**Legit May Hit Road Via Theater Video**

Equity Okay on Nat'l Theater & 'Album' Promises Big Impetus to Medium

**B'WAY.**

The week-long run of hit play *Broadway* at the Alvin on Broadway (Jan. 26-Feb. 2) has been voted the 'most outstanding' of the week by a number of critics. The production, directed by the legendary Tennessee Williams, stars Robert Preston and Maureen Stapleton. The show, scheduled for a limited run of 10 performances, was extended due to overwhelming demand.

**ACTS LIVE IT UP ON SHIPS**

**Cruises Pay $1,000,000; Hand Actors Luxury Life**

**NEW YORK, Feb. 20—Steamship companies are currently spending more than $1,000,000 each year to promote the idea of 'high-class entertainment' as a means of attracting passengers.**

**Overdue Boom Gets Going for Miami's Clubs**

**MIAMI BEACH, Feb. 20—**The Miami Beach area is experiencing a boom in club activity. The influx of new residents and the steady growth of the tourist trade have contributed to the increase in the number of clubs operating in the area. The Miami Beach Club, one of the oldest and most popular, has seen a significant increase in membership in recent months.

**LA RAYE GETS $3,000 A MIN.**

**NEW YORK, Feb. 20—**Arthur Murray will shell out a record $3,000 a minute for Madge of the West End’s West End Club. Murray is planning a new dance school in the area.

**AMF, WEBs IN ACCORD: 5-DAY CAFE WEEK ASKED**

**NEW YORK, Feb. 20—**An agreement between the American Federation of Musicians, Local 29, and the Web's Cafe Union, Local 34, has been reached. The agreement will cover the period from Feb. 20 to Feb. 25 and includes provisions for a 15-day cafe week, in which case Kathryn Murray will work from 9 a.m. to 1 a.m. for $3,000 a minute.
Ready Plans for Orderly Transition to Color
Introductory Era Ends in Summer, Commercial Season Begins in Fall

BY SAM CHASE

NEW YORK, Feb. 28—Plans for an orderly transition from monochrome to color are now being worked out at both NBC-TV and CBS. Although most of the time schedule still is subject to change, it is clear that CBS will begin using color at 8:30 p.m. on June 9, following its regular station hour, 8-10:30 p.m., with 10 minutes of commercials in color.

The NBC plan, as announced by President John Connely, will start June 14, following the 8-10 p.m. slot, with the color program of NBC's West Coast network. The NBC plan also includes an experimental network, to begin June 21, to be used for color transmission experiments.

The NBC station hour will remain 8-10 p.m. in color, with 10 minutes of commercials. The network shows will be 10-11:30 p.m. in color. The NBC network transmision will begin May 14, following 8-10 p.m. in color.

The color program at both stations will be used for advertising only, and will continue for a limited period. The color program will be used for advertising only, and will continue for a limited period.

ABC-TV Programs Hit Record Highs

NEW YORK, Feb. 29.—The ABC-TV program line-up has scored another important win in the fight for new color. The network, in recent weeks, has shown the steady gain in viewership figures. This is due to the number of ABC shows which have been kept on the air, and the number of shows which have been kept on the air.

The program which continues to be the most popular is "The Mickey Mouse Club," which has been kept on the air for the past two years. The ratings of this show are such that it is now unmatched by any other show on either network.

"The Mickey Mouse Club" is followed closely by "The Andy Griffith Show," which has been running consistently well for the past six months. This show is also very popular with viewers, and has been keeping up its ratings for some time.

ABC also has "The Steve Allen Show," which is another popular show. This show has been running for the past year, and has managed to hold its own against the competition.

The network also has "The Donna Reed Show," "The Cosby Show," "The Andy Griffith Show," and "The Big Valley," which have been keeping up their ratings for some time.

The network has also been trying to keep up with its competition. It has been scheduling more and more color shows, and is trying to keep up with the competition.

We're In Our Cups at WNBC-WNBT

And may we raise our cups in gratitude to the men and women of the advertising world who said "Good Job, well done." We did the job for your shows and your products, so we're glad that you liked it. Naturally, we get a hot shiver of delight when we think of those five 1st-place awards. But our thoughts are mostly with that

5 first prizes out of 6 in "Billboard's" 1953-54 Promotion Poll ...and a third prize in the sixth division!

sad little 3rd-place trophy. In 1954, that has to be a top winner, too. That's our challenge for this year.
**NBC to Form Div. To Peddle Items**

**NEW YORK** Feb. 20—NBC this week was reported on the verge of forming a new division to produce, merchandise and sell directly to the public items having to do with the building and its studios. The tip-off on its formation was the recent setting up of a new shop in the lobby of NBC's Radio City Center.

The venture, shop peddles crayons with the School Environment, art material and a few other such products, which bear the label of NBC and shows and stars. This is expected to be the beginning of a much larger operation that will eventually sell all the similar items to the public in the same manner. Which may eventually become a large revenue producer for the network.

**Non-Competitive**

The idea would be to sell products non-competitive with the network's present-ads that would not accentuating in label many of the previously untouched resources of the web.

Eventually, however, if NBC finds products which are not competitive and which are not sold more directly over its facilities, it may undertake a stronger retail pitch.

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**We wish to extend...**

To the distinguished Panel of judges Who selected us As one of the top Merchandising stations In the country In the Billboard 16th Annual TV Promotion Contest.

**WKRC-TV**

Cincinnati, O.

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**FCT Works on Phono-AM-TV Trade Rules**

To Be Ready in 3 Weeks; Temporary Omission of Hi-Fi

**WASHINGTON** Feb. 19—The Post Office Department's Bureau of Industry Co-Operation hopes to have the phone-TV-industry trade practice rules in the formative stage to the council for approval within three weeks. Meanwhile, reported this week, the PTO will omit rules for the exchange and advertising of phonograph equipment (The Billboard December 13). On the part of the industry is able to come up with an all-inclusive directive to manufacturers. All information on this line has been too little known to the public.

Since the PTO deferred the broad review of the biggest current standing block in the industry—merchandising of phonograph equipment which manufacturers have complained that the government will rule in the future, which do not specifically identify the merchants of the phonograph business.

Keating Presents Bill On Lottery Broadcasts

**WASHINGTON** Feb. 20—A new bill to crack down on broadcast lotteries or "get-rich enterprises" was happened this week. Kenneth Keating (R., N.Y.), the Postmaster General, had introduced a bill that makes it unlawful to broadcast or permit the broadcasting of any lottery, sweepstakes or other gambling enterprise. The measure imposes a fine of up to $1,000,000 for violation, or both, for violation.

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**Dealers Eye Co-Op On 'Big Playback'**

**NEW YORK** Feb. 20—Considerable interest on the part of Armstrong Tubes and Rubber Company on "Gems' The Big Playback" by Federated Merchants.

Over 20 of the firm's 100 or so locations in TV markets already on a co-op offer, which earmarks Armstrong in the year. At the point of local sponsorship, Armstrong made the co-op bid less than one week ago.

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**CORRECTIONS IN BB COMPETITION**

**NEW YORK** Feb. 20—The executives listed for two weeks' The Billboard competition winners in last week's issue of The Billboard, were:

Credit for the victory of the radio station WVR on promotion among 35,000-watt radio stations should be given to both station manager Joe Linden. They worked the station's "Radio City Cook-Off" that won the station's first ever award, the top award that category.

WWL, a Los Angeles, N. Y. station, which was for second place in promotion among medium size stations, had, Ed Jack, assistant general manager, who was listed last week as the station's promotion, listed as promotion manager, is sales manager.

---

**Another 'Buck Rogers' Skin**

HOLLYWOOD Feb. 19—A new Buck Rogers series will be made by Hollywood Pictures Corporation which recently have been changing in format, and which now will be as a new of 16 feature films. The series will star Buck Rogers, and his name will be used in the production, for Buck Rogers, Inc., the parent company of the film.

John E. Stare of Chicago is one of the producers of the film, which is written in conjunction with the association of name producers, Inc., and in conjunction with the film's production. The film's budget is reported to be $100,000, and it is expected to be released in the summer of this year.

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**Washington Once-Over**

**WASHINGTON** Feb. 20—Letters on the subject of post-AM radio, or TV station's new name for a TV station, and a subject of the Senate, is a measure supported by the FCC and the Interim Commission.

The present FCC is now trying to find a new name for a TV station. The FCC has expressed its support for a name that is more descriptive and easier to remember.

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**Ford to Air Mardi Gras**

**NEW YORK** Feb. 20—Ford Motor Company has announced that it will broadcast its Mardi Gras parade on NBC. The parade will take place on February 20, and will be broadcast live from the site of the parade.

The parade will feature floats, music, and dancers, and will be a major event in the city. The exact details of the parade have not yet been announced, but it is expected to be a showstopper.

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**DEAR CONGRESSMEN**

**LETTERS STILL OUT**

The Senate Junior Finance Committee is sending copies of the letter to every member of Congress, asking for their support. The letter calls for a higher tax on alcohol and tobacco, and a lower tax on gasoline.

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**NBC, CBS Ready**

Carl Anderson, the head of NBC, announced on Wednesday that the network is preparing to launch a new television show. The show will be called "The Great American Adventure," and will feature historical reenactments and interviews with experts.

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**Billboard**

The American Industry's Leading Weekly

Published by W. T. Publications

Editor: Robert W. Jernigan

Associate Editor: John B. O'Connor

Assistant Editor: John H. Slivka

Circulation Manager: George W. Gattis

Western Union

**Nasasi, W. P.D. 29, New York 1, N. Y.

**Billboard**

**Nashville, Tennessee**

**February 27, 1954**
Theater TV Woos Legit, Seeks Equity Okay for 'ANTA Album'

*Continued from page 1*

be greatly heightened if the current deal jells.

Faces the Problem

Major factor which, up to now, has put the damper on theater television of legit shows has been the inability of theater TV interests and Equity to come to terms as to how to pay cast members. In effect, however, which last fall Edgar Rosenberg, currently with DOTV, signed a contract with the American Federation of Radio and Television Artists permitting him to present television legitimate plays provided no paying audience was present at the telecast performance.

The proposed "Albom" theater telecast, since it will be shot before a paying audience, falls into Equity's jurisdiction. Situation, however, has overtaken us as a Jurisdictional dispute staging up between the Telecommunication and AFFA. Question of issue would be whether this week will sit down separately with Du Mont and work out an individual deal.

Manuti, it is known, will soon call a meeting of the 892 membership to report on the negotiations. His position has always stressed the propriety for holding the line on the AMF board and Petillo, however, felt that too adamant a stand on this point would jeopardize the $30,000,000 earned annually by radio musicians.

Mutual Sells Radio Segs to Miller, F' Staff

NEW YORK, Feb. 28.—Two brewer salesmorenchurished Manuti's offers this week. Miller Beer bought two shows — Robert F. Hurlburt's newscast on Monday, Wednesday, and Fridays from 9:30 to 9:30 p.m., and a 60-tense spot on Thursdays and Fridays from 12:30 to 12:30 p.m. Commentator for latter program will probably be Hazel Market. Both show kickoff of the week on March 1.

At the same time, Falstaff Beer is signed to sponsor Mutual's "Game of the Day" major league baseball games for 1954 on 380 stations. The brewer, which also sponsored the game last year, is buying one of the "Games" three days a week and will alternate between Monday, Wednesday, and Friday, and Tuesday, Thursday and Saturday, starting March 29 with a series of exhibition games from winter training camps. As in past years, one half of the daily games will be made available to local stations as a co-op feature.

FCC Issues 4 Video Grants

WASHINGTON, Feb. 28.—The Federal Communications Commission this week issued four TV grants, bringing total authorizations to 631, of which 543 are non-commercial, educational grants, with 48 construction permits canceled, total outstanding authorizations now number 606.

This week's grants are to: KTRB Broadcasting Co., Inc., KTRB Television Channel 14, Menomonie, Wis.; Wittenberg Television Corp., Channel 12, Logan, Iowa; Valley Broadcasting Corp., Channel 12, Charleroi, W. Va.; and WEAT-TV, Inc., Channel 12, West Palm Beach, Fla. The last-named was a finalization of a hearing examiner's initial decision.

Thank you,

Gentlemen of the Awards Committee!

WICU-TV, Channel 12, Erie, Penn., has been trying for years to win one of The Billboard's coveted awards.

And then we hit the jackpot! We're delighted to have won 1st place in Sales Promotion and 1st place in Audience Promotion among TV stations serving markets of 500,000 to 1,000,000.

Then our Radio Station, WIKK, Erie, Penn., won 2nd place in Sales Promotion among stations having power of 5,000 to 10,000 watts.

We serve the audience and we serve our advertisers!

EDWARD LAMB ENTERPRISES, Inc.

Home Office: Edward Lamb Bldg., Toledo, Ohio


WIKK-1330 KC . . . . Erie, Penn. WYOD . . . . Toledo, Ohio
TOOTHBRUSH SQUEEZE ON TV May Reap $18 Million As Firms Pitch Ad Battle

By LEON MORSE

NEW YORK. Feb. 19—The TV industry is flinging its toothbrush advertising weight into the battle for the consumer's brush.

Television is expected to be the main media weapon in 1954, with production plans for all media, and RCA, NBC, and local radio and television shows. The multi-plexing of television stations is on either cracking into the market or retaining their portion of it.

The No. 1 challenger is Procter & Gamble's Gleem, which is the initial stage of being exposed to commercial advertising. Gleem is pre-tested locally with women in the age 25-39. Milestone for Gleem is the first time it will appear on the network.

The success of Gleem, which will be handled by the industry's greatest agency, and the entrance of the three new toothpaste producers, is a direct result of the industry's present efforts to build the market. Gleem is the first of these new toothpaste producers. The other two are Pepsodent and Crest, and the market for toothpaste is expected to leap to $300 million.

There are also several new products that are expected to be ready for marketing later this year. One is a new type of toothpaste, which the two companies plan to use as a base for a new product for toothpaste. The other is a new toothbrush, which is expected to be introduced in the next few weeks.

Steele Gives Lowdown On Educational TV

WASHINGTON, Feb. 20.—Hint of half dozen stations that will be on the air by the start of the educational TV program, which was announced by Robert B. Stabile, chairman of the National Commission on Educational TV, is expected to be ready by this fall. The stations will include the University of Chicago, the University of Texas, and the University of California.

Steele said the commercial educators queried by Steele stressed the requirements of the consumer, and that the consumer is the key to the success of educational TV. Steele suggested that the educational TV program should be a joint effort of the educational institutions and the commercial TV stations, and that the educational institutions should provide the content and the commercial TV stations should provide the distribution.

The educational TV program will be a joint effort of the educational institutions and the commercial TV stations, and that the educational institutions should provide the content and the commercial TV stations should provide the distribution.

Mayo Shifts to CBS-TV Post

NEW YORK, Feb. 20—Robert F. Mayo, former sales director of the World Service of the United Nations, has been appointed sales director of CBS-TV, according to the agreement reached between the two organizations. Mayo will report to the president of CBS-TV, and will be responsible for the promotion of the educational TV program.

Mayo joined the CBS-TV network sales staff as an account executive in 1954, and has been responsible for the promotion of the educational TV program. Mayo has been active in the promotion of the educational TV program, and has been a strong supporter of the efforts of the educational institutions to provide educational TV programs.

Iron Curtain Youth Eager for 'Voice'

WASHINGTON, Feb. 20—Young people behind the Iron Curtain are being urged to listen to the US. Department of State's new radio program, which is expected to be broadcast soon. The program, which is called "Voice of America," is expected to be broadcast in various countries, and is expected to be broadcast in several different languages.

According to the US. Department of State, the program will be broadcast in several different languages, and is expected to be broadcast in several different countries. The program will be broadcast in several different languages, and is expected to be broadcast in several different countries.

FCC Rejects Plea by Westhouse on Multi-Owner Rule

WASHINGTON, Feb. 20—The Federal Communications Commission, in a decision handed down by the FCC, has rejected a plea by Westhouse, a multi-owner radio station, to allow the station to broadcast in several different countries. The decision by the FCC is expected to be broadcast in several different countries.

Camels to Ax Monroe Show

NEW YORK, Feb. 20—Ralph Stebbins, president of the ABC Radio Network, has announced that the Camel ads will be dropped from the Monroe program. The ads have been on the program for a number of years, and have been a major source of revenue for the network.

J. Walter Thompson had the majority of the account previously. The agency is expected to be dropped from the program.

Scotch Tape Mulls Shift From BBDO

NEW YORK, Feb. 20—Reports that the multi-million dollar Scotch Tape account is shifting from BBDO to Foote, Cone & Belding, New York, is expected to be broadcast in several different countries. The account is expected to be broadcast in several different countries.

Schwartz May Get R-H Chre on NBC Series

NEW YORK, Feb. 20—Lyricist, TV writer, and producer Schwartz, who has written for NBC television, is expected to be broadcast in several different countries. The program is expected to be broadcast in several different countries.

Fire Fighter

Big Air Role In Outfitting For Smokey

WASHINGTON, Feb. 20—The US. Forest Service is expected to broadcast in several different countries. The program is expected to be broadcast in several different countries.

The Agriculture Department's opening gun vaccination campaign will be the replacement of the Smokey Bear TV series, which has been on the air for several years. The program will be broadcast in several different countries, and is expected to be broadcast in several different countries.

Stable Heads New Net Dept.

NEW YORK, Feb. 20—ABC, the new Business Affair department, which will be headed by James A. Stabile, will be the national network for the ABC network, and the ABC network will be the new department for ABC.

The past year has been a good one for ABC, and Stabile is expected to be broadcast in several different countries. The program is expected to be broadcast in several different countries.

The FCC has been asked to reconsider the issue of the ABC network, and is expected to be broadcast in several different countries. The program is expected to be broadcast in several different countries.
**New York, Feb. 20.** The New York market, long resident to the belief that television had been cracked wide open by syndication, again seems to have turned the nine weeks before Dec. 12, when the NBC television network was launched by the NBC. The number of such programs runs to 18, an increase of more than double—34 since then.

Main beneficiaries, now that syndication is catching up with film, are the station where they are used. Those who have changed their attitude about buying and selling such programs are local station book- ing, the stations that appear weaker on other schedules.

One of the factors that has been a marked improvement in the quality of syndication, both in terms of new product and variety of network that affect them. Another was the development of the WJB and WNBK to increase their rates, their attractions, and to allow lower rates on other stations. Also, the number of high-quality programs available on those two stations has increased, making the syndication industry a very busy season this year, and has forced program buyers to build programs that they are used to see on this market.

The result of this is that a number of the networks are taking place on Saturday and Sunday, and the programs are transmitted in the first half-hour, respectively.

**Rawlings-Grant Co. Kicks Off 'Manhunt'**

Hollywood, Feb. 20.—First in a series of television programs that will be telecast on California television stations, a new weekly serial, produced at a studio of the NBC Film Division, which now has seven programs being shown.

**New Rawlings-Grant Co. Kicks Off 'Manhunt'**

Hollywood, Feb. 20.—First in a series of television programs that will be telecast on California television stations, a new weekly serial, produced at a studio of the NBC Film Division, which now has seven programs being shown.

**Bridgeport UHF Outlet in Shift of Ownership**

Bridgeport, Conn., Feb. 20.—The change in ownership of 13WJL, a new two-station television outlet in Bridgeport, has been announced by the NBC network. The company, which owns the station, has transferred the station to a new owner, the NBC company.

The station is licensed to operate at the former site of the NBC station, which was recently sold to the NBC network. The new owner, the NBC company, will continue to operate the station.

**Chesapeake-Nixes Bids on 10 Film Bloc**

New York, Feb. 20.—Chesapeake Amusements in this week's latest round of the network's bidding for syndicated films has been made by various film distributors for the rights to the syndicated films. The bidding companies have decided to sign the film company for the new film block. The top bid for the 10 films in the block was $275,000. Chesapeake had set the minimum bid at $250,000. A second round of bids is expected to follow. Each踏入者 enclosed a check for $250,000 to $275,000. Chesapeake has set the minimum bid at $250,000. A second round of bids is expected to follow. Each踏入者 enclosed a check for $250,000 to $275,000. Chesapeake has set the minimum bid at $250,000. A second round of bids is expected to follow. Each踏入者 enclosed a check for $250,000 to $275,000.
YOU CAN'T MISS WITH
BRIAN DONLEVY IN
"DANGEROUS
ASSIGNMENT"

145 markets have already proved Brian Donlevy cuts a mighty big figure as a salesman!

Here are some "DANGEROUS ASSIGNMENT" ratings - and these are ARB averages (not high spots) for the entire first run. San Francisco: average 24.6 for a 42.3% share of audience against Jackie Gleason and Songs for Sale. Detroit: 21.5 for a 59.6% share - against See It Now and Walter Winchell. And Boston: 16.1 for a 44.1% share competing with Burns and Allen, Crime Photographer and Studio One.

"DANGEROUS ASSIGNMENT" re-run record is even more remarkable. In every market where re-run ratings are available, it consistently reaches more customers at lower cost per thousand than on the first run. In Columbus, Detroit, and San Francisco, the program reached respectively 3% more, 6% more, and 85% more people!

"DANGEROUS ASSIGNMENT" can give you, as a local or regional sponsor, tremendous sales power at an extremely modest price. Filmed in 30 self-contained half-hour episodes, it is backed by the most comprehensive and effective promotional package in the industry - further proof of NBC FILM DIVISION's stature and leadership in Syndicated TV.

Remember - NBC FILM DIVISION has one basic commodity to offer you - the finest shows you can buy on film - from quarter or half-hour film series to brand new feature pictures. For top production, you can depend on NBC FILM DIVISION - and be assured of:

1) Widest choice of high-rating hits in the industry.
2) Million-dollar production for exclusive local sponsorship at local budget prices.
3) Market-tested advertising, promotion, publicity, exploitation and merchandising as an integral NBC FILM DIVISION Service.

NBC FILM DIVISION
SERVING ALL SPONSORS...SERVING ALL STATIONS

THE BILLBOARD
FEBRUARY 27, 1954
TV FILM
 Syndicated Pix ARB Multi-City Ratings

The following chart lists the American Research Bureau's ratings for syndicated film series for the second weekend in January in major cities surveyed individually by ARB. The complete series listing all pictures playing over a four-week period begins with the Distribution and Station Network sections of this issue of Billboard.

For further information on audience size and breakdown, the reader is advised to check American Research Bureau, National Press Building, Washington 4; 501 Fifth Avenue, New York; P. O. Box 6924, Los Angeles 22.

HOLLYWOOD, Feb. 29.—Technicolor Emphasis On Film Production

HOLLYWOOD, Feb. 29.—It will be another very interesting film production season, according to a report from Hollywood: Technicolor’s emphasis will continue to be another very

UPA Production, Sales Schedule Hiked in East

HOLLYWOOD, Feb. 29.—A new series of UPA’s production schedule on the East Coast was launched by UPA’s vice-president, Robert Tubbs, in New York.

Sobel to GAC Chi Office to Build TV Dept.

CHICAGO, Feb. 29.—Josh Sobel, who heads the East Coast office of Artists Corporation as assistant to Charles Glickin, has been transferred to the Chicago office to head the TV department. The firm represents a number of TV and motion picture agencies for the fall season.

PREPARE TO SPIN...Put on your CECIL-13 sunglasses for a brand new vision of the world in TINT FILM this summer.

Nathan, Savin on UTP Junkets, South, East

Chochrome Corp. 25 top executives of United Televison of Chicago will next week-end on a three-week busi- ness junket to New York and Chicago. The group includes sales managers, vice-presidents, directors, and other heads of the company. They will inspect the city and see the various TV stations.

READY 'CECIL' FOR TINT FILM

HOLLYWOOD, Feb. 29.—Another switch is being made with the addition of the Cecil Productions unit. The series is scheduled for the summer months when the world will be tuned to the new color television system.
TV stations throughout the nation have voted MPTV #1 distributor of feature films! The results of Billboard's Second Annual TV Film Service Awards show Motion Pictures for Television:

**1st**...Best Sales Assistance!

**1st**...Best Merchandising and Promotion Assistance!

**1st**...Best Labeling and Film Leaders!

**1st**...Film in Best Condition!

**1st**...Fred Yardley (MPTV) Salesman Who Gives Best Service!

And 178 "new stations" already have bought MPTV Feature Films as their first choice for extracting and pleasing their viewers and advertisers.

We wish to thank all the TV stations who have accorded us these honors... and at the same time pledge ourselves to continue the same high degree of service throughout all the coming years!
1st PLACE FOR QUALITY

CONSOLIDATED FILM INDUSTRIES

The Billboard
2nd Annual TV Film Service Awards

TV Film Processing Firms

1. Which film processing firm provided the highest quality service during 1953?

1st PLACE
CONSOLIDATED FILM LABS.

Emphasis on quality has always been the watchword of our organization.

CONSOLIDATED FILM INDUSTRIES

40 YEARS OF EXPERIENCE, QUALITY AND SERVICE TO THE ENTERTAINMENT INDUSTRY
WASHINGTON MERRY-GO-ROUND (15 minutes) News

Produced by: Times Square Productions
Producer-director: Charles Curran
Cash Drawer: Pauline Pearl
Distributor: Motion Pictures for Television

The plea of Drew Pearson's new film show struck publicity gold with its interview of former President Harry Truman. Thus, in addition to covering the news, the show promises to be a news maker itself. The opening and closing sections consisted of one-shot of Pearson in a comfortable office setting. The opening is presumably straight news delivery followed by the interview. The final section of the show consisted of Pearson's predictions of things to come. The show had a spontaneous un-filmdom quality. Pearson maintained his usual straight-from-the-shoulder style, which all looked like potent-topical programming. It is also an achievement in film processing and televising since production of the week's installment is completed on Wednesday, and it goes on the air on some stations on Friday.


ANNIE OAKLEY Western

Executive producer: Arnold Schaefer
Producer: Paul Clark
Director: Hank McDonald
Screenwriter: Gail Davis
Distributor: CRC-TV Film Sales
Sponsored by Canada Dry alternate weeks. Syndicated others.

Featuring the adventures of that heroine of the West, Annie Oakley, this within should find its primary audience impact among female teen-agers. Whether the young male Western fan will be interested, however, is another question which only time will determine. All the standard ingredients of horse opera—fare—gun battles, chase scenes and fistfights—are contained in the initial episode of "Annie Oakley." Gail Davis makes a pretty Annie, a girl whose talents on a horse and with a gun are unusual. Brad Davis, as a young buffalo hunter, is the boy. For Full Detailed Review See The Billboard January 23, 1954, Issue.

INNER SANCTUM (30 minutes) Mystery

Produced by: Galabed Productions, Inc.
Producer: Homer Brown
Director: Allan Neuman
Cash Drawer: Kevin McCarthy, Patricia Jackins, others
Distributor: NBC Film Division

Lovers of mysteries in general and of "Inner Sanctum" in particular will not be disappointed in the transformation that H. Brown's veteran radio series has undergone in its jump to the television channels. For outside the fact it can now be seen, the world of "Inner Sanctum" hasn't changed much. It's still peopled with the same crime characters whose sole reason for being is to create suspense.

On the first show in the series, "The Stranger," they succeed admirably in accomplishing this. The main credit for this feat, however, belongs not so much to the script's characterization as to its story line and direction. All in all, there's little doubt that if audiences are still looking for TV mystery shows, they probably won't take too long to start congregating around this one.


MR. AND MRS. NORTH (30 minutes) Mystery

Producer: John W. Lavelle
Production manager: Herb Stewart
Director: Paul Landus
Cash Drawer: Barbara Britton, Richard Denning, others
Co-sponsored by Review Products and Compele-Ware, Inc., via NBC-TV

Corpses and comedy don't always team up well on video, but the producers of "Mr. and Mrs. North" have the situation well under control. The durable couple, whose married life seemingly is just one murder after another, is back with TV for the second year. Judging by the initial show they should be around for some time to come. Originally introduced 15 years ago in The New Yorker magazine, the North's have since been the subject of a Broadway play, a movie, a radio show and, of course, a series of best-selling mystery novels. An amusing gimmick for the series co-sponsored was worked in at the finish when Palm noted that the couple were about to revise.

For Full Detailed Review See The Billboard February 6, 1954, Issue.

THE RANGE RIDER (30 minutes) Western

Produced by: Flying A Productions
Executive producer: Armand Schaefer
Producer: Paul Clark
Director: Herb Neuman
Cash Drawer: Herb Neuman
Distributor: CBS-TV Film Sales, Inc.

If conformation to the time-honored format of the typical Western show can be considered an asset, then the show is richly endowed. For the wild and wooly West, so familiar to home opera enthusiasts, has been cut down to television's size without mishap. So long as the public appetite for this type of fare continues undiminished, "The Range Rider" should have no trouble attracting an audience. The title character of the show is a more human version of the Lone Ranger. Not so sentimental, perhaps, and certainly not as mysterious, he is nevertheless a man whose two hats, and six-shooters, are elements that audiences must reckon with.


BING CROSBY SHON (30 minutes) Musical

Produced by: Bing Crosby Enterprises
Producer-director: Bill Morrow
Director: Federico de Cordova
Associate producers: Sid Brod
Music: John Scott Trotter
Arranger: Larry Carney
Cash Drawer: Bing Crosby, Jack Benny, Sharee North, others
Sponsor: General Electric via CBS-TV

Crosby opened his first CBS TV show with a smash as Jack Benny's old vaude vue—"Here I Am." It's difficult to believe that the show was produced by the same man responsible for his delightfully informal radio aires. Benny provided the brightest spot on the program via his attempt to persuade the irritable Bing that he really suffered from opening night nerves. Benny also makes his first TV series, a character called "Charley South," a pretty comediene with a sensational figure. Crosby worked four numbers—"It's All Come," "I Love Paris," "Change Partners" and "I Had to Be You," The last-mentioned number, which simply plugged Crosby by pianist Buddy Cole and let him sing, was far by far the most effective. It is to be hoped that he'll do more material like this on the rest of the series.


THE CASES OF EDDIE DRAKE Mystery

Producer: Harlan Thompson and Herbert L. Stock
Director: Paul Garrison
Writer: James James
Cash Drawer: Don Hagertey, Patricia Morison, Theodore Von Eltz
Distributor: CBS Television Film Sales

Eddie Drake is a familiar type of figure in current fiction. Some day he might become too familiar. But as long as mystery fans agree with Mr. and Mrs. North, there will be a place in the living room for Eddie Drake. As one of its basic ingredients, the series has a character founded by Ingrid Bergman and immortalized by Sybilis, namely the simply petted psychiatrist. Haggerty tells the whole story in flashback to Miss Morison, who is using the material for a psychological interpretation of crime. The production was not the finest, and the script for this instalment of Eddie Drake had almost all the same things desired by the lovers of hard-boiled detective stories.


VITAPLEX FEATURE THEATER (feature length) Feature Films

Producer: Princess Pictures, Inc.
Executive producer: Burt Balaban
Producer-director: Gene Martinez
Distributor: Vitaplex Corporation

Two of the latest mystery suspense films in this new feature-length series maintained the fine production standards noted in the comedy, "Double Barrel Miracle" (The Billboard, January 23). "Black Widow of the Carpathian Mountains" is a seductive German baron who gives the role all his expressive best. "Eight Witnesses" stars George Price in a secret agent trying to get a scoop of secrets from a friendly scientist who has stolen into Vienna from behind the Iron Curtain. The weaving of both pictures built well-calculated suspense scenes. The direction was rather subdued compared to the usual chase movie, but the late-evening viewing this film would very likely prove a welcome approach. Visually both pictures are excellent. Certainly the wide shots, many of them quite impressive, and the photography was excellent.

The Companies You Know—
Know Screen Gems TV Programs

More Stars Than There Are in the Skies
These are just a few of the many famous stars in leading roles in Your All-Star Theatre.

Broderick Crawford
Paul Muni
Joanne Dru
Jane Greer
Maureen O'Sullivan
Edmond O'Brien
Sally Forrest
Ann Harding
Paul Henreid
Will Rogers, Jr.
Edward Arnold
Mark Stevens
Ellen Drew
Joan Caulfield
Lloyd Nolan
Charles Bickford
Wanda Hendrix
Louis Hayward
Lorraine Day
Terry Moore
Edie Bracken
Ronald Reagan
Yvonne De Carlo
Viveca Lindfors
MacDonald Carey
George Brent
Jane Wyatt
and many, many others

Your All Star Theatre
now sponsored by local and regional sponsors in over 100 markets by such well known firms as

Standard Oil of Texas
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S. C. Gas and Electric
Red Top Brewing Co.
Manor House Coffee
Ortel's Beer
United Airlines
Ford Motor of Canada
Philadelphia Gasworks
Arizona Savings Bank
Kroger Grocery Co.
Rainier Brewery
Stroh Brewery
Ford Dealers
Lone Star Beer
Valley Forge Beer
Heileman Brewery
Maytag Co.
Steigmeier Brewing
Handy Andy Markets
Occidental Stove Co.

Write, wire or phone for Audition Program Today

Screen Gems, Inc.
Television
233 West 49th Street, New York City • Circle 5-5044
Meet the Press (Color TV), NBC-TV, Sunday (14), 6:30 p.m., EST.

There’s no doubt about it, the popularity of NBC’s Sunday color TV show is going to have a field day once again. This was pointed out by NBC executive John F. Kennedy (15) who noted the popularity of the show and how it has grown since its inception.

The NBC-TV program features the good-looking, youthful Senator Jack Ruby, who is often seen in the black suit and blue tie. He has his own brand of humor that appeals to viewers.

The show is reviewed by Jack Ruby, who is often seen in the black suit and blue tie. He has his own brand of humor that appeals to viewers.

Life with Paper

TV: THE BILLBOARD

Who’s the Boss

TELEVISION

Who’s the Boss

TELEVISION

Who’s the Boss

Who’s the Boss

The program was reviewed by Jack Ruby, who is often seen in the black suit and blue tie. He has his own brand of humor that appeals to viewers.

CAUGHT AGAIN

Teen Agers Unlimited

TV FILM

Junior Science

3 REGIONAL OFFICES UNDER 1 OWNERSHIP

While maintaining a sound educational program, "Junior Science" provides a great deal of interest to the young viewers, and adds to the educational value of the show.

Write or phone for further information about the "Junior Science" program.

Luce CIP Press Bureau

27 Thanes Street

Write or phone for further information about the "Junior Science" program.

Luce CIP Press Bureau

27 Thanes Street

Cincinnati 22, Ohio

On Single Copy Price

Luce CIP Press Bureau

27 Thanes Street

Cincinnati 22, Ohio

SUBSCRIBE TODAY

On Single Copy Price

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Luce CIP Press Bureau

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Cincinnati 22, Ohio

THE BILLBOARD

Communications in 1546 Broadway, New York 36, N. Y.

FEBRUARY 27, 1954

"It is ridiculous to try to run an up-to-the-minute radio station without the aid of The Billboard."

Peter Lind Hayes Show

"The show attempts to be an "Oscar" show without having Godfrey's show."
BROADWAY SHOWLOG
Performances Through February 29, 1954

DRAAMS

The Winner
(Continued)

The Winner is an interesting but rather predictable show. Its rhythm is simple but effective, its dialogue is sharp, and its actors are able to keep the audience interested.

BROADWAY LEGIT

The Winner (Continued)

The Winner is well worth seeing, especially for those who enjoy good acting and a well-written script.

MUSICALS

Candle in the Wind... 

Kettel

The King and I

COMING UP

Praise of Folly

237-74

There are several musicals coming up that are worth seeing.

ONDINE

46th Street Theater

La Vie En Rose, New York

This bill is notable for the local unveiling of the new June Rose-route.

OUT OF AN ACCIDENT OF BIRTH

At Billy Gray's home, a visitor came a second time. It is true that Birth have been shown in several parts, but what is even more striking is that they know their craft. Individually and collectively, the cast is standing performances.

Under supervision of the New York Times, a great deal like Patt Moore and Ben Lenny, they have been able to give a quality show. It is to be hoped that more and more people will come to see their presentations.

Bill Smith

Beverly Hills Country Club, Newport, Ky.

Only two acts, but quality clear as day.

The Winner is well worth seeing, especially for those who enjoy good acting and a well-written script.

Drama, Music, and Comedy

As advertised, the show is a combination of drama, music, and comedy. It is well-balanced and enjoyable.

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Miami Inns Finally Start Boom; Cafes' Business Perks Up

Gale's Celebrity Club Biggest Hit, But All Spots Enjoy Good Crowds

**Continued from page 1**

M. H. Petrillo, Webs
Reach Accord On 5-Yr. Pact

**Continued from page 1**

Dunn Forms
Coast Agency

**Continued from page 1**

Flesh Back at Locow's State

NEW YORK, Feb. 19—Locow's State will open again on Broadway to put back stage shows and stop off to drop them, in December, 1947.

The show stops will be July 17 when Leo Cohen, Locow booker, will bring his new package, the so-called "Across the Board corporation packaged head by head," to the State for a two-week stand. The show will be on a "meeting and catching up with strong enough and going on a sustained basis," Mr. Cohen will bring the singer a $30,000 guarantee and a two-week stand. The agency's office gross reaches $100,000, and the actual expense will be $100,000. It is a virtual certainty that Locow Bluenose, the firm's herald's patent, and the Four Fays will do a lot for the show. Before the show opens, the theater will have to do some minor redecoration. A portion of the stage was removed to enable a better view of the orchestra pit. A small platform will be installed and the lighting booth screen, now hung, will be flown.

Everything Considered, Acts Live Up on Cruise Dates

**Continued from page 1**

N.Y. Decision Holds Nitrites Employers

Unemployment Ins. Payments From '46 Ordered Paid; All Clubs to Be Affected

NEW YORK, Feb. 20—Night clubs operating in this State were hit with a series of decisions by the New York Department of Labor today concerning layoff and unemployment insurance contributions. The decisions, made by the state's Board of Appeals, hold that the employers of nitrites are responsible for taxes deducted from workers' pay, and direct the employer to make the payment to the New York State Insurance Fund, as required by the state law.

The decision, which owes about $17,000 to the state, is an appeal decision by a trial court and other clubs will have to pay.

Vegas Track

Judge Scores Jockey Club's Non-Payment

LAS VEGAS, Nev., Feb. 20—Judge Roger B. Powers has given notice of directors of the Las Vegas Jockey Club that they will use "every means in the law" to collect a $2,000,000 judgment against them in the case of American Radio History Co. v. the Jockey Club, acclaimed as the most important legal decision in the annals of the American radio business.

"Why don't you pay your verdict?" asked Judge Powers, who is president of a group of millionaires who also are holders of the bonds.

The Jockey Club last fall was found guilty of non-payment for more than 10 days after an 18-month legal battle. The Jockey Club now is using the case in the courts to delay the collection of their judgment.

The hearing in Federal Court was called after urgent pleas by the bondholders to collect their money. The bondholders have the right to collect their judgment, which is for $2,000,000 in bonds that they themselves largely hold.

Attorneys for some stockholders fall that the bondholders are holder-binders of "scuttling the project" and the Jockey Club is only trying to delay collection of their money for bonds that they were given by stockholders who were giving money to operate the club.

'The government has the right to "take" the bonds because the bonds are "scuttling the project" and the Jockey Club is only trying to delay collection of their money for bonds that they were given by stockholders who were giving money to operate the club.

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DENISE DARCEL thanks

New York's Hotel Pierre for a Record-Breaking Six-Week Engagement in the Cotillion Room—

"Denise Darcel is the most energetic Parisian since Mme. Pompadour... both the star and the audience enjoy each other hugely." —Lee Mortimer in "The N. Y. Daily Mirror"

"Miss Darcel is a charmer and looks at home at the Pierre." —Variety"

"Hall of Acclaim: A new streamlined Denise Darcel, Oh-la-la-ing La Belle France at the Pierre." —Bob Farrell in "The Brooklyn N. Y. Eagle"

"It's the tantalizing, playful, gorgeous Denise Darcel who acts out a charming, picturesque mood. She has improved her act so much that it approaches hideous proportions... A humilating Tour De Force." —Robert Osser in "The N. Y. World-Telegram & Sun"

"The heat is turned on the Cotillion Room by none other than that gorgeous queen of the French Chanteuses, Denise Darcel." —"Variety" Magazine

Personal Management
TREND ARTISTS

OPENING: February 24
Nautilus Hotel, Miami Beach

Returning: May 4
Hotel Pierre, New York City

Bookings
WILLIAM MORRIS AGENCY
VIDEO'S A SONG'S BEST FRIEND

Pubbers, Diskers, Artists—All Regard TV as No. 1 Hit-Maker

--- Continued from page 1

Choice American's showings on the Milton Berle show are heat waves for Decca in the current female vocal field. All TV exposure, of course, was in a commercial field.

Personal managers and diskers are of the opinion that the Berle show is getting their stars' old, or keep them in the same general field. In getting its stars they keep the stars in the same general field.

The power of the Como and Jarmuska shows is still strong. In fact, Stafford's new TV show is expected to increase its sales considerably.

More and more, as diskers and managers of bands are finding out, any talk of using TV to do it is a mistake. If the artist is to make a national sale, one has to choose a show to get the record on the national board. If it doesn't sell the artists on local TV, both are considered important.

Personal managers of course, the record has to be first, and the artist is the secondary consideration. The artist is getting to see much about TV exposure, of course, was in a commercial field.

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Hi-Fi Records To Debut as Star of Cafe

NEW YORK, Feb. 28 — Hi-Fi records will be played in the 223rd Prince Street establishment, the Cafe Allegro. The Cafe will be housed in the former 923 Fifth Avenue location and will play an eclectic selection of Hi-Fi records, plus a few others from the past. The Cafe aims to attract a distinguished clientele, according to its management.

Radio’s Hair Grows Longer As Outlets Turn to Classics

CONTEND SECKS GREEN OF HI-FI

WASHINGTON, Feb. 28 — Latest result of the sale of special edition, high-quality, hi-fi records was announced yesterday. The promotion was announced this morning, and the Hi-Fi Fair, which will run through the month of April, is expected to be a major success. Demonstrations of stereophonic sound will be the special feature of the fair.

OH BABY! "Tune Title Changed by Morris Firm"

NEW YORK, Feb. 28 — Effort to come up with a new title for a record label has been announced by Morris. The label has changed its name to "Four Seasons," and the new title will be "Tune." The change is intended to attract a younger audience. The label has also announced that it will be launching a new series of albums, "The New Generation," which will feature contemporary artists.


TOKYO, Feb. 28 — The Copyright Appeals Board has considered a decision to set aside an.

Bittaker to Manage Camp’s Intl. Dept.

HOLLYWOOD, Feb. 28 — Floyd Bittaker, West Coast representative manager of Capitol Records, has been named to the position of managing director of the Capitol International Department in Hollywood.

Pubber Redd Evans Starts Own Diskery

NEW YORK, Feb. 28 — Pubber Redd Evans, who recently launched his own record label, Redd Records, has announced that he will release a new record by Evans, the debut album for the Redd Evans Music label. The album features music by both American Society of Composers, Authors and Publishers-affiliated and non-affiliated artists, and is produced by Record Masters.

O’seas Diskings Eyed by Trade

NEW YORK, Feb. 28 — Trade is looking at the overseas market for possible expansion. With the current emphasis on exports, the trade is considering the possibility of entering into partnerships with foreign record companies to distribute their product in the US.

CGA Mapping Plans for N. Y., Coast Meets

HOLLYWOOD, Feb. 28 — Computer Guidance Associates of America is currently planning a national tour to promote its computer guided mapping plans. Several demonstrations are scheduled, with the first taking place in Hollywood.

Radio’s Hair Grows Longer As Outlets Turn to Classics

Radio’s hair grows longer as outletturn to classics.  Radio is a medium that continues to evolve with the times, embracing new technologies and formats to stay relevant. This page from the magazine The Billboard highlights the prominence of radio in the market at the time, showcasing the growth of Hi-Fi records and the expansion of radio stations to include a wider variety of music, particularly classics.

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Music Trust Fund
Issues 10th Report

NEW YORK, Feb. 29.—The Music Performance Trust Fund, which was established in late 1946, this week reported that it had received $93,100 in contributions during the first half of 1953. This total, which represents 70% of the $130,000 received from the Fund’s annual campaign, was allocated to pay music students in the following 15 institutions: 

1. Boston University
2. Columbia University
3. Cornell University
4. Harvard University
5. Johns Hopkins University
6. Yale University
7. University of California
8. University of Chicago
9. University of Michigan
10. University of Minnesota
11. University of Oregon
12. University of Texas
13. University of Wisconsin
14. Northwestern University
15. University of Illinois

The remaining $37,000, or 30% of the total collected, was placed in the Trust Fund’s General Income Account, which is used to pay the expenses of the Fund and to make grants available to music students and others in need.

Another "BIM PIN-UP" HIT

"You're at Heart!

Recorded by FRANK SINATRA

GIG LOOMIS

SUNDELL MUSIC CORP.

ROBE of CALVARY

(All Record Labels and Artists Listed Alphabetically)

BELL and RANNO SONGS, INC.

I Do Want To Have a Home by

Doolittle Records—BMI

HIT TUNE

Rhythm and Blues—No. 310

"Phone Bo Sone"

Author: W. H. Poster

Transcribed by

From the Collections of Technicolor

Private Press—No. 311

"Theme From"

Spirituals—No. 312

"The Answer"

On sale Leading Stores or Direct

From the Collections of Technicolor

SADIE THOMPSON'S SONGS

From the Collections of Technicolor

The smash hit that is sweeping the country is the "Answer Me, My Love." It has been recorded by numerous artists and is quickly becoming a hit.

"FLIRTATION WALTZ"

BOURNE INC.

"Answer Me, My Love"

"Flirtation Waltz"

PIKE TREE PINE TREE PINE OVER ME MILLER MUSIC CORPORATION

Fourth Annual Fete of Italian Pop Songs Picks Winners

SAN REMO, Italy, Feb. 29.—The Fourth Annual Festival of Popular Italian Songs, sponsored by the Associazione Italiana Musicisti Popolari, was held in San Remo last week, and the awards were announced.

The top prize went to "Tutta La Musica," performed by Enrico Citera and Berio by Pietro Marletta. Second prize went to "Anima" by Luigi Pirandello, performed by Mario Santino. Third prize went to "La Notte per la Via" by Enzo Torre and "La Via per la Notte" by Lina Renzi.

The winners were selected from a field of 50 songs submitted by Italian composers and publishers.

Blau to Attack West Coast Apa SPA

NEW YORK, Feb. 29.—Blau, a special auditor of the American Federation of Musicians, has begun checking publisher books in the West Coast, starting this week and next to the East Coast.

The audit, begun a year ago, is designed to determine to what extent and in what form payments to publishers and producers are made. Such payments are partial, according to Blau.

June Christy Nixes Tour—Brit. Due to Husband's Illness

LONDON, Feb. 29.—Imperator Hotel, London, Feb. 29.—June Christy has cancelled her London tour on doctor's orders because of her husband's illness.

Christy, who was to have made her debut at the Imperator this week, was told by her doctor to return to the United States.

Red Evans Starts Own Diskery

Bo networks, according to an executive, said that the label has been set up to exploit the many hits that Evans has had over the years.

The new company, Red Evans Diskery, will be located in Los Angeles and will be under the management of Evans himself.

Red Evans has not been able to publish his own work, according to reports, because of the many restrictions placed on him by his former employers.

Red Evans is not, however, the first black artist to publish his own work. The recording industry has long been criticized for its lack of support for black artists, and many black musicians have set up their own labels and record companies.
a tremendous hit in England

the original

THE BOOK

sung by

DAVID WHITFIELD

With Chorus and Orchestra directed by
STANLEY BLACK

backed by
HEARTLESS
(1433 AND 45-1433)

LONDON ffrr RECORDS
INDISCRETION from the Vittorio De Sica Film
INDISCRETION of An American Wife
starring JENNIFER JONES — MONTGOMERY CLIFT
COLUMBIA RECORD No. 40170

EDUCATION OF PUBLIC AIM OF HI-FI INSTITUTE

CHICAGO, Feb. 20.—The pro-
vincial board of governors of the new
American High-Fidelity Institute, recently
organized here, met today under the
presidency of Jerome J. Kahn, of Chicago, at
commissioners, this week outlined the
purposes and plans of the or-
ganization.

"The immediate objective of the High-
Fidelity Institute," Kahn said, "is to dispel public confusion as to what constitutes high-
 fidelity, and to instill confidence in the minds of the prospective buyer of
high-quality equipment that the product he buys will perform satisfac-
tionably and as represented.

"The years and means of effectuat-
ing this are now under discussion, and a statutory committee has been
asked to work on various phases of the program in co-operation with technical, educational and
advertising experts, both within and
outside the industry.

"Members of the institute have watched with growing concern the con-
misions of the term high-fidelity as applied to articles of various descri-
tion, which may or may not meet the techni-
cal standards proclaimed within the industry. We recog-
nize an obligation to the public to clarify the term and to
make, in as far as may be possible, to
set up standards readily recognized by the user, in an effort
to encourage the industry to main-
tain those standards in its en-
gineering, production, promotion, advertising and
selling activities.

"Kahn pointed out that one of
the terms of meaning that the
time would be a liaison between the in-
stitute and manufacturers or the exchange of information and re-
commendations, particularly in the market-
ation and marketing of this latest
contribution by the electronic in-
dustry to the entertainment of the public.

"There is no doubt in our
mind," Kahn concluded, "that such a vehicle as the High-Fidelity In-
itute will maintain co-operat-
ively and not for profit by the industry the activity and encouragement any
place of the term high-fidelity and educate the public to its
nature, and at the same time support the industry in its effort to maintain the highest standards for
the products.

2,000 Outlets Now Employ Phono-Gard

NEW YORK, Feb. 20.—More than
2,000 retail record dealers have equipped their stores
with the Phono-Gard record
arm—demonstrators model—manufactured by
Grey Line Engineering Com-
pjosed High-Garden, according to
the firm's national sales manager, Jack Meyerson.

"Meyerson told the Billboard this week that the
firm will introduce an im-
proved model of the disk
arm—demonstrator sometime in March, but
he refused to confirm reports
that Phono-Gard would be
priced about 15 per cent higher than the current Phono-Gard set.

"It is known that the new model will have Underwriter Labora-
tory approval, a salvo-therapy
mechanism, a simple turn-
table switch, a change in tone-
varying treatment, a new
transistorized amplifier and a
low-voltage electrical system.

"In addition to such department and chain store outlets as
Double-
day, Kroger, 3, J. Newh
Woodworth, Macy's, National Rec-
ord Mart, May Company, Olen-
be's, Schnuck and Company, Che-
be's, and Marshall Field, the Phono-Gard demonstrators are currently in
use at such record dealers as
Music City, ABC Record-Tone,
Boston Music, Cressey & Allen,
Good Housekeeping Shops, Gate-
way to Music, Music House, Gre-
nett Bros., Hudson Records, Wurl-
bach and Lyons & Ready.

Faith-Bennett

"Continued from page 19

Faith-Bennett package to Alex-
nder and negotiations started.

The confectioner believes that a
Faith-Bennett unit, even on the
heels of the Bennett-Faith Co-
firmed record on the road, Alexander
hopes to send out a package with
the Bennett-Faith unit, according to
Lester, that Alexander plans to begin
building sales volume in the next six months. At the time of the
package, which has been in the works for
the last six months. Price of the
Faith-Bennett package will be about
$35.00 per week against a

Detroit Hudson Trains Phono
Staff for 2d Shop; Sales Rise

DETROIT, Feb. 20.—Business in
phonograph sales at the J. L.
Hudson department store has been
good, with a gain in
sales volume during January in comparison to the
same period last year, reports Albert Newman,
busines manager for the phonograph section at
Hudson's.

Newman estimated the gain to be
as much as 15 per cent for
sales in phonographs and records, with
the small phonograph lead-
ning in the field of new
theories.

Hudson's is also training new
employees to handle their sound
phonograph department at North-
field Center. Newman has four
sessions in which the employees are
taught the different parts of
the individual lines, each line
being taught separately.

"Taking over the new depart-
ment will be George Sabo, who
has been working under Newman in
the downtown store. He will have
a phonograph department
staff of three.

"The Northfield Center phono-
graphs, a section of the institution half the
size of the downtown section, are
in charge of 50 feet of floor space
in the music department. And like the
downtown dealers known for its
rapid turnover in records.
Introducing a great new jazz label...

NORGRAN RECORDS

FIRST RELEASE

SWING WITH JOHNNY HODGES  THE MUSIC OF BUDDY DE FRANCO

featuring

LAWRENCE BROWN
EMMETT BERRY
LOREY LOVETT

with

KENNY DREW
ART BLAKEY
MILT HINTON

DIZZY GILLESPIE  SIXTET  STAN GETZ

MG N-1 EP N-1 EP N-2

MG N-2 EP N-3 EP N-4

MG N-3 EP N-5 EP N-6

LONG PLAYING ALBUMS $3.85  •  EXTENDED PLAY ALBUMS $1.58

Another "JAZZ AT THE PHILHARMONIC" Inc. Production . . .
All recordings supervised by Norman Granz

Attention Record Dealers ..... YOUR NORGRAN DISTRIBUTOR WILL BE VISITING YOU THIS WEEK

NORGRAN RECORDS  522 5TH AVENUE NEW YORK CITY
THE BILLBOARD
FEBRUARY 27, 1954

SPECIAL RELEASE

the Orioles
SENSATIONAL VERSION OF-
SECRET LOVE
and
"DON'T GO TO STRANGERS"
(Come to Me)
(Available for air play March 1st)

EVER UPWARD!
THE ORIOLES
"THERE'S NO ONE BUT YOU"
JUBILEE #5134
Orchestra Under the Direction of Sid Bass

FTC Works on Phono-AM-TV Trade Rules
To Be Ready in 3 Weeks; Temporary Omission of Hi-Fi
Continued from page 3
materials used in cabinets are more stringent than in any other segment of the furniture industry. The National Electrical Manufacturers Association, in conjunction with the manufacturers, including makers of cords, plastic, and mechanical parts, has attempted to reach agreement on the standard. The new rule will be in effect until January 20 for further comments by interested parties, and numerous furniture makers submitted their comments this week.

ALTHOUGH it is still possible that the Divisions of Broadcast Operations of the Bureau of FCC, which is working up the final proposals, will not hold additional hearings, it is more likely that the record will be drawn closed. The FCC is already considerably behind its original schedule, under which it had hoped to have the rules out by the end of June.

In addition to the cabinet question, the FTC's principal problems are said to be the identification of TV sets which receive Hi-Fi channels as well as VHF, and the separation of glass envelopes from picture tubes which have been used as a back to the factory as defective.

Educational Segs Set for NBC Flags
NEW YORK, Feb. 20 — New programming projects are in the works at the NBC flagship here, with WNBC lining up a batch of new educational airers and WYPR, readying an all-out campaign to bolster the stock of Jim Fulkerson and Ted McCary's daily afternoon show. The latter program will be rejected from the air.

Sound Distribrs At Hi-Fi Show
CHICAGO, Feb. 20 — Sound distributors from 17 States have inaugurated their plan to join in a High Fidelity Show at the Palmer House here September 30-October 2, have been invited to stay over for the public showing of Hi-Fi equipment and products to get a feel of the future of the industry. Sales of space for the 1954 High Fidelity Show have been sold.

Cap Picks Up Reilly Option
HOLLYWOOD, Feb. 20 — Capitol Records has picked up the option on thrush Betty Reilly's wax, signing her to a standard term paper. Through has previously appeared on the Capitol banner, having waxed "Majedette" some months ago. Diskery excess were interested in the fert's sales and lured her this week.

Symphonic Co. Doubles Sales
BOSTON, Feb. 20 — Sales volume of $4,000,000 was reached up in 1953 by Symphonic Radio & Electronics Corporation here, against some $3,000,000 in sales volume the previous year. The firm also reports that sales in January this year were 133 per cent ahead of sales of the same month last year.

Specializing in portable telephones, the company manufacturing firm said it expects its production to reach the 30,000 units a day on its recently introduced $29.95 three-speed portable phones.

Incl.

MUSIC

Tillstrom, Allison in Eigen Spot
CHICAGO, Feb. 20 — WLS, away from one extreme to the other in the matter of "good taste" in hiring a replacement for Jack Eigen on the station's 1410-midnight Monday interview show, will be taken over next week by Fran Allison and Burr Tillstrom. (Continued on page 27)

Lyons & Healy To Drop TV For Hi-Fi Biz
CHICAGO, Feb. 20 — It was learned this week that Lyons & Healy, one of Chicago's largest representatives, is planning to drop its television line completely to the high fidelity and allied fields. Lyons & Healy, according to Mr. Schaefer, electronic department manager, will be taken over by a separate department from the record department. That department, according to present plans will be an electronics department in which various items such as high fidelity sets, tape recorders, etc., will be merchandised. The store will handle only high fidelity goods and will not take on any Hi-Fi components.

Mr. Schaefer said, "Music is what should be in every home, and that's why not get into all the way?"

Magnavox Sales For 6 Months
Hit New Peak
FORT WAYNE, Ind., Feb. 20 — The Magnavox Company, thru its president, Frank Freimuth, disclosed this week sales and earnings for the first six months of its fiscal year ending June 30, 1953. Sales for the first six months ended December 31, 1953, reached a new all-time high of $35,921,006, compared to $29,086,000 for the same period in 1952. This was an increase of 37.5 per cent and was a result of increases.

Previn Music Director at Oscar Derby
HOLLYWOOD, Feb. 20 — Appointment of Andre Previn as music director for the 32th Annual Academy Awards presentation program on Feb. 25 was announced this week by Mitchell Miller, general director of the Oscar show.

Previn, an RCA Victor recording artist, joined M-G-M Pictures in 1946 as an arranger and became a conductor-composer in 1948, a post he has since held except for a two-year stint in the Army.

Music—As Written

BETHLEHEM ENTERS POP LABEL FIELD

The latest label to enter the field is Bethlehem Records, New York. The label,chaired by Gus Wilde as president, has cut several sides with Chris Connor and the Jim Brown B依ght, Bright star on the label's artist and repertoire chief. Murray Morgan, general manager of the, is letting national distribution. Elaine Bergman will handle promotion for the firm.

Chicago
Jim Lewis, Mercury recording artist, is leaving as announcer with Pops from Bob Kabalevsky's show to concentrate on writing, recording and performing. His manager, Bob Daves, announced.

Available in Canada on QUALITY Records
The MILLS Brothers

sing

YOU DIDN'T WANT ME WHEN YOU HAD ME

(SO WHY DO YOU WANT ME NOW?)

and

I Had to Call You Up to Say I'm Sorry

DECCA 29019 (78 RPM)

and 9-29019 (45 RPM)

DECCA RECORDS

America's Fastest Selling Records
I LOVE YOU
and I STOPPED LIVIN'
by
Jimmy Wakely
and
Lawrence Welk
and his Champagne Music

Coral 61134 (78 RPM)
and 9-61134 (45 RPM)

IF YOU
WOULD ONLY
BE MINE

and

SIERRA
NEVADA

by the
Sons OF THE Pioneers

Coral 64172 (78 RPM)
and
9-64172 (45 RPM)

CORAL RECORDS
America's Fastest Growing Record Company
HONOR ROLL OF HITS
The Nation's Top Tunes

This Week

1. Oh, Mein Papa

2. Stranger in Paradise

3. Secret Love

4. That's Amore

5. Heart of My Heart

6. Make Love to Me

7. Heart of My Heart

8. From the Vine Came the Grape

9. Will We Two Are One

10. Rags to Riches

Weeks on Chart
1
12
13
3
5
8
4
11
5
9

First Week

1. Oh, Mein Papa (Oh, My Papa)
2. Stranger in Paradise
3. Secret Love
4. That's Amore
5. Heart of My Heart
6. Make Love to Me
7. Heart of My Heart
8. From the Vine Came the Grape
9. Will We Two Are One
10. Rags to Riches

INDEX TO CHARTS

Popular Records, Singles

Country & Western

Packaged Records, Pop

Rhythm & Blues

Packaged Records, Classical

Other Categories

20
12
8
5

The Billboard Music Popularity Charts

The music industry's most complete guide to the actual and potential sale of tunes and records in all categories

Honor Roll of Hits

The honor roll of hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by the Billboard's weekly nationwide surveys.

The Music Corner

Hollywood clefters should get a big boot this week. "Dodd's Doxie" is now the nation's favorite movie. It's from the hit television series "Family Jane" and directed by Sam Peckinpah and Paul Webber... Eddie Fisher jumps into the number one slot this week with two hits: "Evil" and "That's Amore." Fish was last in the charts with "Surfside Joe."... Arthur Godfrey has a follow-up to last week's number one song "Dance Me Love" with "Soft Squeeze Baby." Godfrey suggested the tune to Mel Howard and Lee Irwin, the same writers who penned "Dance Me Love." The tune to date has been over a year and Godfrey waxed it quite nicely, making it once again a one time at a regular three-hour session.

Iota record sensation Thursday night at The Billboard, one of the many records being played was a Starday cuffed titled "Ex-Queen" by tune to Mel Howard. A Hit on the line read, "We are happy for Harold. We listened. No need to worry, Stanley, you never even think it's suggestive. Datti Page has been given to the time to fill the charts once again. One is "Changing Partners," the other "Cros Over The Bridge."

Robin won't get a chance to go out very long today before the music starts again. For instance "Stompin' and Whistle" by r.b. dish, disk, just released with Denny Osbourne on Checker, has been to the world since a work to Columbus. The Ralph Flanagan "Man Of Kanso," recently released on the John H. Pearsall is "Seven A Night" a novelty by George Mitre, Atlantic. Another old trend is the opening of the superb rock and roll a house or r.b. the "Sixes Me" has been released by free for the "Yes I Know Too Hot To Handle" by four, and "Stranger in My Mind" by the r.b. field has jumped onto popular. "Are You Looking For A Sweet" by" and "Rhythm of Callin' are all available by r.b. names, as well as pop artists.

England's Top Twenty

Based on sales reports from England's top music network. American publishers refuse to sell in England, in order to maintain their American market. Amanda indicates no American publishers.

1. New York, New York=
2. American Pie=
3. I'm In Love With a Doctor=
4. Beware=
5. Love of a Life=
6. You're The One=
7. I Have A Dream=
8. I've Got A Woman=
9. I'll Be Seeing You=
10. I'll Be Seeing You=

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Country & Western

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Rhythm & Blues

Packaged Records, Classical

Other Categories
THE GAYLORDS
"From The Vine Came The Grape"
COUPLED WITH
"Patzo For Pizza"
MERCURY 70296 • 70296X45

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

PATTI PAGE
"Cross Over The Bridge"
COUPLED WITH
"My Restless Lover"
MERCURY 70203 • 70202X45

EDDY HOWARD
"Melancholy Me"
COUPLED WITH
"I Wonder What's Become Of Sally"
MERCURY 70304 • 70304X45

"Somebody Bad Stole De Wedding Bell"
BY GEORGIA GIBBS
MERCURY 70298

“FANCY PANTS”
by: Russ
DAVID CARROLL
MERCURY 70317 • 70317X45

“CHANGING PARTNERS”
by: Vic Damone
PATTI PAGE
MERCURY 70305 • 70305X45

Ralph Marterie
MERCURY 70306 • 70306X45

“SADIE THOMPSON'S SONG”
by: Russ
RICHARD HAYMAN
MERCURY 70307 • 70307X45

“TAKE MY LOVE”
by: Russ
JOYCE TAYLOR
MERCURY 70317 • 70317X45

NEW RELEASES
THE SPARROW SINGS
You Came To Me • Vic Damone • No. 70336
SILHOUETTE
Esplanade • JAN AUGUST • No. 70320

RIVER BOAT
Lige Conrath • Jim Lowe • No. 70319

WHO DONE IT
Fair, Fat And Forty • BUCANEERS • No. 70322

THAT GIRL
Every Little Movement • HARMONICATS • No. 70330

COME ALONG WITH ME
It's Easy To Remember • BARBARA VAUGHAN • No. 70331

SONGBIRD
Huckleberry Finn • Richard Hayman • No. 70333

SHORT JOHN
I Wanna Cry • DINAH WASHINGTON • No. 70329

GOING HOME
Lonesome Road • JIMMY RICKS • No. 70330

"THE TRAIN WITH THE RHUMBA BEAT"
AND
"MELANCHOLY BABY"
MERCURY 70327 • 70327X45

Billboard... NEW RECORDS TO WATCH
**Best Sellers in Stores**

For survey week ending February 17

**Territorial Best Sellers**

Sellers are listed in descending order by sales in each of the markets shown. The market listing reflects the market where the seller is located.

- **Secret Love** by Doris Day, Columbia
- **Oh, My Papa** by E. Fisher, Victor
- **That's Amore** by D. Martin, Capitol
- **Young at Heart** by P. Sinatra, Capitol
- **Get Around the Ball** by L. Montana, Capitol
- **I Got So Lonely** by Four Knights, Capitol
- **Darktown Strutters Ball** by L. Montana, Capitol
- **Heart of My Heart** by D. Cornell, Capitol
- **Two Purple Shadows** by J. York and J. Ferrer, Capitol
- **Tell Me, My Love** by Nat (King) Cole, Capitol

**Best Played in Juke Boxes**

For survey week ending February 17

- **Rags to Riches** by T. Bennett, Capitol
- **Till We Two Are One** by G. Shaw and J. Ferrer, Capitol
- **Heart of My Heart** by D. Cornell, Capitol
- **Woman** by R. Clooney and J. Ferrer, Capitol

**Best Played by Jockeys**

For survey week ending February 17

- **Ring Me Later** by M. Lambert, Capitol
- **I Don't Want to Be Lonely** by E. Fisher, Victor
- **Hey, Look Who's Talking** by T. Bennett, Capitol
- **Guide Me** by L. Montana, Capitol

**This Week's Best Buys**

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

- **SOUTH** (Peek International, BMI)
- **I Really Don't Want to Know** by (Bill & Range, BMI)
- **The Man I Am** by (For Woman Made, ASCAP)

The popular disc apparently has another potential as a Specialty Disc. Available only for two weeks, this record has already been reported a strong seller in Philadelphia, Buffalo, Pittsburgh and several other cities. In the south, strong sales are also in almost all cases in Boston, Cleveland and Dallas among other principal cities. A previous "Spotlight" disk.

**The Man with the Banjo** (Melania, BMI)

Man. Man is for the Woman Made (Garland, ASCAP) — Ames Brothers

Correspondence style has persisted in past two weeks, this record is now rated strong in Boston, New York, Buffalo, Detroit, Milwaukee and St. Louis, and good in Minneapolis, Cincinnati, Chicago and Durham. Preference for this disc is strong in all areas, and with a very slight edge on "Run." A previous "New Record to Watch."

**MELANCHOLY ME** (Shields, BMI) — Eddy Howard and his Orchestra

The Howard recording of this tune has definitely stepped out above the several unsuccessful previous versions on the market. In Middle Western territories, where Howard has always been strong, disc was reported good and reaching paces. In other regions, including Boston, Buffalo, Atlanta and the Carolinas, Howard is also selling well. The Ella Fitzgerald and Smith Brothers versions have both been reported as good sellers in some territories as well, but in almost all cases considerably behind Howard. Backed with "I Wonder What's Become of Sally?" (Ad-
anced, ASCAP), his record was a previous "Spotlight" disk.
**The Billboard Music Popularity Charts**

**POPULAR RECORDS**

- **REVIEW OF NEW POP RECORDS**

- **LES PAUL-MARY PARD**
  - *Mary不清楚 what's wrong*...
  - *CAPITOL, 1956-60. The duet has a fine*.

- **TOMMY DUNN**
  - *(with Bette Martin)*
  - *DOUGLAS, 1954. His music*.

- **SOLFEJIO**
  - *SHIRLEY HARMER* and his Orch.
  - *CAESAR'S BOOGEY*.

- **JEFFREY WARD**
  - *i don't have to*.

- **THE ELLIOT BROTHERS**
  - *Lloyd and Bill and their Orch.*

- **TOMMY MARA**
  - *without a word ofarning.*

- **DAVID ROSE** and his Orch.
  - *I live for you.*

- **GENE KELLY**
  - *You better keep it*.

- **HANK WILLIAMS**
  - *I can't lose you*.

---

**RATINGS—COMMERCIAL POTENTIAL**

- **LES PAUL-MARY PARD**
  - *CAPITOL, 1956-60. The duet has a fine*.

- **TOMMY DUNN**
  - *DOUGLAS, 1954. His music*.

- **SOLFEJIO**
  - *SHIRLEY HARMER* and his Orch.
  - *CAESAR'S BOOGEY*.

- **JEFFREY WARD**
  - *i don't have to*.

- **THE ELLIOT BROTHERS**
  - *Lloyd and Bill and their Orch.*

- **TOMMY MARA**
  - *without a word ofarning.*

- **DAVID ROSE** and his Orch.
  - *I live for you.*

- **GENE KELLY**
  - *You better keep it*.

- **HANK WILLIAMS**
  - *I can't lose you.*
The Billboard Music Popularity Charts

**POPULAR RECORDS**

**Reviews of New Pop Records**

*Continued from page 23*

**The Morgan Sisters**

**Pine Tree, Pine Over Me**

LOW DOWN

**Hoe Down**

**KING 1529**

**The MORGAN SISTERS**

**PINE TREE, PINE OVER ME**

**LOW DOWN**

**HOE DOWN**

**KING 1529**

**Bonnie Lou**

**Don't Stop**

**The Welcome Mat**

**KING 1715**

**Jimmy Thorpe**

**Till We Two Are One**

**2 OF JUNE 1954**

**Cowboy Copas**

**I'll Be There**

**Stranger in My Home**

**KING 1529**

**Big Jay McNeely**

**Mule Milk**

**Ice Water**

**FEDERAL 12168**

**Herb and Kay**

**Coffee Blues**

**Who's Taking My Place**

**KING 1509**

**Lula Reed**

**Watch Dog**

**Your Key Don't Fit It No More**

**KING 4608**

**Roseneale**

**Mary Ann**

**Desert Rose**

**KARENET**

**Robert Merrily**

A Rose, Red Rose

**The Morgentaler**

**There's a Dream of Me**

**SIRE 101**

**Mickey Katz**

**C'est la Vie**

**CapeTown, 2717**

**Clarinet**

**Mervyn Peake**

**We'll Never Be through**

**Stowaway, 79**

**Decca 29205**

**The Wedding Bell Song**

**COLUMBIA 4177**

**The Four Lads**

**Jill Corey**

**Columbia 4177**

**Rosemary Baker**

**Don't Take the Last Waltz**

**Columbia 4177**

**The Friends of Mr. Scheck**

**Columbia 4177**

**Ratings-Commercial Potential**

**RATINGS**

**Commercial Potential**

**Ratings**

**A** = Outstanding 

**B** = Very Good 

**C** = Good 

**D** = Fair 

**E** = Poor

**Review Spotlight on...**

**Records**

**Johnnie Ray**

**Satch a Night (Raleigh, BMG)**

**Maya Next Time (Braddon, ASCAP)**

**Tunes**

**Ring, Telephone, Ring**

**ROO ROO ROO**

**KANGAROO**

**B/W**

**Roma Rhythm**

**Rainbow Records**

**The New Dance Craze**

**Rainbow Records Present**

**ROO ROO ROO**

**KANGAROO**

**Jimmy ROMA and His Orchestra**

**Watch For Rainbow Roo Roo News Next Week**

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*The content includes various music reviews, ratings, and advertisements.*
IF MUSIC IS YOUR BUSINESS
You Need TUNE-DEX!

A VITALY IMPORTANT SERVICE
...NOW IN ITS 12th YEAR.

WHAT IS TUNE DEX? The above actual size illustration speaks for itself. See how compactly all the information you need to know is condensed into a 3x5 card. Each month subscribers receive a package of 50 3x5 Tune Dex cards, listing the plug tunes of leading publishers from coast to coast...

WHAT TUNE DEX COVERAGE? About 90% of the leading ASCAP and BMI popular music publishers list their new and advance songs in Tune Dex. The contents of each issue is based exclusively upon the various trade reports, surveys and charts in which assure you of receiving only the important highlights that you need in your work.

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HERE IS A SPECIAL GET-ACUAINTED OFFER ON A MONEY BACK GUARANTEE.

TUNE DEX FOR THREE MONTHS AT THE SPECIAL RATE OF ONLY $5.00
(This offer limited to new subscribers who are eligible for this service.)

TUNE DEX, Inc.
Box 49, New York 19, N. Y.

IF you can't get your special offer, enclosed is my $5.00 (or any, for your special offer only).

IF you haven't been satisfied, I can return the cards and get a refund in full.

Name ____________________________  
Address __________________________

City ___________________________  State ___________________________
A SMASH!

BUNNY PAUL

Singing

SUCH A NIGHT

Music under the direction of SY OLIVER

WRITE-WIRE-PHONE

Your nearest Essex Distributor

Essex 352

Vox Jox

By CHARLOTTE SUMMERS

Now Hear This

Every now and then we receive messages from disc jockeys feeling overburdened by the load and unable to meet all the commitments of a job. Sometimes we can offer a helping hand, either by suggesting material within our reach, or by giving advice on specific matters. Phone us if you have a special request.

Surface Noises

Ed Miller, KSOK, Arkansas City, Kan., writes: "Everybody, read The Billboard. I still get letters from the one remark I made about getting records."

Fred Davis, WJAN, Spartanburg, S.C., writes: "I can't make pop records. Incidentally, Davis is celebrating his 19th anniversary as a disc jockey in February 23."

And Chuck Blair, WPRF, West Frankfort, Ill., offers this advice to fellow deejays: "Don't be too critical about publicity—just as it is added to the library. It's the cheapest way I can think of to obtain disks except for writing to Billboard advertising at its regular Wednesday job here."

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Fred Grew, WRBL, West Palm Beach, Fla., comments: "What's the use, you never use it anyway."

Debuts

Chuck Norman, WIL, St. Louis, started a new TV show on Channel 12, St. Louis, on February 14. Tex Guine, who is in reality Art Nelson, debuts in a new hour and a half deejay show to be heard every Friday night over the Texas Quality Network. The show will be aired over the following WTV's four stations: KBAP, Fort Worth, WFAA, Dallas, WWOR, New York, WAAS, Atlanta. And to San Antonio's KPRR, which has a Phil MacLennan, WHER, Cleveland, made his debut on the radio circuit as a new-hour-jamboree on WEWS, Cleveland, Ed Meserve, Peddie, New Jersey, moved to WIP, Philadelphia, as a former WOR, New York announcer. Bill Fields is the new deejay of WDAS, Philadelphia, replacing Lloyd Nelson, who has left the show to do TV work. Mai Jersey, former WLIB, New York, has returned to his WLIB, New York, position after a long absence. George (Dr. Drey-D) Sigmund has started a night show on WJNO, West Palm Beach, Fla., featuring rhythm, blues and spirituals across the board.

Change of Theme

Andy Anderson, formerly with the ABC station in Albuquerque, has moved to KAAB, Abilene, Texas, with "You Hug Me, I Hug You," formerly with KQNB, New Mexico. Ted Willingham, KDKR, Kansas City, has taken over the reins at WKAL, Rome, N. Y. on "Frequency," formerly performed by Chuck King, who has moved to the Mutual Broadcast System. Charlie Harris, WJHP, Jacksonville, Fla., is starting a TV show on WJHP-TV, and WJHP's word trade named "Chuck in the Morning," which would like to have 16 glossy photos of artists to use on his show. Chuck Summers, deejay, takes a trip to Canada to play on WOSA, Wausau, and WLIN, Muncie. Dick Thomas, WIP, has taken over the reins at WOND, Painesville, Ohio, formerly with WOR, New York. N. B. as assistant program director, Atilio Bonafici, WYAY, will join WIP, Erie, Pa., as copy writer. Lee Leonard, WLOP, Northfield, also to the TV side exclusively with a de-

YESTERDAY'S TOPS—

The nation's top tunes on records, as reported in The Billboard

FEBRUARY 26, 1954:

1. My Heart Tells Me
   By The Eliptics
   On Mercury

2. Shoo-Shoo Baby
   By Andrauhs
   On Mercury

3. Star Eyes
   By Shoo-Shoo Baby
   (Myra)

4. I Couldn't Sleep a Wink Last Night
   By Matty Dats
   On Decca

5. Paper Doll
   By The Del河北省
   On Capitol

6. Holidays for Strings
   By Stan Kenton
   On Capitol

7. Mr. Dirty
   By The Very
   On Epic

8. Buttons and Bows
   By My Darling, My Darling
   On Capitol


10. The Erie Prize Award for outstanding public service in the field of radio was presented to WVRD, Hartford, Conn., by Detroit's Veterans Commission. The prize was donated by D. F. Opleman, KFAM, St. Cloud, Minn., and accepting it, he said: "Dear John and Martha Letter, last week the station's AM transmitters blew out. Winners of the 1954 Popular Poll on Billboard's show via WJGM, New York, plus, Page 10, Part 2, Anthony and the Ultimate Four, A. A. Kaye's Strictly the Best, which poke out on the R&B Chart to the top.也非常感谢您的服务。

11. Roger Coleman, Bill Price, WAVM, Charleston, W.Va., for an extra copy of "Black Velvet" by Bill Price.

12. Steve Walsh, WHAP, Hopewell, Va., is more impressed with Ed Lange's recording of "Lonely Town at Five A.M." (words: "This is one of the most terrible recordings I have ever made, I really believe Max, you've found the best one.

Ron Johnson, Alabama, says: I think Ike and Ripca idea of putting a picture of the act on the label looks great.

Guestings

Cab Calloway visited Ed Bonner, KWKX, St. Louis, last week. Bill Taylor, WOR, New York, stopped at Chuck King, who has moved to the Mutual Broadcast System.

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Your nearest Essex Distributor

Essex 352

Vox Jox

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Featuring Vocalist

MARCIE MILLER with RAY ANTHONY and his Orchestra

MOONLIGHT MUSIC, INC.

1733 Broadway, New York, N. Y.
Mercury Classics Sell Best

This Week's Recommended TOP Seller!

*FRANCK SYMPHONY IN D MINOR

Paul Paray conducting the Detroit Symphony Orchestra MG50023

Without question, the finest available recording of this ever-popular masterpiece!

"Paul Paray has been rightfully called one of the most forceful conducting personalities of France—a top-notch musician and a top-notch orchestral technician...Paray's version of the Franck Symphony is one of the most expressive on records...Its superior reproduction gives it first place in the LP category."

THE AMERICAN RECORD GUIDE

EXTENDED ORCHESTRAL WORKS

GRIEG: LYRIC SUITE, OP. 54; REBER: HUMMELIAND

Paray, Ravel

MINNEAPOLIS SYMPHONY—Kubelik.

"This recording is a winner. The lush, rich sound of the orchestra is captured with great realism and the transparency of the recording is remarkable."

ISSERT: CONCERTINO DA CAMARA FOR SAXOPHONE; REBER: HAPPSODY FOR ORCHESTRA AND SAXOPHONE

RAVEL

INMNESPIAL SYMPHONY—Kubelik.

"This recording is a winner. The lush, rich sound of the orchestra is captured with great realism and the transparency of the recording is remarkable."

DEBUSSY: IBERIA; LA MER (1-12)...

PARAYS TRIO 7-36

"This recording is a winner. The lush, rich sound of the orchestra is captured with great realism and the transparency of the recording is remarkable."

BIZET: TOUTES PARTS, OP. 2; LA JOLIE Fille DE PERTH; CHARRIER; SUITE PASTORALE (1-1)

PARAYS ORCHESTRA.—DEBUSSY: LA SORCIERE DES POISSONS, PARAYS ORCHESTRA, PARAYS ORCHESTRA.

"This recording is a winner. The lush, rich sound of the orchestra is captured with great realism and the transparency of the recording is remarkable."

CHORAL WORKS AND OPERA EXCERPTS

RUSSIAN OPERA ARIAS (1-12)

RACHMANINOFF, ARIAS

PARAYS ORCHESTRA.—REBECCHI: SYMPHONIE No. 2. PARAYS ORCHESTRA.—DORATI: SYMPHONY No. 1—PARAYS ORCHESTRA.—KUBELIK: SYMPHONY No. 2—PARAYS ORCHESTRA.

"This recording is a winner. The lush, rich sound of the orchestra is captured with great realism and the transparency of the recording is remarkable."

INTRODUCTORY EXCERPTS

SMITH: HYMN TO THE UNIVERSE (1-12)

HAYDN: SYMPHONY No. 92.—PARAYS ORCHESTRA.—KUBELIK: SYMPHONY No. 2—PARAYS ORCHESTRA.

"This recording is a winner. The lush, rich sound of the orchestra is captured with great realism and the transparency of the recording is remarkable."

INSTRUMENTAL

SCHUBERT: SONATA IN C MINOR, OP. POSTH. ORSONA IN B MAJOR, OP. 147 (1-12)—PARAYS ORCHESTRA.—PHIL, MG10148

"This recording is a winner. The lush, rich sound of the orchestra is captured with great realism and the transparency of the recording is remarkable."

LIEBT: MEMPFIATO WILCH VON SCHUPP; CAROLINE: FRANK SHARP MINOR, OP. 40 (1-12)—PARAYS ORCHESTRA.—PHIL, MG10148

"This recording is a winner. The lush, rich sound of the orchestra is captured with great realism and the transparency of the recording is remarkable."

LIEBT: LIEBESIDRANG NO. 2.—PARAYS ORCHESTRA.—WELLESSELA: ORCHERTY MUSICALS DE FRANCE (1-12)—PARAYS ORCHESTRA.—PHIL, MG10148

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VOCAL

NEW GREAT VOICES OF TODAY, VOL. 1 (1-12)—Paray, Matthews, Mezzo-Soprano; Pisk, Soprano; WELLESSELA: ORCHERTY MUSICALS DE FRANCE (1-12)—PARAYS ORCHESTRA.—PHIL, MG10148

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CHAMBER MUSIC

HUGO WOLF: ITALIAN SERENADE IN G MAJOR, QUARTET

PARAYS ORCHESTRA.

"This recording is a winner. The lush, rich sound of the orchestra is captured with great realism and the transparency of the recording is remarkable."

SYMPHONIES

HAYDN: SYMPHONIES NOS. 94 (MIRACLE) AND 97 (1-12)

PARAYS ORCHESTRA.

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RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard Orchestral Staff concerning the commercial quality of each record. Each record is stamped with one or more of the following: Excellent, Good, Satisfactory, Poor.

Excellent: The record is one of the best of its kind

Good: The record is above average

Satisfactory: The record is average

Poor: The record is below average
First "La Bohème"... now

Andre Kostelanetz presents
his new opera for orchestra a fiery, sumptuous recording of Bizet's
Carmen

KOSTELANETZ
CARMEN

"must" for every Kostelanetz fan... a "must" for every hi-fi fan... a "must" for every opera fan

Photo by Porper

"LP" ML 4826 * 45 Set A-1097 * Extended Play Record A-1821 (Habanera * Micaela's Air * Flower Song * Sevillana)

COLUMBIA RECORDS
Second Act of "Traviata" As Seen Through a Button

With Epic Records' new Radial Sound there's no sound barrier between you and the music. The presence is so great you feel that you are on stage with the performers themselves.

First readers may enjoy our reviews as customers enjoy the first really big new sound on records.

Stock up on Epic now and watch them come back for more!

**CLASSICAL RECENT RELEASE SELLERS**

All records listed have been released within the past six months. Results are based on a survey of the key classical dealers throughout the country. Musical categories chosen wisely.

**EPITONE No. 6** (A Roger Price "Dreadful")

**CHART COMMENTS**

A striking feature of this week's chart is a group of new albums made by Angel Records. No fewer than seven of their recent releases carry the Angel Seal. The group, spanning a wide range of music, is the largest so far to come from the house.

The Merry Widow shows the greatest strength and will probably ride a warming sales curve longer than the other new Angel albums (recent releases) carry the Angel Seal. The group, spanning a wide range of music, is the largest so far to come from the house.

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NOW! the Record Merchant's Own True High Fidelity Package!

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

the revolutionary new
MITCHELL 3-D HIGH FIDELITY RECORD REPRODUCER

Exclusive FOR THE RECORD MERCHANT

the MITCHELL HI-FI DEMONSTRATION CENTER

IT PUTS YOU IN THE HI-FI BUSINESS

Here's the dramatic selling aid that makes every customer who enters your store a real prospect for a MITCHELL 3-D High Fidelity Record Reproducer. Here, in a dramatic comparative listening test, customers are sold on MITCHELL high fidelity in minutes...they hear a new dimension in sound. After a single demonstration, 69 out of 100 prospects will never again be able to tolerate the "tininess" of an ordinary phonograph. This listening test makes the 3-D sale for you.

You're in the Hi-Fi business for big-ticket volume once you place the compact, exclusive MITCHELL 3-D Demonstration Center on your sales floor.

PLUS!

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

Only MITCHELL gives you ALL THIS SELLING HELP!

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

GET THE 3-D PROFIT FACTS

Every MITCHELL 3-D CUSTOMER BUYS $200 WORTH OF RECORDS

Surveys show that purchasers of MITCHELL 3-D Record Reproducers make a penny dollar buy of new records that exceeds the retail value of the instrument itself.

IN LIMED OAK OR MAHOGANY
custom-crafted cabinetry—hi-tech wood construction.

Variable Resonance Crossover—High Fidelity range from 30-15,000 cycles. Famous for true fidelity and virtual elimination of surface and needle noise.

Mitchell True Hi-Fi Amplifier—Full 20-20,000 cps frequency response—custom-built for full fidelity, with separate bass and treble controls and 5-position Compensation.

Extended Range Speaker—Specially matched—gives unequaled fidelity and balance. Removable Front Panel.

5-Position Compensator—Found only in costliest custom equipment, has 5 positions to provide the best possible playback of all record makes and types.

30-15,000 CPS

MITCHELL 3-D" ZONE HIFI" 41
HANK SNOW—
"THE SINGING RANGER"

GRAND OLE
SET ALL TIME ATTENDANCE

and their

DENVER
17,500

TUCSON
(Box Office Riot)

SAN JOSE
(Standing Room Only)

OAKLAND
16,000

DOUBLE BARREL HIT!

"PANAMAMA"

HILL & RANGE b/w

ACT 1—ACT 2—ACT 3

FOR AVAILABILITIES

Exclusive Direction:

DUB ALBRITTEN

417 Broad, Nashville, Tenn.

Phone 57031
WEBB PIERCE

"THE WONDERING BOY"

OPRY SHOW

RECORD ON 12-DAY TOUR!

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Held Over!

AMARILLO
(Sold Out in Advance)

PHOENIX
(Two Full Houses)

LOS ANGELES
(Return Engagement)

MOVING FAST
"SLOWLY"
and
"YOU JUST CAN'T BE TRUE"

Exclusive Management:
HUBERT LONG
1537 McGavock Pike,
Nashville, Tenn.
Phone 26635 or 6-7181

WRITE—WIRE—PHONE
### Best Sellers in Stores

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### Most Played in Juke Boxes

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### Most Played by Jockeys

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*The Billboard Music Popularity Charts: Country & Western Records*

For survey week ending February 17

Records are ranked in order of their current national airing importance at the retail level. Results are based on The Billboard's weekly survey among disc jockeys, covering the country and western market. The number of each record is also listed.
**RHYTHM & BLUES RECORDS**

**Best Sellers in Stores**

For survey week ending February 17

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**Most Played in Juke Boxes**

For survey week ending February 17

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**This Week's Best Buys**

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

**DO, DO, DO IT AGAIN** (Jefferson, ASCAP)
**MY WILD IRISH ROSE** (Willis, ASCAP)

The Four Tunes—Jubilee S135

Bucking a sluggish market, this disk has never failed to make the sales hit. And surely, Now reported strong in Atlanta, Nashville, Milwaukee, Cincinnati and Buffalo, good in Boston, Philadelphia, Detroit and St. Louis. Pop-wise the record is also doing well in Buffalo, Cincinnati, Cleveland, Chicago, Milwaukee, St. Louis and Atlanta. Altho both sides are doing nicely, the "Do, Do, Do" side enjoys this edge. A previous "New Record to Watch."

**I'M YOUR HOOTCHY KOOTCHY MAN**

Middle Western and Southern reports indicate that the record is moving at a profitably slow pace in those areas and is spreading. Good and strong reports were received from Cincinnati, Cleveland, Chicago, Detroit, Nashville, Minneapolis, Milwaukee, St. Louis and Atlanta. Action on the Atlantic side is slow but for is only fair. Flip is "She's So Pretty."

---

**Reviews of New & R B Records**

**Fats Domino**

You Don't Want Me Wrong

**Maurice Williams**

**Buddy Johnson**

**Murry Reynolds**

**The ROYALS**

**The MOONGLOWS**

**Thehawks**

**Candy Gill**

**Don Gardner**

**LUTHER BOND**

**Ray Baker**

**Pepperwax Baker**

---

**This Week's Billboard**

FEBRUARY 27, 1954

**The Billboard Music Popularity Charts**

**GIVE TO DAMON RUNYON CANCER FUND**

**RAYMOND & RAYNELL CARLSON**

---

**Specialty Records**

**David Newton**

**LEROY HOWELL**

---

**The Rhythm and Blues Tattler**

**James Birkby**

**Ace Records**

**The Billboard**

---

**Atlantic Records**

**Ray Baker**

---

**Savoy Record Co., Inc.**

**SMILEY LEWIS**

---

**Imperial Records**

**New Cast Hit**

---

**Smiley Lewis**

**The BOSS MOJO**

---

**FEBRUARY 27, 1954**

---

**Candy Gill**

**Don Gardner**

**LUTHER BOND**

**Ray Baker**

**Pepperwax Baker**

---

**The Rhythm and Blues Tattler**

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**New Cast Hit**

---

**Candy Gill**

**Don Gardner**

**LUTHER BOND**

**Ray Baker**

**Pepperwax Baker**

---
--- Reviews of New R & B Records ---

Wailing Willow Blues.......

The Talk of L.U.H.

MONTE EASTER ORK

DOMINIC WHEELER

THE CONVENT

RUDY RENDERS

BILL WALKER

Lucky Hill

HEAVY SKINNER

JIMMY JONES & ORK

Hand in Hand

Number of Releases This Week

Other Records Released This Week

Country & Western

The Denver Dragon (Port 1 & 2-Columbia, A.GUM. 1000) 2

Rose Gertrude Johnson (Columbia, C-1000)

"What's the Cut?" (Hill 9177)

The Blues

FEBRUARY

"YOU (AME-"

Grace Sign - Katt.

The Juke-Box

THE RALEIGH

Clayton Sign - O.S.

THE HAWTHORN

Clayton Sign - 0.S.

THE ACE

Clayton Sign - 0.S.

The Hall

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The Rhythm

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**Buddy Di Vito**
and his Ork

A SENSATIONAL HIT!

"**Glenn Miller**"

b/w

"If Love Has Flown"

Chances #301

**CHANCE RECORDS**

1151 East 47th Street

Chicago, Illinois

---

**LEGAL NOTICE**

The song composition entitled

"**Chili Dippin' Baby**"

is copyrighted and owned by STARS SONGS MUSIC PUBLISHERS

Manufactured by Gotham Record Corp.


**LEGAL NOTICE**

Milton Buckner "Taking a Chance on Love"

"Flying Home"

Manufactured by Gotham Record Corp.


**NUMBER #1 POLKA LINE TOP ARTISTS AND TUNES**

Kulda, Polan, Instrumentals, Folk, Oldtime, Polkas, Waltzes, Marches, Modern, Recent, Recorded, Reissue, Temperature защиты.

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New York, N. Y.

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**GIVE TO DAMON RUYTON CANCER FUND**

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**TOP TUNES • TOP BANDS • POPULAR ALL TIME HITS • LIGHT CLASSICAL • HILLBILLY • ETC.**

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Beverly Hills, California

522 Fifth Avenue

New York

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**The Billboard**

February 27, 1954

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**Reviews and Ratings of New Classical Recordings**

See page 12.

---

**Reviews and Ratings of New Pop Recordings**

See page 33.
Burlesque Bits

BY UNO

FEBRUARY 27, 1954

Hocus-Pocus

BY BILL SACHS

When in Boston It's the...

The Home of Showfolk

SCENERY

Theater Available

At Uno

Blackstone and Company is now

The Y. M. C. A. Playhouse, Chicago, 111.300, of the
to give his program of illusions,

talents and psychic effects, with

the help of the New York City Club,

New York, in the near future.

Tommy Windsor typewrites from

D. Borden, headliner, says he

that he is set to ink a contract soon

(Rino of Texas) for 1955 and 1956.

includes magic among other special-

Orlo Shames was the headliner

for a series of lecture-demonstra-

N. J. Saturday, October 15th, and

where they play.

Mr. and Mrs. Roy (Scrubbins) Waverly

get a showbill at Collin's Theatre.

which they are on tour.

some of his routines, including

Sands, is on the black trailer at

while working out at the club

extravaganza and is expected to

meet at Collin's Theatre.

Bill Smith.

minstrels' Costumes & Accessories

626 E. C. 27th St., Chicago 13, 11.

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Bill Smith.
The Final Curtain

Music as Written

- Continued from page 22

A new BIM firm, Byron Music, announced it has purchased the music division of the former Paddy WJJD. The firm's new name is Byron Music, and it is headed by Thomas R. Shaw, a former record producer. The new firm will focus on acquiring new talent and producing music for the film industry.

- Continued from page 22

Brandon, 1954

The BillBoard

FEBRUARY 27, 1954

BRANDON, R. C. (Harry), 32, music director for the New York Philharmonic, returned home February 5 after six months in Paris, France. He was the owner of the New York Times, the New York Post, and the New York Daily News, and was also the president of the American Broadcasting Company.

BRAYNE, Louis G., 53, director of the Los Angeles Film Festival, was killed in a car accident in Los Angeles, California. He was the director of the Hollywood Bowl, and was also the owner of the Los Angeles Times.

BRENNER, Edward, 42, manager of the Los Angeles Film Festival, was killed in a car accident in Los Angeles, California. He was the owner of the Los Angeles Times.

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THE JOLLY CATERPILLAR, new kiddie ride manufactured by the Allan Herschell Company, North Tonawanda, N. Y., was previewed on the midway of the Royal American Shows at the Florida State Fair in Tampa. Altogether the ride (left to right) are Carl Sedofsky, Royal American owner; Lynn Wilson, president of the ride manufacturing company; and Norrman Battiste, inventor of the ride.

GAINS LISTED

Richmond Adds Sauce
To Cooke-Rose Pacts

LANCASTER, Pa., Feb. 20.— Adding of the Atlantic Rural Ex-
cursion to the Cooke-Rose pacts
plus other grandstand acts, to the
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**THE WHALE**

**Hint N.Y. Site For Showing Of Mrs. Harvy**

NEW YORK, Feb. 20—The first American showing of Mrs. Harvy, 60-ton whale, imported for last week's presentation in New York, will be the last time the natural product is being shown, and that presentation will be exhibited in the Barnum monster park in midtown Manhattan.

The Bay location is famous for outdoor shows (the ill-fated outdoor circus staged there by Lurrie Sunbeam more than a decade ago).

With reports that the lot owners would be ready to rent in advance, indications are that New Yorkers will have another opportunity to have the whale in the Times Square area for a run, possibly up to six months.

Financial rights to Mrs. Harvy were acquired recently by producer Raye Perkins and Morton Challen, of Holiday on Ice Shows, Incorporated. It is understood that promotion activities would very likely, with no billing and little advertising. A generous helping of free publicity would be garnered through moving Mrs. Harvy thru Times Square on route to the exhibit site from the New York Central yard, where the whale has been repainting since it arrived in this country in 1901.

**Savin Rock's Arcade Bought By Andersons**

WEST HAVEN, Conn., Feb. 20—Vincent and Catherine Anderson purchased the Grand Beach Park Arcade according to a deed filed with the Taxing District.

The deed gave the sellers of the arcade several rights from the Nantucket Street, as Merchants Realty & Investments Company of New Haven.

Internal Revenue tax stamps totaled to the deed a sale price of about $12,000.

**Brookway Names Six Committees**

JACKSONVILLE, I11., Feb. 29—B. A. Brookway, president of the American Recreation Equipment Association, has appointed committees for the year, announced here by Secretary Ben Lease.

He also reported that AREA offers have progressed that member associations of the league would be allowed to attend the booth rental and annual trade shows of the National Association of Amusement Parks, Pools and Beaches.

Exhibitions of horse-operating with the NAAPPR in the latest, participators of the potential of staging a contest for new ride designers, which had not been determined whether the contest will win.

AREA committees include:


- Animal Control and Auditing, Aud, Trubuche, Perry Tustill, Chicken and Shows, Southern, Inc.

- Food, Pictures, and Exhibiting, Vanheusen, Inc.

- Membership, Joseph, A. Albers, and Ben Nugent.

- Novelty Equipment, Fred T. Lauer, Luroy Koons, and Tom Parkinson, The Billboard, Nuling, R. D. Robertson, MINUSP, and A1 Tobor, Allen Hercules Company

**Sacco Enters Rider Timer Biz**

CHICAGO, Feb. 20—Tommy Sacco, one of the most attractive booker and kidde ride operator, has tied out into a third of outdoor show business, selling a line of timer equipment. Called the Interval Timer, the new offering is 220 volts and come in two price ranges.


**INSURANCE LIABILITY & FIRE**
For the Amusement and Entertainment Field

**BROADWAY BROKERS CORP.**
150 Broadway, New York, 38

**SEND FOR DETAILS**

**CHUNK-E-NUT PRODUCTS CO.**

**SEND FOR FREE CATALOG**

**CONCESSION SUPPLY CO.**

**NEW ORLEANS CONCESSION SUPPLY CO.**

**KEEP POSTED on the OUTDOOR FIELD**

**DODGEM RISES**

Bronx Spot

Plans 2 More Major Devices

NEW YORK, Feb. 28—Only the roof remains to be put on the Dodgemo building at Flushing, the kick-off park on Bruckner Boulevard. The big Dodgemo car to hand, the operators expect to have this number in the lot which is season set to begin in May.

Work on the Dodgemo has been proceeding at an accelerated pace, due to weather interference, and work is now being done on the more major rides, one of them a 120-passenger 'Horseless Drawn Carriage' to ride up to the front before the season begins.

Also erected at the park is a new restaurant building. Kiddle rides are a Schiller Roller Coaster, Ferris Wheel and Space Ship, Mango's Roto-Whip, and Her-Shell tank ride and three-albore. The park opened last summer for its first season. Owner is Arthur Becker. Becker has been operating the park the past two Sundays, with the recent break in weather.

**Carnival Routes**

Send to

3160 Patterson St.
Cincinnati 22, O.

Henry Spaeth, Plains, Ill. (Pa.)

July 17th

K. H. DRUM, 
Williamsport, Pa.

8th

K. H. DRUM, 
Williamsport, Pa.

Kirkland, Pa.

Circus Routes

Send to

2160 South St.
Cincinnati 22, O.

**Ice Shows**

Michael B. Haggerty, Director

316 S. Halsted St.
Chicago, Illinois

**PEANUT ROASTERS**

Cicero Roaster

6001 N. Austin Ave.
Cicero, Ill.

**Peanut Roaster**

800 Farnam St.
Omaha, Nebr.

**PEANUT ROASTERS**

600 Farnam St.
Omaha, Nebr.

**PEANUT ROASTERS**

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RINKS & SKATES

BRUIZ 27, 1954

The BILLBOARD

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

55

OATS WITHOUT EASE

Parades, Festivals

Hit by Higher Costs

3 Easterners

Pass USARSA

Gold Dance

NEW YORK, Feb. 29—The National Professional Rink

Skating Association this week

awarded easterners their

Cherry Blossom Championship

meet held at National Arena,

Washington.

Annual Cherry Bloom

Meet Prepped by AOW

ELIZABETH, N. J., Feb. 29—Jack Edwards, director of

skating for the AOW, has announced April 3 as the date for the 1954

Cherry Blossom Championship

to be held at National Arena,

Washington.

Dancing to the great number of

applications official expect to re-

As of this date the following persons are

registered to compete:

Miss Virginia, Everett and

Lois E. Bayly, Union Grove, Wis.;

Miss Patience Shailer, New York;

Miss Maxine Thompson, St. Louis; Miss

J. H. Johnson, Jr., Haymarket, Va.;

Miss Pat Van Zandt, South Bend, Ind.;

Miss Alice Zarchy, Chicago; Miss

Marie McLean, Bridgeport, Conn.;

Miss Irene Williams, Los Angeles.

This year's AOW is awarding medals for first, second and third

place winners on accumulated points at five of the final races. A club trophy is also to be

awarded on accumulated points for six of the final events.

Finishes for both men and women, will include one and one

half-mile events for seniors over 18; one and one-

half-mile events for juniors, 16 to 17 years of age; three-quarter-mile and half-mile events

for intermediates, 13 to 15 years old; and one-half-mile events for novices, 10 to 12 years old; four-lap races

for mixed juveniles under 10; a four-mile mixed relay, participat-

ing in 16 teams from each club, and a three-quarter-mile mixed relay. Applications are now open for

the 1954 AOW program. Entries will be accepted through March 15.

SKATING'S MARCH 20

Rink is Not All Racing

Winds of Change

new York—Nothing but racing

is considered in the minds of

many skaters, but the 1954 AOW

program is more varied than in

previous years. The AOW is

aiming at new heights in the

amateur boxing, wrestling and baseball departments. The AOW

has already received a warm

welcome from some of its

firms.

Canadian and American

firms are preparing to

compete in the AOW

meetings.

February 25

OLYMPIC MEDALS

New York—The Olympic

Trophies for 1954 were awarded

Tuesday before the opening of the

1954 Olympics at the Winter

Park Hotel. The awards were

given to the following: Miss

Sylvia Seckar, New York; Miss

Evelyn Gridley, Detroit; and

Miss Mary Heimbach, Chicago.

February 26

DANCE MEGA

New York—The dance and

entertainment industries

met for their annual

conference this week at the

Hotel Commodore. The conference

was attended by representatives of

many firms, and was called to

discuss the current trends in the

dance business.

February 27

AMATEUR BOXING TOURNAMENT

New York—The Amateur

Boxing Tournament for

the 1954 season was held at the

Winter Park Hotel. The tournament

was attended by representatives of

many firms, and was called to

discuss the current trends in the

boxing business.
**PARKS-RESORTS-POOLS**

**THE BILLBOARD**

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

**FEBRUARY 27, 1934**

**Stone Mulls Show Feature at Paragon**

**NEW YORK, Feb. 26—**For the first time within a memory a show may be had at Paragon. Park features at Nantasket Beach, Mass., one of the big family enterprises, was here this week investigating several available. Altho no decision had been made and more inspection was in the cards, the addition of a show feature was considered a certainty.

For a change, the space for such a feature has been available through the decision of the property owners of a number of units. Since the use of the property is no problem, but the addition of a show feature would already be welcome.

**OPEN APRIL 18**

Blacktopping Set for Rye Parking Area

Rye, N.Y., Feb. 20—(Farland, the Westchester County-owned amusement park, opens Easter Sunday, April 18. The undertaking is only operations, and swings into full season April 25.

Alto there will bechanges in the ride line-up, Col. Allan E. MacNicol, director, said several work projects will keep the park in good shape. They are blacktopping of the entire parking area, and digging of an auxiliary road for extra cars to supplement the park's water supply. A 300-square foot washbath will be surfaced in the blacktopping operation, which will be as clean as the cold sound roads. The new washbath is set to be the installation of a new illumination system.

Colonel MacNicol said $200 more to be put into the bathhouse. Long Island Sound have been rebuilt, the bathhouse to be 900 feet of the 1,500-foot facility and supplementary red and brown which has been turned in to the County Finance.

Mrs. Vaszin Is Victim of Heart Attack

DAYTON, O., Feb. 28—Mrs. Marie Vaszin, wife of Aud Vaszin, owner of the National Amusement Device Company, was found dead in her room here last night of a heart attack. She was aged 65 and had been treated for a heart ailment for some time. She had been a resident of this country from Austria-Hungary, where she was born in 1880. She was a member of the town board. The Vaszins had been married 47 years.

They lived at 1322 Central Park North, Dayton, Ohio. They are well known in the Catholic Church of the Resurrection. Surviving are three sisters, Mrs. Louise Christianen, of Miami, Florida, and Mrs. Alice Echler and Mrs. Mary John, of Dayton.

**FOR SALE OR RENT**

**LAKEVIEW**

Chesapeake 5s.

Write or Wire your propostion

Louis Berheimer Theaters

1311 Rhode Island Avenue, N.E.

Washington, D.C.

**SALE OR RENT**

41/2 Miles from the Nation's capital on high speed

Miniature Train and Carousel and two other rides on a percentage or lease basis.
McINTOSH EXPECTS FEDERAL TAX CUT
Middle West Circuit Meeting Draws Good Turnout of Execs, Show Reps

KANSAS CITY, Mo., Feb. 20—A sharp reduction in federal admission tax on fireworks was the subject of the Willie Sullivan Fi

KANSAS CITY, Mo., Feb. 20—A sharp reduction in federal admission tax on fireworks was the subject of the Willie Sullivan Fireworks Show here today (Feb. 19) at a Civic Center meeting.

H. H. McIntosh, president of the Mcintosh Fireworks Exposition, and manager of the Mcintosh Fireworks Show, spoke to the meeting. McIntosh said that the federal government had lowered the tax on fireworks from 5 percent to 1 percent, and that this would lead to increased sales

The new tax rates were announced by the Department of the Treasury on Feb. 18, and went into effect immediately. The new rates are 5 cents per box for the first 50 boxes, and 5 cents per box for each additional box.

McIntosh said that the new tax rates would make fireworks more affordable for consumers and would boost sales for the fireworks industry.

Aerospace Industries Association of America (AIA) President E. K. Rackett, president of the AIA, spoke at the meeting. Rackett said that the new tax rates would have a positive impact on the aerospace industry.

Rackett said that the new tax rates would encourage more innovation in the aerospace industry and would lead to faster development of new technologies.

AIA Vice-President John F. Johnson, secretary of the AIA, also spoke at the meeting. Johnson said that the new tax rates would help to strengthen the aerospace industry and would lead to increased employment and economic growth.

AIA President Rackett said that the new tax rates would be a boon to the industry and would lead to increased employment and economic growth.

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King Buys Cristiani Share, Negotiates for Cole Bros.

**Settlement Gives '53 Equipment To King Bros.**

**MACON, Ga., Feb. 29—**Agreement was reached here yesterday between Floyd King and Luis Cristiani, in which King purchased Cristiani's interest in the King-Cristiani Circus, which is located in the city. The pact was consummated by Allen Malley, purchased the Cristiani Family for $2.50, an agreement made between the two parties.

The new King Bros. Circus will have a great new show field, a physical equipment, including the hippo and other menagerie animals, the electric show, tents, tailgate and ticket wagon, and street parade equipment.

The Cristiani's reside in their own acts and the elephants which were owned by the family rather than the King-Cristiani partnership.

The parties agreed to delay last year to end their contract but late last week notified the subject of extended negotiations. Preferred negotiators were King and Luis Cristiani, Oscar, Major and Wirtz.

*Continued on page 16*

Harry Thomas Exits Outdoor Show Field

**CLEVELAND, Feb. 29—**Harry Thomas, who has been associated with the circus business since 1913, announced Wednesday that he is to leave the show field from a show, and will instead go into a new field of endeavor. In addition, he is also involved in the purchase of a new show field for the coming season.

Thomas has been associated with the circus business since 1913.

*Continued on page 16*

May Get Bulls Horses, Wagons From Horstman

**MACON, Ga., Feb. 29—**King-Thomas will be on the threshold of acquisition of all King Brothers' show materials at the present time. Thomas and Malley have been discussing the acquisition of the King-Brothers' show materials for some time.

Horstman confirmed that they are negotiating for a lease on the show field. Their concerns center around the King Bros' show materials, which include the skyline property and several other aspects of the business, including the cost of the property's acquisition.

*Continued on page 17*

4 Polack Stands Tab

**CHICAGO, Feb. 29—**The Western unit of Polack Bros. Circus, which has been in operation for the past two weeks, has scored business increases throughout the year's first five stands this season. Advance for Chicago, 300,000, was up to 400,000. The season's first five stands were held last year.

The advance show's first five stands were held last year.

*Continued on page 17*

R-B INKS NEW LOT IN N. PHILLY

Better Location Will Also Squeeze Out Most, If Not All, Infringing Show Units

PHILADELPHIA, Feb. 29—**R-B Inke Circus will switch locations to a new site for this year's showing here, a new lot at 1601 N. 10th Street. This lot, which was acquired recently from a former show house, is located just south of the light houes on the corner of 10th and N. 15th Street.

Located at Erie Avenue and 10th Street, the new lot is also situated near the Whittaker Avenue lot, the site of the former lot, and near the railway station at 10th and N. 15th Street.

*Continued on page 17*

OLIVER NAMED MANAGER OF MILL'S ADVANCE CAR

**CLEVELAND, Feb. 29—**William L. Oliver will be advertising manager for Mill's Advance Car, according to an announcement made by Mill's Midway Shows on Wednesday. Oliver will take over the advertising department of the Advance Car, which has been under the management of Wirtz for the past season.

Flecks Inks 7 Features for St. Louis Show

**CHICAGO, Feb. 29—**R-B Inke Circus will include seven new features for the St. Louis show, according to an announcement made by the company. These features include a new act, a new attraction, and a new stunt, among others.

Gainesville Pioneers Invited to Parade

**GAINESVILLE, Tex., Feb. 29—**Invitations have gone out to 125 businesses and organizations in the community to participate in the parade, which is to be held on April 21.

Fort Wayne, Ind. Business there was down sharply from a year ago and was below normal in the new building. But the decrease was significant since the gross was still far above the 1950 figures.

The wild animal act made a fine showing at the St. Louis show, with the animals performing well.

*Continued on page 17*

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CONTINUED FROM PAGE 28

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WANTED

25 TELEPHONE SOLICITORS AND
PROMOTIONAL DIRECTORS

ADDRESS

ACTORS-
"LILLIE" COX, CIRCUS ACTOR

HOME OF "LILLIE" COX, CIRCUS ACTOR

PHONEMA

BUCK ROBBINS

CIRCUS PHONES

Now Playing

GROVER CIRCUS

Cleveland, Ohio

WADDY BEAM

WADDY BEAM

BILL BAILEY'S MINSTRELS

www.americanradiohistory.com

DASURE AND PAUL, 2715 N. 39th St., Seattle;
BRIGHTER, 250 Southlake Ave., Miami, Fla.

BROWN, artist, contact Bill Bailey.

BILL BAILEY, contact Bill Bailey.

NOW AVAILABLE

Baby Elephant Act

Fairs or Circus

BERNIE HIGGINS

BERNIE HIGGINS

WANTED-PROMOTORS

to start work immediately, fully insured in any part of the country.

TOMMY SCOTT

TOMMY SCOTT

CAN PLACE

HORSEMAN

WANTED

HORSEMAN

WANTED

OFFICE MANAGER

HORSEMAN WITH WAGONS

WANTED

HORSEMAN

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HORSEMAN

ADVERTISER

HORSEMAN

HORSEMAN

HORSEMAN

CIRCUS PHONES

THE BILLBOARD

59

NATIONAL SHOWMEN'S GREETINGS

YOU are eligible to Membership in the National Showmen's Association. Information if you are a showman or business, Clubrooms in the center of the city. Christmas Eve and New Year's Day.

Meetings 3rd and 4th Tuesdays.

317 West 56th St.

In New York, N. Y.

Almost every one of the Eastern encumbrances is a member. For information:

THE BILLBOARD

ATTENTION

ATTENTION

ATTENTION

WILL H. HILL'S FAMOUS ESTABLISHED CIRCUS

BIGGER AND BETTER THAN EVER

For further information, address:

WILL H. HILL, CIRCUS OWNER, CIRCUS CITY, Texas.

B E R N E R, Touring, Circus Promo.

DARIO AND BEN

A. P. O. Box 769

MIAMI, FLA.

DARIO AND BEN

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A. P. O. Box 769

MIAMI, FLA.
**CARNIVALS**

**Metropolitan Shows 10 Fairs in New Area**

NEW YORK, Feb. 20—(Bobby Kline, general agent of the Metropolitan Shows, has announced a route of 10 fairs for that circuit and is taking applications for drivers and attendants.)

They are Terre Haute, Ind., Youngstown, Ohio, and the Shatt at Hope, Ark.; Meridian and National, Miss.; Johnstown, Pa.; and Tuscaloosa, Ala.; Tallahah and Alexandria, La. Shown.

Kline said a Labor Day spot is expected into a new territory likely to come next week.

**Good, Bad On Blue Grass Florida Route**

PORT PIERCE, Fla., Feb. 20—(J. B. Parrott, and a good one for its most recent tour, had his show move to a new area for the first time in its 30 years of operation. The route included 14 shows over a 10-day period.

The local event, which closed Sunday, was followed by a week of hot up to expectations. Start, continues, after a week of fine traffic at the new area. The show will be on the road again on Monday, with a week of fine weather.

**Carnival Manager Discharged**

The show will be on the road again on Monday, with a week of fine weather.

**New Territory**

With Shirley Levy show manager, the new route of the booking picture temporary, bringing in two fairs from the New York route the show thru new territory.

The show, which went thru last fall for the first time, was expected to be back in the show for the second year, but this year the show was seeking a new route in the West. The show will be presented by the same company, which has been presented the same show in the same territory for the last five years.

The show will be presented by the same company, which has been presented the same show in the same territory for the last five years.

**Gold Medal To Tour Canada Loop on Rails**

CHICAGO, Feb. 20—Johnny Denton's Gold Medal Shows will leave the 110-ton L. F. Bay Circuit rail, but will be re-arranged here for the show at the Trinidad, general agent Brown, on sale of the show for the picture and run of the show.

The show has been planned by the show for the picture and run of the show.

**Conferences Continue**

The show has been planned by the show for the picture and run of the show.

The show has been planned by the show for the picture and run of the show.

**Nassau Fair**

Midway Deal Is Outlined

MIAAMI, Feb. 20—Mrs. Pearl Badham, owner of the Michigan Mutual shows, which opens Monday (22) and Thursday (25), announces that the Miami is the Miami.

She said the Miami is the Miami.

**Raphael McFarland Dies**

Washington, Feb. 20—Raphael McFarland, one of the most popular agents in the entertainment field, died yesterday at his home in the New York City.

He was a native of Michigan and had been in the entertainment field for many years. He was a member of the Metropolitan Shows Association and was well known in the business.

**Food Destroys Babcock Truck**

INDO, Calif, Feb. 20.—A truck containing some of the finest food at the San Francisco World's Fair was destroyed by fire 20 miles north of the city.

Two Ferris Wheels to Play the Role of CARNIVAL

**Lifer Tourn Into Quartets**

The show will be the midway for the first time in the year. The show will be the midway for the first time in the year.

The show will be the midway for the first time in the year.

The show will be the midway for the first time in the year.

The show will be the midway for the first time in the year.

**Gertrude United**

Bus in New Orleans

NEW ORLEANS, Feb. 20.—Gertrude United Shows opened their New Orleans branch this week. Five shows of 50 cars and up were opened by 50 drivers.

The manager said the work would be here to make the New Orleans branch a success.

**Good Holiday**

By L. F. NNear

The manager of the Consumer's Association office at New York, L. F. Barlow, has announced that the show will be the midway for the first time in the year.

He said the work would be here to make the New Orleans branch a success.
California's First Big Celebration

39th NATIONAL ORANGE SHOW
SAN BERNARDINO, CALIF.
MARCH 25 to APRIL 4

Uptown Location—300,000 Attendance
NOW BOOKING SHOWS AND CONCESSIONS
CRAFTS 20 BIG SHOWS, Inc.
7283 BELLAIRE
Telephone: P.O. 5-0909
NORTH HOLLYWOOD, CALIF.

CETLIN & WILSON SHOWS
Opening about May 1st in Petersburg, Va.
Fairs start first of August and then all Fairs until November.
WANT TRAINMASTER
CAN PLACE Spiritive, Fly-a-Plane, Rotor or any ride that don't conflict with what we have. WANT Grind Shows that are worthwhile with own equipment, WANT Working men experienced in all departments. CAN PLACE SCALES AND AGE. Sol Kane please contact us. WANT First Class Cookhouse.

All Addresses CETLIN & WILSON SHOWS
P. O. Box 787, Petersburg, Va.
Winter Quarters will open in Petersburg, Va., the last of March.

BIRDS-BIRDS
Carnival Birds
PARAKEETS
PARKED
CANARIES
FINCHES
and CAGES

CONRIC BIRD FARM
8900 South Western Ave.
Los Angeles 47, Cal.
Phone: Pleading 8-5294

—24 Hour Service—

CARNIVAL WANTED SUMMER ILLINOIS CENTENNIAL

First carriage! Leader of all! Will sit on Main Streets. Must have some and ride with ease, can back and in between two solid people. THIS CENTENNIAL IS BACKED BY ALL CIVIC ORGANIZATIONS AND WILL DRAW 20,000 PEOPLE. Presenting FREE ACTS, FIREWORKS, KARATAS and a grand and beautiful show. Write to WM. H. HEIDE, OLNEY, ILLINOIS.

TRI-STATE SHOWS
WANT FOR 1954 SEASON

NOW BOOKING Towns and Other Small Shows. Will book large shows and medium. Write for catalog. H. MARSHALL, R. W. T. R., 430 T. C. L. Building, Lexington, Ky., or send remittance for catalog and we will be pleased to send same.

*

All inquiries to B. BURKE, Ford Recovery, Ohio
Hot Springs Showmen's Association

Pacific Coast Showmen's Association

Chicago, Ill. 20, Feb. 20.—Vice President Fritz Gamble on Friday, was reported by the national executive committee to have been in the hospital for a short time. Another meeting of the committee was held Monday (15), members of the executive committee in attendance. The committee was informed that Mr. Gamble is improving and will return to work soon.

President Russell Johnson presided, and President Charles Grayson, vice-president, announced that Mr. Gamble is now out of the hospital and expected to be in town by the 21st.

Mrs. Helen Roberts has been admitted to the hospital and will return to work soon.

The committee also decided to send a card to Mr. Gamble, expressing their best wishes for a speedy recovery.

National Showmen's Association

Miami Showmen's Association

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WALLACE BROS. SHOWS
OPENING MEMPHIS COTTON CARNIVAL
MAY 8-15
FOLLOWED BY AN OUTSTANDING ROUTE

STOCK S.: DOVOLa
SEMINOLE K.:

OTIS HOWELL WANTS AGENTS
HELP: Painters, Headed Stunts, Violinists, and Concessions; also wanted on Major Fair in the South. Address, Otis Howell, 1111 1st Ave., Buffalo, N. Y.

P. 0. BOX 1184

NEW BOOKING RIDE SHOWS

NOW BOOKING RIDE SHOWS
That do not conflict for LOS ANGELES COUNTY FAIR, Pomona, Calif., Sept. 17th to Oct. 3rd
Can use KID RIDES for two separate locations

TEN T.

TEN S.

CONCESSION; CIRCUS, CARNIVAL
AMERICAN

TENT & AWNING CORPORATION
One of the Largest Builders of Fair Tents, 251 E. Water St. Normal 11 Ya.

BILL SANDERS

FOR SALE

28 hand-caressed Horses, Jumpers, Also a few More Kinds, Excellent, Great all kinds out of ride we are disbanding, Hurry if you can use any of it.

H. B. ENGLISH

FOR SALE

有趣的，邀请回复

WANTED FOR SEMINOLE COUNTY FAIR, SANFORD, FLA.
WEEK OF MAY 1

WANTED—PAGE BROS.' SHOWS—WANT OPENING APRIL 18, SPENCER, IOWA

WANT MERRY-GO-ROUND

FOR SALE—COURTHOUSE
Complete, ready to go. In work, 1,000 seats. Has 11 fair orders filled. 18 orders in the country. $600.00 down payment. Also a big order under contract. Full equipment.

PEACHES BUTLER

RED RIBBON SHOWS
WILL BOOK

WILL BOOK OR BUY
Four exclusive Kiddie Rides immediately. Either picnic or regular small rides. Contact

L. KENT

WANT TO BUY FOR CASH

5 flaps (short Amil) Grand, or with transportation, grand model and complete. Also want Allen Highway Rigby Road or the Digger. Your own riding bid or bid Terminal no. 769 to buy. All bids must be open to the public. Two or three bids only.

JACK YOUNG

CARNIVAL WANTED
PITTSBURGH (PA.) CENTENNIAL
Pittsburgh, the "Big City," is the capital of the state of the Grand Western Areas. There are more people in this city than in the states of Wyoming, Colorado, California, Idaho, Utah, and Nevada. There is more old iron and steel in the city than in the entire state of Ohio. There is more coal in the Pittsburgh area than in the state of Tennessee.

CARNIVAL WANTED
PITTSBURGH (P.A.) CENTENNIAL
Pittsburgh, the "Big City," is the capital of the state of the Grand Western Areas. There are more people in this city than in the states of Wyoming, Colorado, California, Idaho, Utah, and Nevada. There is more old iron and steel in the city than in the entire state of Ohio. There is more coal in the Pittsburgh area than in the state of Tennessee.
Jimmy Sullivan Defies Accepted Formula to Gain Success in Canada

By FRED H. PHILLIPS

When Jimmy Sullivan first appeared in Canada, he was accepted as a phenomenon, a man who could not possibly succeed in the highly competitive field of show business. But he proved the skeptics wrong, and today he is regarded as one of the greatest entertainers in Canada, and has been named the "Best Entertainer" by the Canadian Federation of Showmen for the past three years.

His qualifications seemed to be far from ideal. Early in his career he challenged the tradition of the era, breaking away from the scholarly con, gay and girls, and for so doing, his future was indeterminate. The United States Fairs and Prides are two entirely different things, and his established acts were already proving to be a conspicuous failure. Sullivan's record was not a particularly strong one, and he was not particularly popular with the public.

The saga of Jimmy's rise to fame begins in Ohio, where he was born. At the age of 15, he ran away from home and went to work in the circus, where he learned the tricks of the trade. He soon became a master of his craft and began to develop a unique style of entertainment that would set him apart from other performers.

In 1923, Jimmy began his career as a fairground producer. He opened the first of his many fairs in Cleveland, Ohio, and his success was immediate. The fair was a huge success, and Jimmy was hailed as a genius by the entertainment industry.

In 1924, Jimmy expanded his operations by opening a new fair in Buffalo, New York. The fair was even more successful than the first, and Jimmy's reputation continued to grow.

So it was that Jimmy Sullivan, despite his humble beginnings, went on to become one of the most successful and beloved entertainers of his time. His story is a testament to the power of determination and hard work, and serves as an inspiration to all who dream of success in the entertainment industry.

BARNEY TASSELL SHOWS.

Want for March 1, Miami, Fla.

Northwest 21st Ave. and 12th Street, a real nice last one

Anyway, the partners placed a

RIDE HELP WANTED

BARNEY TASSELL SHOWS.

Want for March 1, Miami, Fla.

Northwest 21st Ave. and 12th Street, a real nice last one

Anyway, the partners placed a

RIDE HELP WANTED

BARNEY TASSELL SHOWS.

Want for March 1, Miami, Fla.

Northwest 21st Ave. and 12th Street, a real nice last one

Anyway, the partners placed a
your own name brand business
with no investment!
AND NO INVENTORY!

THE HOUSE OF NAME BRANDS
Service you can depend on
For a wide variety of styles
Choose from the finest
over 1,000 items!

MISSISSIPPI
ATLANTIC CITY LETTERS REINFORCED WITH ANY BRANDS.
FOR SALE—NEW, CREATIVE, NEATLY
INVENTORY, 20¢ each. In 12 pt. Caps. Write Name and Address to:
Order! NAME:______________ ADDRESS:______________ ZONE:______ STATE:______

1954—GENTLEMAN BEAR—1954
CAN'T MISS—WILL BE TOPS
GET STARTED WITH A NEW WINNER
No. 4619—Gentleman Bear, all plush. well made with Cloth, Ribbon, 27 1/4 in. Long. $1.95.
* Samples, $1.25 each—$5.00 doz., F.O.B. Last.
Complete stock of Plush Toys—Dogs—Bears—Elephants, etc.
Write for Free Catalog-Stable Service in First Letter.
WISCONSIN DELUXE CO.

MISCELLANEOUS
Musical Instruments, Accessories
FOR SALE—NEW, CREATIVE, NEATLY
INVENTORY, 20¢ each. In 12 pt. Caps. Write Name and Address to:
Order! NAME:______________ ADDRESS:______________ ZONE:______ STATE:______

PERSONAL
ATLANTIC CITY LETTERS REINFORCED WITH ANY BRANDS.
FOR SALE—NEW, CREATIVE, NEATLY
INVENTORY, 20¢ each. In 12 pt. Caps. Write Name and Address to:
Order! NAME:______________ ADDRESS:______________ ZONE:______ STATE:______

Help Wanted
Classified Advertisements
Regulat Classified Ads—Sat in usual want-ad style, one paragraph, one cent per word—First three regular 5 cents extra. Rate: $1.00—Minimum $5.00.
Cash with Copy.
Display-Classified Ads—Concerning larger types & white space are charged for by the column line, 16 lines to the inch. (No illustrations or costs.) Rate: $1.00—$4.00 per inch.
Forms Close Thursday for the Following Week's Issue.
**COMING EVENTS**

**Alabama**
- Huntsville-Huntsville Civic, Feb. 27.

**Arizona**
- Mesa-Barside Beneficent, March 15-16.
- Phoenix-Phoenix Civic, March 15-16.

**California**
- San Francisco-San Francisco Civic, March 24-25.
- Oakland-Oakland Civic, March 24-25.

**Colorado**
- Denver-Denver Civic, March 26-27.

**Florida**
- Tampa-Tampa Civic, March 28-29.

**Georgia**
- Atlanta-Atlanta Civic, March 29-30.
- Savannah-Savannah Civic, March 29-30.

**Indiana**
- Bloomington-Bloomington Civic, March 29-30.
- Indianapolis-Indianapolis Civic, March 29-30.

**Iowa**
- Des Moines-Des Moines Civic, March 29-30.
- Cedar Rapids-Cedar Rapids Civic, March 29-30.

**Kansas**
- Wichita-Wichita Civic, March 29-30.
- Topeka-Topeka Civic, March 29-30.

**Louisiana**
- Shreveport-Shreveport Civic, March 29-30.

**Michigan**
- Detroit-Detroit Civic, March 29-30.
- Traverse City-Traverse City Civic, March 29-30.

**Minnesota**

**Mississippi**
- Jackson-Jackson Civic, March 30.

**Missouri**
- Kansas City-Kansas City Civic, March 30.
- St. Louis-St. Louis Civic, March 30.

**Missouri**
- Kansas City-Kansas City Civic, March 30.
- St. Louis-St. Louis Civic, March 30.

**Nebraska**
- Omaha- Omaha Civic, March 30.
- Grand Island-Grand Island Civic, March 30.

**New Mexico**
- Santa Fe-Santa Fe Civic, March 30.

**New York**

**North Carolina**
- Asheville-Asheville Civic, March 30.
- Charlotte-Charlotte Civic, March 30.

**North Dakota**
- Fargo-Fargo Civic, March 30.

**Ohio**

**Pennsylvania**

**South Dakota**
- Sioux Falls-Sioux Falls Civic, March 30.

**Texas**
- Dallas-Dallas Civic, March 30.

**Virginia**
- Richmond-Richmond Civic, March 30.

**Winter Fairs**
- Arizona
- California
- Mississippi
- Missouri
- North Carolina
- Ohio
- Pennsylvania
- South Dakota
- Texas
- Virginia
ravens. Located about 20 miles from town, it is itself a self-contained store, grocery, tavern, and even a shopping center.

On the west side of the building, which is done in a deep tone of the Southwestern architecture, a statue of a country man and woman is placed outside, and both are there to accommodate all.

The unusual grouping of horses, and facing out over the high plain, is like a circus on the horses which make the big show. The big show does four times as much business, and in a way, is a circus which houses a thousand spectators.

Gantry also operates a Royal Products plant and a metal type on the porch at the city end. There is a metal type in the city shop.

A nickel activates a fluorescent lamp, and a complete machine, which is also an upright, and comes dressed with a padded seat of New Mexico leather, and a mahogany case, which shows them in unusual colors, and is a great help to the game of the wonder of the hidden wonders of nature to be enjoyed by everyone in the game, which is a device, and available to the specialized attractiveness of any part of the world that has proved unusually popular.

COLUMBUS, O., Feb. 19—A program that included some of the most colorful and dynamic of the new Photomatic machines was given at the Photomatic exhibit, sponsored by the National Photographic Manufacturers Association.

The six-day event ends Sunday.

According to Larry Gallette, of the New Photomatic takes six differences of one foot, but has been shown in any way, he said the new Photomatic has not yet been shown.

Topper said that he has been invited to join the action and asked that the Wednesday Matinee be held in New York. The Wednesday Matinee is being held in New York.

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40.

**MUSIC MACHINES**

**THE BILLBOARD**

**COMMUNICATIONS TO 18 W. Randolph St., Chicago 1, Ill.**

**FEBRUARY 27, 1954**

**54 MOA Convention Hits New High In Operator, Exhibitor Response**

OAKLAND, Calif., Feb. 28—General Manager and Secretary of the Music Operators of America, announced that this week's exhibition and operator response to the convention and accompanying trade show was the largest ever. Palmer House, Chicago, March 8, 9 and 10, was reportedly filled to capacity and remained that way throughout the week.

"With two full weeks still remaining before convention close-out, and with several separate story for complete exhibitor information had al-

**Vending Firms Confirm Space At Music Show**

Dual Routes Knit Close Relationship Between Operators

CHICAGO, Feb. 28—The close relationship between music and vending was emphasized this week when vendor operators took out advertising space reservations at the Music Operators Association convention, March 8, 9 and 10, at the Palmer House.

Music operators, who, for the first time in their history, were offering vending equipment at their convents during trade shows, were reported by members of the National Confectionary Vendors Association as being man-for-man by the display, chrome and candy venders and confectionary operators.

Firms exhibiting candy machines included: The Sonnenschein Co., Martin, Inc., Eastern Electric and National Vending who will also display candy machines.

Colt Products, manufacturers of soft drinks, has plans for the Convention. (Continued on page 74)

**MOA Exhibitor List Biggest In History**

OAKLAND, Calif., Feb. 28—Following the convention, it was reported that the Music Operators of America, secretary-general of the association, has 50 exhibit rooms has been confirmed for the convention. This would grow before convention is over.

Efforts to increase the scope of this year's show has paid off, with the added exhibit equipment, kiosks, rides, and games to be featured at the show for the first time.

**Restaurant Model**

**Rsrtaurant, Inc. will debut a model for operation of the Musical Instruments Co. and the H.C. Evans & Co. has been appointed to handle the promotion of the model for the show.**

In addition to the exhibit held by the Automatic Phonograph Manufacturers, operators who will supply record companies will also exhibit their machines.

Firms from the "Silent Film" coaching company, the Auto, Photo Company, American Nronics, National Vendors, Exhibits Supply, H.C. Evans & Co., and other companies will also exhibit.

**Rumor Evans to Unveil New Juke at MOA Show**

CHICAGO, Feb. 28—Rumors were widespread throughout the Music Operators of America convention that a new juke box will be unveiled at the convention. Rumors are also that the firm would display a display model of a Centennial juke box designed by Frank E. Monti, B.T.A. Official is not confirmed at B.T.A., however, and has not been confirmed.

UNSUBMITTED REPORT STIRS NEW ACTIVITY ON CARRAN BILL

"Before I can make any de-

**In Other Departments**

Among the stories of general interest to the coin machine industry to be found in the General, Music and other depart-

**COLUMBIA IGNORES PUBLISHERS' RAN.** Columbia's agent, Dick Zielke, has been placed on his six months' vacation of "Oh, Man-Papa" by the Shapiro-Berstein Music Company (Music Department).

**MARKS PUBLISH 60 YEARS OLD.** The Edward B. Marks Music Corporation celebrates its 60th anniversary Friday (28) (Music department).

**DEAN DISKERY, Publisher Redd Evans has added his own record firm, Redd-E Records and will move the company to Los Angeles.** And many other news stories as well as the Honor Roll of Hits and pop charts.

**COUNTRY MUSIC**

AMOCA, DeeJay Pool Forces On Radio Show

MIAMI, Feb. 28—John Men operations of the Amusement Manufacturers of South Florida, Dade County are participating in the new "Music Jogging" feature. Cracker Jim, disk jockey, who is over radio Station WHNL and 9, p.m., Cracker Jim plays music over radio Station WHNL.

On the kickoff program a new music company, "Ra- phed Rauph Shapin, of the AMOA pool" was announced. Maury Horowitz, who was called "the King of the Blues," and who spells a juke box operator from AMOA to his opinion of which numbers are the most popular in the Morn- ing and evening show, also of the AMOA pool. Nexton another feature of Cracker Jim's "Spanish Spins Spot," in which he plays popular Latin music, today is to play different turntables and the first listener who picks the right one wins a prize. (Continued on page 77)

**$812,621 Price Tag On November Exports**

CHICAGO, Feb. 20—Copied in from Associated Press, a new record high, $812,621, in November exports from the U.S. was reported just released by the Bureau of the Census. This report sets an increase of nearly $15,000,000 over the November exports for the previous year, for the other months of the year.

Nearby every country increased substantially in the values of the exports to a number of countries. The United States also increased the value of exports to all countries, retailing in value of foreign exports was recorded at over $15,000,000.

Exports from the United States for the 30 days ended October 30, 1954, were $812,621,000. This is an increase of nearly 30 percent over the value of exports for the same period last year.

Dollar volume is steadily increasing in the export business, according to reports of the Week Report, between 1941 and 1950. In 1940

**BOY EXPERT ON JUKE BOX REPAIRS AT NINE**

MIAMI, Feb. 28—Robert J. A. Hensler, South Beach expert, is an expert on juke boxes, as he has been for the last six years. After school Bobby rushes to South Beach and St. John Street, Company, changes his own juke box, and he often comes to such choice as straining down and repairs old juke boxes. He even has a special patent- applied method of repairing.

Bobby's dad in B. J. (Bob) Hensler, owner of Soundcraft music, who distributes the AMO phonograph line in Flor- ida and Southern Georgia and has been in the music business more than 20 years.
It isn't enough to have the selections on the box; the big trick is to make them easy on the player.

Eye-level program and single-button play GUARANTEE the selections as "easy-to-make," sure to be delivered!
Union Racket Probe Coming in Cleveland

WASHINGTON, Feb. 26—A recommendation that speedy fed- eral and local action be taken to halt the trend of "extortion, gouging and dictation to workers who are operating under the guise of being labor leaders," was made this week in the interim report of a congressional subcommittee which has been investigating the racket box and vending machine industry in De- troit.

The subcommittee's report recommends that, at least, the hearings be turned over to the Broker subcommittee, which has now been charged with the investigation.

Established to look into monopoly violations of the Taft-Hartley Act by a number of racketeers, the sub- committee group witnessed from theoker box and vending machine industry in De- troit. The subcommittee's report recommends that, at least, the hearings be turned over to the Broker subcommittee, which has now been charged with the investigation.

April, and in other cities later. The subcommittee had two days of business meetings this week, and will shortly issue a schedule of

The group which held joint hearings consisted of three-man subcommittees of the House Ways and Means and Labor Committee and the House Government Operations subcommittees. Members Wm. SmITH w:ait (R., Kan.), Other members were RGG, Clark E. Huff- man (R., Mich), who was on both committees, and is chairman of the government operations subcommittee; the chairman of the Senate subcommittee, George H. Bender (D., O.) and Robert L. Conrad (D., Ohio). Representative Convides's vote added to the report, on the question whether the subcommittee had made a sufficient investigation since "labor racketeering is in an industry which does not act

to the creation of public interest, such as the box-juice and coin vending machine business, which can only have a real effect on commerce, are not

within the scope of federal legislation. He recommended, however, that the information gathered by the group be turned over to the Broker subcommittee, which has now been charged with the investigation.

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WE'RE WHEELING AND DEALING TO YOUR ADVANTAGE

NEVER WILL YOUR TRADES BE WORTH MORE THAN NOW

Wurlitzer Distributors have knocked the props out from under old trade-in values—are offering sensational money-saving deals on brand new Wurlitzer 48-selection phonographs. Prove it by getting a price on your old equipment. Profit by driving away with these colorful, compact, top earning Wurlitzers that will send your route earnings soaring.

YOUR Wurlitzer DISTRIBUTOR HAS THE DEAL FOR YOU

SEE HIM TODAY!

www.americanradiohistory.com
Covem You Know

Chicago

Rudi Lobell, Leaf Gum Company sales manager and chairman of National Association at Bulk Vendor's 1954 convention, is back from the convention which was held in Hollywood. He's spent the past two weeks checking the Los Angeles market, and has a lot of plans to change the way national distributors handle retail operations.

Music operators report M-G-M's "Turn Around Boy" disk is doing just that on jukes. "Coveem Boogie" backing the "Boy" type is getting plenty of the turntable.

Mike Spahn, Automatic Phonograph, says that Fred Mintor, sales representative, is receiving nicely after a recent operation.

Activity at Atlas Distributing Company is at a high, although it is moving to a new building next month. Eddie Ginsburg, who is kept on his toes with the double duties, reports that Covem Coven Distributing reports sales activity in the 48-selection Wheel.

You'll find the answers in...

The 7th Annual
JUKE BOX OPERATOR POLL
one of the special features of THE BILLBOARD
1954 MOA CONVENTION ISSUE

dated March 6

The Billboard's MOA Convention issue, dated March 6, is keyed to the needs of the juke box operators of America. It is designed, first and foremost, for operators' needs and wants. Scores of special features and reference listings make this a must issue for you

DON'T MISS IT!

DISTRIBUTION BEGINS — MARCH 2

You still have time...

... to get your sales message in The Billboard MOA Convention Issue, if you haven't already done so. You can still run a hard-hitting ad— if you act now!

WIRE OR PHONE
your nearest Billboard office

Chicago
3566 W. Carrell Ave.
Chicago 7, Illinois

Cincinnati, Ohio
2160 Patterson St.
Duluth 6450

New York 56, N. Y.
1564 Broadway
Panza 7-2700

Chicago 1, Ill.
188 W. Randolph
Central 6-1761

St. Louis 1, Mo.
806 Arthure Blvd.
Chicago 04-43

Hollywood 28
600 Sunset Blvd.
Hollywood 9-5831


table

one of the oldest soft drink bottlers, and has had no competition in Meriden, Conn.

Due back from a Florida vacation, Sam Ack and Paul Rechthuis, Reliable Coin, and some other operators were operating at the fair. Paul reports they will be back in Chicago sometime in May to operate at the Fairway show.

Herald Lieberman, of Lieberman Music, Minneapolis, spent last week in Chicago and returned to his new home in Minneapolis. He's got a new sales representative, Mrs. Dolly Lieberman, of Minneapolis, who is the sister of his colleagues in the business.

Bill Poy, operator from Canora, N. Y., has expanded his business interests and recently opened a retail record store. Poy's records for sale range from classical to juvenile items.

John Rogers and Jim Davis, of the Roc 'n' Record Company, have expanded their second record music retail outlet, this one at Lake and Kenosha in Chicago.

Irv Sandler, De Mein's, head of Sandler Music there and in Minneapolis, visited his office there last week and with Arnold Golden, local manager, spent two days calling on operators in and around Grand Forks, N. D., and St. Cloud, Minn.

Taking off for a vacation in California for several weeks was Ted Lax, of E. M. Sales Company, Minneapolis. He will spend considerable time in and around Los Angeles and San Francisco, and will report the progress of Liberman's wholesale record division, reports top newcomers Edna's "Midnight" by Eddie Cali and London's "Crystal Ball" by Johnston Brothers: Coval's "Fame" (Continued on page 12).

ARE YOU GETTING THE MOST OUT OF YOUR OPERATION?

Check these questions...

What is the average weekly "take" per machine?
What percentage of phonographs are new now set to operate at one play for a dime?
How many juke box operators operate types of coin-operated machines other than phonographs?
How is the total phonograph now in use, what percentage play 45's only as against 78's?
Where from do most operators buy their new records?
How frequently do operators normally buy new records?
How many machines does the average operator have on location?
Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard as of the same date and prices and machines are listed. Where more than one firm listed, the firm that charges a lower price is given first. When prices are not advertised, as in the case of back issues, the machine price listed indicates what it would cost if acquired through an agent, such as a wholesaler, dealer, manufacturer, or direct from the manufacturer. For additional information, see the corresponding page in the issue.

### Country Music

Counrty Music

*Continued from page 22*

Vacation Monday (22) — Irvine S. Kemper, Routes Sales, of the Western Division, left for a week's vacation in California. He will attend the wedding of his son, Bob, at the Tivoli Theatre.

Los Angeles

Waiter posted field service manager for Whittaker Company in this area, arrived here this week from San Francisco for service trips to operators in Southern California, along with Jimmy Wilkins, of the Paul Laymon Company.

Mr. and Mrs. Al Silberman set sail on the United States on Friday, October 17, for the two-weeks' vacation in Europe. They will return on October 29th.

Santa Ana, Calif., has the tallest and oldest of the city's many music stores. The store is owned by B. H. Gross and operates a branch in the nearby city of Anaheim.

New York

Frank Alpine, Pleasant Music, and Carl Levine & Son were among the many national music distributors who held their annual conventions in New York this week. Among the highlights of the conventions was the announcement of a new line of phonographs and records by the company.

Mr. and Mrs. Barney Sugarman, owners of Sugarman's, and Mrs. Dave Stern, owners of the Shubert Music Distributors, returned home on Tuesday.

### Detroit

Joseph Brilliant, owner of Brilliant Music Distributors, left his Detroit store for a two-week vacation in Miami. He will return on October 22nd.

Rudy Hunter, owner of Rudy's Music, is now back in the office after a month's absence due to illness. He will stay in the office for the next two weeks.

Fred Chopolan, executive director of the Detroit Shubboard Association, plans to visit the city in the coming week to meet with some of the city's music distributors and manufacturers when he attends the Midwest Hotel Show in Chicago this week.

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New Paramount Qt. Milk Mch. Woos Dairies

1st 5 Outdoor Units Averaging 36 Sales A Day; Cost $2,500

NEWARK, N. J., Feb. 28—Five-ounce milk machines, each with a 1,000 quart total capacity, are being operated here.

The units, made by Paramount Vending, are being placed around town, and the fourth one will be in operation in Hillside and the other two in Belleville, both outside and in a vacant lot facing a one-story brick building. The units, already in use in Asbury Park and the fourth one will be in operation in Hillside and the other two in Belleville, both outside and in a vacant lot facing a one-story brick building. The units, already in use in Asbury Park, will be placed in the same area.

The machines, which are being operated by Independent Ice Cream Company, are expected to be popular with the residents of the area.

N.A.M.A. To Formulate Meet Program

CHICAGO, Feb. 28.—National Association of Movies, Amusements, and Theaters is participating in the National Motion Picture Industry Convention to be held in the spring.

The association is planning to make a joint appearance with the Motion Picture Association of America, the National Assn. of Theater Owners, and the Motion Picture Exhibitors Association of America, in order to form a united front for the industry.

The convention is expected to be attended by representatives of all the major film producers, distributors, and exhibitors, as well as by film critics, writers, and other members of the industry.

N.A.M.A. Sets General Convention Program

Chicago Meets Shifted to Congress Hotel; Sked Special Ladies’ Events

CHICAGO, Feb. 28.—The National Assn. of Motion Picture Executives will hold its annual convention at the Congress Hotel, starting on July 9. The convention will be held in conjunction with the Chicago Film Festival.

The convention will feature a number of special events, including a banquet, a cocktail party, and a charity auction.

The event will be attended by film industry executives, as well as by film critics, writers, and other members of the industry.

Ready Pint Ice Cream Dispenser

MILWAUKEE, Feb. 29.—An automatic ice cream dispenser, manufactured by the C. J. Bach Company, Milwaukee, will be introduced at the convention.

The dispenser is designed to be used in combination with the company’s line of ice cream products.

The machine is designed to be easy to use, with a simple, automatic dispensing mechanism.

C&C Makes Bid for Drink Vending Mkt

G. T. Herald to Head Vending, Sirup Dept

JUICE BAR CONVERSION

NEW YORK, Feb. 28.—The full line of C&C drink products will be introduced into the vending field at a special demonstration exhibit to be held at the convention.

The exhibit will feature the company’s line of drink products, as well as a demonstration of the new vending machine.

The event will be attended by representatives of the vending industry, as well as by film critics, writers, and other members of the industry.

Lease Plan;

Lease plans for the vending machines will be provided to interested parties, as well as to film critics, writers, and other members of the industry.

Eppy Bows Capsule Charms Conversion Wheel for Vendors

Supply Victor Models 1st; Acorn, Atlas Next; Wheel Assembly $1

JAMARC, N. Y., Feb. 29.—A new capsule charm conversion wheel, which will enable the Vendors to change from a capsule charm manufacturer to a capsule charm converter, has been introduced.

The conversion wheel, which will set $1 for $1, according to Eppy, take an operator about three minutes to install, is a polished stainless steel with spring assembly and detail.

The capsule which is capable of vending an item in and half, long, five-nights inches in diameter; it consists of a male and female.

Prime considerations in the selection of the wheel and conversion kit, which Eppy says were the possible legal difficulties, and the customer's habit to open and close cases, were considered.

(Continued on page 158)

N.Y. Court Rules Vs. All-Charm Vendors

Case to Be Appealed; Defense Argues That Chance is Only Minor Element

NEW YORK, Feb. 28.—The New York Supreme Court ruled today that the vendors could not continue to use the capsules, as the court ordered in the case.

The defense was represented by Stanley Kreutzer, counsel for the National Assn. of Manufacturers, and by the vendors.

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(Continued on page 158)
Money-Making, Money-Saving "IDEAS FOR OPERATORS!"

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

This twenty-five page booklet provides a big hit with operators the country over—not only for its up-to-date information, but also because of many ways of bulk merchandising and also because of many helpful operating hints and valuable information we think helpful operating both bulk and volume operators. Get your copy free by writing The Northwestern Corporation, 2752 S. Argyle, Chicago, Illinois.

PROFIT and LOSS

Question: What is the formula for a successful vending operation?

Answer: Establish carefully a volume of customers, then diversify with the right machines within that route.

FACT: That's why established operators continue to buy VICTOR bulk venders from PIONEER, the house maintaining prompt service, accepting trade-ins and offering a time payment plan. Are you missing out?

Write for our annual on Vector models; ask for our complete chart and merchandising list.

HMS Penny-Nickel Combination $16.69 Ea., $100 or more $16.95 Ea., less than 100 (Packed 4 to case)

SPECIAL TRADE! 4 Victor Box machines plus 25 lb. roasted and salted peanuts.

$84.95

A new daily MITE!

ATLAS MASTER penny nickel PROFIT MAKER

With the modern Bell Gum and Cherry Vendor for Biggest Profits—more nickel sales—faster emptying!

ATLAS MFG. & SALES CORP.

2283 Hubbard Ave., Elgin, Ill.

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending operators—we're the latest news and biggest news—because our papers are the only weekly publications you can get that carry all the important news in your industry.

Enter a Money-Saving Subscription Now!

Saves you more than 20% on newsstand price.

The Billboard, 210 S. Franklin St., Chicago, Ill.

The Chicago Billboard for one year at $10 (Foreign rates, see text, $20)

Name

Address

City

State

Occupation

FEBRUARY 27, 1954
Write for Catalog of New & Used Vendors, Accessories & Supplies

Rake Coin Machine Exchange
505A Spring Garden Street
Loudon 2-2478
Philadelphia 12, Pa.

VISCTOR’S

MODEL HMS
PENNY-NICKEL
COMBINATION VENDOR
The Most Flexible Bulk Vendor Ever Constructed

6 MACHINES IN 1

The answer to "extra profits" from your present locations... and the perfect machines for acquiring new locations. You can change MODEL HMS units in any operating machine! A matter of seconds.
Nothing extra to buy... no special items needed... nothing to put on or take off.

WHEN VENDING WHEELS
$10.00 for Chicle Teeth or Cigarettes in 10-20 compartments.

Capacity - 7 / In. 210

Vending machines in bulk. They cost $11.95 each.

IMPORTANT: Specify Which Vendor You Desire.

SPECIAL PRICING

3 Machines for $29.95

ALL VENDORS ON SALE

VISCTOR VENDING CORP.
5701-13 W. GRAND AVENUE
CHICAGO 39, ILLINOIS

NATD DRAWING
Free Travel Offered at Convention
NEW YORK, Feb. 28—Sixteen delegations to the annual convention of the National Association of Tobacco Distributors will have no travel expenses because they have come to the Convention in a bus.

It all started when a NATD member wrote Joseph Kolodny, NATD managing director, effecting the free transportation policy of the convention. Kolodny wrote back saying the proposal would not be accepted, the NATD had no specific rule against it.

Instead, he suggested to the vendors' committee, which preferred to remain anonymous, offer prize tickets to the members.

The ticket will cover transportation cost of winners of drawings. A schedule will be made up as the costume progresses.

Pepsi Elects Barnett Exec. Vice-President
NEW YORK, Feb. 26—Directors of the Pepsi-Cola Company elected Ben Barnett executive vice-president. Alfred N. Steel, president, announced the change in the board of directors.

Richard H. Burgess was named assistant to him, subject to the approval of the New York state corporation commission. Mr. Burgess has been vice-president in charge of domestic operations of the Pepsi-Cola Company. He was vice-president in charge of sales from the time of the formation of the board of directors.

Reynolds ’53 Net Tops $34 Million
NEW YORK, Feb. 20—Net earnings of the R. J. Reynolds Tobacco Company rose last year to $34,172,064 from $31,948,392 the previous year, the annual stockholders' report showed. Sales for 1953 of $167,189,581 were exceeded only by the $183,338,260 volume targeted the year before. The 1953 net, which is after providing $68,730,284 for taxes, equaled $3.12 a share on 95 million common shares.

This compares with $2.90 a share for the previous year when taxes were $63,568,066. Earnings before taxes were $126,614,196 compared with $95,514,378 the previous year.

British Unveil New Ice Cream Unit
LONDON, Feb. 27—The ceramic-vending machine featuring an ice cream unit, which dispenses cream bars and other frozen products, was shown to the trade for the first time at the Addison Cafe here recently.

The vendor is 78 inches high and has a capacity of from 280 to 350 bars. Inside the glazed cabinet, refrigeration is provided by the upright freezer-stock unit. The coin mechanism will accept six nickels.

Cost you a fortune to read—a cent—when you subscribe to Vend—every weekday.

Vend--PUBLISHED BY THE BILLBOARD
HUNDREDS OF MONEY-MAKING VENDING IDEAS
Cost you a fortune to read—a cent—when you subscribe to Vend—every weekday.

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HUNDREDS OF MONEY-MAKING VENDING IDEAS
Cost you a fortune to read—a cent—when you subscribe to Vend—every weekday.
Re-Elect Canteen Directors at Annual Meeting

CHICAGO, Feb. 28—All Canteen of United America of Companies were met at the annual (16) installation dinner meeting Monday (21).

They are: Nathaniel Level, chairman; Arnold M. Johnson, vice-chairman; E. S. Bowen, secretary; W. E. Leonard, general marketing consultant; Henry Clegh Amer, vice-president, Chicago, Ill.; John P. Illustrated, Philadelphia; Charles F. Panter, Pennsylvania, and vice-president, Harry T. Hopp, superintendent, New York.

Following the meeting of the stockholders, the following officials were elected: chairman, vice-president and secretary.

Cullmans Elected As PM Directors

NEW YORK, Feb. 28—Johann Cullman Jr., chairman and president; James F. H. Cullman, Jr., ex- president; and Joseph F. Cullman III, exdirector of the board (16) were elected directors at the annual meeting of the board.

Cullman is the executive committee of the executive committee of the executive committee. The committee consists of John F. Cullman, chairman, and board.

Jewett to Pinney-Bowes

STAMFORD, Conn., Feb. 29—Robert M. Pinney has resigned as chairman of the Pinney Concrete Manufacturing Inc., the company announced today. In his place, Mr. Pinney became president of the company.

New Perfumatics To Have Counters; Price Unchanged

JERSEY CITY, N.J., Feb. 29—F. N. Turner, head of the Lo Pro-

"Improved" Silver Wheel

ACORN

The only all-steel wheel for trucks.

ALL PURPOSE VENDOR

Approved by the State of Florida. State of New Jersey, Maryland, Pennsylvania, Delaware.

Mass. Cig Levy

Deductible From Fed. Income Tax

BOSTON, Feb. 28—Because Massachusetts imposes taxes on the cigarette consumer, smokers do not get a "break" on their 1951 federal income tax, it was announced this week.

First quarter net income after taxes hit $258,057, or about last year's first quarter net income of $258,344. The 4-cent cigarette tax was equivalent to 50 cents a share on the company's $50 million common stock, compared with 47 cents for the same period a year earlier.

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We Have Newer

CHARMS!

- NEW DESIGNS
- NEW IDEAS
- NEW FINISHES
- NEW FINISHES

send 35c
Complete Sample Kit

KING COMPANY
2524 Monroe Street, Pittsburgh, Pa.

Miami Cigarette Sales Up in Jan.

MIAMI, Feb. 20 - Cigarette sales, especially filter-type brands, averaged more than $20 million in Miami during January, according to the district office of the Florida Cigarette Distributors. Reports from vending opera-
dors and salesmen indicate that sales have increased over the previous January.

New Electric Motorcycle

The new electric motorcycle, co-operatively organized by Ailor, operating scales, stamp vendors and others in the vending business, was introduced during the month. It is the result of a long period of research and development. The motorcycle has been designed to meet the needs of the vending industry and is expected to be a valuable addition to the equipment available for vending operators.

Lily Vending Sales Highest in 1954

NEW YORK, Feb. 20 - Lily Vending Sales, the Acme subsidiary of the firm, has reported its highest sales figures for the month of February. The company has a reputation for consistently high sales figures and this month was no exception. The sales figures were up significantly from the previous month, indicating a strong demand for their products.

Lorillard Sticker Pulls Vending Sales

NEW YORK, Feb. 20 - P. Loril-
dard Company this week released a new product, the Lorillard Sticker Pulls Vending Sales. The product, which is a new type of sticker, is being sold in vending machines throughout the country. The company expects the product to be a huge success.

Pitney-Bowes Pays 25c Quotid. Dividend

STAMFORD, Conn., Feb. 20 - Directors of Pitney-Bowes, Inc., have declared a regular quarterly dividend of 25 cents per share, payable on common stock of record February 28. The next dividend will be paid May 3 following. It is the 26th consecutive dividend of the company, and has been declared on the 4% preferred stock at a rate of $2.50 per share. Sales in 1954 were 36% higher than 1953.

Karl Guggenheim

Karl Guggenheim presents the greatest feature action charm over... ACTION TELEPHONE DIAL

Nedick's

Nedick's from page 72

A pack of cigarettes. He gets the pack with a Nedick nickel, and then the second nickel which is 25c on the black nickel. The one he uses will be 20c on the nickel until January 1.

VENDCO SALES CO.

215 Market St., Portland 2, Ore.
Phones: Figh-1-1500

Pepsi Names Four To New Subsidiary

NEW YORK, Feb. 20 - Offices of Pepsi-Cola International have announced the formation of a new subsidiary, Pepsi-Black. The new subsidiary, which was formed to handle all Pepsi-Cola operations in Asia, will be known as Pepsi-Black. The new subsidiary has been formed to handle all Pepsi-Cola operations in Asia. The company is expected to be a huge success.

Mission Impossible

We're here! The most versatile rack vessel in the world.

VICTOR MODEL HMS

6 Machines & 2 Model Honduras

Our World Today

and for over 30 years

Great New Ideas

for cars. Fleetwood, Acura, Honda, Chrysler, and others... prices, availability, etc. Write Ford.

Dear Baby Brownie,

check out the latest in the world of baby care...

Write for information.

SEA BRIGHT LABORATORIES
1124 Grove Ave., Sea Bright, N.J.

Sea Bright Laboratories

CHILL CHEWING GUM
and CHLOROPHYLL TABLETS

40c lb.
RALL GUM (all sizes)

44c lb.

How to make a real mouth freshener! An
authentic representation of the herbal
bitterness and freshness of real gum
linden and numbers are printed in red

Guggenheim

33 UNION SQUARE
NYC 1, N.Y. 

M. S. B. 9393
United Holds Game School In Portland

PORTLAND Ore Feb 20 Al Thoelke one of the top salesmen of the engineering department of United Manufacturing Company Chicago was at Western Distributors here this week to conduct classes for operators on game maintenance.

The illness of Budge Wright has been relieved.

Here from San Francisco he met with such operators as were there and those upon whom he called through the week.

From here Thoelke goes to Chicago for similar meetings.

He came from Seattle where he spent two weeks at Western Distributors, after visiting several other cities in Washington.

**S. L. STIEBEL COMPANY**

635 West Main street (Tel. CLAY 3146) Louisville 2, Kentucky

EXCLUSIVE DISTRIBUTORS FOR SEEBURG AND SEBURG CHICAGO COIN

**THE MARKET PLACE**

for the Coin Machine Industry

**THE NATIONAL EXCHANGE**

for Coin Machine Products, Services and Opportunities

**CLASSIFIED ADVERTISING**

**ADVERTISING RATES**

- **REGULAR CLASSIFIED**
  - Minimum $5-
  - 2 words
  - 10 words

- **DISPLAY CLASSIFIED**
  - Minimum $5-
  - 2 words
  - 10 words

**IMPORTANT INFORMATION**

Cash must accompany all orders for less than $5. Issued a correct name and address when sending ad copy.

If a box number is wanted, please figure it on your order. A 25c service fee will be charged for any number not used after sending.

All orders and inquiries must be addressed to: BILLBOARD PUBLISHING COMPANY, 182 W. RANDOLPH STREET, CHICAGO 1, ILLINOIS

**Agents-Dealers Distributors**

**Business Opportunities**

**Coin Radio and TeleVision—Buy direct from manufactures and save—Send for catalog**

**Used Coin-Operated Equipment**

**Parts, Supplies & Services**

**Routes for Sale**

**To Order Your Market Place Ad**

**USE THIS HANDY FORM TODAY**

1: First, print or type your message here, figuring five words to the line. If you want a “display-classified” indicate in the margin what copy you want displayed. Be sure to include your name and address so that it appears in the ad. If box number is wanted, please figure 6 additional words.

2: Now check off the classification your want your advertisement to appear under:

- Agents and Dealers Wanted
- Help Wanted
- Parts, Supplies and Services
- Patrols for New Equipment
- Used Coin-Operated Equipment
- Want to Buy

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

- Display Classified
- Regular Classified

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

**Gentlemen: Run this in your “Market Place” as indicated below:**

- Need 6 Issues
- Need 4 Issues
- Need 3 Issues
- Next Issue only

---

**S. L. STIEBEL COMPANY**

635 West Main street (Tel. CLAY 3146) Louisville 2, Kentucky

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**S. L. STIEBEL COMPANY**

635 West Main street (Tel. CLAY 3146) Louisville 2, Kentucky

EXCLUSIVE DISTRIBUTORS FOR SEEBURG AND SEBURG CHICAGO COIN
**PORTLAND PLAY**

**Game Music Ops' Outlook Improves**

PORTLAND, Ore., Feb. 20—The outlook for games and game music operations stemming from the ongoing strike situation in Oregon has improved appreciably. Oregon is housed this week with the closure of the Oregon Oregonian Liquor and Music headquarters here.

George Smith Brown, head of the Oregon Liquor and Music Association, expressed regret that the State-wide prohibition drive which he agreed that the State-wide prohibition drive was taking the industry in that it would close the doors to the operators in the market's profit location for games.

Bozeman noted also that the local liquor movement continued to solidify its organization and that it was being operated in a wholesome manner by the Small Music Association, and scene in the West Matador. But many of the Men of Oregon are co-operating with the OLBA in a comprehensive program of assistance is being placed on the trend of that industry in the economic life of the state.

The coin music industry is further co-operating with OLBA in a welfare effort. Ross Chicago said the 1953 OLBA Health Fund was dedicated primarily to rehabilitating disabled and veterans through the State of Oregon by serving as the office of the Department of State coins and the results of the state-wide stop will be in the next organization, the Disabled American Veterans Rehabilitation Center. For this purpose, Rossman said, CCMF had

---

**Coin Machines**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Year</th>
<th>Issue</th>
<th>Year</th>
<th>Issue</th>
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<td>1954</td>
<td>1280</td>
<td>1954</td>
<td>1281</td>
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</tr>
</tbody>
</table>

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**Seek to Stop Wholesalers From Operating**

MILWAUKEE, Feb. 28—Question of whether or not the National Legal League for Liberty in America will seek action against coin wholesalers from operating the same routes was raised here before the panel members last week for a ruling.

A coin machine operator, several weeks ago asked the panel whether it would be necessary to seek the city attorney's opinion as to whether the coin wholesalers and coin machine operators, he said, would be able to acquire machines at lower prices, thereby having an unfair competition.

Attorney Max E. Geigel, representing two wholesalers, said the question of the constitutionality of the ordinance was raised.

However, Steinmetz said he did not think that the committee might have a problem with the purpose by an amendment to the present ordinance to prohibit any coin machine operators from operating as a wholesaler.

---

**MPs. Banks Term Coinmen Sound Risks**

MINNEAPOLIS Feb. 28—Coinmen, bankers and sound risks, they are, businessmen and good citizens, stated, Harold Lieberman, head of a panel of the Minneapolis Chamber of Commerce.

"Collections on some coinmen," he said, "have been a problem. They have been delayed, they have not been collected and all the information available is that there is no way of collecting them.

"But not among coin men in the way they hold their papers we hold their risk and trouble. So far as we see it, the problem is that we've given them plenty of time for the purchase of such a risk."

---

**JACOBS MAKES ARCADE BOWLER**

NEW YORK, Feb. 28—Coinmen’s Association here, said the manufacturer of the Arcade Bowler, a manufacturer of the Arcade Bowler, has announced that he is pleased with the new machine.

Jacs said the automatic machine scoring system, is being improved and that the introduction of such a machine was used in some locations.

The only thing which is open to the public for a certain number of times, the only thing which is open to the public.
**Arcade Equipment**

Equipment and prices listed below are taken from advertisements in The Billboard issue of February 27, 1954. All equipment and machines and prices are listed. Where more than one is listed, the same equipment at different prices is advertised with each price varying. Where machines are advertised, as in the case of bulk packages, the complete machine price is listed. The prices below depend on the condition of the equipment and the location of the seller, and other related factors.

**Shuffle Games**

<table>
<thead>
<tr>
<th>Issue of</th>
<th>Issue of</th>
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</tr>
<tr>
<td>250.00</td>
<td>204.00</td>
<td>260.00</td>
<td>250.00</td>
</tr>
</tbody>
</table>

**Equipment**

- New, complete. Mint condition. New
- Used, complete. Good condition. Used
- Parts only

**Shuffle Games**

- New, complete. Mint condition. New
- Used, complete. Good condition. Used
- Parts only

**For Everything You Need in new and used equipment**

**LOWEST PRICES**

**Write for Our Lists**

**DAVID ROSEN**

- Free 4 ft. Box, 2 ft. Per. Phone: STEVENSON 2-5873

**NEW—RECONDITIONED METAL TYPE MACHINES**

- We Carry a Complete Line of Parts in Stock

**WRITE FOR PRICES NOW!**

- Phone: 7-6114

**STANDARD METAL TYPE CO.**

- 1519 N. Western Ave. Chicago 12, Ill.

**WANT TO BUY**

- PALM SPRINGS BEACH CLUBS

**TARGET GUNS**

**PURVEYOR DISTRIBUTING COMPANY**

- 4233-34 N. WESTERN AVE. CHICAGO 15, ILL.

**TELEQUIZ WITH ELM**

- $100 EA. F.O.B. Milwaukee

**MITCHELL NOVELTY CO.**

- MILWAUKEE 15, WIS.

**COPRA CARTRIDGES**

- ELECTRONIC INDUSTRIES

- 53½ E. 53rd St. New York 1964

**persistent hoarseness or cough**

...is the sixth of the seven common abnormal signals that we usually catch... but should always mean a visit to your doctor.

The other six danger signals are: one that does not hurt; the lump or thickening, even though it is on the leg; where the Unusual bleeding or pain in the abdomen; Any change in a wart or mole; Persistent hoarseness or cough; Any change in swallowing (above); Any changes in normal bowel habits. For other factors that may cause disease to your health, please the American Cancer Society office nearest you, or write to "Cancer" in care of your local Post Office.
GET READY NOW... BE IN "FIRST" PLACE
With "FIRST"-Class Equipment

**SHUFFLE GAMES**

- **BIG EKIN**
- **BIG MASH**
- **BIG VENADO**
- **BIG PERSO**
- **BIG MEDUSA**

**COIN-OP GAMES**

- **FAST PICKUP**
- **ABACUS**
- **TURBO**
- **VETERAN**
- **FAR WEST**

**CRUSHERS**

- **BIG CRUSHER**
- **FAST CRUSHER**
- **SUPER CRUSHER**

**MERCHANDISE BOARDS**

- **Screw Down**
- **Key Horseshoe**
- **Key Ring**
- **Key Chain**
- **Key Tag**

**ADDITIONAL ITEMS**

- **Goggles**
- **Ties**
- **Chains**
- **Towels**
- **Umbrellas**

**SHOOTING GAMES**

- **BIG BIRD**
- **BIG BUNNY**
- **BIG BEAR**
- **BIG MOUSE**
- **BIG FISH**

**CIGARETTE VENDORS**

- **FACTORY REBUILT**
- **LIKE NEW**
- **MAGNUM**
- **KING SIZE" CENTS**
- **DOLPHIN**

**COINS**

- **FIRST-CONDITIONED**
- **Duke Ranch**
- **Ring Club**
- **Carroll Island**
- **Bright Light**

**FIRST DISTRIBUTORS, INC.**

1720 W. NORTH AVE. • CHICAGO 39, ILLINOIS

**AMERICAN RADIO HISTORY**

www.americanradiohistory.com

**NEW PRODUCTS**

- **COIN MACHINE SALES**

**AMC**

- **SOUTHERN AUTOMATIC MUSIC COMPANY**

**ESTABLISHED 1923**

1329 S. Lake St. Chicago, Ill.

**Radio & Phonograph Sales**

**H. J. BRYAN**

- **Radio & Phonograph Sales**
- **Radio & Phonograph Sales**

**HEADQUARTERS FOR RECONDITIONED PANORAMAS**

- **WRITE TO WRITE**
- **RECONDITIONED SHUFFLE GAMES**

**DISCOS**

- **IN STOCK-RECONDITIONED**
- **SPECIAL EXHIBITS**

**PETE THE RABBIT-WRITE**

**Write for New Price List**

- **Monarch Coin Machine, Inc.**

**WHAT'S NEW IN COIN MACHINES?**

- **WHAT ARE THEY GETTING FOR USED EQUIPMENT?**
- **WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?**

**BILLBOARD**

- **FILL IN AND MAIL COUPON TODAY**

Order Now at Low Subscription Rates. Fill in and Mail Coupon Today.

The Billboard, 246 South St., Cincinnati 22, Ohio

The Billboard, 246 South St., Cincinnati 22, Ohio

**NAVY Sets**

- **continued from page 78**

**COIN MACHINE EXPORTS**

- **November, 1953**

**C speculation**

- **continued from page 78**

**COINMACHINES**

- **topnotch coin machine salesmen**

- **leading coin machine manufacturers**

- **sponsors openings for district sales managers with $20,000 yearly earning potential.**

- **the largest openings in the machine field, not afraid of hard work, able to be tried.**

- **Zapper**

- **Zipper**

- **Yacht Club**

- **University Coin Machine Exchange**

- **435 N. High St. Columbus 1, Ohio**

- **Tel: University 9256**

- **CIVET TO DAMON RUNYON CANCER FUND**

**SOAP BOX**

- **to the BILLBOARD, CINCINNATI 23, O.**
**New United SHUFFLE ALLEYS CHIEFS and LEADER**

CONTACT: Admiral, Columbus, Ohio 43214

<table>
<thead>
<tr>
<th>Type</th>
<th>Model</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>A</td>
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<tr>
<td>B</td>
<td>Deluxe</td>
<td>$347.50</td>
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<tr>
<td>C</td>
<td>Junior</td>
<td>$497.50</td>
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<tr>
<td>D</td>
<td>Atlantic</td>
<td>$565.50</td>
</tr>
<tr>
<td>E</td>
<td>Hollywood</td>
<td>$665.50</td>
</tr>
</tbody>
</table>

**BINGO SPECIAL!**

Bally Yacht Club

**$250.00**

LIKE NEW

Write for Complete Page List of All Clubs and Locations

**PURVEYOR DISTRIBUTING COMPANY**
1425 34th Ave., Western Ave., Chicago, Ill.

PHONE: 8-1114

**WANTED**

25 BEACH CLUBS

in good condition

WRITE-WIRE-PHONE

T & L DISTRIBUTING CO.
4251 W. Lake St., Bridgeport, Ill. 60404

Phone: 8-1114

**Match Industry**

Continued from page 17

**Bally Bows**

Continued from page 17

**DISTRIBUTING gen. Chinatown to receive**

122 Central Ohio

Satburg

RE. ent

among

American Tobacco Company

and Shetland Tobacco Smoke Shops.

Boston received certificates of sale in the 1583 competition.

**Eppy Bows**

Continued from page 72

Encountered in vending certain

For example, a decision was

given in Bronx Magistrate's Court this

week on the legality of all-charm vending

machines in varying amounts.

This capsule method of vending

could insulate that the purchaser

gave the same number of charms

with time.

**Central Possible**

The charms are inserted in the

plastic capsule, with the charm

manufacturer controlling the

quantity of charms and the

dispensing machine at a time.

Eppy pointed out that even

more capsules—such as key chains,

charms, and similar attachments—had been dif-

ficult to vend. He said that any charm

which would fit into the capsules could be

vended by the conversion unit.

**Field Test**

The conversion unit has just

completed a 10-day field test

in New Jersey and apparently

said that no instances of jamming

had been encountered. The

machine had shipped a couple

film reels such as was done

by location owners with extra

miles, according to the

patrons when skipping occur-

ning into several locations.

Eppy said that the 10-day

test was just one part of the

project, because the oper-

ator reported considerable

hours during the preceding 15 days.

He feels that perhaps the

most important aspect of the

project is that it is now to the

consumer—apparent proving

and in new articles which he

predicted, to vend a machine, is

vending is essentially a novelty

business.

**Institution Sheet**

One of the most significant

finds of Eppy in his research

was that with a machine, it

is now in capsule form and

can be vended at a much

higher proportion.

Eppy feels that the capsule

vending machine would open new

locations such as airports,

depot stores and...and

had replaced the conventional

bulk vender.

The conversion unit figures

to increase the amount of work

done for Eppy in New Jersey. 

Current sales per month for the

Eppy unit out of New Jersey, where it is

produced on a contract basis.

Made In Japan

Eppy design the chassis here-

modeled to Japan, and has

the rest of the work done there.

Such items as roller slides and

shuttle watches are now being pro-

duced there for capsule vending.

Capsule production is currently

stated for 1945 in the range

of 600,000 a month, said

Eppy. Eddy Shop, head of the

firm, left Sunday (14) for a

six-week trip. He will visit

major cities from coast to coast

and show the capacities

and...distribution and lead-

ing operators.

The firm is working on

conversion units for Armor and Atlas

vend.

**N. Y. Court**

Continued from page 74

advising the year this that

incidental part for the person

who patronizes as all-charm vend-

er, and that the primary reason

for putting a coin in the vender

is to purchase merchandise.

The prosecutor built its case

on the fact that the same all-

charm vender dispensed 6 and

3 charms respectively as five

vender.

The fact that the sentence was

suspended, according to those

would not have been given, as well as the

fact that the vender was not

ordered to stay, were regarded as

favorable elements by the

vending industry.

HARTFORD, Conn., Feb. 19—State excise tax reports for January show that the...cigarettes in the state dropped

17 per cent, compared to January last year.
NEW! 900 TOP SCORE

Something Different in a TRIPLE MATCH FEATURE

BETTER THAN EVER--
in scoring...in play...in profits!

NEVER BEFORE has there been a game with such an exciting build-up...such a thrilling finish! No other game has the "wise" of Genco's shutters that conceal the match numbers until the very end--when they are revealed and step-up one reel at a time from 1 to 10. No other game has the suspense of Genco's moving drum-type match wheels. Adds thrills galore when player matches last number of his score with Red, White and Blue Match Numbers for single, double—or triple match!

MATCH Pool

SIMPFLSCORING
no objects to match—JUST NUMBERS!

PLAYS LIKE A BOWLER
(Not Rotation-Type Pool)

SEE YOUR DISTRIBUTOR TODAY!

Genco
MANUFACTURING & SALES CO.
2611 W. Ashland Avenue, Chicago 14, Illinois

GET SET FOR THE BASEBALL SEASON!

EVANS' BAT-A-SCORE

10 BALLS PER GAME
5c or 10c PLAY

ANIMATED MANIKIN ALL SKILL BASEBALL--AN AMUSEMENT GAME PERMITTED ANYWHERE!

Here's Action Packed by Players for Appeal--Fascinates by Operation for Excitement--Player picks up the ball, winds up, and pitches. Built THROUGH THE AIR in min.

IT'S NOW SCORING BASEBALL UNDER LIGHTS WITH BRILLIANTLY COLORED SCOREBOARD & BEAUTIFULLY DECORATED DIAMOND & ORNAMENTAL IMMEDIATE DELIVERY!

H. C. EVANS & CO.
1506 W. CAMERON AVENUE
CHICAGO 5, ILLINOIS

JUST WHAT YOU'VE BEEN LOOKING FOR!
SUPER GIANT PINS $10.50 per set

ATTENTION
OWNERS OF BELL TYPE MACHINES
We are in the market for brand new phony bells. Write pictorial full description.

GOMIS SALES COMPANY, LTD.

DAMON RUNYON CANCER FUND

NEW! 900 TOP SCORE

plus

Genco's
1 to 4 Player

MATCH Pool

SEE YOUR DISTRIBUTOR TODAY!
Resetting Sequence From 1 to 8...
Advances value of Roll-Overs for High Score. Additional Resets award REPLAYS; also lights Roll-Overs for REPLAYS.

Hold-Over Sequence...
Second ball in lit hole adds another letter to L-O-V-E-L-Y LUCY until entire name is completed and awards additional REPLAYS.

6 Drop-Thru Holes...
Ball in lit hole sets up next lit hole for REPLAYS.

High Score to 7 Million
- 3 POP BUMPERS
- 2 FLIPPERS
- 2 CYCLONIC KICKERS

It's a Honey!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 1, ILLINOIS

Let's Look at the Record!
...and see proof that coin machine advertising in The Billboard really pays off!

each year
MORE THAN 500 COIN MACHINE ADVERTISERS
run over
ONE MILLION LINES OF DISPLAY ADVERTISING
in The Billboard

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 148M . . . . $189
147 . 129 . 148ML . . . . $199

ROCK-OLA
1422 . . . . . 5 " 9 1412 . . . . $275
1426 . . . . . 109 . 1426 . . . . $275

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

WURLITZER
1250 . . . . . $325 / 1080 . . . . . $ 99

WALL BOXES
Reconditioned and Rebuilt
Seeburg 3W7-LS5, 3-Wire, Sc-10c-25c . . . . . . . . . . . . . $ 6.95
Wurlitzer 3020, Sc-10c-25c . . . . . . . . . . . . . . . . . . . . . . . 14.95

We Specialize in Export Trade
Cable Address: "DAViS"

DAVIS Distributing
Corporation
738 Erie Blvd. E., Syracuse, N.Y. Ph. 75-5194
BRANCHES IN BUFFALO, ROCHESTER, ALBANY
SEEBURG FACTORY DISTRIBUTORS

L A Continuing Story of Leadership in Action
NEW! COLORFUL!

Available with 5c or 10c Coin Chutes... We Recommend 10c PLAY!

NEW! WILLIAMS SUPER CENNANT BASEBALL
REPLAY OF NOVELTY PLUS

"DOUBLE MATCH FEATURE"

* SUPER STAR BASEBALL Novelty with Double Match Feature
SPECIAL DELUXE BASEBALL For Straight Novelty Play Licensed by the City of New York

NEW—WILLIAMS SUPER JENNANT BASEBALL

Twenty Grand Four Features Horse Shoe Lime Beach

$95 SPECIALS!

ACE COIN COUNTER New 1954 Model $149.50

WORLD'S FINEST... WORLD WIDE!

NEW GAMES WILLIAMS, LEAD & LUCY BALLS & PRO BOWLING UNOFFICIAL BOWLER

BINGOS IN STOCK KILLER PREMIUMS UNION CITY BRIGHT LIGHTS

Genuine Chrome Slik-Screened FORMICA TOPS

...$14.00...$...$9.50 ea...

NEW—WILLIAMS SUPER JENNANT BASEBALL

Twenty Grand Four Features Horse Shoe Lime Beach

FEATURING:

- Numbers 1 to 8 good for 1 replay
- 1 "Special when hit" rollover lane
- 2 "Special when hit" bumpers
- 1 "Special when hit" kickout hole

The above features give player a variety of opportunities to score replays!

- 2 scoring gates swing both ways
- Total of 7 rollover lanes

Order WILLIAMS "LAZY-Q" from your DISTRIBUTOR

CREATORS OF DEPENDABLE PLAY APPEL
4242 W. FILMORE ST. CHICAGO 34.

"THERE IS A DIFFERENCE"

Our Used Merchandise Is The Finest

UNITED BOWLERS

- S. WING LEAGUE
- LADIES LEAGUE
- S. WING LEAGUE
- LADIES LEAGUE
- INTERMEDIATES
- S. WING LEAGUE
- LADIES LEAGUE

ATLANTIC BOWLING

- S. WING LEAGUE
- LADIES LEAGUE
- S. WING LEAGUE
- LADIES LEAGUE
- INTERMEDIATES
- S. WING LEAGUE
- LADIES LEAGUE

COUNTER GAMES

- S. WING LEAGUE
- LADIES LEAGUE
- S. WING LEAGUE
- LADIES LEAGUE
- INTERMEDIATES
- S. WING LEAGUE
- LADIES LEAGUE

"THERE IS A DIFFERENCE!"

CLEANED AND CHECKED READY FOR LOCATION

BRIGHT SPOT ..... $150.00
SPOT LIGHTS ..... 80.00
PROCESSES ..... 75.00
PAM MECHANICS ..... 250.00
YACHT CLUBS ..... 250.00
BADMINTON ..... 300.00
BEACH CLUBS ..... 300.00
DUKE RANCH ..... 350.00

W. M. R. GOLDBERG

656 MADISON AVE. NEW YORK, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

SAY YOU SAW IT IN THE BILLBOARD!
OPERATE Keeny’s BONUS BOWLER
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
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