium in Paper-Mate’s advertising plans. He said that the company would be spending more money on TV in 1954 than any other year in its history.

In addition to the spot announcements, Wechsler said that Paper-Mate will be spending money on national TV and radio commercials, as well as on the local level. He said that the company is planning to spend $100,000 on TV commercials and $50,000 on radio commercials.
THE JUDGES FOR 16th BILLBOARD COMPETITION

NEW YORK, Feb. 15.—The 21 top advertising and agency executives listed below comprise the board of judges for the 16th Annual Billboard Sales and Television Promotion Competition.

The year, each of them has ample opportunity to see samples of work from the best of the local advertisers, since evidence of such work is directed to them. The agency's entries are judged by the agencies and of agencies they represent probability would run into billions of dollars.

ADVERTISER PANEL
ALBERT R. STEVENS
TTC Publications
ALFRED A. WAYS
Young & Rubicam
WALTER CRAIG
Kraft
DANIEL W. CRANE
Ralph Crane
RICHARD E. FORBES
RCA
JOHN H. GOLDBLAUM
Snow and Company
IRVING I. GREEN
Swift
RAGANT R. KELLER
Nabisco Biscuit Co.
STANLEY PULVER
Lever Brothers Co.

AGENCY PANEL
JOHN R. GILMAN
Cecil & Freasey, Inc.
FAY R. HAYMAN
William H. Winansh & Co.
FREDERICK HAMPTON
Dubbert, Clifford, Stearn & Cohn
WILLIAM E. MATTHEWS
Nestle
SYLVIA TIMMONS
Grey Advertising

AM AUDIENCE WINNERS

WBZ, KFH, WQUA Win Spirited Battle

NEW YORK, Feb. 15.—The Billboard’s 16th Annual Promotion Competition saw a spirited battle among the radio stations competing for marks among the various radio stations promoting their local stations.

The top 5,000 radio stations placed in the annual competition, which did not place in the top 5 stations, were WBZ, KFH, WQUA, and WLW.

In the same category, WQRA, a Radio station based in WQRA, was the winner of the competition.

In the second category, WQRA, a Radio station based in WQRA, was the winner of the competition.

In the third category, WQRA, a Radio station based in WQRA, was the winner of the competition.

In the fourth category, WQRA, a Radio station based in WQRA, was the winner of the competition.

In the fifth category, WQRA, a Radio station based in WQRA, was the winner of the competition.

The winning station received a plaque and a certificate of appreciation.

VIDEO SALESAVERS

WNBTV Wins Again: WICI, WTPA 1st in Other Groups

NEW YORK, Feb. 15.—With no video shows recessing, the national and local stations fared well in the third annual national videomation competition, which was held Thursday afternoon, as seen by the Rackers Annual Video Promotion Competition.

Regional station WNBTV, which was the league's top station in 1966, also topped the 1967 league, and was the winner of the competition.

In the second category, WNBTV, a TV station based in WNBTV, was the winner of the competition.

In the third category, WNBTV, a TV station based in WNBTV, was the winner of the competition.

In the fourth category, WNBTV, a TV station based in WNBTV, was the winner of the competition.

In the fifth category, WNBTV, a TV station based in WNBTV, was the winner of the competition.

The winning station received a plaque and a certificate of appreciation.

The list of winners included the following stations:

WNBTV, Denver, CO
WICI, Iowa City, IA
WTPA, Washington, DC

The video shows are designed to increase sales profitably, economically reach.

CHANNEL 8-and

Zenith-CBS Hearing Set

WASHINGTON, Feb. 15.—The Federal Communications Commission will hear the case of Zenith-CBS hearing set on Channel 4, which will be the subject of the hearing set.

The hearing will be held at 10 a.m., and will be open to the public.

The case involves the suit filed by CBS against Zenith, the manufacturer of the hearing set.

Zenith has been accused of infringing on the patents held by CBS.

Zenith has filed a counterclaim, which is pending before the FCC.

The case has been marked as important, and is expected to be a test case for the industry.

Zenith claims that its hearing set is an improvement on CBS's, and is more efficient and reliable.

CBS claims that Zenith's hearing set is an infringement on its patents, and that it is causing confusion and harm to consumers.

Zenith's hearing set is a popular and widely used product, and has been on the market for many years.

CBS's hearing set is also widely used, and is a popular product.

The case is expected to take several weeks, and will be heard by a panel of FCC commissioners.

The outcome of the case could have important implications for the industry, and could affect the market for hearing aids.

The case is being watched closely by others in the industry, and is expected to set a precedent for similar cases.

Zenith and CBS are both well-established companies, with a long history of making and selling hearing aids.

Zenith is a major player in the industry, and is known for its high-quality products.

CBS is also a major player in the industry, and is known for its high-quality products.

The case has been a long time coming, and has been anticipated by many in the industry.

The outcome of the case will be closely watched, and is expected to have far-reaching implications for the future of the industry.

It is not clear who will win the case, but the outcome has the potential to change the landscape of the industry.
FNBC Tops 50,000 Watters; Two Other Groups Are Tied

NEW YORK, Feb. 13.—The biggest radio merchan- 
dising campaign ever launched in the New 
York area was staged by FNBC, which won the 
biggest share of the 50,000-watt broadcast 
category by a comfortable margin. FNBC's 
campaign was directed to the retail trade in 
much the same manner as its other campaigns, 
with the exception that the product was 
merchandised exclusively through the retail 
trade. This was the first time that FNBC 
has merchandised an exclusive product in its 
campaigns. FNBC's campaign was directed 
to the retail trade in much the same manner 
as its other campaigns, with the exception 
that the product was merchandised exclusively 
through the retail trade. This was the first 
time that FNBC has merchandised an 
exclusive product in its campaigns.

WPXJ, Philadelphia, and the Pacific 
Northwest Broadcasting Network, 
Inc., tied for second place in the 
50,000-watt category. WPXJ's campaign was 
directed to the retail trade in much the same 
manner as its other campaigns, with the 
exception that the product was 
merchandised exclusively through 
the retail trade. This was the first time 
that WPXJ has merchandised an 
exclusive product in its campaigns.

In the 10,000-watt category, WCYH, 
Buffalo, won first place, with WABC, 
New York, and WOR, New York, 
tied for second place. WCYH's campaign 
was directed to the retail trade in much 
the same manner as its other campaigns, 
with the exception that the product was 
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TV MERCHANDISING

WNBW, WVTV, and KELO-TV Get Nod

NEW YORK, Feb. 13.—TV stations 
were awarded the first place in the 
Radio Merchandising Awards, 
datavided by the National 
Broadcasting Company, for 
the period ending Nov. 1, 
1953. The awards were 
awarded to those stations 
that had the highest 
ratings in the period 
ending Nov. 1, 1953.

WNBW, WVTV, and KELO-TV 
were awarded the first place 
in the Radio Merchandising 
Awards, datavided by the National 
Broadcasting Company, for the period 
ending Nov. 1, 1953. The awards were 
awarded to those stations 
that had the highest 
ratings in the period 
ending Nov. 1, 1953.

MULTIPLE AWARDS

NEW YORK, Feb. 13.—Perhaps the biggest sweep in all 
the Radio Merchandising Awards was the sweep 
awarded to WNBW, WVTV, and KELO-TV, which 
were awarded the first place in the 
Radio Merchandising Awards, 
dataided by the National 
Broadcasting Company, for the period 
ending Nov. 1, 1953. The awards were 
awarded to those stations 
that had the highest 
ratings in the period 
ending Nov. 1, 1953.

Under the management of Hamilton Show and with 
permit under the direction of Max W. Buck, WNBW, 
among the 50,000-watt radio stations, was awarded the 
first place in the Radio Merchandising Awards, 
dataided by the National Broadcasting Company, 
for the period ending Nov. 1, 1953. The awards were 
awarded to those stations 
that had the highest 
ratings in the period 
ending Nov. 1, 1953.

WVBW, WBZ, and WOR were awarded the 
first place in the Radio Merchandising Awards, 
dataided by the National Broadcasting Company, 
for the period ending Nov. 1, 1953. The awards were 
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ending Nov. 1, 1953.
**Major TV Film Distribs Expand Sales Staffs for Growing Mkt.**

**Video's Hinterland Push Poses Economic Problem; New Distrib Modes in Offing**

By GENE PLOTNER

NEW YORK.—Major TV film distributors have been taking steps to expand their sales staffs to keep pace with the growth in the TV market. Some of the predictions that have surrounded the subject eventually have not materialized, but the TV market continues to show signs of activity.

The trend in TV is to the hinterlands, but this has come as a surprise to some who have been watching TV sales. The salesmen have been working overtime to keep pace with the increased demand for TV sales.

**Distribution Resistance**

Distributors of major TV films face resistance from stations on the West Coast, which protest what they consider unfair distribution practices.

The major TV film distributors are considering adjusting their distribution practices to better meet the needs of the West Coast stations.

**Studio Films Doubles Sales in 4 Months**

NEW YORK: Feb. 13.—In the last 4 months, the gross sales of major studio film distributors have doubled, according to a recent survey.

**McGowan**

**Distribs**

**News**

**Page 2**
Kling Cans 'Reno,' 'Charlie' Pilots

HOLLYWOOD, Feb. 13.—Pilots for two morning series that had been completed for the past season were rejected this week, with one slated to be resubmitted, and the other series shelved. The series involved during the next 60 days.

Both pilots had starred in the role of Uncle Charlie and were produced by Joe Ruby. "Reno & Charlie," a version of Maury and Saul Rossman's daytime program, was resubmitted with. 60 days after Kling decided to produce 20th. Tribune, production chief and executive producer.

"Ask Uncle Charlie," starring Morley 2, will be resubmitted probably in 60 days. Kling said.

The pilots were both rejected by the network.

Meanwhile the hiatus is be- ing prolonged. The production of the "Ask Uncle Charlie" pilot was expected to be completed by the near future, Kling indicated.
Mr. TV Station Manager:
Are you tired of knocking yourself out trying to sell OUT-DATED feature pictures to UP-TO-DATE sponsors?

HERE'S HOT NEWS!

100 FEATURE FILMS

OFFICIAL FILMS, INC.
now offers 100 Top Grade, Star-Studded Feature Pictures
ALL PRODUCED BETWEEN 1946 and 1954—some of them never seen on television—ANYWHERE AT ANY TIME!

You don't have to sell "nostalgia" with these babies!
From the heroine's hair style to the hero's haberdashery, everything is up to date and current. These are post-war feature attractions for modern TV stations.
They're ripe for quick sales!

FEATURING NAMES THAT PAY OFF AT THE BOX OFFICE AND THE LIVING ROOM!

Ann Dvorak  Jon Hall  Veronica Lake  Cesar Romero  Barbara Britton  Zachary Scott
Denise Darcel
Lizbeth Scott  Preston Foster  Sabu  Robert Alda  George Brent  Stu Erwin
Paul Henreid  John Ireland  Jerry Colonna  Vincent Price

CALL, WIRE or WRITE TODAY FOR FULL DETAILS

AMECICA'S LEADING DISTRIBUTOR OF QUALITY TV FILMS
OFFICIAL FILMS, INC.
25 W. 45 ST., NEW YORK 36 - PLAZA 7-0100

For the convenience of our friends in Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Texas, Utah, Washington and Wisconsin contact:
TOM CORRADINE • 5746 SUNSET BLVD., HOLLYWOOD, CALIF.
It is obvious that if a distributor is successful in selling only a small percentage of these shows at an average figure of $50, it added to the publicize the $5,000 very poor profit. Furthermore, it is not only an obligation to make our product have the ability to realize price. But distributors can profit in the long run.

We realize that the cost of selling these shows is an additional substantial. Therefore, all selling programs must be considered by the advertisers. Official has found that many of these small areas can be reached by the mails and by phone, and in this manner, the associates will know when the right time to get the dealers in.

Sales Procedure
Salesmen are paid at the point of sale, but the preliminary work can be done thru mail and phone. This alone will save useless trips and keep the cost of distribution down.

The publicists themselves can help keep the price of the product to a reasonable basis. Many syndication managers come to New York several times a year to meet with.

(Continued on page 4)

**NEW AWARD**

**SWG Affair To Honor TV Writers**

**HOLLYWOOD, Feb. 13—**Television writers were honored by the Screen Writers Guild as its first time an award will be presented for writing during the SWG's sixth annual awards program here. The more was made as an expression of gratitude and respect for the Guild's membership of writers who earn their living with the medium, and a point stressed during this period was how both the newer and older craftsmen are needed in this modern era of mass production. Five have been nominated and after consideration, what he considers his best talent will be awarded by the writers and their selection. Several of the nominees include: Henry Miller, Howard Green, and Edward A. Vail. "The Shal- stern Dream" (Dramatic), written in collaboration with Arthur Ripley, "Duffy's Tavern" Heads West

NEW YORK, Feb. 13—Arizona winning this year's "Duffy's Tavern" from the syndication division of Mutual Pictures for Television for eight markets. The Bing Crosby show in San Francisco, Calif., and "The Gold Rush," in Los Angeles, has been made popular by the largest distributors. The move may have the makings of a major syndication appeal.

Production Starts

**On The Westerner**

THE WESTERNER begins its production on the 1st of February, and the main lead is to be deposited in Hollywood. The series shows great promise, with the promise of completeness in 13 West Coast markets.

From a story by John Chapman, Lawrence Kimble, "The Rustic Band" (Drama), and "That Woman" (Drama), written by Dorothy Parker and Edward A. Vail. "The Shal- stern Dream" (Dramatic), written in collaboration with Arthur Ripley, "Duffy's Tavern" Heads West

**Film Lenses Will Answer Rival Bars**

NEW YORK, Feb. 28—One of the film technicians' unions is launching a new public service and educational program. The move may have the makings of an ideal syndication appeal.

The outfit about to make the action is the National Association of Broadcasters and Film Camera. The move is calculated to combat record bars from the In- ternational Alliance of Theatrical Stage Employees, who are said to be organized in 1945. It is an effort, coordinated with 1200 other labor unions, to fight the sinister practice that is simplicity sales and distribution on the package.

The latter is an affiliate of the CIO. It has five locals, including the West Coast. It holds contracts with 13 producers here and serves numerous others. The locals, it is claimed, are leaves in the studios and to test the waters of the entire filmmaking industry.

**BILLODBOARD FILM SHOWS**

**Syndicated Pix ARB Multi-City Ratings**

**Boston**

- **Audience Breakdowns**
  - **Top Title:** The Big Business
  - **Second Title:** The Big Business
  - **Third Title:** The Big Business

- **Top Genre:** Drama
  - **Second Genre:** Comedy
  - **Third Genre:** Action

- **Top Director:** Frank Capra
  - **Second Director:** Frank Capra
  - **Third Director:** Frank Capra

- **Top Actor:** John Wayne
  - **Second Actor:** John Wayne
  - **Third Actor:** John Wayne

- **Top Actress:** Barbara Stanwyck
  - **Second Actress:** Barbara Stanwyck
  - **Third Actress:** Barbara Stanwyck

- **Top Rating:** 8.5
  - **Second Rating:** 8.5
  - **Third Rating:** 8.5

**Chicago**

- **Top Title:** The Big Business
  - **Second Title:** The Big Business
  - **Third Title:** The Big Business

- **Top Genre:** Drama
  - **Second Genre:** Comedy
  - **Third Genre:** Action

- **Top Director:** Frank Capra
  - **Second Director:** Frank Capra
  - **Third Director:** Frank Capra

- **Top Actor:** John Wayne
  - **Second Actor:** John Wayne
  - **Third Actor:** John Wayne

- **Top Actress:** Barbara Stanwyck
  - **Second Actress:** Barbara Stanwyck
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- **Top Rating:** 8.5
  - **Second Rating:** 8.5
  - **Third Rating:** 8.5
Cap-Magnatronics
Recorded Tape Pact

Magna Gets Exclusive Deal on Complete Disk Catalog For Commercial Use

HOLLYWOOD, Feb. 13—The availability of recorded tape to the commercial world was revealed here this week when agreements between Magnatronics Inc., of New York, for the lease to Halcyon Records of Capitol Records and Magnatronics Inc., were signed. Contracts between Capital and Magnatronics are the culmination of several months of negotiations between the two firms.

Deal gives Magnatronics exclusive rights to the tape side limited sale in a wide range of major disc catalogs. The Magna firm will supply complete components, including microphones, audio equipment, etc., and the company will be the exclusive equipment supplier for the Magna firm sale.

Capital First on Tape

Capitol thus becomes the first major label to make tape available on recorded tape. Thus far the biggest name of Coasts and indie who are interested include: The White Stripes, the Las, and the Jefferson Airplane will have tape library to be distributed by the Capitol firm.

Meanwhile, Magnatronics is solely limited to the latter's lease of its masters from Capitol and distribution organization, set

New Talent Is Inked for "X"

NEW YORK, Feb. 15—Jimmy Hilliard, "X" records & quick, head, has announced the signing of the fledgling label's future and has indicated plans to augment the current line-up of artists to be increased with the signing of a number of indie the firm's current list. The next release on the new label will be on February 25, and records will be released the following two-week schedule after that.

Jimmie Hilliard Inc., Inc., owned by Hilliard includes Ben E. King, Lightnin' Hopkins, and Dillard Rap. Hilliard, a singer himself for the past two years, is expected to be a formidable one.

Hilliard has signed a deal to equal the label to head with the signing of a Latte- Anthony Wilson, a 22-year-old singer, who will be a white artist, who will be on the label.

New album, "The Sound of Anthony Wilson," will be released by the label. Hilliard will release albums of black and white artists from the RCA Victor label. The first album, "A Fine," will be issued in March and will continue to the release of a total of one album over the next few years. The label will also include cuttings by the Mound City Boys and the slides from the groups' line-ups of days.

Pop LP's, which will start being issued in a month, will contain standard and semi-pop material.

European Deal
Set by Capitol

HOLLYWOOD, Feb. 13—Capitol Records has announced that the label is to acquire the international distribution rights of a European-made film, "The Billboards" by the American-made film, "The Billboards" by the American director and producer, who has been granted the international distribution rights of the film, "The Billboards." The agreement, which was reached by Capitol platters in France, Paris, and London, is the first time that Capitol has been granted the international distribution rights of a film.

Arrangements for the French film distribution rights were made by Capitol's international sales director, who has been in Europe recently as part of the American film mission. The agreement, which was negotiated by Capitol's international relations, is now in New York confron-

Improving Problems in Natl. Distribution Plague Diskers

M-G-M, London, "X," Epic, Coral, Others Contra-Contractual Tie-Ups

By JOHN MARTIN

NEW YORK, Feb. 14—The organization and maintenance of sales territories by the big record companies is becoming increasingly difficult because of the trend toward larger territories and the field that are already well defined and ready for exploitation.

This fact is being highlighted by a number of labels as "X," M-G-M, London, Epic, Coral, and Polydor. These companies have all been facing the problem of selecting a territory that is already well defined and ready for exploitation.

In addition, the fact that the big record companies are attempting to maintain sales territories in the same way that the smaller companies have been doing, is leading to a number of problems. Some record companies are attempting to select territories that are already well defined and ready for exploitation.

The move is made in order to get better and stronger coverage for the wireless and broadcast labels in areas where previous distribution was either weak or nonexistent.

Sales management, Columbia's subsidiary, is now going to be handled by Columbia wholesalers in nine Western markets. In both the Epic and Coral in-terests, there is no space for further change.

Epic has now started to emphasize that when it comes to the distribution of its records, Columbia wholesalers would give the same kind of service to any of the major companies, including Columbia.

Columbia's new distribution centers in Omaha, Kansas, and nine other cities, the new marketing procedures and sales network will be put into effect.

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Disk Buyers Cash In on LP Cuts, Dealers’ Reaction Mixed

NEW YORK, Feb. 13.—A group of large record dealers here this week moved swiftly to cash in on LP price cuts, while dealer reaction to the reductions remained mixed, according to a national survey by The Billboard. The reductions, spurred by a $2,000,000 RCA Victor offer, were increased to $10,000,000, according to Ripkin Snowberger of Los Angeles, chairman of the record manufacturers group [RMG] in February sales.

Sales of reduced-price LPs on LP albums first entered the national market this week. LPs announced so far are: RCA Victor, $2.99; Decca, $2.99; Capitol, $3.98; Commodore, $2.99; Liberty, $2.99; and Starday, $2.99. The reductions sweeps LPs priced at $3.98 or above, except for forty 10-inch albums at list price plus $1 for 12-inch albums and 50 cent LP’s for the price of two. Mercury, after announcing an LP sale to kick off February 15, followed along the Columbia, "Sale and a Half" pattern. RCA Victor, a 30 cent (59.95 to 12-inch LP) and 25 cent (59.99 to 10-inch LP) price cut to LP’s of competing companies, restricted price cuts to LP’s that meet RCA Victor’s competitive criteria. RCA Victor dealers, in turn, priced their plans and moved up prices to $2.98 for the February 15 sale.

Consumer conditions and reactions to the sales varied this week in the big record market, according to The Billboard. One factor that could be expected to aid in the well-armed battle for sales is the relatively high inventory levels of both major and independent dealers. Reported differences were found in the sales volume, percentage of business written, extent of promotions, and consumer reaction in both major group stores and independent stores. However, a general attitude toward the sale was evident.

ASCAP, Video Music License Talks Continue

‘Deductions’ Sued Major Hurdle in Blanket Licenses

NEW YORK, Feb. 13.—American Society of Composers, Authors and Publishers and the independent music publishers have met with ASCAP over the issue of blanket licenses on both the blanket and per performance level. The ASCAP blank license, it is understood, will be the subject of the talks, unless the ASCAP blanket and per performance license is at issue. The ASCAP blanket license is a license for a fee, where the independent music publishers are left to fend for themselves in trying to secure an ASCAP blanket license.

On the indie level, the TV commercials that have been used are in the morning, afternoon and evening, it is understood. A national TV commercial will be used in the morning.

The opinion of ASCAP brass is that the matter will be very clear, in order that the contracts shall not be restructured. It has been argued that a license interpretation of deductions could be challenged in court and that, however, the ASCAP blanket license fee is necessary in order to avoid court action.

On the independent level, the ASCAP brass feels that all major issues have been resolved, and a finalization of the independent’s proposals is imminent.

Eddie Calvert

For U. S. Dates

LONDON, Feb. 13.—Eddie Calvert, who recorded "Oh! Mein Papa" with the Brussels Symphony Orchestra, will undertake his American tour this spring. The tour will take in all the major cities of the United States at the end of March in an all-personal appearance. An exclusive recording contract here to British Columbia is heading a west coast hill opposite singer Anne Shelton. Tomorrow (14) he will take part in the much-hoped Ted Heath’s 190th. London Palladium during Swing Session.

N. Y. TIMES TO PUBLISH HI-FI SUPPLEMENT

NEW YORK, Feb. 13.—The New York Times, which read the Sunday edition, will get a special section devoted to hi-fi and records in the future. The Times has, in the past, used the hi-fi supplement to publish special articles on new hi-fi equipment, but has never before published a special section devoted to the hi-fi field. The sections will be devoted to articles on the records of the year's best disc, with reviews of all major labels, and the labels for the best little disc and five LP's of the month.

Decca Shuts Disk Pressery in L. A.

NEW YORK, Feb. 13.—Decca Records shut down the Los Angeles Disk Pressery last Thursday, following the last of three 15-inch press runs to toll the heavy press on the Union West Coast requirements of the press. Pressing was wound up following a strike over the union's proposed contract. The union's request included a raise of $1.25 per hour, a 45 1/2-hour week, and a 30-day notice period. The contract, signed by Union President Roman Velez, is to be negotiated with the company with regard to pressers.

PETRILLO CALLS EXEC BOARD ON WEB TALKS

AFM Head Tries For Thrashing Of Contract

NEW YORK, Feb. 13.—In an unprecedented action, James C. Petrillo, the president of the Federation of Musicians, has called together a group of key AFM bosses to discuss the key issues surounding the current talks. The talks have been marked by a number of rifts and disagreements, and the meeting is expected to hold discussions on the current contract. This is the first time that an AFM president has called together a group of key AFM bosses.

Kluger Waxes Eur. Masters

NEW YORK, Feb. 13.—Belgian publisher Abbay, on which he recently set up Love Music, a new publishing company, has flown to Europe with publisher George Leo, has reorganized his sales force to the American market.

Hallicrafters’ Big Expansion

CHICAGO, Feb. 13.—A $15,000,000 one-half factory is being built in the city for Hallicrafters, the radio company, radio, television, high fidelity and radio equipment manufacturers.

The new plant will be used for the manufacture of hallicrafters, hallicrafters radio, hallicrafters television, hallicrafters and hallicrafters products. The building will be used for the manufacture of all hallicrafters products and provide employment for an additional 400 employees when it is completed in July.

Mercy to Introduce Subsidiary Jazz Label

NEW YORK, Feb. 13.—Mercy Records will introduce a new label under which all records will be used, known as "Mercy Jazz." The label will be similar to the Mercury label, but will differ in that it is a jazz label and will be distributed through the Mercury chain. The label will be run by Colonel, who also heads up the Mercury label.

Recording Curve OK’d By RIAA Diskers

NEW YORK, Feb. 13.—A stand-up recording curve for this week by all major and independent record companies was approved by the recording industry and who are the representatives of the RIAA means that all, or nearly all, the record companies are now on the same curve and that they are following the same curve. The curve is adopted as a compromise of conflicting curves currently in use.
Phono Disk Tax Take Up Last Half of 1953

WASHINGTON, Feb. 12.—Collectors have, tax on phonograph disks in the last half of 1953 has taken in the comparable period of the previous year, according to reports issued recently.

New tax, which took effect on phonos, TD and radio sets, marks the first time collections have been made on this type of material since the lower yields of the previous collection schedule, retroactive 1952, resulted in paid quotas instead of monthly.

Display Set-Up Gets Face-Lift At NAMM Show

CHICAGO, Feb. 12.—In an effort to add more effective promotion of Misty Merchants’ 1954 Music Sales Catalogue, the executive secretary of NAMM has announced plans for a new display set-up.

The new floor of the Palmer House, this year, 12/10 x 12/15, features radio, TV, high fidelity, phonographs, and accessories, and is the only display, free of charge, to those who pay entrance fees, has been designated for the music industry. Visitors may stop there for a ring of hours, receptions, and other types of music entertainment during exhibit hours.

Giles Confidence

The results of a General Motors exposition program, which has taken mobile industry confidence in its marketing efforts to a new high, is a belief that mobile music will continue to develop, and that new ideas and methods must be created now or the music industry may lose the momentum of the past three years.

Shearing, S-F $7,415

On Hwd. 1-Niter

HOLLYWOOD, Feb. 12.—Continued coverage of the once successful Paragon, Zoot Sims and Windo- dale, have been assigned to TVT 7 at their Rendemental Date in Los Angeles, at a cost of $7,415.

Mann announced final talent plans for the jazz band for the March 2, 1954. Included is Stan Kenton, Milt Hinton, Bud Shank, Chico Giuffre, Errol Garner Trio, Lee Konitz, and Paul Desmond, who stepped in for the trombones.

Phil Wayne 10IG On Symphonic Deficit

PHILADELPHIA, Feb. 12.—The Philadelphia Orchestra, Charles H. Bullock, presented an historic program, announced as a special event of the Academy of Music musical week.

The program, "Music That's Hawk," performed by the orchestra, features the Boston Pops Orchestra, and is a tribute to the Academy of Music musical week.

BMM Kicks Off ’54 Student Contest

NEW YORK, Feb. 12.—The Broadcast Music publishers have announced that they will conduct a three-week Radio Song Contest, with the $5,000 cash prize, to be awarded to the winner of the contest.

The contest is open to all students, and will run through March 1, 1954. The contest is open to all high school students, and will run through March 1, 1954.

Five Outa Ten!

Indies Move Up In C & W Field

HOLLYWOOD, Feb. 12.—Indies now own 10 of the first ten places on the current charts, according to reports issued recently.

First, a small group, the Four Tops, who have been in the business for some time, have just released their first record, "The Four Tops," and have sold over a half million copies.

The Four Tops are a four-member group, featuring the voices of Mary Wilson, Florence Ballard, Barbara Martin, and Annetta Wilson, and have been together for over 10 years.

The Four Tops have been performing in local clubs and small concert venues for many years, and have gained a loyal following among fans of soul and R&B music. They have released several singles, including "I'm Gonna Make You Love Me," "Baby I Love You," and "I'm Gonna Work For You," which have all been well received by listeners.

Their latest release, "The Four Tops," is the group's first album, and features a mix of soul and R&B styles, with catchy hooks and memorable melodies. Many fans have praised the Four Tops for their harmonies and their ability to convey emotions through their music.

The release of "The Four Tops" has been well received by critics and fans alike, and the group has seen a significant rise in popularity since its release. They are currently touring the country, performing at various venues and festivals, and have even been invited to perform on national television shows.

The Four Tops' success is a testament to the enduring appeal of soul and R&B music, and their rise to the top of the charts is a welcome addition to the C & W field. Their unique sound and style have earned them a dedicated following, and their talent and hard work have earned them a place among the greats of the genre.
SAMPSON'S BLOCK
Friday, Feb. 11, 1 - 3 p.m.
David S. Block, the top radio and television talent agent, will be on hand this Friday afternoon when Sampson Company, Columbus, dis- plays a selection of its materials in the Baker Hotel, by his friends and fellow employ- ees. WGN's Jack Grahn, is the talent agent, and Benny Rips, district manager for the Wisconsin division of Sampson. The party was held at the Baker, and the party is between the hotel. Others in attendance included: Fred Cassman, Nat Haile, Leon Schullers, Violette Robinson, and Bill White, all connected with Colum- bus.

PUTRAN ADDRESSES
AUGUST, 1954

Bill Putnam, head of Universal Studios, Chicago, delivered an ad- dress at the Chicago Acous- tical Society last week, to the accom- panying applause of the audience. Putnam was joined by several other speakers, and the event was recorded and reported in detail in the Chicago Acoustical Society.

DECCA SALES STAFF
At Chatham, Illinois, Robert Durst, manager for the Decca Distribut- ing Company, announced that last week the appointment of Ray- mond L Sheets as territorial sal- aried. L Sheets will work out of the Chicago branch to service the Illinois territory. Chairman will go on a one-week tour of the area to in- troduce him to dealers and disk jockeys.

NEW YORK
Gerry Marshall, who has played in several night clubs, is union- ing with big-name bands, includ- ing the Coasters and the Platters, and others, is manager of the Hunter College of Glade- water, Tex.

TENNESSEE WHISTLING MAN (Studio)
RED FORD (Detroit)
WASHINGTON D.C.
TOMMY DAVIS (Kidd)
RICHARD BUXTON (Winnipeg)
JERRY ROBERTS (Lancaster)
YOUNG AT HEART (Chicago)
FRANK SINATRA (Capitol)

BROADCAST MUSIC, INC.
15TH ANNIVERSARY
FREE WEEK-ENDED CONCERTS
Chicago, Feb. 15-19

Our very best wishes to Jimmy Hilliard, Joe Delaney, Bill Darnell, Ed Kissak and everyone concerned on the launching of Label

Harry George

Chicagod

Tom Shields, manager of the Modernaires, in town this week for a taping of the "That's My Life," a show with the Modernaires, Mae Questel, and a Hollywood star. The show will be broadcast on ABC Network.

CINNAMON BUN NUTS

Harold Grey, music manager, is now handling Danny Sharp's "Love, Peace and Trust"

BAND CLINICS
AID STUDENTS

DETROIT, Feb. 13 -- The 45th- week clinic band of the Leonard Smith Band, Inc., completed the first appearance of what is the most final concentration of serv- ices to be offered by them in recent weeks. The band is based at the American Legion Hall, 1000 East 11th St., and the group will be on tour in the weeks to come.

"Melancholy" Draws Action by Diskers

CINCINNATI, Feb. 13 -- Harry Haber, of the Shubert Music Company, has arranged his 28th annual "Melancholy" program, "The Blues," a program of blues music with the participation of some of the top stars in the business. The program will be held at the Stadium, 1000 East 11th St., and the band will be on tour in the weeks to come.

Business manager of the con- cert is an attorney, Alphonso Goldstein, who is in charge of the promotion and booking of the shows.

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WITH INTENSE PRIDE
ESSEX RECORDS PRESENTS

THE FIRST AMERICAN VERSION
OF THE SONG THAT HAS TAKEN
ENGLAND BY STORM

DICK LEE

with
RAY MARTIN
HIS ORCHESTRA AND
THE ROYAL ACADEMY CHOIR

Singing the Inspirational
Triumph of our time

Essex 350
Buyers Cash in on LP Cuts

*Continued from page 12

...with a full-page ad and probed a major share of the business. Some records have gone over spot volume gains, but others, such as Mercury in Music World Distributing Corp., did not, according to sources. The record company has set a 10 percent increase in prices.

Goody Buys Heavily

Dealer buying plans differed greatly, ranging from some who ordered by the carton of 500 or 1,000 copies, to the few who are buying individually. Many of the dealers who are buying are doing so to get a "good" deal and to rid their stock of older prices.

Other large dealers have already anticipated their future needs for or are planning to do so on the basis of the advertised, and some of the dealers have already ordered for the second quarter.

Arizona and California, as well as other states, have noted that the sale has increased their inventories of old records, and that they are now selling them at a discount. In some cases, the dealers are selling at a loss on some of the records.

In addition, the sale has increased the demand for new records, and some dealers are now ordering new records in anticipation of a strong demand in the coming months.

Some Inventories Cleaned Out

The wholesale of all records was cut in half, and the dealers are now ordering new records in anticipation of a strong demand in the coming months. Some dealers are also accepting new records on consignment, and are offering to sell them at a discount.

Dealers Attitude

The dealers are now planning to make good use of the money tied up in inventory to buy new records. They are also looking for new ways to stimulate sales, and are considering the possibility of introducing new record labels.

When the sale is over, the dealers will have to plan for the next sale, and are already making preparations for it.

Coral Sets Extra Push for 'Do Lord'

NEW YORK, Feb. 13—Coral Records is giving an extra push for their new record, "Do Lord." By James Russell, Coral Records president, and her new wife, Della Russell, to be released on Tuesday. The record is being pressed on an extra push by the dealers and will be available at all record stores.

A special die-cut cover is being issued, introducing their effort, and the record is being given extra promotional attention. The artist royalties are being donated to the Youth for Christ Movement.
Together for the first time in 20 years!
TWO GREAT NAMES IN MUSIC
TEAM UP ON TWO GREAT SIDES

BING CROSBY and GUY LOMBARDO

Decca 29054 (78 RPM)
and
9-29054 (45 RPM)

America's Fastest Selling Records
C&W Music Shows
Invade Chicago TV

CHICAGO, Feb. 11. — Country and
western music seems to be
coming to its own, TV-wise, in
the Chicago area. Bill Bailey, a
former Chicago disc jockey, has
two shows hitting the air waves in the space
of two weeks.
The TV show, "Town and Coun-
try," on WMAQ and "RCA
Records," on WTTW, will feature
the singing of Bailey, Mary Jane
Johnson, Elaine Rodgers, as well as
the Mendocudio and the Vil-
landers. Music used on the show
will be current holdings of pos-
tions on the radio c.d.w. re
gional charts.
Bailey's other show, also on
Saturday, is the first c.d.w.
radio to be aired on radio Italian
WMAQ. It will eminate from the
British Room of the Black clay
Inn in the heart of Chicago's
commercial area. It will feature
the music of the Chicago area as
well as interviews with c.d.w.
musicians and guests.

HOME TAPE SETS
200,000 IN '53

CHICAGO, Feb. 12. — The
Armour Research Foundation of
the Illinois Institute of
Technology revealed that 1953
production of tape recorders
for home use totaled 200,000.

Rama's 'Gee' Disk
Going Big in L. A.

Hollywood, Feb. 12 — A
near record for regional sales
here on a single tape plater is cur-
rently being set by the Rama
*thing of "Gee" by the Cows.
Tune, basically in the rhythm
and style field, has shown strong
enough here and in other sections
of the nation to earn a June
entry on Capitol and one by the
Biflyert on Droh.

"JATP" Gets Small
Hall in Denmark

COPENHAGEN, Denmark, Feb.
11. — Norman Granz's "Jazz at the
Philharmonics," which gives two
consert here Saturday (13), was
unable to get the big KB Hall,
where it has previously appeared,
as that spot has been taken over
for next four weeks by "Holiday on
Ice," which opened Tuesday (9). "JATP" was obliged to take
a smaller arena, the Ide, and
this in turn forced a raising of the price for
tickets to the lower seating ca
pacity. Prices range from 80 cents
to $2.60.

Dan Bellloc Signs
5-Year MCA Pact

CHICAGO, Feb. 13. — Dan
Bellloc, Chicago band leader and rec-
ording artist on the M-G-M label,
has just signed to a five-
year pact with RCA by Dick Collins, the one-night-
departure.

Bellloc has had several record-
ings in the past, each adding a
bit of support to the label. The label, including things like
"Bring in the World of"
and "I'm at Home," Bellloc
recently signed with M-G-M. He
is in the planning stages of
a TV show which he will
also receive the full promotional
printings from MCA.

B'way Music Says
It Owns 'Alcoholic'

NEW YORK, Feb. 13 — The
Broadway Music Corporation
filed suit in Federal court last
week against Mercury Records
asking that the plaintiff be de-
cleared owner of the copyright-
protected song, "The Alcoholics." The
plaintiff also claims that the de-
fendant infringed by making the
mechanical reproduction, and
plaintiff seeks an accounting
and an order that the defendants
distribute the fee to plaintiff
except upon the plaintiff's granting of a
license.

Broadway Music claims that prior to 1928 Edward Lewis and
Albert Von Tillar jointly wrote the
words and music. The suit
was filed in or about June, 1953, with sampling with recording
the song.

New Det. Distrib
Hondel's, Groove

DETROIT, Feb. 13. — A new
record distributing company
formed recently, the ABC Dis-
tributing Company, to distribute
RCA labels, has been
in operation for the past
week against Mercury Records
asking that the plaintiff be de-
cleared owner of the copyright-
protected song, "The Alcoholics." The
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Albert Von Tillar jointly wrote the
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filed in or about June, 1953, with sampling with recording
the song.

"DIXIELAND
HONKY TONK"
EP album to be released soon!

BENIDA RECORDS, INC.
197 W. 43rd St., New York 10, N. Y.

GENERAL SALES OFFICES
310 Seventh St., Buffalo 1, N. Y.
BREAKING IN ALL CITIES!

**SIGNPOST**

Lyric by

BEN RALEIGH

Music by

LARRY COLEMAN

Slowly

```
Bb7 E16 Bb7 E16 Bb7 A16 E16
I just passed a SIGN-POST; I've come quite a way since I

A16 Bb7 E16 Cm7 F7
left you behind me when we broke up to-day. With

E16 Bb7 E16 A16 Bb7 E16
each passing SIGN-POST we're farther apart; But I

A16 E16 E16 A16 E16
find there is suddenly such an ache in my heart. Was I

A16 E6 Bb7 E16 Cm7
hasty? Was I foolish, breaking up our romance? Was I

F7 E16 Bb7 E16 Cm7
wrong in not giving our love another chance? Well,

E16 Bb7 E16 Bb7 A16 Bb7 E16 A16 Bb7 E16 A16 Bb7 E16
I've made my mind up, I know what I'll do: In my heart there's a SIGN-POST and it
```

Copyright 1954 by MOONLIGHT MUSIC, INC. 1733 Broadway, New York, N.Y.
International Copyright Secured Made in U.S.A. All Rights Reserved

MOONLIGHT MUSIC, INC. 1733 Broadway, New York, N.Y.
Another Big One
by Tony!

Tony Bennett's

There'll Be No Teardrops Tonight

"My Heart Won't Say Good Bye"

COLUMBIA - 40169
From COLUMBIA'S incomparable popular conductors two new collections of unusual beauty with stunning hi-fi sound!

Percy Faith

plays music from the broadway production "Kismet"

Sands of Time * Stranger in Paradise * Zubbediya * Samaris' Dance * Hels in Love * Baubles, Bongles and Beads * Rhymes Have I * Ra haddakum * And this is My Beloved * Fate * Night of My Nights * Not Since Nineveh * Bazaar of the Caravans.

Paul Weston

plays "Music for Jennifer"

Autumn in Rome * Jennie's Song * The Song of Bernadette * Love Letters * Duel in the Sun * Since You Went Away * Indiscretion * Ruby (themes from movies starring Jennifer Jones)

Naturally on Columbia Records
Beginning this week:

The

Billboard's

NEW STREAMLINED

Music

Popularity

Charts

IT ISN'T often that
The Billboard gives its respected
Music Popularity Charts
a thorough make-over
in this—
For it is an extremely important matter
to give a presentation
of facts and figures that means so much
to the profit and loss picture
of so many people in the
music-record industry.

The changes that have been made
(almost all in the layout and design
of the features rather than in the data)
took many hours of serious thinking,
planning, experimentation,
design and re-design.

Everything that was done
was done with
an eye to BETTER SERVICE.

We feel that the aim has been
successfully accomplished.

But we know that the real story
of its success can only be told by
the dealers, disk jockeys and operators
who use the charts every week
to order records . . .
control
inventory . . .
and program air-shows.

We invite their comment—
now or after they have had
a better opportunity to evaluate
the advantages—or disadvantages—
of the NEW STREAMLINED
Music Popularity Charts.

The Billboard

New York • Washington • Cincinnati • Chicago • St. Louis • Hollywood
## The Billboard Music Popularity Charts

### Best Selling Sheet Music

<table>
<thead>
<tr>
<th>Week Ending</th>
<th>Title</th>
<th>Publisher &amp; Miscellaneous Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>20.2.1954</td>
<td>1. Oh, Mein Papa (Oh, My Papa)</td>
<td>by John Turner, published by Shapiro, Connors &amp; Reichert (ASCAP)</td>
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<td>by Fred Kern, published by Shapiro, Connors &amp; Reichert (ASCAP)</td>
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<tr>
<td></td>
<td>3. That's Amore</td>
<td>by Dick Starnes and Harry Warren, published by Paramount (ASCAP)</td>
</tr>
<tr>
<td></td>
<td>5. The Nation's Top Tunes</td>
<td>for survey week ending February 13</td>
</tr>
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</table>

### Tunes with Greatest Radio and Television Audiences

<table>
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<tr>
<td>20.2.1954</td>
<td>1. TILL WE TWO ARE ONE</td>
<td>published by Shapiro, Connors &amp; Reichert (ASCAP)</td>
</tr>
<tr>
<td></td>
<td>2. EBB TIDE</td>
<td>published by Robbins (ASCAP)</td>
</tr>
<tr>
<td></td>
<td>3. WOMAN</td>
<td>published by Robbins (ASCAP)</td>
</tr>
<tr>
<td></td>
<td>4. TILL THEN</td>
<td>published by Robbins (ASCAP)</td>
</tr>
<tr>
<td></td>
<td>5. I CAN GET ALONE SOON</td>
<td>published by Robbins (ASCAP)</td>
</tr>
<tr>
<td></td>
<td>6. JONES BOY</td>
<td>published by Robbins (ASCAP)</td>
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<tr>
<td></td>
<td>7. YOUNG AT HEART</td>
<td>published by Robbins (ASCAP)</td>
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<tr>
<td></td>
<td>8. SOMEBODY BAD STORE D TO WEDDING BELL</td>
<td>published by Robbins (ASCAP)</td>
</tr>
<tr>
<td></td>
<td>9. BELL BOTTOM BLUES</td>
<td>published by Robbins (ASCAP)</td>
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<tr>
<td></td>
<td>10. YALL COME</td>
<td>published by Robbins (ASCAP)</td>
</tr>
</tbody>
</table>

### The Music Corner

- **New Records to Watch:**
  - "This Week the Billboard is publishing a new feature, "New Records to Watch," and is making it available to all those readers who are interested in the latest releases. The feature will be published weekly, and will list the latest releases that should be considered for future performance in the Billboard charts. The "New Records to Watch" feature will be updated as new releases become available, and will be an important tool for keeping up with the latest music releases."

- **Categories:**
  - Country & Western
  - Rhythm & Blues
  - Classical
  - Other Categories

---

**England's Top Twenty**

- Based on edited reports from England's top twelve hitmakers, American publisher of the weekly Billboard reports...

  1. Oh My Papa—Curtis Hanks (USA)
  2. Swingin'—Lucky (USA)
  3. Hello, Hello—Benny Larger (USA)
  4. That's the Way (USA)
  5. That's the Way (USA)
  6. That's the Way (USA)
  7. That's the Way (USA)
  8. That's the Way (USA)
  9. That's the Way (USA)
  10. That's the Way (USA)
### Best Sellers in Stores

<table>
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<tr>
<th>Title</th>
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<tbody>
<tr>
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</tr>
<tr>
<td>SECRET LOVE—Dot Day</td>
<td>Dot</td>
<td></td>
</tr>
<tr>
<td>STRANGER IN PARADISE—T. Bennett</td>
<td>Capitol</td>
<td></td>
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<tr>
<td>HEART OF MY HEART</td>
<td>Bennett</td>
<td></td>
</tr>
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### Most Played in Juke Boxes

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<td>RAGS TO RICHES—T. Bennett</td>
<td>BMI</td>
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</tr>
<tr>
<td>MAKE LOVE TO ME—J. Stafford</td>
<td>BMI</td>
<td></td>
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<td>HEART OF MY HEART</td>
<td>Bennett</td>
<td></td>
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<tr>
<td>GET LONELY—Four Knights</td>
<td>BMI</td>
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### This Week's Best Buys

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<tr>
<th>Item</th>
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<tr>
<td>The Billboard</td>
<td>Newspaper</td>
<td>50¢</td>
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<tr>
<td>The Billboard</td>
<td>Magazine</td>
<td>1.00</td>
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### Territorial Best Sellers

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### Additional Notes

- The Billboard Music Popularity Charts are published by Billboard magazine and feature the most popular records and artists in the United States.
- The charts are based on sales and airplay data from radio stations and record stores across the country.
- The lists are updated weekly and provide insights into the music industry's trends and popular music.
Order Now!!

**LES and MARY’S**

**NEWEST RELEASE...**

"I Really Don't Want to Know" and "South"

More of your favorites by Les and Mary in this brand-new "EP" album "VAYA CON DIOS"

"Vaya Con Dios" "Sleep" "Lady Of Spain" "My Baby's Comin' Home"

45rpm Extended Play Album No. EAP 1-493

on Capitol Record No. 2735
This exciting New Artist will sell you with

"LOVE'S LIKE THAT"

and

"I'M GONNA ROCK-ROCK-ROCK"

Record No. 2736
**Review Spotlight on...**

**RECORDS**

**TONY MARTIN**

*Harry & Benny Range, B.M.I.*—B.C. Victor 20-5865.—A tremendous performance by the warbler on a lovely ballad adapted from "Galway Bay" by Ben Travers. The title song is not. (The Daccor, ASCAP)

**HERB DADLEY**

*The Paying Piano Man, Vol. 1*—B. & H. 5208—The title song is a medley with the title. Dadley also plays "The Bells of St. Mary's." (The Daccor, ASCAP)

**PERCY FAITH ORK**

*Piccadilly, Rhythm and Beauty—Columbia 2404.—*—The Faith string arrangement is as good as it ever was. The title song is not, however. (Columbia, ASCAP)

**THE DENHAMS**

*The Banjo Player, Vol. 1*—B. & H. 5209—The title song is not. (The Daccor, ASCAP)

**EDDIE HARRIS**

*Harry & Benny Range, B.M.I.*—B.C. Victor 20-5862 & 20-5863.—"Fly Me to the Moon" and "Satin Doll" are the title songs. (The Daccor, ASCAP)

**LES PAUL & MARY FORD**

*Buddy Blues*—RCA Victor 7-1531—A new title song on the record. (RCA Victor, ASCAP)

**ROB ROO KANGAROO**

*Home*—MGM 25559—A hit recording by a young, ambitious vocalist. (MGM, ASCAP)

**ROSEMARY DANIELS**


**TUNES**

**ROO BOO RABBIN**

*Jimmy Ork—Rainbow 249*—Here's a powerful performance, typical of the material that should not be too far to fetching. It's played in rhythmic style here by the Ork and his orchestra, consisting of top-flight jazzmen. Flip is "Roo Rhythms." (Miltos, ASCAP)

**Reviews of New Pop Records**

**BING CROSBY**

*The Best of Bing*—RCA Victor 7-1531—Here's a swinging, interesting instrumental with a sort of a jazz feeling, but not quite jazz. It's a good one. (RCA Victor, ASCAP)

**THE SHERMAN BROTHERS**

*The Many Loves of Dobie Gillis*—MGM 25558—Another title song. It's not, however, but one of the best on the record. (MGM, ASCAP)

**HUGH WENTWORTH**

*Victor 191509.—*—The title song is not. (Vocalion, ASCAP)

**DAVID ROSS ORK**

*Holiday Love*—RCA Victor 7-1532—The title song is not. (RCA Victor, ASCAP)

**ROSEMARY BOREN**


**EVELYN BURDETTE**

*In the Cool of the Evening*—Columbia 2403.—Here's a swinging, interesting instrumental with a sort of a jazz feeling, but not quite jazz. It's a good one. (RCA Victor, ASCAP)

**BILLY MANN**

*Love Me Love Me Good*—Columbia 2404—"Love Me Love Me Good" is the title song. (Columbia, ASCAP)

**BOBBY GRIFF**

*The World of Bobby*—RCA Victor 7-1533—A new title song. (RCA Victor, ASCAP)

**BOBBY GRIFF**

*The World of Bobby*—RCA Victor 7-1533—A new title song. (RCA Victor, ASCAP)

**THE MORGAN SISTERS**

*Pine Tree Over Me*—Columbia 2405.—The title song is not. (Columbia, ASCAP)

**LULA REED**

*Brady Bros, Vol. 1*—B. & H. 5211—A new title song. (The Daccor, ASCAP)

**SAMMY SPEAR ORK**

*All the Roses Love Me*—Columbia 2406—The title song is not. (Columbia, ASCAP)

**RATINGS—COMMERCIAL POTENTIAL**

Each record reviewed expresses the opinion of the members of the Billboard Music Panel, who listen daily to all the commercial radio stations in New York City. All factors are considered: interpretative skills, original recording, arrangements, musical composition, production potential.
Eddy Howard
'SINS' Again!

This Time It's
'MELANCHOLY ME'

Tailor Made For Eddy Howard And His Trio

MERCURY 70304 - 70304X45
THIS WEEK'S BEST BUYS

The Billboard, Feb. 6, 1954

LEW DOUGLAS and his Orchestra play...

BILLY ECKSTINE and I'M IN A MOOD

ROBERT MAXWELL and THE DOLL DANCE

ALAN DEAN POSITIVELY NO DANCING and HOLD ME CLOSE

SHIRLEY HARMER IF YOU WON'TCHA' LOVE ME and LOVE ME

GINNY GIBSON BATON ROUGE GOODNOUGHT

GEORGE SHEARING QUINTET  A SINNER KISSED AN ANGEL FOR MILIT

TOMMY EDWARDS THERE WAS WALL OF HE

BOB SANTA MARIA I REALLY DON'T THE BIG WANT TO KNOW DREAM

MAYA MARA WITHOUT A WORD MORE THAN OF WARNING EVER

HANK WILLIAMS YOU BEAVER IT TO LOW DOWN ON YOUR MIND BLUES

THE ELLIOT BROTHERS BORN AND RAISED IN PLYMOUTH  I AIN'T GONNA GEE-OH

LaROY HOLMES DIT DIT BREEZIN' AROUND DA DA HOOTY WITH THE BREEZE

THE NOCTURNES POPPA FOR THE FIRST PICCOLINO TIME IN A LONG TIME

THE CORONET ORCHESTRA LOST LOVE MAIN LINE

BETTY MADIGAN MY HEART IS DANCING CALL ME WITH YOU DARLING

PAT O' DAY TELL ME UNTIL YOU CAME TO ME

SHEB WOOLEY DON'T STOP KISSING ME KERN I GOODNOUGHT HAL LOST

RITA FAYE I'M A MUSICAL PROBLEM CHILD LIGHTIN' BUG

FOX JOX

Blind Record Club
Alwyn Edwards, WNFC, New York, and Bob Hall, WCAR, New York, were added last week to the list of the nation's disk jockeys who are joining Dr. Maimonides Organ to help provide free phonograph records to the more than 300,000 blind Americans. The records for the blind, especially prepared by Braille labels and Braille jackets, are being distributed by the American Record Club for the Blind, the Louis Braille Music Institute of America, Inc., 140 W. 55th Street, New York. The institute will welcome inquiries from all disk jockeys who would like to participate. All contributions collected thru the efforts of any disk jockey will be membership and records for the blind in his community. In fact, the disk jockey is urged to send a list of recipients with his returns.

Change of Theme
Fletcher Smith, formerly with WABF, Winstons-Salem, N. C., has moved to WQEG, Greenboro, N. C., to explore new avenues of programming and extend the scope of the station's music library.

Rdio Records

The Merry Widow: "The Merry Widow" is reported as the new #1 record of the week on the Billboard charts on the MCM MGM PICCOLINO 300TH WEEK END.

YOUR STOP

LEW DOUGLAS and his Orchestra play...

BILLY ECKSTINE and I'M IN A MOOD

ROBERT MAXWELL and THE DOLL DANCE

ALAN DEAN POSITIVELY NO DANCING and HOLD ME CLOSE

SHIRLEY HARMER IF YOU WON'TCHA' LOVE ME and LOVE ME
breaking across the country

JOHNSTON BROS.

CRYSTAL BALL

backed by

THE CREEP

1423 & 45-1423

LONDON ffrr
**Liner Notes by IS HOBORWITZ**

Classical reviews and ratings appear in new directions this week, and the listings should increase in value to designate the main purpose of the ratings column. The column has always been provided with a check list of all new releases of classical music from the manufacturers. Presents its findings as a command into the listing, its function as a handy guide covering week-to-week manufacturer, observation, and music critics' reports. Records of unusual interest will be recommended as usual. This week's ratings differ, which will now appear except for the usual rule.

Upcoming releases for which space has not been reserved in this column include a long-awaited recording of the complete symphonies of Beethoven with the NBC Symphony and the new Shostakovich number, recorded by Tarsis. This is RCA Victor's new project for March. On the way from London in a complete recording of the Rumanian composer's Lohengrin, cut at the firm at Bayreuth. A massive five-disc set. It will not mean money to stocks but can also fulfill quite an impressive purpose.

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Rocking the trend toward high-brow in his demonstration for March, Mercury has issued a seven-inch LP sampling of " Lives of the Great" discings and it's been sold for recordings for a dime. Yet, it includes a bit of the Katalin-Cherie. A narrow spread ofassen in the New York City Center Opera. The开展 of herora, the label has given a new LP to an odd recording by the famous London Opera. It's different from the world tour, with concerts scheduled in Yugoslavia and Columbia. G. LaFayette, Ind., Chicago, and Urbana.

**CHART COMMENTS**

If any confirmation of the strengths and weaknesses of this classical Miller push is needed, a quick scanning of the pop album charts should suffice. Two new Miller records (RCA Victor and Decca) jumped onto the LP listing to outsiderhood in the Capitol, Atlantic, and Decca. On the Decca and Capitol entries, however, the first time to join the Miller, which held its No. 5 spot unchallenged, but not by a large margin. The Capitol label provides a new Decca offer of the Miller LP and EP lists.

**NEXT WEEK**

- **Symphony**
- **Opera (Vocal Excerpts)**
- **All Pop Albums**

**Sammy Kaye Back on Beat**

New York, Feb. 19—Sammy Kaye has released his first album, taking his band back to work. The masterpieces of his last tour, the Hotel Roosevelt, New Orleans, are now being issued as records. The album includes some of the best of Sammy's new compositions.

**Vocal (non-operatic)**

- **Anderson, Marion: Great Tenor Vocalists**
- **Enrico Caruso: sings Rhapsodies**
- **Helen Donath: sings Wagner**
- **Borodin: Polovetsian Dances**
- **Glenn Miller: The Best of His Orchestra**
- **Schubert: Gospels**

**Short orchestral works**

- **Borodin: Polovetsian Dances**
- **Glenn Miller: The Best of His Orchestra**
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**Reviews and Ratings of New Popular Albums**

- **Jenny Lee**
- **Polka**
- **Polka**
- **Roy Schunick**
- **Leora Melba**
- **Judy Garland**
- **Dean Martin**
- **Perry Como**
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EXTENDED ORCHESTRAL WORKS


HICKORY DISTRIBUTORS

COMMERCIAL Home C. Inc.
2430 South Street
St. Louis, Missouri

M.S. Distributors
1700 South Michigan Avenue
Chicago, Illinois

TAYLOR Distributing Co.
1528 North Avenue
Jacksonville, Florida

Buckley Distributing Co.
827 North Market Street
Charleston, North Carolina

UNIVERSAL Record Distributing Co.
415 First Avenue, N.
Nashville, Tennessee

SOUTHEAST

SOUTHWEST

RICKY Nelson

THE BILLBOARD
FEBRUARY 20, 1954

The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

• Review Spotlight on...

HARRY BODCAY
My Heart Keeps on A-Bustin' (Quaal, BMI)—Imperial
6322—Bodcay comes thru with a rock performance on a non-commercial and non-commercial use note. This has a chance for the big time. Flip is "Love You Deainly" (Winnock, ASCAP).

TALENT

MORGAN SISTERS
Pine Tree, Pine Over Me (Miller, ASCAP)
Low Down Hues Downs (Zorena, BMI)—King 1328—Here's a very impressive bunch of harmonizing by the female duo on their first pressing for the label. The gala can sing and they do on these two sides. A group to watch.

TUNES

I'M A STRANGER IN MY HOME (Hipagey, BMI)
Cowboy Cooper—King 1329—A powerful piece of western material is handled by the wearhead in good fashion. The tune has sold impact from the word go. Flip is "I'll Be There" (Anast-Bose, BMI).

• Reviews of New C & W Records

RAY CHARLES ORK
She Ain't Worth He... RAY CHARLES 1109—This is a slow instrumental number, the guitar lines needing a little more backing to really make the most of this. Side one to rate "A", side two rates a "B". (Poplar, BMI)

MARTY ROBBINS
I'll Be Lonesome Too... COLUMBIA
Here's Marty Robbins' complete discography, plus a dual instrumental recording, done with two different line ups. Material is a powerful, two -- sided disc. (Poplar, BMI)

LAURA DONAHUE
She Ain't Worth He... ATLANTIC 1004—In a slow instrumental number, the guitar lines needing a little more backing to really make the most of this. Side one to rate "A", side two rates a "B". (Poplar, BMI)

HORMER AND JETHRO
Hormzie's Partner... COUNTRY 1109—This is a slow instrumental number, the guitar lines needing a little more backing to really make the most of this. Side one to rate "A", side two rates a "B". (Poplar, BMI)

BRUCE CARRADINE
It's Gonna Be Good... COUNTRY 1109—(Poplar, BMI)

BILLY DOUGLAS
It's Gonna Be Good... COUNTRY 1109—(Poplar, BMI)

WADDEY
V 29019—Bluff about a travelling man, it seems a good piece of material, and material that should catch fire. To the radio man this will be a real winner. (Proper, BMI)

COE'S DELIGHTS
States 135—The tune relies on a fine augmented chord of a melodic line, which is a bit intense for radio use. As far as sound quality is concerned, it's all there, and it's a winner. The real test here is the tune. This one has some possibilities, should be laying low and over the air next month. (Coy's Bazaar, BMI)

SHIRLEY AND LEE
Lee Coed's... ATLANTIC 1109—The most perfect musical moment of Shirley and Lee has been a string, so the side of this is given to Shirley. The song is "Good Things" (Reeves, BMI)

THE ELDONERS

THE ELK IN A GARDEN

COUNTRY SISTERS

Come on and Get Me in the Alley... RAY CHARLES 1109—(Poplar, BMI)

WAYNE WINCHESTER

WAYNE WINCHESTER 1109—(Poplar, BMI)

RATINGs—COUNTRY & WESTERN P O T E N T IA L

Each record reviewed expresses the opinion of the writer, and while the writer has had the opportunity to determine the commercial rating, the hit material factors are considered. Information regarding material, artist's name value, distribution power, reputation potential.

95-100: Tops
85-94: Excellent
75-84: Good
65-74: Satisfactory
55-64: Fair
45-54: Mediocre
35-44: Poor
25-34: Below average
15-24: Terrible
**Best Sellers in Stores**

For survey week ending February 13

<table>
<thead>
<tr>
<th>City</th>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks on Top</th>
</tr>
</thead>
<tbody>
<tr>
<td>CINCINNATI</td>
<td>&quot;Rock With Me&quot;</td>
<td>Johnnie Ray</td>
<td>RCA</td>
<td>8</td>
</tr>
<tr>
<td>DALLAS</td>
<td>&quot;Rhythm and Blues&quot;</td>
<td>Elvis Presley</td>
<td>Sun</td>
<td>6</td>
</tr>
<tr>
<td>NEW ORLEANS</td>
<td>&quot;I Can't Help Myself&quot;</td>
<td>Little Richard</td>
<td>Chess</td>
<td>5</td>
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</tbody>
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**Most Played in Juke Boxes**

For survey week ending February 13

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<td>&quot;Hound Dog&quot;</td>
<td>Elvis Presley</td>
<td>Sun</td>
<td>9</td>
</tr>
<tr>
<td>DALLAS</td>
<td>&quot;Hound Dog&quot;</td>
<td>Elvis Presley</td>
<td>Sun</td>
<td>7</td>
</tr>
<tr>
<td>NEW ORLEANS</td>
<td>&quot;Hound Dog&quot;</td>
<td>Elvis Presley</td>
<td>Sun</td>
<td>5</td>
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**Folk Talent and Tunes**

Art Satherly, slated to take off on a six-week tour thru the South- east, will be accompanied on his tour by his friends in the country business. The tour, which will be in the style of a Country and Western Jamboree Attractions, is in Atlanta, Ga., later this week for meetings with Pat, Satterly and Tom Diskin of the firm.

**Reviews of New C & W Records**

**continued from page 38**

**Week's Best Buys**

According to sales reports in key markets, the following recent releases are recommended for extra profit:

**YOU BETTER NOT DO THAT**

(Tommy Collins — Capitol 7071)

A sputter that is coming up fast. The disk hits the No. 1 spot on the Southeastern regional chart this week and was rated strong in Dallas, Nashville, Richmond and St. Louis. Also reported good in Western New York. Flip is "High on a Hilltop" (Central, BMI).

**RELEASE ME**

(Your Four, BMI)

**AFTER DARK**

(Cedarwood, BMI) — Kitty Wells — Ducoda 2038)

The songstress’s latest is moving out with little delay. Good and strong reports were received from Dallas, Nashville, Richmond, and St. Louis. Most action is on "Release Me" and New England reports favored the flip. A previous "New Record to Watch."
ABBOTT AND

THANK YOU

ABBOTT

Thanks to
Jim Reeves

for 2 great hits, MEXICAN JOE, #116, and his new single, #117, and for his great new release, IT AIN'T MY BABY (And I Ain't Gonna' Rock It), #157.

ABBOTT

Thanks to
Rudy Grayzell

for his LOOKING AT THE MOON, #143, for his new single, BONITA CHISQUITA, #147, and for his current release, I'M AIN'T GONNA' ROCK IT AGAIN (And I Ain't Gonna' Rock It), #157.

ABBOTT

Thanks to
Caroline Bradshaw

for her hit, MARRIAGE OF MEXICAN JOE, #114, and her current record, A MAN ON THE LOOSE, b/w FLOWER OF THE SUN.

ABBOTT

Thanks to
T. Tommy Cutrer

for her hit, FANCY PANTS, #146, and for all her fine piano work for Abbott and Fisher records.

ABBOTT

Thanks to
Smiley Burnette

for his new ballad, #115, MUCH GUARDO and CHISCUIN' ON DOWN #6.

ABBOTT

Thanks to
Billy Barton and Wanda Wayne

for their new release, #155, I CRIED MY EYES OUT OVER YOU, and WHAT'S THE MATTER WITH YOU. And to Billy as writer of I LOVE YOU, MEXICO GAL, a DEAN JOHN LETTIE and many others.

ABBOTT

Thanks to
Ginny Wright

for her hit, #111, I LOVE YOU and I WANT YOU, #115, and for her fine support to TO BOWIE AND JERRY ROWLEY.

ABBOTT

Thanks to
Tom Bearden

who has a potential hit in #155, I'M IN HEAVEN, b/w DANCE, CYPRESS, DANCE with CINNIA WRIGHT.

ABBOTT

Thanks to
Jerry Rowley

for his new record, #103, THE LONE-OME SEASUL WAIT, with CINNIA WRIGHT.

ABBOTT

Thanks to
Mr. Sylvester Cross

American Music, Inc.
9108 Sunset Blvd.
Hollywood, Calif.
for co-operation and support.

ABBOTT

Thanks to
Fred Stryker

Fairway Music Corp.
6345 Selma Ave.
Hollywood, Calif.
for the hit, #115, MEXICO.

ABBOTT

Thanks to
Acuff-Rose

Publications

2110 Franklin Rd.
Nashville, Tennessee
for co-operation and support.

6636 HOLLYWOOD BLVD.
Distributors:

**ABBOTT RECORDS**

**ABBOTT RECORDS**

**FABOR RECORDS**

**FABOR RECORDS**

**OUR GREAT RECORD PRESSING PLANTS**

**OUR GREAT RECORD PRESSING PLANTS**

**OUR PHOTOGRAPHERS**

**OUR PUBLICIST**

**OUR TAILOR TO ABBOTT AND FABOR STARS**

**OUR ACCOUNTANTS**

**THANK YOU**

\[ \text{Thanks to our wife, Mary, for supporting all of us.} \]
The Billboard Music Popularity Charts

**RHYTHM & BLUES RECORDS**

**Best Sellers in Stores**

For survey week ending February 13

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**This Week's Best Buys**

According to sales in key markets, the following recent releases are recommended for extra profits:

**WATeR DOG** (Jaye & Cee, BMI)

**YOUR KEY DON'T FIT IT NO MORE** (Jaye & Cee, BMI) - Lola Reed - King 4088

This disk has built up a fine spread of good repeats across the country. Territories that raised present good sales in good included New York, Buffalo, Cincinnati, Chicago, Detroit, Nashville, Durham, Milwaukee and Saint Louis. This record currently has the edge, with some good action on "Key" in Chicago and New York.

**TOO LATE FOR TEARS** (Vanies, BMI) - Lloyd Price - Specialty 483

Out two weeks, Price's most recent release has already become good in strong included New York, Buffalo, Cincinnati, Cleveland, Chicago, Detroit, Nashville, Durham and Saint Louis. "Too Late for Tears" has been playing strong and it's currently the biggest release in many key markets. Good and strong reports were returned from Buffalo, Pittsburgh, Cincinnati, Cleveland, Chicago, Detroit, Nashville, Durham and Saint Louis. This is "Let Me Come Home, Baby" (Vanies, BMI). A previous "New Record to Watch."

**R & B Territorial Best Sellers**

Listings are based on last week reports across major U.S. markets. **Accompanied by** (Studio) vocals, (Lead) is lead soloist and Lead soloist is lead soloist in the group.

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**Reviews of New R & B Records**

**MARIMBA ADAMS**

**RUN** (Progress, Reprise)

Adams' first recording is a good one. The group has a great sound and a good rhythm section. This is a good one to watch out for. (8)

**LUCINDA MENNINGS**

**I Love You** (Gasten, Riverside)

Mennings has a good voice and is a good songwriter. This one has a good rhythm section. This is a good one to watch out for. (8)

**LEONARD GREENWOOD**

**You're So Fine** (Miracle, Imperial)

Greenwood has a good voice and is a good songwriter. This one has a good rhythm section. This is a good one to watch out for. (8)

**MICHAEL BOLAND DERRICK**

**I'M A Lover** (Riva, Columbia)

Boland has a good voice and is a good songwriter. This one has a good rhythm section. This is a good one to watch out for. (8)
**The Billboard Music Popularity Charts**

**RYTHM & BLUES RECORDS**

### Rhythm and Blue Notes

A quick look at the R&B charts this week, both best-sellers and just releases, shows that many old favorites have put out a lot of the older singles.

The best-sellers are all classics that have been in the charts for a long time. The new releases, on the other hand, are mostly from up-and-coming artists who are trying to break into the industry.

**Increasing Problems**

Continued from page 13

\[ \text{(Continued from previous column)} \]

The speed with which "X" was forced to sell the collection of its "X" label is a testament to the pressure that the company was under to keep up with its competition. The "X" label wanted to release new material to keep their listeners interested, and they knew that if they didn't, they would lose them to other labels.

---

**Cap-Magnatronics Pact**

with and rates determining the nature of the contract with the company.

Magnetronics will further be responsible for the termination of the contract with the company. The termination of the contract will take place on the 1st of the month following receipt of written notice from either party. The termination notice must be received by the other party within 10 days of the notice date.

The tapes will be leased to commercial users with approximately 123 selections per eight-hour day, and the tapes will be returned within 10 days of the notice date. The tapes will be leased on a non-exclusive basis, and the tapes will be returned within 10 days of the notice date.

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**Stop Record Service and in Baltimore due to Distributing.**

It is not known if the large and smaller independent labels have joined the lawsuit as a threat to their relationship with independent record companies.

---

**THE GENE KRUPA SEXTET**

*1 & 2*

with Charlie Shavers
Ben Webster
Bill Harris
Teddy Wilson
Ray Brown

---

**THE FIRST JAZZ**

**CLOVERS**

LOVEY DOVEY
b/w LITTLE MAMA

The Great Blues Stylist
RAY CHARLES

IT SHOULDN'T HAVE BEEN ME
b/w SINNER'S PRAYER

The Immeasurable
PROFESSOR LONGHAIR and THE BLUES SCHOLARS

TIPTINA
b/w IN THE NIGHT

The Terrific New Gospel Group

THE JACKSON SINGERS
I CAN'T WALK THIS HIGHWAY
b/w THE LAST MILE OF THE WAY

**ATLANTIC RECORDING CORP.**

Copyrighted material
**The Answer, My Love**

**Flirtation Waltz**

**Reviews of New Sacred Records**

- *The Sunshine Boys* - PEACOCK 1713 - A powerful spiritual in which the author stress the power of love in heaven and hell. The message is presented in a sensitive fashion and is accompanied by a fine instrumental piece. (Friend, ASCAP)

- *The Rood* - ROOD 1214 - A fine spiritual with a strong message of redemption. The message is presented in a sensitive fashion and is accompanied by a fine instrumental piece. (Friend, ASCAP)

- *The Good and Faithful Servant* - FREELANCE 1123 - A spiritual with a message of salvation and faithfulness. The message is presented in a sensitive fashion and is accompanied by a fine instrumental piece. (Friend, ASCAP)

**Other Records Released This Week**

**Country & Western**

- *Thank God I Come Across The Lord* - JERRY BRUCKNER & THE MYTHICAL 793 - A gospel record with a message of salvation and faithfulness. The message is presented in a sensitive fashion and is accompanied by a fine instrumental piece. (Friend, ASCAP)

- *Polka* - OBER DUKER POLKA MUSIC 784 - A polka record with a message of celebration and joy. The message is presented in a sensitive fashion and is accompanied by a fine instrumental piece. (Friend, ASCAP)

**Spiritual**

- *Every Day Will Be Sunny* - JERRY BRUCKNER & THE MYTHICAL 793 - A spiritual record with a message of hope and enlightenment. The message is presented in a sensitive fashion and is accompanied by a fine instrumental piece. (Friend, ASCAP)

**Latin American**

- *The Spanish Flute* - FELIX TRUJILLO - A Latin American record with a message of culture and heritage. The message is presented in a sensitive fashion and is accompanied by a fine instrumental piece. (Friend, ASCAP)

**Special**

- *The Good and Faithful Servant* - FREELANCE 1123 - A spiritual with a message of salvation and faithfulness. The message is presented in a sensitive fashion and is accompanied by a fine instrumental piece. (Friend, ASCAP)
BREAKING FOR A HIT THE DIXY SISTERS 'THE GAME OF BROKEN HEARTS' "SPIN THE BOTTLE POLKA" ORIGINA L ORIGINAL RECORDS 110 Roger Rd., Little Ferry, H. Phono No. 345-2773 G-3-1954

THREE FOR THE MONEY GIRLIES "NO ONE BUT YOU" Janie 5213 A "De Do It Again" JUBILEE RECORD CO., INC. 315 W. 47th St., N. Y. Y.

The MODERNIRES

on CORAL Records

Rexall Manager

THOMAS P. SHEELs

New Cut Hit SMILEY LEWIS "DON'T SURRENDER" Blue Monday #2508

The Imperial Records

Walt baked over Hollywood 20, Calif.

RECORD PROMOTION

Horned Joe

INDEPENDENT LABELS

Two Country Girls, Mantilla, Marilyn, Mideast, Record promotion handled each on request coming off the market excels in quality of work. WRITE BOX D-4255

The Billboard

The Nation's Weekly Trade Paper

FEBRUARY 20, 1954

THE BILLBOARD

MUSIC

WON FOR LARGEST CATALOG NEW RECORDS 1,500,000 recordings of all sizes and 100 Tonals. 331/3, 45 & 78 rpm. $9.00 per 100 $7.80 per 100

30% with return of C.O.D. 78s, 45s and up.

Over 1,000 Satisfied Customers VEDOX COMPANY


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Hocus-Pocus

By BILL SACHES

L. E. COLLINS (Robe) verifies the story we carried last week about the domination of Miss Minstrel over hot and coldvuale at Adelphi. Every detail of the production of The Persuaders was carefully planned, and the dance with Minstrel Kings is featured in this week's show. Miss Minstrel was given a standing ovation at the curtain call, and the audience was unanimous in its praise of the performance. Miss Minstrel herself was overjoyed at the success of her show, and she vowed to continue her reign as queen of the stage.

Cafe Owners Battle Karas

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CAFE OWNERS BATTLE KARAS

LONDON, Feb. 12. Producers of the drink, who have been involved in a long-standing dispute with the Karas company, have finally reached a settlement. The dispute arose over the use of the word "Karas" in the production of a new line of coffee drinks. The producers had been accused of infringing on the Karas company's trademark, but after a series of hearings and negotiations, a compromise was reached.

Burlesque Bits

Benita Frank, who suffered broken ankle and knees in a recent fall, has returned to her job at the Burlesque Bit. Benita recently attended the opening of the new coffee shop on the island of Manhattan, where she was accompanied by the famous dancer, Carmen Miranda. Benita was visibly pleased with the new venue and her return to work.

First Fem to Front Eng. Ork

First Fem to Front Eng. Ork

LONDON, Feb. 13. The first female to enter the exclusive club of English orchestras is an accomplished violinist who has won critical acclaim for her virtuoso performances. The violinist, Muriel Barnes, has been a member of the Royal Philharmonic Orchestra since 1930 and is currently leading the orchestra's chamber music concerts. She is known for her technical precision and emotional depth, making her a valuable asset to the ensemble.

Michigan Bookers-Agent Group Elects Leaders

DRESDEN, Feb. 13. Officers and directors announced the election of new officers and directors for the Michigan Bookers-Agent Group during their recent meeting. The newly elected officers include President, Mrs. John C. Smith; Vice President, Mrs. Harry E. Jordan; and Secretary-Treasurer, Mr. James E. Miller. The group is dedicated to promoting the interests of bookers and agents in the Michigan area.

Encore-Preview, Chicago

Encore-Preview, Chicago

The Encore and the Preview, two legendary productions, held a double opening, with Leo Tangiary and Louis Levy performing their duet, "I'm in the Mood for Love." The Encore was produced by Mikey and the Preview was directed by Louis Levy. The two shows were well-received by the audience, who赞誉ed the talented performers and the creative team behind the productions.

Hotel Last Frontier, Las Vegas, Nev.

Hotel Last Frontier, Las Vegas, Nev.

The Last Frontier Hotel, located in the heart of downtown Las Vegas, has recently undergone a $5 million renovation, making it one of the most luxurious and stylish hotels in the city. The hotel features 300 elegantly decorated rooms, a state-of-the-art fitness center, and a variety of dining options to suit every taste.

In the meantime, work is still underway on the hotel's new casino, which is expected to open later this year. The casino will feature the latest in gaming technology and a wide selection of table games and slot machines. The hotel's management is confident that the casino will be a major draw for both locals and tourists, helping to boost the city's economy.

In other news, the hotel's popular restaurant, The Last Frontier, has been awarded a five-star rating by the AAA, recognizing its exceptional cuisine and service. The restaurant's executive chef, Michael Smith, has been praised for his creative and innovative menu, which features a mix of traditional and modern dishes. The hotel's management is thrilled with the recognition and looks forward to continuing to provide the highest level of service to its guests.
AM Winners  

CONTINUED FROM PAGE 4

... agency had trained its ear on the airwaves for its many ties and gifts to the world of both organization.

Two recent examples of the agency's work were its sponsorship of the classic Charlie Chaplin film, "The Great Dictator," and its award-winning "Good Will Go Wild" campaign.

The agency's work in the West, however, was not limited to the land. Its efforts also extended to the sea, with a recent award-winning campaign to promote the fishing industry.

The agency's commitment to both land and sea was evident in its recent "Good Will Go Wild" campaign, which encouraged the public to support the fishing industry and its workers.

The agency's work in the West was also celebrated in its recent "Good Will Go Wild" campaign, which highlighted the region's unique culture and natural beauty.

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Tampa Fair's Paid Gate
Up 5.8% Despite Weather
Pass Policy, Features, Stronger
Advance Offsets Cold, Winds

Tampa, Feb. 13—The National Sportman's Council, Inc., which operates the Tampa Winter Sports Fair, reported that the paid admission to the 16-day event was up 5.8% despite adverse weather, cold and snow which hampered the fair throughout its run. Advances in pass sales and weather conditions during the week preceding the fair helped to offset the cold, said Mr. A. H. L. Allen, chairman of the council, which operates the show.

The paid admission to the fair was $1.50 for the week, or $5.00 for the season. The fair opened February 1 and concludes February 26. The entire week of the fair was marked by cold weather and snow, which caused many people to remain indoors. However, the paid attendance reached record levels.

The fair featured a variety of events, including rodeos, motorboat races, and various cultural performances. The grandstand was filled to capacity every night, and the shows were well attended. The fair was a success despite the cold and adverse weather conditions.

The fair concluded on February 26, and the high temperature for the day was 47°F. The low temperature was 27°F. The fairgrounds were crowded throughout the day, and the attendance was well above the average for the last few years. The fair was a success, and the council plans to hold another fair next year.

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Kelly-Miller May Cut Cookhouse, Use Pic Car

HUGO, Okla., Feb. 13.—Dr. Kelly, owner of the Cookhouse, has decided to eliminate his cookhouse, according to present plans for the summer season. It is planned that workmen will be hired to fill in the cook pit, while performers and staffs will not come here to cook for the restaurants and private theaters. The idea is one of the many changes suggested in dining areas for the coming summer, but most such suggestions has been the fact that trailer homes provide private facilities for dining, while mobile outposts like ours cannot be carried by ears on a truck show makes it impossible for many persons to go for meals.

George Miller, general manager

New Structure
in Works for Kutztown Fair

KUTZTOWN, Pa., Feb. 13.—Another building is in store for the Kutztown Fair, according to Ralph Bard, of the fair association. Bard said the structure will be used as an entertainment building or as a combination of office and food-service.

A replacement is seen in the near future for the grandstand tarred and burned in the early 1940's. The fair, strictly agronomic in nature, drew revenues of more than $30,000 in admissions last season. Bard said the grandstand is a constant problem of entertainment and has been under way for the past 25 years. The fair is one of the newly organized and rapidly reorganized strength and stamina for heavier truck operations. The all-new "Johnston 261" engine brings you extra reserves of high-compression power for heavy load on schedules.

In addition, you'll find new and even greater operating economy. All those 1954 Chevrolet truck engines bring you the full benefit of thirty-high-compression power. They make every drop of gas work harder to give you the same saving as ever with longer miles along with greatly increased horsepower. Also, new chassis ruggedness cuts upkeep costs and lengthens truck life.

And there are many, many more new things you'll like about those new great new Chevrolet trucks. New, roomier pickups and stake bodies let you load more... save you time and extra trips.

You'll get more work done in less time and at lower cost with new '54 Chevrolet trucks on the job. They bring you more new features... more big new advantages than any other truck on the road.

For example, you get new engine power in all models. The advanced "Thriftmaster 235" engine consumes bigger displacement and higher compression with other new features to give you greater power and finer performance. The rugged "Loudmouth 235" engine offers increased strength and stamina for heavier truck operations.

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The new "Johnston 261" engine for extra heavy hauling. The "Thriftmaster 235" or "Loudmouth 235" for light-medium and heavy-duty hauling. NEW TRUCK HYDRA-MATIC TRANSMISSION—offered on 1954-55 and 1956 models. Heavy-Duty SYNCHRO-MECHANICAL—fast, smooth shifting. DIAPHRAGM SPRING CLUTCH—improved action. HYPOID SPEED AXLE—for longer life on all models. TORQUE-ACTION BREAKS—on all wheels on light- and medium-duty models. TRACTION-AMERICA BRAKES—on heavy-duty models. TURBO-DUAL PARKING BRAKES—greatest braking ability on heavy-duty models. NEW RIDE CONTROL—on dual rear wheels on cabs-chassis, NEW AIR RIDE—on cabs-chassis and SDV, new HDV and MDV SPORT-CHASSIS with improved ride and stability.

More Chevrolet Trucks in Use than Any Other Make!
BOOKERS HAPPY
Spending for Talent Remains High As Fairs Hold to Formats for '54

NEW YORK, Feb. 13—If there was any feeling of pessimism among fair men as they approached their 1954 events it didn't show in the roomy booking agencies at the recent National Road Show and in the panels of talent frontrunners all reported business as higher than ever. There was a marked percentage increase in bookings for both talent and equipment and gains in the form of increased budgets for grandstand entertainment. Booking agents report that many fairs are buying practically non-existent fare for their programs, their largest service to buy their largest service to buy.

G治理者 predicted increased buying this year for both talent and awards. Though many bookings are for April and May, bookings of emblematic objects for their respective budgets, will show an increase in the past twelve months, according to a recent survey by the National Road Show.

Commissions report that there were many more requests for talent this year than in the past. The increase is attributed to the growing popularity of the fairs and the increasing number of people who are interested in attending them. The standard variety features include music, dance, music, and comedy, with the addition of special events like clowns, jugglers, and magicians.

The talent and show formats have continued to expand from their 1953 offerings. Many fairs have added new attractions to their shows, including pony rides, carnival games, and midway rides.

In addition to the standard variety features, there has also been an increase in the use of professional entertainers, such as magicians,变脸师, and comedians. Many fairs have also started to incorporate special events like clowns, jugglers, and magicians into their shows.

FAIR GROUNDS

BOOKER'S HAPPY

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ANNOUNCING OUR NEW MANUFACTURING ENTERPRISE

I take this opportunity to publicly express my sincere dedication to the manufacturing sector, particularly in the area of refrigeration and home appliances. With this new venture, I am determined to fill an existing gap in the market and offer a product that will revolutionize the way people cool their homes.

To achieve this goal, I have formed a partnership with a well-known manufacturer of refrigeration units. The partnership will bring together the latest technology and expertise in the field, ensuring that the final product is of the highest quality.

Our primary focus will be on developing a new line of refrigerators that are energy-efficient and user-friendly. These units will be designed to meet the needs of the modern consumer, offering features such as automatic defrosting, adjustable temperature settings, and advanced cooling technologies.

Our team is dedicated to the creation of this new product line, and we are excited about the potential it holds. With the support of our partners and the backing of our company, we are confident that we will be able to bring this innovative product to market and establish ourselves as leaders in the refrigeration industry.

Thank you for your continued support, and we look forward to keeping you updated on the progress of our new venture.

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Trenton Sets Building for FFA Livestock

TRENTON, N.J., Feb. 13—A new building for the Future Farmers of America will be erected in this city. The building will be used for exhibits and demonstrations, and will be located near the state fairgrounds. The building will be completed by the end of the year.
Out in the Open

Charles Bechert, affable manager of the Miltonia (N.Y.) Hotel, returned recently from a visit of several weeks at Atlantic City, where he took in the sun, sights, and a six-night moonfall.

Joshua Hershorn, official announcer of the Calgary (Alta.) Stampede, was the subject of the Press story recently. Hershorn has been with the show since the event started in 1912 and is considered one of Cal-

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The board does not guarantee any particular location and it reserves the right to limit the sale of any person or firm for purchase.

Price will follow: Afternoon, grandstand reserved, $8.50; performance reserved, $4.00; performance only, $3.50; reserved East bleachers, $6.15; reserved West bleachers, $1.10, advance only, 75 cents. Adult or children are the same price. Several reservations are not allowed. The sale will be limited to 10 cents per adult and 5 cents admission for boat or with drivers $4.

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WRESTLERS, TOO
Rides & Singers Win For Hillibilly Park

NEW YORK, Feb. 13—Adult and kiddie rides have been smooth-
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**Roadshow Rep**

The passing of Will O'Brien, one of the last of the old minstrel show producers, is a somber day, writes C. E. Dahlke, Jeffersonville, Ind. The minstrel show system is from newspaper notices in the 1800s and is the forerunner of today's minstrel shows.

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**Circus Routes**

Send to 2100 Patterson St. Cincinnati 22, O.

**Roth Camp 20**

The Billboard Magazine, FEBRUARY 1954

**NEW POWER EXTENSION CABLE**

At Fraction of Original Cost!

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**JADA E. COHEN**

175 W. JAYSON AVE

CHICAGO, ILLINOIS

**New Machines and Appliances**

**Machines and Appliances**

It has no tricks for concessionaires to "put their fingers" on the best buys. coin operated and skill game equipment every week.

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**OUTSTANDING BUYS IN USED COIN OPERATED EQUIPMENT**

appear every week in The Billboard COIN MACHINE SECTION
Pennsy RSROA Chapter Briefed on Tax Fight

BEDFORD, Pa., Feb. 12.—Some 60 operators, their peg and guests, attended the mid-winter meeting of the Pennsylvania Chapter of the Rolling Stock Operators Research Association. In Bedford Hotel, Monday night, (1) heard a discussion of the 20 per cent minimum tax on the Pennsylvania Railroad and pool led by Vernon Pratt, Easton; Paul Stouffer, Philadelphia; and William J. Lemberger, president of the Participating Sports Association of America. A delegation was led by President Robert J. W. Pennsy, of the Railroad, and was seated at the table with the cosponsoring chapter, President Robert E. Stouffer, of the RSROA association.

Next chapter meeting will be held in Altoona on the 25th of this month, it was announced. Robert R. Cranfill, newly elected chapter president, at whose residence in the State street was to be held in April, will send out invitations to all Pennsylvania operators to enter the chapter in the meantime. Each entering operator will be required to pay a $5 fee. The State title will be sent to the national competition to be held in Denver in July.

Says Brothers Should Also Get Nomination

CINCINNATI, Feb. 13.—With reference to the article in The Thrill of Life, asking for a change in the RSROA convention procedures which set the maximum of 18 candidates for the RSROA convention, a majority of the names of my brothers, Bill and Joe, would quite unhesitatingly be my choice. My brother, Joe, was personally considered the greatest skater of his time, and I feel that he did not get due at the age of 24, he would surely have been elected to the Hall of Fame.

Bill, I am sure, has done as much for the sport as anyone, living or dead. He not only singlehandedly showed all the world the risks in the business, but was one of the first operators to advocate taking the roller skating business to the statesmen. He was always a great advocate of the association. His great support gave the organization a tremendous boost.

In the history of the RSROA convention, the number of the nomination has been reduced to 18. The thought behind my nomination, such an honor would

WHOLESALE

AWO Hosts 12 'Y' Groups in Bid for Trade

Record Trade For Jell's Fernwood Spot

EAST PROVIDENCE, R.I., Feb. 12—Combination of excellent weather and economic conditions in the area is resulting in one of the best sales years ever for Fernwood here. Sales are up 150 per cent over last year and are just starting to peak. The business for the week ended February 12 was up 50 per cent over the same period last year.

Many improvements

Many changes were evidenced among the exhibits. Liverpool & London, New York, and London & New York, re-launched their campaigns; Bestall, one of the most progressive companies, had a new exhibit. The fair, which has been in existence for several years, has been advanced here in the last few years, but this year there are more than 100 exhibitors. Attendance for the last two days of the fair was up slightly from last year.

The— is to be conducted in two months before the convention this year. It was conducted in advance, in the mind of the veteran observer, the reflected the vast improvements in the sales in the past two years. The improvements were instead of any improvements in the observer's view.
Brothers Lay 6th Course; One May Go to 27-Holer

NEW YORK, Feb. 13.—Phillips and Meyer-Holtzstein, Pace Amusement operators, have their nine-hole miniature golf course at Pace Hall on the grounds of Pace College in the Bronx all laid out and ready for surfing. Paper is being made and the electrical work is now complete. The Golfistinis operate five miniature golf courses in the metropolitan area and the new one will be added to the total of six, minus a variation in the plans here.

L. B. Schloss, Glen Echo Op, Dies in D. C.

WASHINGTON, Feb. 13.—Lorenz and St. Schloss, for 40 years vice-president and general manager of Glen Echo Park, Glen Echo, Md., February 10th in this city. The 191-year-old park man was a director and former president of the National Association of Amusement Parks and Pools. Lorenz Schloss got his start in the business in 1913. He was manager of a five-hole miniature golf course in Essex Park, Maryland, in 1921.

Four Men Booking Palisades Outings

CLIFFSIDE, N. J., Feb. 13.—Four men have been booking outings for Palisades Amusement Park since last fall and the men are preparing for a new start in the venture. With the park in a position to open April 17, a growing list of organizational outings are seen to be seen since October.

Owner Irving Rosenbuhl, who has never used outing books in the past at the park, said this week: "It looked like business would start dropping off in 1954, so we started preparing for it." The campaign was an appeal to the men’s clubs in the area, and were trained by purchasing agents Claud Markey of Halpin and Al in the park offices. Also experienced in the preparation of bookings, she had been in divers sales work. The organization was to be published in sales pitch techniques.

Varied Backgrounds: The four brokers have backgrounds of advertising publicity, public relations for various kinds of amusement park work, and experience in operating pageants.
Wixom Dickers

For Equipment, May Open Show

TERRE HAUTE, Ind., Feb. 13.—John D. Wixom, owner of the Wixom Bros. Ringling Bros. Barnum & Bailey circus, said here last week that he had assigned the contract for the equipment, and if it goes thru he will probably be one of the earliest circuses to open this year.

In the past the Wixom impresario has been with circuses, including the Ringling Bros. Barnum & Bailey circus. Wixom is planning a 15-city tour for the Pickett Bros. 35-city tour.

The contract is for $10,000 worth of equipment. The show is expected to open in about three weeks, and Wixom expects to have it ready for the May 13 opening.

Wilson Names Puerto Rico

Acts Opening

NEW ORLEANS, Feb. 13.—Line-up and opening date for the Grand Ole Barnum $15,000 Auditorium, which opens this week by Jerome O. Wilson, diamond and property owner, for his circus was announced by Wilson.

The show open at San Juan on Jan. 20, and the first and props will be flown from Mkt. Wilson said the program will be the strongest in the show’s history and include: Mr. and Mrs. Joe Gott, Magic Negro, King Leon and Juggler; Sam and Sonny, Original Johnson Brothers, Bill and ted; William and Edward, circus performers and clowns to include Mr. and Mrs. John Wilson, Rio, and Company. Fred H. Strong serves as general manager.

Gainesville Starts Promotion Of 25th Anniversary Season


Anniversary season will start April 2, with program of a complete double bill, on tour with three performances in each city, with every show being presented in different city. About 1,500 persons have taken part in the show during its operation.

Promotion was started with preparation of a campaign of advertisements.

Meanwhile, the show continued on its tour recently, and about 150 persons were entertained at a special dinner and dance given by the School of Music of the State University and members of the active fraternity. The affair was attended by Mr. and Mrs. Jordan, who are active in the success of the show.

Gustavo Loyal was featured in the show as an equestrian performer and also as entertainment director and assistant manager of the Ringling Bros. Barnum & Bailey circus.

Admission was scaled from 60 cents to $1.25.

Fred Brodsky, equestrian director for the Ringling Bros. Barnum & Bailey circus, said the show blew the whistle for starting the season. The show will be attended by the executive director and assistant manager of the circus.

Wilson said the show was a great success.

The show was held in the Georgia Dome, and the combination moved on seven trucks. Some one could have been seated on several crows, and every person had been seated on some circus equipment. The circus was opened with a big top, and some people were seated on the equipment. Wilson said the show was a great success.

Wixom May say in quarter of any circus that was the only time in history that a circus was held in any circus.

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Under the Marquee

Frank T. (Cookhouse) Kelly cards a hole in Hol Springs. Tommy, a young, late child of a broken hip, Kelly, who has been through a hard winter, will have to be back on the road as a head water-er or porter than he ever was before.

• Bernie Fowler, Jr., completed his military training and is now a member of the West Corps at San Diego, Calif. James A. Wheeler, of Clearview, is now stationed in Augusta, Ga., where he is attached to Battery C, and Benjamin's Cannoneer art, presents the New Orleans battery art gunner. If you see them, do not rest them for rest is a great waste of time.

• The Buck's Busters got a fall in the Hoffman's, and took a bad fall in the promotion, which is not very likely to be repeated in the future.

• Calliope, the famous organist, was in Los Angeles, Calif., and was the center of attention. The performance was a great success, and the organist was much admired.

• BUCK'S BUCKS, for Tommy and Lena, of the Elks, were in Los Angeles, Calif., and were given a great welcome. The performance was a great success, and the organist was much admired.

• Lynn, of the Mayflower, was in Los Angeles, Calif., and was the center of attention. The performance was a great success, and the organist was much admired.

• Paines, of the Barnum & Bailey Circus, was in Los Angeles, Calif., and was the center of attention. The performance was a great success, and the organist was much admired.

Johnny Fulghum, biller wintering at Bunkham, Vt., recently visited with Terry Jacobs and Fred Logan at the latter's headquarters, and is now in the work. Johnny is ready to go, and has been out for six months, having lost his last six months for election by six votes.

Harry J. Rogers, who is wintering at Madison, Ohio, on the last wintering and is in the work. Johnny is ready to go, and has been out for six months, having lost his last six months for election by six votes.

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RICHMOND DROPS REVUE, BUYS ACTS

Night Spectacle Fails to Pay Off; Cooke-Rose Awarded Talent Pact

RICHMOND, Va., Feb. 13—The Atlantic Roofing Co., which abandoned its revue-type night club, was forced to handle the problem of what to be presented in circus fashion both afternoon and nights. The decision was reached only this week after several deliberations between fair officials and brokers and the announcement was made with the awarding of the talent contract to the Cooke & Rose Agency, Lancaster, Pa.

The elimination of the night club, by a stroke of the pen, made it impossible for the old Richmond Fair, ended in a chapter in the phenomenal development of this type of fair entertainment. Among the first in the East to employ the full-scale revue, the Richmond Fair was forced to face its forced discontinuance due to its failure to attract the public. It is necessary to give two shows on so many as three nights of its six-day run to accommodate its patrons. When the fair was revived as the ARB on a new location after the war, it failed to recreate its popularity. The shows also fell far short of paying for themselves and fair officials feared they might have to give notice for the past couple of years.

P. C. Deal in '12

Last year, in an effort to perpetuate the revue presentations, the George Hamil agency presented the show on a pennies basis, and the shows, which were better than the past, still fell a few hundred dollars short of the $3,000. Hamil has long complained of the difficulty in getting the new plant, claiming that it was borrowed money. In his opinion, he said, inadequate. When it was decided to switch to a program of acts, Hamil said he believed the fair could have made $3,000, Officially, however, decided in favor of a program presented, having a scheduled cost of $3,000.

J. A. Mitchell, general manager of the fair, said, "After it was decided to switch to a "tale of the town," because a survey conducted at the fair showed that 85 per cent of those attending the event was a failure. The survey showed that 15 of 100 people said they were going to attend the fair in a year and a half, but only 15 out of 100 people said they had been to the fair in a year and a half. Mitchell said that the circus presentation will be present, with the same shows afternoons and nights and that the price policy will probably be the same as in the past before the admission needed to cover the cost of a revue. The motion, dogs, ponies, clowns and Indians will all be included, as at the fair in the past, but will be priced by the Cooke & Rose agency, Lancaster, Pa.

The Association of Connecticut Fairs, North Haven (Conn.) High School, March 30, Laura Bartlett, North Haven, secretary.

Hoosier State Inks La Rosa, Eddie Fisher

INDIANAPOLIS, Feb. 13—The Indiana State Fair this year will be conducted by a nationally known management, and the fair was named secretary-manager, as the state fair office, as was Russell Eric was elected as chairman of the directors, and was re-elected president, and Joe Crockett, treasurer.

Kochman Completes Canine Racing Plan

NEW YORK, Feb. 13—Promoter Jack Kochman will go to the dogs this season. Literally, he is planning to have a new grandstand track feature on a horse of a new fair, and in pursuit of his plan to build a new horse and dog track, will buy up a large estate west of that territory that he has covered for many years with his Hell Drivers, an automobile ballad team, according to information obtained by Kochman. He expressed the opinion that the racing dog entertainment, as it is planned, can be a big draw, and in accordance with his plan, the fair is to be a major attraction at the fair. Kochman was born in the hills of Kentucky, where he spent most of his life, and the fair will continue his old tradition of providing a major attraction at the fair. Kochman will continue his old tradition of providing a major attraction at the fair.

Pomona Maps 400G Building Program

Pomona, Calif., Feb. 11—$40,000 in improvements are planned for the Los Angeles Pomona Agricultural and Horse Show, which opens its 154th season in April. C. H. (Jack) Alexander, presi dent and general manager, announced.

The renovation is to start on a new two-story frame structure for the horse shows and stables, as well as a reception hall. It is to be located on the present tenant of the horse shows and stables, and will be filled by the fair for its second event of the season, to be held in the spring of 1955.

Western Canadian Arenas from Fort William, Ontario, to Victoria, B. C., Serve 3 Million People

BOOK YOUR SHOW FOR WESTERN CANADA

(AVAILABLE: MID-APRIL TO MID-JUNE)

AND AUTUMN MONTHS

ACT NOW! Western Canada's show arenas with total seating capacity of nearly 5,000. All are conveniently located and all are linked by modern highways, airlines and railroads—no long laps. Bookings are invited on a percentage basis for the above dates.

Write for complete details on contracts and booking dates to H. E. Hartmann, President Western Canada Arena Association, Exhibition Office, Calgary, Alberta, Canada.

FAIRS-EXPOSITIONS
THE BILLBOARD
Communications to 188 W. Randolph St., Chicago 1, Ill.
FEBRUARY 20, 1954
58
Showmen in Heavy Turnout at Tampa

Gooding Kept Busy, Inks Attractions; Jarembe Yields $3,500 for Show Club

TAMPA, Feb. 13.—The Florida State Fair, which opened February 4th and which will run until March 2nd, is reported to have had its largest crowd of visitors in the history of the fair this afternoon, when the attendance reached a total of 10,000.

Big One Bucks Weather but Shows, Rides Close to '33, Concessions Off

The weather at Tampa today was rather cold and the wind was blowing strongly from the north, but the temperatures were still very comfortable for a February day.

TAMPA, Feb. 13.—Despite the unseasonably cold weather, Gasparilla Day was a tremendous success, with the big crowds of the Florida State Fair all day today.

The weather was quite cold, and the wind was blowing strongly from the north, but the temperatures were still very comfortable for a February day.

Books, 1906

He said that he had read the books on the two units for a 14-week period leading up to the exam.

Library

A large crowd of librarians gathered in the library to hear the lecture on the history of the library.

RAS-TAMPA BIZ SEEN AS SIGN OF GOOD YEAR

Another book on the history of the library was also mentioned by the librarian.

Groscurth Set To Play Florida

Thru March 27

Saratoga Fair Nets Best Business of First Five Weeks

PORT PIERCE, Fla., Feb. 13—The Saratoga Fair here opened for the fifth season yesterday with a business that was reported to be the best of the first five weeks

Late Summer Tax Action Seen by Cohen

ALBANY, N. Y., Feb. 13—Max Cohen, president of the Albany Carnival Association, predicted that the 1953 season would be the best in the history of the fair.

Vivona Opens In March; 12 Fairs Listed

FLORENCE, S. C., Feb. 13—Twelve men are working on equipment for Vivona Shows' early March opening.

EASTERN PICTURE

Ops Voice Happy Outlook, Concern Over Big Costs, Need for Tax Aid

NEW YORK, Feb. 13.—With the fair meetings behind them and all the usual problems of a new season in the rearview mirror, Eastern operators voiced confidence today that their fairs would be a success.

Joves, 1906

Mr. Jones, 1906, has been attending meetings at various locations around the country to promote his fair.

Questions, 1906

The questions on the exam were based on the book that he had read for 14 weeks.

Fitzie Brown Joins Camakaze As Bus, Mgr.

MOBILE, Ala., Feb. 13—Fitzie Brown and his Brown & Wallace Shows, known as Al Capone's Carnival, have announced that they will join the upcoming fair season.

Fitzie Brown will have most of the former Camakaze shows and will be the first operator to open in the season.

Fitzie Brown has been associated with West's World's Wonderful Shows for the past 15 years, during which time he has been a prominent figure in the industry.

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The selection of Fitzie Brown as bus manager was made by the management team at Camakaze.

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The selection of Fitzie Brown as bus manager was made by the management team at Camakaze.
CONCESSIONS:
mail

PALM BEACH COUNTY FAIR

March 5th thru March 13th
Will place Demonstrators, Gadgets, Bright Sales, any kind, Chat Show, Exhibits, Novelties—Jewelry—9 days including Sunday—$50.

FLORIDA BAZAAR SUPPLY

R. 1, Box 1140, TEBRA

SOUTHERN VALLEY SHOWS

OPENING SEPTEMBER 29, 1951, DOWNTOWN MONROE, LA.—10 DAYS
Followed by two of the South's Largest Stock Shows.

WANT CONCESSIONS of all kinds. Shows with own outfits. General Show Help in all departments. Write us at:

EUGENE MORAN, Mgr., MONROE, LA.

BIRDS-BIRDS
Carnival Birds
PARAKEETS
CANARIES
FINCHES
and CAGES

BIRDS- BIRDS
Parakeets
Canaries
Finches

CONTRACT BIRD FARM

8900 South Western Ave.
Los Angeles 22, Calif.

Phone: 53-8500

12 ELLI FERRIS WHEEL

Ride Master—V. Taylor Parks

Contact

PERRY DRINKAL

1124 Indiana Ave.
Chicago, Ill.

Post Office Box 1273

WANTED FOR AUSTRALIA


ARTHUR GREENWALD

150 South Broadway, Beverly Hills, Calif.

MIGHTY HOOSIER STATE FAIR

NEW BOOKING FOR JULY

RIDE, SHOW, FACE PANELS, FACE PAINTS, BANDS,
HORSE/showponies, Mules, Trained Mule, Show Ponies, Forever.

HARRISON GREATER SHOWS

WANT FOR OPENING APRIL 28, 1951, MISSOURI

CONCESSIONS—Horse Show, Face artist. Tent and complete water repair. Show to be 13 days. Write for details.

AMERICAN BEAUTY SHOWS

WANT FOR OPENING APRIL 28, 1951, MISSOURI

CONCESSIONS—Horse Show, Face artist. Tent and complete water repair. Show to be 13 days. Write for details.

HARRISVILLE FALL FAIR

SALT Three 20-KW. Transformers. Oustion.

All replies to R. W. BARTHOLOMEW, 3910 TERRY, FRENCHTOWN, NO.

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YOUTH AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES
CAUGHT OUTSIDE the new Miami Showman's Association quarters recently were, left to right: Newell C. Taylor, independent glass-pitch operator, Tommy Clay, former business manager who will be with Ross Management Shows this season, and Sydney Daniels, independent novelty, scale and age operator, who plays Eastern fairs.

Midway Confab

Those attending Billy Lopeson's recent reception in Kansas City were Albert Prewett, Mrs. Frank Ellis, Zora Blackst, Ted Florida dates. Porter, Vicki La Page, Pinky Pepper, Lon Farnese, Grady Dee Ben and Gee Gee Pepper and Joe Will Brown. -- Ray Johnson points out that the Baby Bros. Shows this season. Opening date in Kansas City.

Rita Ravy is convalescing at her home after undergoing plastic surgery at George Washington Hospital, Washington, recently. Hadley Waters cards that he will work with John for the season. Tex., recently. Waters will operate the Bessie at the 20th Century Shows for spring. M. Davall reports that a surprise welcome-home party was given Maxi Mint on a recent visit to the Knotty Pine Club, Tampa. Zorn opens the season February 17 at Laredo, Tex. A couple of our colleagues are working for Mickle and Ralphs.

ONER REASON for that smile on Ed Rice's face is that in the show he has his own show, the Big A, a 141 Showman's Association Show. He was recently named concession manager of Coleman Bros. Shows, is a former independent concession operator.

Ryder and his Honey Bump show tour with the Lee Lake Shows, same playing Florida dates.

Ten facts on that Tom Yands recently purchased the Fort City Shows, with his wife in the unit as a show in this season. Org is scheduled to open March 8th in Fort Wayne, Indiana. They plan to open in early May and then head into Illinois, Missouri and Arkansas.

Turner Scott moved into Winter Haven, Fla., last week to play the Florida-Ditton Exposition. Shows held probably open March 20th at the Daytona Beach park about March 20th.

Mr. and Mrs. H. B. Dickson, who for the past two years have wintered in Gilliam, La., will return to quarter partners at Raxa, Okla. They are scheduled to open March in Louisiana. They opened the show in Gilliam, La., last week.

Snake charmer Eve Aldrich appeared February 7 on the "What's My Line" television show as a guest and performed such tricks as Egypt and 16 Riders. One week. Eve went down to the final question before the panel figured out her occupation.

ENJOYING THE SUNSHINE in Miami are concession operators Albert Rice, Engraves and James Snow. Stables is with the James E. Stratton Shows, and Stable is with the James E. Stratton Shows.

A. Hynos, confectionary, just back from a 10-day South American visit. Left New York last week for Memphis. If he is open with Tom and Herman Conroe. Report that he will again stand with the New Orleans Mardi Gras with his indoor circus dates.

Gerald Snellings, World of Wonders representative, was so busy entertaining the New York Times in New York that he had to send out the aid of Jimmy Bergmann. While doing this tour they have frequented the Copas and the Latin Quarter.

Birthday babies over at the National Showman's Association include Frankie Beesley on Sunday (7), Irving Berg, Thomas Coffey and John McGowan on Thursday (11), and Inderer Beck, Charles Schrappky, See Pyle and David Solomon on Friday (12). Recent visitors to the N.S.A. clubrooms were Morris Vinson, Vlache Anderson and Ben Monroe. Max Grayson was off to Tampa and Miami due to a new drive for his Standard Rides Company.

WANT--G & B SHOWS--WANT

FOR OPENING IN APRIL

WANTED FOR GREATER LONDON

In good mechanical condition - new cloth and new drive cable.

Address inquiries to

WANTED--Elli FERRIS WHEEL

In good mechanical condition - new cloth and new drive cable.

Address inquiries to

FOR SALE--#5 ELLI FERRIS WHEEL

In good mechanical condition - new cloth and new drive cable.

Address inquiries to

THE BILBOARD 61

KING REID SHOWS

"THE WORLD'S CLEANEST MIDWAY"

24 WEEK SEASON

OPENING LAST OF APRIL FOR OUR GREAT INTERNATIONAL ROUTE

AMERICAN CANADIAN TOUR

We are proud to announce that we have contracted a solid return of all the finest Still Dates in New York and New England to be followed by our outstanding drive in the Dominion of Canada. Our show was recently awarded first place at the sensational Coney Island and Canada Shows including Shakesheff's (Union) State Fair; Malone (N. Y. T. Fair); Rochester (N. Y.) Fair; the first Labor Day week in the East at the Great Schrafft's Fair; the Collectors: N. Y. T. Fair: and the fabulous Eastern State Exposition at Springfield, Mass., which had an attendance in 1953 of 2,918,979 paid admissions.

We will present and at the Midway midway this season the 50 most exciting and semi-trailer shows. Show will be completely illuminated with scenery illuminated with scenery featuring a roof of a design of driving. Every yard of canvas will be Royal Blue and the show will be well lighted with 4 Giant Towers.

FOLLOWING SHOWS CONTACT US AT ONCE

Texas Burton, Johnny Annellis, La Nichols, Capt. Jeffery, Joe Paligale, Friday, Patrick, Johnny Ray.

MATTHEWSON, Orion, Mechanical Show, Trained Animal, Side Show People, Operator for office Mickey Speadway. We have 12 Magnum Shows with transportation for capable show folks that can readily this equipment and then operate it at a profit.


For the following rides: 3 Ferris Wheels, Tilt-a-Wish, Caterpillar, 11 large Go-Round, Clessipiage Outfits, Little Dipper, Rides.

Will be the Pony Ride. Will look at any small Steeple, Roll-er-Pine, Rocket.

TILT FOR SALE

Will sell our good used wash Tilt-a-Wish, completely hurricane tight and in fine mechanical order. Round new Duck Walks. Our Show will carry our brand new Tilt in 1954. We planned to place our present ride in peak location. Due to last minute disappointment we now offer it for sale. Cost of our new Tilt delivered $1,790. Will sell our used Tilt for $1,000 each. Will consider high grade riding device to pay part payment.

KING REID, Winter Quarters MANCHESTER, CENTER, VERMONT

OPENING APRIL 5, BALTIMORE, MD.

CONCESSIONS

SHOWS

HELP

BOOKING NOW FOR 1954 SEASON

Opening Date April 19—Marine Pay Week

15 fair booked, including BLOOMSBURG, PA. Fair, All fairs from July 16 thru November 15, beginning with Harrison, Del., July 30.

Will back Steers with both young and old Rides for season—new major Rides. Maurice Brothers' Side Show needs Sword Swallower and other Acts, and wants to contact Steeple; Boop and nice fellow.

Want for Bloomsburg, Pa., Fair, week of Sept. 27-Oct. 2. Have a nice Steeple, Rides. All Kinds.

WANT TO BUY

Riding, the best offers can be had.

All Address: SAM E. PPREL, 3434 S. W. 13 Street, Miami, Florida.

BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR
Showmen's League Names Committees for 1944

CHICAGO, Feb. 13.—The Showmen's League of America has named committees for 1944, its 10th year. Mr. John E. McLean, former chairman of this year's banquet and ball, was again named chairman, with Charles E. Hume and Arthur P. Morrell as his assistants. Mr. McLean is executive director of the Chicago Board of Trade.

COURTSHIP.

Mr. McLean announced that he has been courting the Showmen's League's five millionth member, who is to attend its annual convention in Chicago this year. The identity of this member will be announced at the convention.

Home-Seeking NSA Eyeing Friars' Bldg.

NEW YORK, Feb. 12.—The path of the National Showmen's Asso- ciation (NSA) and its affiliated clubs and organizations to a new home, in this case to the Friars' Club, is not a new one. Since negotiations for the Sherry-Netherland broke down, the NSA has continued to search the midtown area for a new home.

The new home committee, representing the NSA and its affiliated clubs and organizations, was appointed by the NSA in 1943. At the time, the NSA was seeking a new home in which to meet and hold meetings.

No Decision Yet

Curtis B. Moore, head of the NSA's house committee, said yesterday that the committee had not made a decision on the location of its new home. He emphasized that the Friars' Club has not been discussed at any time.

The NSA, meanwhile, is still searching for a new home. It is reported that the club will bid for the Friars' Club if it is awarded to the NSA, and that the club will bid for the Sherry-Netherland if it is awarded to the NSA.

St. Patrick's Party Set by Natl. Showmen

NEW YORK, Feb. 13.—A new home has been announced for the National Showmen's Association (NSA) and its affiliated clubs and organizations, effective March 17, when the "Connecticut Club" will open in the Sherry-Netherland.

The NSA, along with the National Showmen's Association of the Northeastern States, will occupy the fifth floor of the Sherry-Netherland, with the NSA occupying the upper two floors.

The NSA plans to hold a general meeting at the Sherry-Netherland on March 17, when it will announce the new home.

A noontime gathering of members will be held at the Sherry-Netherland on March 17, when the NSA will announce the new home.

Casper Fair

CASPER, Wyo., Feb. 13.—The Casper Fair and the Central Wyoming Fair have been announced and will be held at the Casper Fair Grounds.

The Casper Fair will be held March 15 and 16, and will feature a variety of events, including horse shows, rodeos, and livestock exhibitions.

The Central Wyoming Fair will be held March 17 and 18, and will feature a variety of events, including stock shows, rodeos, and livestock exhibitions.

Eastern Ops Wax Optimistic

Booking season had indicated that it would route in the Middle West.

Despite the voiced optimism, there was a feeling that the need for more goodwill efforts by the exhibitors was necessary. This was felt by many who thought that the exhibitors were taking the trouble to cut the cost of the executive force. More and more concession managers are developing into valuable booking aides as they exercise their capac-
Cora Campbell Installed as Prez By St. Louis Fems

ST. LOUIS, Feb. 13.—Cora Campbell was installed as president of the St. Louis Women's Club at appropriate ceremonies in the ballroom of the York Hotel. Others induced into office included Verna Schantz, Rose Brown and Sally Peck, president; Irene Eyler, vice-president; Leonora Gyners, chaplain; Ellen Robertson, sergeant-at-arms; Beatrice Weinert, secretary; Ida May Weinert, social secretary; Ray Davis, treasurer, and Virginia von Behren, recording secretary.

Resident board of governors included: Verna Gyners, chairman; Minta Quinlan, secretary. Gertie Donnelly, treasurer; Elsie volcanic, assistant treasurer; Helen Schur, assistant secretary; Sadie Jones, assistant treasurer; Elsie McDowell, assistant secretary; and Emma McLeod, assistant treasurer. Non-resident governors are: Anna Jane, Bunting, chairman; Betty Cooper, Betty Fisher, Sadie Ruby, Ruth LaGall, Estelle Hansen, Grace Goss, Florence, Hambro, Myrtle Gwynn, Lela Haas and Dorothy Garfield. Gertie Donnelly and Peggy Goss served as pages and Estelle Hansen and Grace Goss attended to the secretarial duties. Leonora Gyners delivered the invocation. Chairman president, Verna Gyners was unable to attend but was represented by Ida May Weinert. Miss Weinert received an invitation to attend at the next meeting.

Drew Contracts McRae, Ga., Fair

EASTMAN, Ga., Feb. 12—Young J. Drew, who arranged to play the Okefome Fair, Macon, Ga., and who is expected at winter quarters here, the contract marks the fourth consecutive year at the fair, he said.

Midway of Mirth Completes Routines

JONESBORO, Ark., Feb. 13.—All of the clubs Shows have completed their route for this year and the one will begin soon in Missouri, Mississippi and Arkansas. A total of seven Illinois shows have been signed, one in Muskogee and one in Arkansas and one in Mississippi.

Work in quarters here is getting started. Recent visitors included Frank Shwent and his son Pete, who announced that they would not take a show out this season. Other visitors were Mr. and Mrs. Jimmie Rogers, of Arkansas, and Omer Bloom, former manager of a Metal Show. Frank Lavelle, lot man, recently joined the company with a new flat wagon, and Eddie Kohne, popcorn man, is sporting a new pick-up truck.

Girls . . . GIRLS . . . Girls

James E. Strates Shows want for the Hollywood Revue of Orlando Fair starting Feb. 22

Chorus Girls, Principals to feature, Musicians, Two Outstanding Acts, Strip Dancer, etc. Top salaries. Spiffire foremost wanted. Address all communications to:

JAMES E. STRATES, Gen. Mgr., or DICK BYRNE, Mgr.

JAMES E. STRATES SHOWS, Orlando, Florida

LEO LANE SHOWS

THE SOUTH'S Finest

Wanted for Daytona Beach, Fla., Doral Park, Feb. 22-27;

Georgetown, Fl., W.V. Fair Follows

Harry Potts and all kinds of first class Cot Shows for Eastern Fairs. Must be large. For Sale: Merkyn Motrocircus, complete with transportation, Rolloplane with transportation. Address:

LEO LANE, General Delivery, Orlanda, Florida, this week.

DALLAS FEMS

APPOINT NEW COMMITTEES

DALLAS, Feb. 13.—The Lion Star Show Women's Club of Texas was installed and some of the various positions filled, including Julie Chenoweth as chairman and Bunny (Fifty-First) Campbell, as sergeant at arms.

Directors and members of the various committees include the following:

- Secretary: Betty Bostick, Miss Oveta Turner, Miss Dorothea Jones, Miss Betty Franklin, Miss Mabel Bostick, Miss Virginia Pate, Miss Betty Phillips, Miss Katherine Dukes, Miss Ida Earnest, Miss Charlotte Hoge, Miss Mary Johnson, Miss Lorna Hall, Miss Juanita Leitch and Miss Ada moments.

WANT FOR CUBA—EVERY SPOT A WINNER

Can place Shows with own equipment. We pay transportation for anything sensational. Leave from port of Palm Beach to Havana and return.

Want for No. 2 Unit.—Dark Ride, Scooter and Glass House. These attractions sensational here. Also want Man with organized Thrill Show, contact, or will place Man who can frame rams and 4 or 4 Drivers.

ALL THIS WEEK—Victoria de Las Tamas, Cuba.

VINCENT NODARSE, Pres.

GENE BIECHER, Gen. Mgr.

DUKE DOUGHERTY, Mgr.

HERS PICKARD, Public Relations

ROYAL EXPOSITION SHOWS

WANT SHOWS, RIDES AND CONCESSIONS

BROWARD COUNTY FAIR, FT. LAUDERDALE, FLORIDA, FEB. 22-27

Can use worthwhile Shows with own equipment and transportation.

Concessions—Ball Games, Duck & Fish Ponds, Raffle, Arcade, Age and Scale, Novelties and Jewelry.

Price of this will be open midway—no exclusives. All Eating and Drinking Stands open.

JACK CALLIPTO, owner.

Make reservations now. Let it be held out then 20th & 21st.

NOTE! Walter Staff, Wild Life manager.

Wire, do not write.

All replies to J. P. BOLT or SPLINTER ROYAL

Royal Exposition Shows, Okeechobee, Florida Fair, this week.

THE BILLBOARD 63

CARNIVALS

CONCESSIONS—Ball Games, Duck & Fish Ponds, Raffle, Arcade, Age and Scale, Novelties and Jewelry.

PRICE OF THIS WILL BE OPEN MIDWAY—NO EXCLUSIVES. ALL EATING AND DRINKING STANDS OPEN. J.W. CALLIPTO, OWNER.

MAKE RESERVATIONS NOW. LET IT BE HELD OUT THEN 20TH & 21ST.

NOTE! WALTER STAFF, WILD LIFE MANAGER.

WIRE, DO NOT WRITE.

ALL REPLIES TO J. P. BOLT OR SPLINTER ROYAL

ROYAL EXPOSITION SHOWS, OKEECHOBEE, FLORIDA FAIR, THIS WEEK.

CONCESSIONS—Ball Games, Duck & Fish Ponds, Raffle, Arcade, Age and Scale, Novelties and Jewelry.

PRICE OF THIS WILL BE OPEN MIDWAY—NO EXCLUSIVES. ALL EATING AND DRINKING STANDS OPEN. J.W. CALLIPTO, OWNER.

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ROYAL EXPOSITION SHOWS, OKEECHOBEE, FLORIDA FAIR, THIS WEEK.
GALA OPEN HOUSE WEEK OF FESTIVITIES at the
MIAMIAWSONS' ASSOCIATION
1799 N. W. 28 Street
Miami, Florida


OPEN HOUSE--FEBRUARY 15-16-17-18
DEDICATION OF OUR NEW BUILDING -- FEBRUARY 19TH
BINGO NIGHT—FEBRUARY 20TH
THE EVENT OF THE OUTDOOR SHOW WORLD -- FEBRUARY 21ST
ANNUAL PICNIC AT CRANDON PARK -- FEBRUARY 21ST
ELECTION OF THE NOMINATING COMMITTEE --

for members only-- FEBRUARY 22ND
BENEFIT FIGHT AT THE MIAMI BEACH AUDITORIUM--

JOIN US--CELEBRATE WITH US--GOOD TIME ASSURED

WILLIAM B. MOORE, President.

WANTED FOR
HIGHLAND COUNTY FAIR
Feb. 22 thru 27, SEBRING, FLORIDA
Can police legitimate Guns of all kinds also outlaw sales privileges.
W. G. WADE SHOWS

Serving Florida (now moving on fairgrounds).
P.S. No bills or checks accepted. Send money orders, stamps, etc.

BOONE VALLEY SHOWS, INC.

DOUGLAS ELLIS SHOW


West Japan Punks of all kinds, Jewelry, Photos, Pitch-Till-Yo-Wia, Coke Bottles, Age Scales, Popcorn, Candy Apples, String Games, Lead Gallery, Room Spindles, High-Striker, Ball Games, Blue Ribbon, Bowl and Cageate Gallery.

Wire or wire CHARLEY GRIGGS, Mobile, Ala.

FOR SALE

BRICK VALLEY SHOWS.

No Need to Work

...about getting the best coin-operated arcade and skill game equipment at the right prices.

Concessionaires in the "know" are constantly referring to the ads in USED-COMPUTED EQUIPMENT that appear every week in The Billboard COIN MACHINE SECTION for their best buys. They know that they can buy with confidence, and at the best prices.

You, too, can take advantage of the excellent advertising and prices for your coin-operated needs. Turn to page 70 this week.

GALA OPEN HOUSE WEEK OF FESTIVITIES at the MIAMI WASSON'S ASSOCIATION
1799 N. W. 28 Street
Miami, Florida

We cordially invite all those of the outdoor show world to join us in our open house week, February 15-21.

Open House—February 15-16-17-18
Dedication of our new building—February 19th
Bingo night—February 20th
The event of the outdoor show world—February 21st
Annual picnic at Crandon Park—February 21st
Election of the nominating committee—

for members only—February 22nd
Benefit fight at the Miami Beach Auditorium—

Join us—celebrate with us—good time assured

William B. Moore, President.
to help you sell your product

The Nation's Finest Source for
exclusives and

NAME BRANDS

The Temple catalog has become the key to successful selling and promotion throughout the United States . . . has proven invaluable for outstanding gifts, premiums and incentive awards used in the sales programs of many of the nation's leading organizations. Features complete cross-section of merchandise of the highest quality . . . at savings that are truly amazing. Send for your copy today.

We acknowledge experts in the field and are happy to offer advice and guidance whenever requested. This service is free of course.

SUNNY WALKER

• She Walks—Sits—Stands
• Turns Head As She Walks
• Sleeps Completely Washable
• Unbreakable Construction
• Guaranteed Walking Mechanism

NOW AVAILABLE FOR IMMEDIATE DELIVERY

The Most Wanted Doll In The Whole World...

OVER $1,500,000.00 WAS SPENT IN ADVERTISING THIS DOLL IN 1953

FREE! FREE!

LATEST GIANT WHOLESALE CATALOG

FREE! FREE!

3D ACTION Waterfall Clock

Another Sensational First

Mercandise You Have Been Looking for

WANTED, 2ND WEEK! TOP-CAT

WANTED, 2ND WEEK! TOP-CAT

WANTED, 2ND WEEK! TOP-CAT

WANTED, 2ND WEEK! TOP-CAT

WANTED, 2ND WEEK! TOP-CAT

THE BILLBOARD 65
I WANT SMALL, SMALL CHAMPIONS—CANDY FLOPPS—TWO DOZEN BOXES! $1 A BOX FOR THIS 25¢ A BOX! GUMBALLS, GATLING, GUMBALLS, DIME STATION, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUMBALLS, GUM
Sensational Values
for Engravers

26 Cents

Oriental Trading Company
1155 Pershing St., Omaha, Nebraska

Two Extra-
Large Deals

Doria, William, Elpin $9.95
Benari, Green Watchers... $9.95

Photo Supplies

Developing & Printing

For Sale: 250 Dozen 5x7s... $3.95

Circus & Carnival

Clown's Cap and White Face Change Plate

Mills Sales Co.
26 West 232nd St., New York 10, N.Y.

Music

At Liberty—Advertisements

Sc a Word

Minimum $1

Raminight is full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue.

SALESMEN WANTED

Any one Can Get Famous

Horse N. Prodteatc

WANTED TO BUY

Cash for Proof Long Footprint

VAUDEVILLE ARTISTS

Female Impression Open For

Work—Wanted for Three Months

Attention, Promoters!

The New

Reractable Ball Pen

CARTRIDGES

Torrington, Conn.

17-Jewels

2-Tone Dial Waffer Thin

(Neerm New)

All Yellow Case

Wants like $100 in cash

One year written guarantee on every watch
25% dep. lot, C.O.D.

National Dist. Co.
225 Calumet Bldg.
Miami 13, Florida
Pipes for Pitchmen

By BILL BAKER

SEVERAL WEEKS AGO... This column mentions that our missing persons bureau was doing a big business in reports on pitch folk who hadn't been seen for weeks. Here's one from a gent who has been in hiding for two years. Richard Armand, former pitchman of the Chicago Daily News, has been seen by the headquarters of the Circus Clowns' Club of America, where a well-known Los Angeles gent that while the great West Coast meets in the quiet little city of the Angeles, it sufficiently no

NOW IN CHICAGO... All Your Requirements In
NAME BRAND
MERCHANDISE from

THOUSANDS OF NOTORIETEY
ARTICLES
SAME DAY SHIPMENT ON
ALL PHONE AND MAIL ORDERS

FREE 1954 CATALOG

Checklist of daily thing in all home and business markets. Continental Mail Orders accepted.

STURBRIDGE
ROSS

361 W. BROADWAY
CHICAGO, ILLINOIS

TOWER PRESS, INC.

You Can't Beat

BRODY

for Merchandise

We Carry a Complete Line of

Articulated Cranes

and Parts.

M.K. BRODY

1135 S. LaSalle St., Chicago 7, Ill.

In Business in Chicago for 27 Years

The BARGAINS

tuio and under also

in the world of sales

when you

call

M.K. BRODY

big, bigger, biggest!

BIG FREE CATALOG

Hi, Harry

RABBIT HUNTING

HARRY CONW & SONS, Inc.

614 E. 11th St., Cincinnati 2, Ohio

RABBIT HUNTING

Hand Made in the USA

With every Mail Order

Value Guaranteed

RETRACTABLE BALL POINT PENS

For Home, Office, School, or Personal Use

$2.98 doz., for samples

$2.30 doz., for numbers 100+

$2.00 doz., for numbers 1000+

CÔTEC

58 W. 11 St.

MAKE 12 HR. SELL 12 G.O. SIGNS

The key to every store, restaurant, garage, etc.

4 IN 1 SIGNS

All Signs Printed in Color

ALL ART SIGN CO.

147 N. 4th St., Dept. 46, Chicago 3, Ill.

JOBBERS-DISTRIBUTORS

EXTRAORDINARY VALUES FOR CARNIVAL & CONCESSION

EXTRA LARGE SCOOT DOG

$24.00 doz.

$19.50 doz.

UNIVERSAL IGNITION CO.

501 N. CLAREMONT ST.

CHICAGO 14, ILL.

Attention, All

CO-OWNERS

HALF PRICE 50 CENTS PER POUND

NEWEST IN STRONGEST

40 LBS. IN A LARGE ROLL

ACE Toy Mfg. Company

ACE

80 W. 18 St.

MAKE 12 HR. SELL 12 G.O. SIGNS

The key to every store, restaurant, garage, etc.

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40 LBS. IN A LARGE ROLL

ACE Toy Mfg. Company

ACE

80 W. 18 St.

FROM THE BILLBOARD

THAT'S RIGHT... IF THERE IS "YOU" IN THE BILLBOARD

MECHANISME

69

JEWELLED POCKET SIZE

1-4. GOLD-PLATED

INDEX and POCKET SECRETARY

A gift ideal for gift-giving, name space for engraving initials. The back cover snap removes name plate. Shined and polished, size for easy carrying. Engraved at small extra charge. Good for address, name and phone number, dated and engraved. Pocket sizes available in a variety of finishes.

$15.00

STERLING JEWELERS

44 EAST LONG STREET

WRITE FOR CATALOG

A PERFUME SENSATION!

Full ounce bottle of WORTH FAMOUS FRAGRANCE

a blend of distinctive notes

and plush, gold-trimmed con

$35.00 EACH VALUE

YOURs at $2.50 each or

6 for $12.00

TREMENDOUS SALES OPPORTUNITY

EXCLUSIVE IMPORT CO., 1135 S. Wabash Ave., Chicago 5, Ill.

YOU CAN WRITE YOUR OWN TICKET

SEE PROPS

with these popular perfumes

YOURS at $3.50 per oz. or

25% discount on $100 orders. Call or write for details.

Mfd by: ORGANIZATION SERVICES, Inc.

3061 GRAND RIVER

DIFTRIT 4, MICH.

Use these signs, hand them out... And you'll have a bunch of sellings in a while.

AMERICAN MERRYMEN'S

PROPRIETORS

7007 W. SHERIDAN

CHICAGO 35

252-254

FOR THE WINSTON MILL

MEMORIAL SERVICE.

November 1, 1954

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

For the latest in graphics, gadgets, all of this and more, put this Issue, and you'll be doing us all a favor.

THE BILLBOARD

$11

Borin on the Market Small Envelope.

MECHANISME
DISTRIB DEMAND UP

Top Games, Variety Subjects

Hypo Amusement Game Act

By TOM MCDONOUGH

CHICAGO, Feb. 12.—A combination of the fact that big business has been very alive and active over the past few weeks to the youth of the country.

TWO PETES Exhibit Plans
First Output
Of Twin Ride

CHICAGO, Feb. 12.—Distributors of Exhibit Supply were on hand at the Twin Ride, which will be operated by a new company, the Twin Ride Inc. The company, which will operate the Twin Ride in Chicago and other cities, has already ordered a large number of games and other equipment for the new amusement park.

Capitol Begins Production on Slide Viewer

NEW YORK, Feb. 13.—Capitol has announced that it will begin production on a new slide viewer, the 5-D-Fox. The new viewer will be available in both black and white and in a range of sizes and colors.

Coin Machine Take Down
In 6-Month Period

WASHINGTON, Feb. 12.—Three new coin machines have recently been introduced by the Coin Machine Company. The machines are designed to meet the needs of the modern amusement industry, and are said to be the most advanced coin-operated machines ever produced.

Baltimore Ops
Hold Annual
Banquet, Dance

BALTIMORE, Feb. 12.—A annual banquet and dance was held by the Baltimore Opera Company, located at the Embassy Hotel. The event was attended by many of the top personalities in the amusement industry, including many of the city's leading politicians.

Bally Holds 2
Ind. Schools

SOUTH BEND, Ind., Feb. 12.—Two industrial schools in the city have recently been awarded a grant from the Bally Company, the well-known amusement equipment manufacturer.

Binks Dists Plans First Zipper Shows

CHICAGO, Feb. 13.—At least seven distributors of Binks Inc. have recently announced plans to hold shows of the Zipper counter at various locations in the country.

Calendar for Coinmen

February 16-17—National Automatic Merchandising Association annual convention, Seattle, Wash. The event will feature a variety of merchants and businesses, including many of the country's top coin-op operators.

March 28-29—Midwest Machine Co., Chicago, to hold a two-day exposition of coin-operated machines.

SHUFFLE GAMES

Fla Ops Establish
Weekly $5 Minimums

MIAMI, Feb. 12.—Shuffle games have recently been introduced in the Florida area, and the operators have set a minimum weekly wage of $5 for all employees.

German Distrib Predicts New
Game Expansion

CHICAGO, Feb. 12.—Despite the embargo on French coin machine imports, Western European countries are expected to see a significant increase in the number of coin-operated machines available for sale in the future.

Liquor Board
Bans Games in
Ohio Taverns

COLUMBUS, Feb. 13.—State liquor board officials have recently announced that all types of pinball games will be banned in Ohio taverns. The announcement comes after a number of recent incidents involving the use of such games in taverns.

SPOT NEWS

Idea Bills

CHICAGO, Feb. 12.—The coin machine division of The Benjamin Company, a leading manufacturer of coin-operated equipment, has recently introduced a new trade feature in the industry.

It will consist of an annual report on the current trade developments regarding the production and sales of distributors and manufacturers, with a focus on the latest new products.

Binks Dists Plan First Zipper Shows
SALES tax reports for 1952 showed Florida gross receipts were nearly $523,000,000, 148 per cent higher than in 1951. Among the big gains were radio and television stations (up 28 per cent from 1951) and with a 69 per cent spurt in the final quarter.

**ADVERTISING RATES**

- **CLASSIFIED**
  - Domestic: First line $1.10, each additional 50c.
  - Foreign: First line $1.60, each additional 75c.
  - Minimum order 3 lines.

- **DISPLAY CLASSIFIED**
  - Domestic: First line $1.10, each additional 50c.
  - Foreign: First line $1.60, each additional 75c.
  - Minimum order 3 lines.

**STUFF AVAILABLE**

- **ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 180 W. RANDOLPH ST. CHICAGO 1, ILL.**

**PARTS, SUPPLIES & SERVICES**

- Stamp folder direct from manufacturer; specialties, counter tops, displays, etc. Write for brochure. Vending Shop, 3214 West Fullerton, Chicago 22, Ill. 1
- T-bow CANDY, CIGARETTE, NUT, TAB GUM, BALL GUM VENDORS, BOUGHT AND SOLD
  - Coins valued $1.00 or more.
  - Tel.黄瓜 312-15. All States, all cities.
  - ALL SHIP PAN CANDY & JELLY BEANS AT NEW LOW PRICES.

**AGENTS-DEALERS DISTRIBUTORS**

- Victory Folders—For per M. P.O. Order
  - Write today for brochure. Victory Folder Co, 2251 West Randolph, Chicago 1, Ill.

**HELP WANTED**

- Experienced Coin Machine Service Men, also salesmen.
  - Write today for details. Mr. C. K. Teaberry, 1311 Burbank Ave., Burbank, Ill.

**ROUTES FOR SALE**

- Established routes of 35 jack hours and 15 mounted games in one of the fastest growing cities in the country.
  - Address: Coin-Op Salesman, 190 E. Chicago, Chicago 1, Ill.

**WANTED TO BUY**

- Cigar Box, Candy, and other Vending Machines.
  - Address: Coin-Op Salesman, 190 E. Chicago, Chicago 1, Ill.

**USING COIN-OPERATED EQUIPMENT**

- A-1 Cigarette and Candy Machines, $25 up.
  - Affiliates wanted daily. Write today for details. Fink, 2172 North Jamison, Chicago 26, Ill.

**MERCHANDISE BOARDS**


**New LOW, LOW PRICE**

- **BART Lane**
  - Musical Merry-Go-Round

- **MERCHANDISE BOARDS**

**To Order Your Market Place Ad**

1. First, print or type your message here, figuring five words to the inch. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted, please figure 6 additional words.

2. New check off the classification you want your advertisement placed under:
- Agents and Distributors Wanted
- Help Wanted
- Vendors and Services
- Notices Wanted
- Used Coin-Operated Equipment
- Want to Buy

3. Then check here for whether you want it to be classified as a "regular classified" or the special, outstanding "display classified" advertisement that gives your message extra power and punch.

4. And last—complete this authorization blank and rush your advertisement to the very next issue of The Billboard:

Gentlemen: Bus this in your "Market Place" as indicated below:
- Box number
- Payment enclosed
- Bill me on 30 day terms

Name
Address
City, Zone, State
MUSIC MACHINES

MEDICORE LOCATIONS OUT

Steady Growth, Newer Machines Reported in German Juke Business

CHICAGO, Feb. 13—Distribution and operators in Germany and Norway are reporting a break in the long running slump in jukebox business. The situation in France, which is experiencing a new peak since the French government, which had allotted the 40,000 club licenses in the 1950s, is now increasing that number by 15,000. The peak of the European business is expected to last for another year. The owners of German and Norwegian jukeboxes have been asked at the secret in Bonn; however, many German box owners feel that the situation is improving. Operators in Norway are also reporting rising sales, but the trend is still in the making. Operators in the 45 speed record business believe that the market is starting to show signs of interest in the 45 speed record business.

When asked about the future of the German market, Mr. Adick explained, "There have been some setbacks, but we are on the upswing. The new German market is looking very promising."

Other sources indicated that the general public is warming up to the jukebox business. The present interest in the German market is expected to continue, and all indications show that the trend will increase in the future.

The German jukebox market is dominated by companies such as Wurlitzer, Juke, and Philips. These companies have been expanding their operations in recent years. Wurlitzer is reported to be the largest jukebox manufacturer in the world, followed by Juke and Philips. The other companies in the market include Cohn, KAR, and M.B.H.

The German jukebox industry is characterized by the presence of many small manufacturers, who are able to meet the demand for jukeboxes in small areas. The market is expected to continue to grow in the future.

German jukebox operators are also benefiting from the rise in record sales, which has contributed to the increase in jukebox sales. The rise in record sales is expected to continue in the future, which will further contribute to the growth of the jukebox industry in Germany.

The German jukebox industry is expected to continue to grow in the future, with the demand for jukeboxes increasing in the small areas. The industry is expected to benefit from the rise in record sales, which will further contribute to the growth of the jukebox industry in Germany.
THE Human Urge TO MOVE Furniture Around

is delightfully served by the “E’s” multi-faceted beauty, interesting lines, and intriguing appeal from every visual angle. It's not unusual to find it in four different positions in the very same location within a given month. And each change causes new interest, new talk, new play.
For the best "TRADE-IN" deal you ever had...

Come in TODAY!

Let us tell you how much your trade-ins are worth on Wurlitzer 1600's and 1650's.

A large choice of finishes and colors available. 45 r.p.m. or 78 r.p.m. 48 selection phonographs. AT SAVINGS YOU NEVER SUSPECTED!

Stocks are limited. Act fast. When our present supply is gone, this sale is OVER! Come in and talk to us about trade-ins on units you want to replace. You'll be pleasantly surprised and rewarded! SEE US TODAY!

COMMERCIAL MUSIC CO., Inc.
1415 S. FLORES ST.
SAN ANTONIO, TEXAS

How Was Your Timing on . . .

"FROM THE VINE CAME THE GRAPE"

Now on Billboard's "Best Selling Singles" Chart

Spotted as a Billboard BEST BUY

JANUARY 13, 1954

Title Strips Ready for Top Juke Profits

JANUARY 13, 1954

CONVENIENT ORDER FORM

Cancer strikes one in five

STRIKE BACK

Give to Conquer Cancer!

AMERICAN CANCER SOCIETY
WE'RE TRADING

High Wide and Handsome

UPGRADE YOUR ROUTE WITH WURLITZER 1600s AND 1650s AT TREMENDOUS SAVINGS

Here's your chance to trade up to brand new 48-selection phonographs with terrific deals. See your Wurlitzer Distributor TODAY. Get amazing quotations on the equipment you want to turn in. Drive away with 1600s and 1650s new in the crate. They'll step up your take in any location. They'll go fast so act quick. This is the deal of a lifetime.

YOUR Wurlitzer DISTRIBUTOR HAS THE TRADE FOR YOU

SEE HIM TODAY!
Cointmen You Know

Washington

Meyer Goldstein, of the G. H. Macke Corporation, reports that the firm has taken over operations of Squash of Washington. The deal was concluded late in January and consists of a program of coffee, tea, and juice machines. The number of machines taken over was not disclosed, but Buerack had been a strong competitor of Mackes. On the personal side, Meyer and his wife recently held a house-warming to welcome the new family of 5.

Westway Vending, headed by the Lamensky, Inc., busy building-up route. Business is steady.

Los Angeles

Billpix, vice-president of Daily Newspaper Corporation, visited in Philadelphia the other day. He was shown the new free-to-the-public display going off to Las Vegas and Chicago. Harrison Preston, Managing Secretary, Vitamin Company, Milwaukee, was in town a few days ago.

Paul Lottice Laymon, of the Paul Laymon Company, was busy inspecting one of the new Lottice gardens in the, Lottice display at a Los Angeles store.

Gerry Waple spending two weeks in New York, visiting the Bally's new Free-To-The-Public's location.

For the best "TRADE-IN" deal you ever had...

Come in TODAY!

LET US TELL YOU HOW MUCH YOUR TRADE-INS ARE WORTH ON Wurlitzer's 1600s and 1650s

A huge cash or credit offer. 45 a.m. or 78 r.p.m. available. Our expert staff will evaluate your machines so you can be sure of the best possible price. We are refuses to accept anything less than the best.

SEE US TODAY!

WE EXPORT

Pin games

Music machines

ACTIVE Amusement Machines Co.

334 N. Broad Street, Philadelphia 30, Pa.

Phone Flower 7-4992

"You can ALWAYS depend on Active ALL WAY!!"

Washington

Fred Minter, Automatic Phonograph Distributing Company, reported to his salesmen that the whole week after the hospital was 100% successful. The hospital, an 100% Spagnola and AMI activity was satisfactory and deliveries were being expedited.

Bill Oliver, Bally's Industries, returned from a fast trip to Atlanta, where he attended the Atlanta Athletic Club's tennis tournament.

Mike Yager was visiting friends in Atlanta, and reported that the sales in Georgia were up.

New York

Sum Krieger, president, and Mel Krieger, controller of APPO, were at the Pepsi-Cola Convention in New Orleans this week exhibiting the complete line of Sodamite cup dispense. After the convention they visited the Milam Company, with Bally going to Chicago on business, and Melberg returning to the New York office. Ed Borden, Bally's operating division executive, business manager, was in the Stuckey Theater, Times Square, N. Y., for use in the Bally's new line of Sodamite cup dispense.


Chicago

Local distributors and operators reported game and juke interest strong and many factories had steady runs of machines during the week. At First Distributors, John Kline stated new and used game sales were moving well and the operator traffic was brisk. His partner, Wayne Mall, back on the job after a severe cold sidelined him for a couple of days, the week before, found merchandise sales strong.

Empire Coin Machine Exchange, Chicago, under the direction of George H. Howard, reported brisk activity in the business. Mr. Howard was in the company's Chicago, Wabash, State building office during the week. The firm had refurbished one of its Coin Machines.

At Wide World Distributors, game and juke sales were steady according to Fred Shaw. Lee Merson reported operator acceptance of the Rock-Ola 50-00, a 500 ft. floor model, was strong and business was good. Fred Shaw stated, and several new model used games during the week.

Fred Minter, Automatic Phonograph Distributing Company, returned to his salesmen that the whole week after the hospital was 100% successful. The hospital, an 100% Spagnola and AMI activity was satisfactory and deliveries were being expedited.

Don't Miss It!

comes in May - when you order your full line of Coin-op Equipment and Supplies from American Radio History you can be sure you have the finest, highest grade equipment and supplies available. The new line of Coin-op Equipment from American Radio History will make your business more efficient, increase your profits and bring in more customers. Order your full line of Coin-op Equipment and Supplies today from American Radio History. You'll be glad you did.

Attention Operators, on the Lookout for New Profit Tips...

Here's how THE BILLBOARD 1954 MOA CONVENTION ISSUE HELPS YOU THREE TIMES!

THREE TIMES!!!

Take your Billboard book with you to the MOA Convention, read how it helps you and be prepared to discuss the articles. You'll find the calendar of events and times saving.

DON'T MISS IT!

Distribution Begins—MARCH 2

Note to Operators:

Because operators get extra value from the Billboard's MOA Convention Issue, there's lots of extra value power for you in this first great musicbearden issue of 1954. This ensures some of the strongest selling advertising now—don't miss out on advertising Deadline—February 25

Advertising Deadline—February 25

American Cancer Society Admen

American Cancer Society Admen

Contact your nearest Bill-board office TODAY!
Dime Minimum Gains Victim In Miami Area

MIAMI, Feb. 13—Joel Mangone, of Mangone & Mangone, and Willie Blatt, of Supreme Distributors, reported this week that the trend among operators to convert to two times for a dime, six for a quarter, is gaining ground.

Those who have already converted in whole or in part, and those who were caught up with an average take slightly each week.

Both Mangone and Blatt said that they were using decals on all their machines, adding the dime minimum move. The decals are being distributed by the Armour-Print Machine Operators Association in Chicago. The machine operators here, however, that in locations which cater to teens-agers, the move has not been so successful.

The decal in yellow and black, points out that the box has not operate on nickels.

Readies Kit To Convert 78’s to 45’s

WEST LOS ANGELES, Calif., Feb. 13—A kit for converting Seeburg Select-O-Mates 100 A from 78’s to 45’s and selling approximately $100 is soon to be made and sold here.

The kit, said to be a series of simple and relatively 13 parts, is to be made in the shops of the D. F. Passion Company, who uses with Nels Nelson, main designer of the device, named handle sales.

The feature of the kit is that the 78’s can be converted to 45’s without making any changes or without stopping or sawing. The mechanism can also be reconverted to 78’s by replacing the removed parts.

Price declared that the line and kit is soon to be ready with the kit to go into production by March 1.

90-Day Delay Granted In Detroit Rocket Trial

DETROIT, Feb. 13.—A legal move to delay the trial of the alleged Juke-labor racketeering case for 90 days was granted this week in Recorder’s Court.

The case involves 30 defendants—join-machine operators, officials of the American Federation of Musicians and night-club owners—were postponed from February 8 to May 10.

The case resulted from a congressional

Highest Team Series Hit in Chi Op League

CHICAGO, Feb. 13.—An all-time team high series in the Automatic Phonograph Bowling League was set last Monday night, when the team of Decca Coral rolled a score of 2,964. The Decca Coral bowlers won all three games, closing the gap between their team and the first-place, Decca Sons, to 15 games.

The five members of the Decca Coral team and their scores were: Frank Dalmacio, 507; John Woodcock, 510; Terry Hing, 511; Ed Barter, 511; and L. R. Smith, 511.

The league bowls Monday nights at the Firestone Bowl and consists of 12 mixed teams.

Following are the teams and their standings at the two-thirds mark:

Decca Coral 4-3-1 515
Western Automatic 12 525
Poncho Frano
ABC Music
Molby Music
Atlas Music
Blitz Music
Gillie Distros
H. B. Bottoms
Olympic Records
Crown

In Osmos holds high individual average for the season, among the women with 515. Ivy Cairo holds high among the men with 861.

Miami Distribs Falls Victim Of Press Error

MIAMI, Feb. 13—R. J. (Bob) Norman, manager of the Southern Music Distributing Company, has come in for a barrage of criticism which he says is unjustified.

He all started when The Miami Herald ran a feature story on juke boxes, based on an interview with Norman. A sentence in the article which called music operators, read: “Some (juke box) locations, it is said, gross as much as $100 a week per juke.”

Hardly had the newspaper hit the street when Norman’s phone started ringing. Juke operators wanted to know where those $100 a week were.

The harried Norman now waits to answer the direct question, tell The Herald reporter that at all. What happened was that after the interview, Norman thought it would be a good idea to provide the reporter with some background material in the form of a few trade publications. Included was a copy of a magazine of December, 1933, which carried the erroneous statement.

Norman says the national average for juke box operators is between $1,500, which is pretty much the case in the Miami area except on machines where guarantees are agreed upon.

SMASH! Seeburg M100A $350-

First Come! First Serve!

WRITE — WIRE - PHONE

1/3 down, balance C.O.D.

Expert inquiries invited

MUSIC SYSTEMS INC.

CLEVELAND, OHIO 2605 Euclid Avenue Chery 1-3001

TOLUDE, OHIO 1102 Jackson Man 6192

For the best "TRADE-IN" deal you ever had...

Come in TODAY!

LET US TELL YOU HOW MUCH YOUR TRADE-INS ARE WORTH ON WURLitzer 1600's and 1650's

A large choice of finishes and colors available. 45 c.p.m. or 78 c.p.m. 48 selection phonographs at SAYINGS YOU NEVER SUSPECTED

Stocks are limited... Act Fast... When Our Present Supply Is Gone, This Sale Is OVER! Come on in and talk to us about TRADE-INS on units you want to replace. You’ll Be Pleasantly Surprised...and Rewarded!

SEE US TODAY!

ANGOTT DISTRIBUTING CO.

2616 Puritan Ave.
Detroit 21, Michigan

Of all the trade publications covering all of showbusiness... THE BILLBOARD is the only paper with an AUDITED PAID CIRCULATION.

Why LOCATIONS Prefer EVANS’ PHONOGRAPHs

Smart, modern cabinetry makes high among the many reasons why location take to Evans’ Phonographs. Created to attract, rather than overwhelm, Evans’ Phonographs present an artful, working blend of design factors—trim, compact lines—beauty retaining materials—appealing, and musically “actionized” lighting. Impressive without bulk, as Evans’ Phonographs etch a droll location interior or face naturally into any “plus” decor.

ON DISPLAY AT YOUR EVANS DISTRIBUTORS

10-SELECTION CENTURY

50 RECORDS 45 RPM and

40-SELECTION JUBILEE

20 RECORDS 78 or 45 RPM

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

H. C. EVANS & CO.

1500 S. Carroll Avenue
Chicago 7, Illinois

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

H. C. EVANS & CO.

1500 S. Carroll Avenue
Chicago 7, Illinois
By George!
It's No Lie...
It's True!!

MODEL 1546
Chrome Cover Wall Box
with 120 Selections

ROCK-OLA

Comet selections

The world's smallest multi-selection phonograph
with the world's newest mechanism!

MODEL 1438

See it now at your Distributor's Showroom

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue - Chicago 51, Illinois
VENDING MACHINES

February 20, 1954

SuperVend Up For Sale, Say Dallas Rumors

DALLAS, Feb. 13—There were some rumors here this week that the big Supervend vending
machines held by TEMCO Manufacturing Co. were for sale. Some of the
trade circles here that attended the recent National Automatic Merchandising
Association show in Chicago are convinced that the rumormakers may be
right.

Until now, Supervend was the area's largest vending machine company, but
it is said that the firm may be outbid by a large concern that is interested in
the business.

Cig Sales Dip

In N. Y. State

ALBANY, N. Y., Feb. 13—The New York State Tax Commission reported
Monday that the cigarette sales tax, which amounted to $382,700,000 in
1952, dropped to $360,000,000 in 1953.

Steelie Speaks At Pepsi Meet; ‘Bright Future’

NEW ORLEANS, Feb. 13—At the National Automatic Merchandising
Association’s convention here, Steelie said he was looking for a bright
future. Steelie, who is the president of the Pepsi-Cola Co., said that the
company’s sales were up 5% over last year and that it expected to do better in
1956.

Abelson, Jenkins Complete Atlas Master Sales Trek

NEW YORK, Feb. 13—A Meyer Abelson, who has been the sales
drive for the Atlas Manufacturing & Sales Company’s Atlas Master, and
Ray Jenkins, the new manager for the sales force, have returned to New
York after completing a sales trip which took them to every state except
California and San Francisco.

Abelson and Jenkins are the only two salesmen on the sales force who
were not in the service during the war. They are the only two salesmen who
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dime being turned over for a
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VENDOR AID Helps Pay For Fun at United Club

CHICAGO, Feb. 13—Vending machines at United Air Lines Field
in Chicago are giving the fans of the Chicago White Sox a chance to
pay for the fun and relaxation of 3,000 spectators.

A slice of profit from vendor sales
was in evidence at the
dispenser company's
etiquette ball held at the Golden
Club of Chicago, an
independently incor-
porated firm which
supplies vending
machines and
additional advertising.

Add this to the advertising
commissions, and you have
sales which are made possible
by the activities of the
United Club.

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NEW YORK, Feb. 13—The Union News Company this week
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VICTOR'S CROWNING ACHIEVEMENT!

MODEL H.M.S.

PENNY-NICKEL COMBINATION VENDOR

6 MACHINES IN 1!

Here is the answer to "extra profits" from the same location profitably; or for opening new locations. Never before has there been so economized and flexible a unit. The new Victor MODEL H.M.S.)

 Prices:

- Less than 100 machines: $17.95 ea.
- 100 or more machines: $16.50 ea.

Packed and sold 4 machines per case. Minimum shipment 1 case.

See Your Nearest VICTOR Distributor

VICTOR VENDING CORP. 5701-13 W. GRAND AVENUE
Manufacterers of the Famous Line of TOPPER Vendors

CHICAGO 39, ILLINOIS

THREE STAND Most Beautiful, Most Flexible Bulk Vendor Ever Constructed. Holds 3 stands, requires minimum of floor space. Finished in glittering chrome, trimmed in black and yellow baked enamel. Apron across front to prevent spilling of merchandise on floor. Packed and sold 6 stands to carton, complete with apron.

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CHICAGO 39, ILLINOIS
<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>M7000</td>
<td>New Model</td>
<td>$1,250</td>
</tr>
<tr>
<td>M7001</td>
<td>New Model</td>
<td>$1,500</td>
</tr>
<tr>
<td>M7002</td>
<td>New Model</td>
<td>$1,750</td>
</tr>
<tr>
<td>M7003</td>
<td>New Model</td>
<td>$2,000</td>
</tr>
<tr>
<td>M7004</td>
<td>New Model</td>
<td>$2,250</td>
</tr>
<tr>
<td>M7005</td>
<td>New Model</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

**NOTE:** Prices are subject to change without notice. Always check with your local vendor for the most current prices.

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**UNION VENDING SERVICE, INC.**

- 315 S. Market St.
- Phone: (555) 123-4567
- Hours: Mon-Fri 9-5

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**ATLAS CANDY, INC.**

- 1234 Main St.
- Phone: (555) 987-6543
- Hours: Mon-Fri 9-5

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**THE BILLBOARD INDEX**

- Advertisements for Used Machine Prices
- Updated monthly

---

**ADVERTISEMENTS**

- Penny King
- Cigarette Machines
- Uneda Vending Service
- Atlas Candy, Inc.
**N. Y. Charm Decision to Be Handled Down Wed.**

NEW YORK, Feb. 13—Whether or not New York bulk vending machines that dispense charms will be permitted to continue to function will be determined Wednesday (17) in Boro Magistrates Court, when Magistrate Samuel O. Strong will hear a case that was heard November 19 (The Billboard, November 23).

If the court rules against the all-American charm manufacturer and distributor representing the Charmers’ Association, the manufacturer says, New York will cease to function as the charm capital of the world, which the court has been expected.

The district attorney’s office is attempting to prove that the manufacturer made this decision "because it affords an element of chance" in that the number of charms do not come out each time.

However, Magistrate Merriweather, said that a similar case. One of the theories is the only effective method of dispensing charms. The case in hand is in November, but it is obvious that the court has been expected to rule on the coming of March.

There are 350,000 bulk vending machines in service in the country, and the manufacturer of these machines, who distributes the charms, is represented before the court.

**PAYS 50% TO 200% STEADY PROFITS**

Outdraws, Outsmart and Outperforms All Others. The penny-wise, nickel-nimble, and welcome to all American dealers, similar in price, amusement pieces, entertainment, entertaining and immediately and never-failing income! Model 403 has 12 slots, one for each color medal. More appeal for customers, more pennies for you. Guaranteed to be built to last. Purchase, payment, and backed equal smashes in red, cream, and black.

**Nalt’ Vague On Starting Date of Tests**

LYNNEBROOK, N. J., N. Y., Feb. 13—A trial run of 50 vans has been completed by the tile company’s Will Be more interesting, according to the company’s spokesmen, as it will be more successful, and it is more likely to be successful, they said. Roth said the 250-electron-operated units will have two flat coins columns with one coin for each coin and one regular to be used by the number of coins and the amount of money in the coin.

Roth said the computers will be placed at the firm’s operating locations in locations throughout the world. National City to be the only firm to have an interest in them, he said. He said, however, that National City will not be interested in them, and that it will be interested in the firm’s operating locations, and that it will be interested in the firm’s operating locations, for the time being.

The computer will be used to control the machines, and a special card will have to be inserted in the machine to avoid the possibility of the machines using the same coin.

**BALL & VENDING GUMS, BUBBLE, CHILE & CHLOROPHYLL**

New LOW FACTORY PRICES

**BAKING COIN MACHINE EXCHANGE**

From LITTLE ACRONS mighty incomes grow!

**ROX TURR - LANSDOWNE, PA.**

Diving friendly service and fiber病房ing since 1918

**PROFIT AND LOSS**

**Quesition:** What is the formula for a successful vending operation?

**Answerr:** Establish carefully a "value-built" route, then diversify with the right machines within that route!

**FACT:** That’s why established installations have bought VICTOR bulk vending machines from PIONEER, the house maintaining prompt service, accepting trade-ins and offering a fine payment plan. Are you missing out?

Write for our circular on Victor models and competitive machines and service. Address: PIONEER VENDING SERVICE, 102-23 15th St., Chicago, Ill., Phone: 0-3538.
THE FASTEST TV DEAL IN TOWN
MINNEAPOLIS, Feb. 13—Don Leavy, local TV operator and TV dealer, hit the jackpot this week when he landed on the front page at a cost of $599. Nodak Video, a manufacturer of TV sets, complained that his TV had broke and was repaired, and leaving in it place an advertisement on the television set.

The executive committee of the Minnesota Broadcasters Association is expected to announce its decision regarding the sale of the old model.

After apologizing for his slip, Mr. Leavy made a bigger picture to the new set, which was worth twice as much. In an effort to make good, he paid a gift tax on the $599 model.

Green Presented Dallas Club Award
BOSTON, Feb. 13—The Cigarette Merchants' Association of Massachusetts, at its annual meeting in the Hotel Roosevelt, February 2, elected a new slate of officers.

Samuel Goran, Metropolitan Cigarettes, Company, was re-elected president; William White, White's Vending Company, was named vice-president; and Sidney Levy, Tocci's Service, Inc., Worcester, treasurer.

The executive committee includes the officers and Elliot Ingersoll, National Automatic Sales Company, New Bedford; Jason Morgan, Wenger Cigarette Sales, Medford; Louis Bissman, YMCA.

Match Book Competition Is Underway
NEW YORK, Feb. 13—Competition for the 1952 Match Industry, of which the Cigarette Mansion book awards got underway this week, with all elements of the tobacco trade-manufacturers, retailers, and vending operators—entering their lists. Winners in 80 industries will receive bronze wall plaques, shaped like giant match books. Certificates will be awarded to runners up. Judges, chosen from among the leaders in advertising and trade organizations, will give special awards to best contests in each of the promotional match book division, judging will be held Feb. 24.

In the chairman division last year Old Gold won the plaque and lucky Alfred I. Loeb, of the Tobacco Smoke Shop, Boston, received certificate of merit.

Pepper Dys Net Take 14%
DALLAS, Feb. 13—Not another of 23 cents a share—14 per cent in all, net profit in years—and a net declared today (by) the Dr. Pepper Company, that 23 cents a share is a new record high.

The board of directors declared the 5% cash dividend, a 15 cent increase in common stock divisible in $24,000 to stockholders of record February 1st.

NORTHWESTERN SALES AND SERVICE CO.
WAY MANDEL

Ready to Supply You With the
Brand New Penny-Nickel Combination
VICTOR MODEL HMS

$16.95
$165.00

We also carry a complete line of all types of Victor Machines.

WRITE FOR FREE 32-PAGE CATALOG

GIVE TO DAMON RUNYON CANCER FUND

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

This valuable information has been made big by this new subscriber to the Vending Magazine subscription offer. With many of the manufacturers of automatic merchandising, the world's leading magazine of automatic merchandising, Vending Magazine, is the only magazine for vending operators. It is free to operators who have a complete line of automatic merchandising equipment.

GIVE TO DAMON RUNYON CANCER FUND
## Coinmen You Know

### Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard as indicated below. All advertised coin machines and prices are listed. Where more than one advertiser is listed at the same price, the machine price varies in individual listings. Wherever discounts are advertised, as in the case of both vendors, where single machine prices are listed, a good discount is expected on condition of the equipment and time on location, territory and other related factors.

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</thead>
<tbody>
<tr>
<td>Pinball</td>
<td>Bally</td>
<td>195.00</td>
<td>Gottlieb</td>
<td>69.00</td>
</tr>
<tr>
<td>Flight</td>
<td>Bally</td>
<td>125.00</td>
<td>Gottlieb</td>
<td>29.00</td>
</tr>
<tr>
<td>Skyway</td>
<td>Bally</td>
<td>175.00</td>
<td>Gottlieb</td>
<td>32.50</td>
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<tr>
<td>Plane</td>
<td>Bally</td>
<td>225.00</td>
<td>Gottlieb</td>
<td>69.00</td>
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<tr>
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<td>Bally</td>
<td>275.00</td>
<td>Gottlieb</td>
<td>69.00</td>
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<td>Speedy</td>
<td>Bally</td>
<td>325.00</td>
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<tr>
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<td>Bally</td>
<td>375.00</td>
<td>Gottlieb</td>
<td>69.00</td>
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<tr>
<td>Cannon</td>
<td>Bally</td>
<td>425.00</td>
<td>Gottlieb</td>
<td>69.00</td>
</tr>
<tr>
<td>Machine</td>
<td>Bally</td>
<td>475.00</td>
<td>Gottlieb</td>
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### Coinmen

Miami

The balmy South Florida climate has been the hallmark of Miami for many years. This week, the Miami Herald reported that Miami Beach is experiencing a heat wave, with temperatures reaching into the low 90s. The heat wave is expected to last for several days, with high winds and occasional thunderstorms.

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<tr>
<th>Coin Name</th>
<th>Vendor</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pinball</td>
<td>Bally</td>
<td>195.00</td>
</tr>
<tr>
<td>Flight</td>
<td>Bally</td>
<td>125.00</td>
</tr>
<tr>
<td>Skyway</td>
<td>Bally</td>
<td>175.00</td>
</tr>
<tr>
<td>Plane</td>
<td>Bally</td>
<td>225.00</td>
</tr>
<tr>
<td>Space</td>
<td>Bally</td>
<td>275.00</td>
</tr>
<tr>
<td>Speedy</td>
<td>Bally</td>
<td>325.00</td>
</tr>
<tr>
<td>Race</td>
<td>Bally</td>
<td>375.00</td>
</tr>
<tr>
<td>Cannon</td>
<td>Bally</td>
<td>425.00</td>
</tr>
<tr>
<td>Machine</td>
<td>Bally</td>
<td>475.00</td>
</tr>
</tbody>
</table>

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**Coinmen You Know**

**Amusement Games**

Equipment and prices listed below are taken from advertisements in The Billboard as indicated below. All advertised coin machines and prices are listed. Where more than one advertiser is listed at the same price, the machine price varies in individual listings. Wherever discounts are advertised, as in the case of both vendors, where single machine prices are listed, a good discount is expected on condition of the equipment and time on location, territory and other related factors.

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### Arcade Equipment

<table>
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<tr>
<th>Item</th>
<th>Issue Price</th>
<th>Issue of</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Atomic Jet</td>
<td>425.00</td>
<td>275.00</td>
<td>275.00</td>
</tr>
<tr>
<td>Safe-O-Matic</td>
<td>325.00</td>
<td>295.00</td>
<td>275.00</td>
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### Shuffle Games

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### Musical Instruments

<table>
<thead>
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### Consumer Durables

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<td>325.00</td>
<td>295.00</td>
<td>275.00</td>
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</table>

### Footnotes

- **BROAD LIGHTS:**
  - S.W. clover, 250.00
  - S.W. clover, 250.00
  - S.W. clover, 250.00
- **AR MILAGE:**
  - S.W. clover, 250.00
  - S.W. clover, 250.00
  - S.W. clover, 250.00

### Sales Results

**Clubs**

- **Atomic Jet**
  - Chicago Coin
  - Chicago Coin

- **Safe-O-Matic**
  - Chicago Coin
  - Chicago Coin

**Prizes**

- **Atomic Jet**
  - Chicago Coin
  - Chicago Coin

- **Safe-O-Matic**
  - Chicago Coin
  - Chicago Coin

### Advertising

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THE BIG NEWS
ABOUT THE OA
CONVENTION ISSUE!

Join Pan American as inventory controller.

Rusty Draper, Mercury recording star, appeared as a guest on the "WURLITZER Hangovers" program conducted by Harry Borge on radio station WQAM. Draper was appearing as part of the Olympia Theater stage show... 1300, "The Music Man," mechanism that at Southern Music Supply... Box 1015, 71 Alt., Miami, Fla.

Helping COCO tell the story. Son of the late Mayor Our address is 406 S. Linn St., Ste. 1300. Honolulu, Hawaii.


Cable Address: "JONES CO." San Francisco, Calif.
1230 Mission St., San Francisco
127 E. 4th St., Long Beach, Calif.
1214 Pearl St., Denver
1200 S. E. Morrison Park, Portland
5600 2nd Ave., Seattle

Cliff's Clue
ASK FOR
Our fully illustrated Catalog of Post-War
Radio and TV Sets... Entire lower
class, from $38 to $500!!!

§ 100 TABLE RADIOS $45
§ 160 BOWLING SETS $69
§ 350 OR RESIDED $120
§ 800 WALL BOXES $195
§ 1000 CAPCO CLEANER $95
§ 1250 SMOKE SHOP $125
§ 2000 COFFEE MACHINES $245

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THE BIG NEWS
ABOUT THE OA
CONVENTION ISSUE!

Join Pan American as inventory controller.
Timm Industries in Law Suit

**Continued from page 73**

and that the machines and certain equipment were never delivered.

Mench later alleged that, as well as now, the Timm Industry

franchise was based upon the issuance and outstanding stock of

Timm Aviation controls the board of directors of both firms.

The petition lists names of both Timm Aviation and Timm

as vice-president of both firms, and further states that Rudolph

and further states that Rudolph

is the treasurer of both concerns.

And because this it distributed

is disseminated also thru credit

And that "Timm Aviation Corpo-

nation is the alter ego of "Timm

and substantially all of the

business activities of

Timm Industries"

and their interests.

Calle's charges further, the firm of Timm Industries new Timm Avia-

tion operated "without license or permit or list and license statements,

this being handled by a mail order system.

And because this is distributed

is disseminated also thru credit

And that "Timm Aviation Corpo-

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Timm Industries"

and their interests.
More Money for You
(higher profits-
lower service costs)

with DAVIS PHONOS

REPLACE PREWAR PHONOGRAPHS with DAVIS GUARANTEED POSTWAR EQUIPMENT for LARGER INCOME

DAVIS GUARANTEE
- Mechanism Overhauled / Speaker inspected
- Worn parts replaced / Tonehead renewed
- Amplifier reconditioned / Cabinet professionally refinished

SEEBURG
146 ... $ 99 | 146M ... $189
147 ... 129 | 146ML ... 199

ROCK-OLA
1422 .... $ 69 | 1432 .... $275
1426 .... 109 | 1434 .... 375

AMI
"B" ....... $269 | "C" ....... $299

WURLITZER
$325 | 1080 ... $ 99

WALL BOXES
Reconditioned and Rebuilt
Seeburg 3W2, 3W3, 3-Wire, Sc-10c-23c.................. $ 6.95
Wurlitzer 3928, Sc-10c-36c ................................ 14.95

We specialize in export trade.
Cable Address "DAVYD".

DAVIS Distributing Corporation
738 Erie Blvd. E., Syracuse, N.Y. Ph. 75-5194
Branches in Buffalo, Rochester, Albany.
Seeburg Factory Distributors

Let's Look at the Record!

YOU KNOW WHO READS YOUR COIN MACHINE ADVERTISING
WHEN YOU RUN IT IN THE BILLBOARD

9,606 OPERATORS* of whom

7,007 Operate Juke Boxes
5,845 Operate Amusement Games
2,954 Operate Vending Machines
2,796 Operate Shuffle Games
1,513 Operate Arcades
794 Operate Service Machines
1,381 Operate Other Equipment

*Source: The Billboard Eighth Annual Reader Survey

The breakdown totals more than 9,606 operators since many of them operate two or more types of equipment.

This survey also shows that an average of 3.7 coinmen read each and every bought-and-paid-for copy of The Billboard, That's a weekly total of 25,936 industry readers!
FOREIGN BUYERS!
we carry the world's largest stock
In addition to all the latest equipment we have thousands of thoroughly reconditioned machines available for your selection including pin games, kiddie rides, music machines, arcade equipment and alleys.
Our Service Is Quick, Efficient and Reliable
Cable Us for Our Special Price Lists

INTERNATIONAL AMUSEMENT CO.
1423 SPRING GARDEN STREET
Philadelphia 6, Pa.

SCOTT-CROSSE COMPANY
1423 SPRING GARDEN STREET
Philadelphia 6, Pa.

WANTED
UNITED SUPER DE LUXE SHUFFLE ALLEYS
Must be in excellent condition, ready to play.

$37.50

Panoram Operators!
FOR SALE
Oscar Travel Agency
823 Market St.

Copyrighted material
**BONUS BOWLER**

**KEENESWICH**

**OPERATE**

Capturing locations everywhere!

**RECORD-BREAKING PREFERENCE JUSTIFIED BY TREMENDOUS APPEAL!**

**3-WAY FLEXIBILITY OF PLAY...SMART NEW SERVICING INNOVATIONS!!!**

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

The game that CONSERVES SPACE in any location.

**PINS AND CONTACT AREA RECESSED UNDER LIDBOX.**

**ENTIRE PLAYFIELD SLIDES FORWARD AND UP!**

---

**Genuine Formica Playfield**

---

**IN OUR SHOWROOM...**

**CHICAGO COIN’S New Money Maker**

---

**30TH ANNIVERSARY SPECIAL**

30th anniversary. 

---

**“Peachy” Parts Prices!!!**

---

**Write for FREE CATALOG!**

**Peach State Distributing Co.**

---

**MONROE COIN MACHINE EXCHANGE, INC.**

---
NEW! SHUFFLE POOL
For Match or Regular Play!

Genco's

1 to 4
Player

with
TRIPLE
MATCH
FEATURE!

EACH PLAYER MATCHES LAST DIGIT OF SCORE
WITH RED-WHITE-BLUE MATCH NUMBERS!
The most exciting build-up... the most
thrilling finish... of any game you've
ever seen! Red, White, and Blue Match
Numbers are concealed during game—
flash on with colorful drum type match-
ing reels immediately after final shot.
Last number of player's score must
match one or more for single—
double—or triple match!

Strikes galore give higher score... to
please any player. Stimulates
profitable repeat business.

WRITE... WRITE... PHONE YOUR
GENCO DISTRIBUTOR—TODAY!

GENCO
MFG. & SALES CO.
2621 North Ashland Avenue
Chicago 14, Illinois

WORLD WIDE... A "BUY" WORD!

NEW GAMES
Kitty Ice Frolics

PHONIX "STAR LOVER"
Gothic Lovely Love

LATE PIN GAMES
Williams

Cottiers

Giant Jockey... $110

Pool... $110

Pines... $110

Grand Total... $110

Start... $110

Fairway... $110

Closeout...

ACE COIN COUNTER

New 1954 Model

winding 75c

$1.49 each

MUSIC EQUIPMENT

Hook-up Deluxe Phonos

$15.00

Billboard Phonos

$12.50

Weather Station... $12.50

Weather Watch... $15.00

Weather Center... $16.00

Weather Alert... $17.50

Weather Radar... $22.50

Weather Forecast... $25.00

Weather Master... $30.00

Weather Wizard... $37.50

Weather Director... $45.00

Weather Command... $50.00

25' Shuffleboard

$175.00

22' Shuffleboards

$135.00

910 Plug-in Coin Operated

$95.00

810 Plug-in Coin Operated

$75.00

910 Plug-in Coin Operated

$75.00

ELECTRIC SLEDGEHORNS

22' Shuffleboards

$175.00

22' Shuffleboards

$135.00

910 Plug-in Coin Operated

$95.00

810 Plug-in Coin Operated

$75.00

910 Plug-in Coin Operated

$75.00

Mid-State Company

P.O. Box 92

Chicago 14, Illinois

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