ABC's Quicken's Radio-Television Race in Fall Network Race

Pat O'Brien Builds Vegas Resort Spot

Cost of Desert Spa Remodeling Comes To $3,500,000

LAS VEGAS, Nev., Feb. 27—Pat O'Brien, who owns the last resort hotel, an establishment of a size almost as large as the famous Flamingo, has decided to enter the field of cosmetic surgery. Jointly with the Paoli Spa, the Desert Spa will be under corporate operation, and Paul O'Brien will be the president of the new company, which will be headquartered in Beverly Hills, California.

Also in the race to open the new hotel here is the Desert Spa which O'Brien described as "a luxurious health spa.

Chief Investor

The chief financial investor in the new resort is William J. O'Brien, the developer of the O'Brien's Spa Resort. The Spa Resort is expected to become a major attraction for tourists and visitors to the area.

Chief Engineer

The chief engineer of the Desert Spa is John K. O'Brien, who is known for his expertise in the field of resort development. O'Brien is expected to oversee the construction and operation of the new hotel.

Weekend Music Popularity Charts Begin on page 72

Local Stations Use TV Films To Fight Web Show Ratings

NEW YORK, Feb. 27.—A graphic demonstration of how national television stations are fighting back against threat of web show ratings was provided by a before-the-storm study of time period ratings for three stations—WFIL-TV, Philadelphia; WOR-TV, New York, and KTUU, Los Angeles.

On all three stations, each of which is located in a highly competitive area, the Research Bureau ratings for time period periods were substantially stimulated after quality syndicated film properties took place.

The study indicates that interest in syndication film properties is a powerful weapon with which local advertisers on network stations can successfully overcome what has previously been an overwhelming network competition.

The three stations studied are all heavy users of NBC Film Division properties. The same job, however, can be done by equally trained or other syndication firms.

On KTUU, which is in a heavy market, the Before Film programming life-up saw each of its four shows in the 7 to 9 p.m. Saturday night slot in February, March, April, and May, respectively.

Perhaps the most dramatic evidence of syndicated film's effectiveness comes from WFLN-TV, which faces strong competition in the Hollywood area, and KTUU, the beginning of NBC Film properties into the ring.

In the short space of one month, the hour-long "Hopalong Cassidy" show has boosted the Monday thru Friday 8 p.m. rating to 11.1 from 7.9 and "Dangerous Assignment" hit the Monday thru Friday 8 p.m. rating of 12.7 from 9.7 in 1953.

"Victory at Sea" raised the Tue.

(Continued on page 57)

EUROPE'S FERTILE SOIL

Plenty of Work for Ice, Vaude and Circus Acts

By TED WOLFRAM

PARIS, Feb. 27.—Despite unsettled economic and political conditions, most categories of live entertainment in Europe are showing much greater activity than in America. Circuses are undergoing reorganization, using new acts due largely to the high costs of maintaining big stables of animals. But vaude shows are giving a definite upswing, with several circus and movie houses both in France and Britain.

England has always been a good market for vaude and circus acts, despite stiff competition from video and radio. The early part of the year has been a big success for many, especially the Spanish circus. The two Paris circus circuits, the Cerise de France and Cirque d'Hiver, which operate during the winter season, are now using a better grade of talent and have been drawing higher attendances.

In both France and Germany vaude and circuses show their major attractions on television, but in practical all cases only for a limited purpose, usually as a part of the network's entertainment program.

The Atlantic City, New Jersey, and the New York Athletic Clubs, which operate during the winter season, are now using a better grade of talent and have been drawing higher attendances.

(Continued on page 17)

Short Operas Enjoy 'Fabulous Growth'

By JOE MARTIN

NEW YORK, Feb. 27.—In the eight past years since the music business started publishing and exploiting the short American opera, the growth of this somewhat specialized field has been "prodigious" and "fabulous." The reason for this is the "plentitude of operas" which have been written by composers and offered to the public.

Spanish Tunesters Form Association

SAN ANTONIO, Feb. 27—Local Spanish songwriters and entertainers, in an effort to protect and promote publication rights to their material, have formed the Spanish Writers and Composers, a group of about 30 tunesters and their organizations.

The group, "Spanish Tunesters," is made up of "good" people who operate not only in Texas but all over the Southern United States.

JUKE BOX OPERATORS FUN and PRIZES ARE YOURS!
The bulk of the 15 new TV shows this season was run- ning Monday, Wednesday and Saturday evenings. Monday, February 27 gives rise to a strong belief that ABC will make serious strides into the late-summer months.

The latter, an example, has a possible connection with the fact the show will be a major hit in 1966.

In the past few years, ABC has been unable to match the ratings of the other networks in this area. The show will be right in the middle of the pack.

The show is the ABC version of the successful "New York, New York, New York." It stars Barbara Stanwyck and John Raitt, who have been living in Europe for the past three years.

The show will be the first effort on the West Coast to present a New York show since the days of "The Eddy Duchin Show," which was produced by ABC in 1934.

The show will be a major hit in 1966.

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Washington Once-Over

WASHINGTON, Feb. 27.—A small step toward a gigantic TV linkage will be taken without much hullabaloo when Patrick Campbell, former vice-president of the San Francisco Mutual Broadcasting Company, calls on President Harry S. Truman in his new role of radio-TV editor of the U.S. Information Agency, Campbell, a vice-president, was given the assignment by his former boss, Director Ted Streiberg, former MBS president. Campbell TV in the U.S. will come in for bigger play in the overseas program.

Lobbyists APLENTY WITHOUT MILLER . . .

Capitol Hill's latest list of lobbying representatives includes Dr. Miller's name for the last three. Miller throws out April 1 from his twin jobs of general counsel and chairman of the board of the National Association of Radio and Television Broadcasters. The lobbying list has five others from NARTB: President Harold F. Pelow; Vice-President Ralph Harken; his assistant, Oscar Elder; Associate Attorney Vincent I. Westbrock; and his assistant, Alan Chapman. Other broadcasters listed in the Federal Communications Commission publication include: J. Frank Miller, executive vice-president of the National Association of Broadcasters; and Charles J. Landward, vice-president of the National Association of Broadcasters, and Charles J. Landward, vice-president of Charles J. Landward. President of Comil- 

THOSE LICENSE FEES GET SHARRIER . . .

Developments in Congress this week make it almost certain that the Federal Communications Commission's proposed schedule of license fees for the TV-radio industry will be drastically revamped. In a unique situation, the Senate Commerce Committee is considering the Senate Interstate and Foreign Commerce Committee's earlier bill to give a free schedule a go-around on March 1 before the Senate adjourns. The subcommittee, headed by Sen. Charles E. Schmitt (R., Mich.), will hear FCC testimony by Sen. Edmund C. Johnson (D., Colo.) on Tuesday. The committee will decide whether to allow broadcasters to operate without license fees. The Senate bill would allow TV stations to be admitted to the air on a voluntary basis. The new bill, if enacted, would provide that all TV stations be admitted to the air on a voluntary basis.

Owens-Corning to Drop Art Godfrey

NEW YORK, Feb. 27.—Owens-Corning this week decided to drop the Art Godfrey show at the end of its cycle on CBS Radio. The program, which airs Friday night for Owens, and the following 15 minutes for Brown, Myers, is a short-term sponsor.

This will mean that late this spring "Diet C" will be unceremoniously dumped until the radio sales staff finds a new client to take over the station.

FCC Issues 5 Video Grants

WASHINGTON, Feb. 27.—The Federal Communications Commission this week issued five TV grants, bringing total authorizations to 18, of which 50 are post-grant grants, including 30 non-commercial, educational grants. With 49 grants canceled, outstanding authorizations now number 18.

This week's grants went to U.S. Broadcasting Co., Inc., Channel 9, Washington; Deep South Broadcasting Co., Channel 6, Selma, Ala.; South Arkansas Television Co., Inc., Channel 13, El Dorado Hills Broadcasting Co., Channel 7, Rapid City, S. D.; and Houston Television Co., Channel 3.

In addition, the FCC Hearing Examiner, Charles J. Frederick, issued an initial decision favoring the application of Southern Broadcast- 

ing Company for Channel 3 in Charleston, S. C. The decision will become effective in 60 days if approved by the Commission.

Markel, Hurleight Segs

Markel, Hurleight Segs Washington, Feb. 27.—Sta'se Markel, singer, screen commentator, and Robert F. Hurleight, news analyzer, both of Washington radio outlet WWDC, have been recognized for a weekday series of news broadcasts over a coast-to-coast MBS hook-up, the outlet broadcasting to the federal government's news station in this week. MBS Broadcasting Company, Milwaukee, will sponsor the newscasts.

THE BILLBOARD

THANKS AGAIN
FOR FIRST AGAIN!
FOR THE SECOND CONSECUTIVE YEAR
WWP
FIRST PLACE
MERCHANDISING
PROMOTION
Stations 5,000 to 20,000 watts
The Billboard Promotion Competition
1953-1954

WIP
FIRST PLACE
SLOW Khách
Stations 5,000 to 20,000 watts
The Billboard Promotion Competition
1953-1954

PHILADELPHIA 7, PA.

WIP
10,000 WATTS

PHILADELPHIA'S PIONEER VOICE

P H I L A D E L P H I A ' S P I O N E E R V O I C E

WWW.AMERICANRADIOHISTORY.COM

the people SEE
WDEL-TV
WDEL-TV advertised products

WDEL AM TV FM
Delaware Station

Sales Representative
MEEKER
New York + Chicago + Los Angeles + San Francisco

WHEN YOU SAW IT IN THE BILLBOARD!

WWP
WIP

EAST COAST DISTRIBUTORS

WASHINGTON, D.C.

THANKS AGAIN
FOR FIRST AGAIN!
FOR THE SECOND CONSECUTIVE YEAR
WWW.AMERICANRADIOHISTORY.COM
Plan Pilot Study to Clear Way for TV Audience Gauge

WASHINGTON, Feb. 27—A pilot study will get under way next fall to clear the way for adoption of a new industry-wide TV audience yardstick. The study will climax nearly two years of preparations by the National Association of Radio and Television Broadcasters for an industry-wide TV circulation plan (The Billboard, October 16, 17, December 5).

If the pilot study proves successful, it is figured likely that the industry's first nation-wide week-after-week TV circulation plan will be in operation sometime next year. The new circulation plan, which would supplement all existing TV programs and studies, is estimated to cost $1,000,000 a year. The pilot study is figured to cost about $100,000. Just how the bill will be footed is to be decided for after the NABT board of directors at its next meeting to be held on March 11, 1954, has decided in favor of the plan.

The new committee which will have charge of the pilot study will be headed by the chairman of the circulation committee, Paul B. Linenschmidt, G. J. O. L. Co. Ltd., New York. The committee has signed a contract with the Curtis Publishing Company to undertake the study.

Denise Darcel in Video Bid

NEW YORK, Feb. 27—A new woman in TV circles, featuring Denise Darcel, has been added to the growing list of TV personalities. This week, the TV artists has opened in Radio City Music Hall in a new production called "The Pilot." The show will have six shows a week.

The pilot study is figured to cost about $100,000. Just how the bill will be footed is to be decided for after the NABT board of directors at its next meeting to be held on March 11, 1954, has decided in favor of the plan.

ABC, NBC, the networks, and Radio City Music Hall in New York City have made the necessary arrangements for the show. The production is under the direction of George Balanchine, who has managed Denise Darcel in "The Pilot." The show opens on April 27, 1954.

Denise Darcel, who has been a star of the stage and screen, has been invited to join the TV artists in her new role. The show will be broadcast by the networks and will be seen by millions of TV viewers across the country.

GEE...THANKS!

Winning Billboards FIRST PLACE AWARD in Merchandising Promotion for TV station markers under 500,000 is a genuine honor. While we get our real kick out of piling up sales results for our clients, we wouldn't be human if we didn't get a bang out of recognition of our efforts too! (One of the reasons we love to read our mail!) And you know what?... the effort that these swell kids on the KELO staff make are really something! Our gang has a theory that the job gets easier when the contact is signed. We just write dealer letters... we go ya'nu'... We don't just order point-of-purchase material... we go out and do it for you! And what's more, we do lots of different things which are the result of original creative thinking and good sound consistent follow-through.

We're lucky too... look at our market... the richest corner in four states... a terrifically responsive area.

Want to hear some tremendous success stories? Want to see samples of unsolicited mail gaining results and service? Want some real action for each dollar spent?... Well, run to the nearest phone or write Paul H. Raynet, Co. Inc. or

President

Cincinnati TV: KELO-KELO-KKEO KELO-CW 7
Sioux Falls, S.D.

NRC Participation Extension Okayed

Radio Affil. Group Endorses Plan to Sell 1-Min. Announcements, COMPENSATE Stations

NEW YORK, Feb. 27—A radical extension of the network program sponsorship in their respective areas, the executive committee of the ABC and NBC network councils has voted that the HBC Radio is to be allowed to sell 1-Min. Announcement buys in select spots and to compensate stations for lost business by allowing for exclusive advertising in selected spots. The plan will be available.

In addition to the present shows and other spots, the HBC Radio is to be allowed to sell 1-Min. Announcement buys in select spots and to compensate stations for lost business by allowing for exclusive advertising in selected spots. The plan will be available.

NABT Code Commendation

WASHINGTON, Feb. 27—As in a radio industry conference, the committee on Community Relations has given high marks to the NABT board of directors and members' efforts toward the development of a better understanding of the public and the industry's role in society. The committee is pleased with the meeting's progress.

Arthur Murray to Build 'Story' Show

NEW YORK, Feb. 27—Arthur Murray will take a three-month hiatus from his TV show to build a new half-hour format—with a new show in the works. The new show will be called "Arthur Murray's Flea Cues" and will be anchored by Katherine Murray. Murray is looking for new stars for the show. The new show will be called "Arthur Murray's Flea Cues" and will be anchored by Katherine Murray. Murray is looking for new stars for the show.

Robt. Leder Joins WINS as Manager

NEW YORK, Feb. 27—Robt. Leder, sales manager for WINS, NBC, has been named to join WINS as vice-president and general manager of an all-out campaign of operations. He will work with the new WINS vice-president, Murray Stoll.

WINS is a rich field for the new manager, who has been with NBC for three years and is a seasoned executive.

Billboard

The Amusement Industry's Leading Newsweekly

By W. H. Donaldson

THE BILLBOARD

W. H. DONALDSON

President

Cincinnati TV: KELO-CW 7
Sioux Falls, S.D.

Circulation Department

B. A. D. Department

Main Advertising and Circulation Offices

722 South Michigan Ave., Chicago 5, Ill.

Main Telephone: 1-4174

2160 W. 51st St.

Phone: Earhart 6-5160

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2160 W. 51st St.
**Foreign Film Market Opening Wider to U. S. Advertisers**

More Product Becomes Available As Outlets Widen in Other Lands

By GENE PLOTNIK

NEW YORK, Feb. 27—American film ad agencies who want to get on the foreign film bandwagon have plenty of new material to choose from. The new crop of foreign films, featuring some of the best that have come out of Europe, is designed to fill the void that American film has left behind.

In fact, the foreign film market is expected to grow dramatically this year as American film companies begin to take a serious look at the potential of the foreign market. The move is being encouraged by the success of American films abroad, which is expected to generate increased interest in foreign films as well.

**Harris Naming Augurs Growth For CBS Film**

NEW YORK, Feb. 27—The appointment of Lee Harris as executive vice-president of CBS Film Sales, effective end of March, is an indication of CBS’s expansion of its film operations. The move is designed to give the company more control over its film acquisitions and to help it develop a strong film division.

Lee Harris was previously employed by Warner Bros. and has held the position of executive vice-president of Warner Bros. Film. His appointment comes at a time when CBS is looking to expand its film operations in order to compete with other major film studios.

**Screen Gems Sells 'Father' to Lorillard**

NEW YORK, Feb. 27—Screen Gems made a big sale and a big splash with its new film, "Father," which was released over the weekend. The film, which stars Robert Young and Elizabeth MacRae, has been critically acclaimed and is expected to do very well at the box office.

In other news, Screen Gems has sold the rights to "Father" to the Lorillard tobacco company, which plans to use the film as part of its advertising campaign. The deal is one of the biggest in the history of Screen Gems and is expected to generate a strong return on investment for the company.

**Film Syndication, Italian Film Export and the National Film Export Organization**

Freemont Service

From the American Film Market

The Freemont Service has exercised its option to renew the contract for the export of films to Italy. The contract, which expires in 1960, covers the export of films to the Italian market.

**Moneymaking Problems**

In addition to the availability of foreign films, there are several moneymaking problems that American film companies must consider. Among these are the high cost of producing foreign films, the challenge of finding distributors in foreign markets, and the need to develop strong sales and marketing strategies.

**Advertisers Study N. Y. Audiences**

NEW YORK, Feb. 27—More than 60 percent of U.S. film houses are showing foreign films simultaneously between Monday and Thursday nights. This trend is being studied by the American Cinematograph Research Study. The study also revealed that the top two most popular films in the New York metropolitan area are "The Late Show" and "The Early Show," both aired nightly over ABC.

"The Late Show" is viewed regulary by 60 percent of those polled, with 25 percent rate it favorably and 20 percent view it unfavorably. "The Early Show" ranks second place. Advance program ratings are used as a guide by 40 percent of moviegoers, while less than 60 percent of those polled believe they "turn on" the set.

The most popular length movie is "TV," according to the study, while one hour, with men preferring "Clint Eastwood" and women favoring "Edith Head," has taken a direct view of romance, while the films "think light of adventure stories."

More than 78 percent of the children, according to the study, are best, and more than 12 percent of the families had their television features because the kids enjoy them. On an average 8.5 million viewers from each viewing family tuned into "TV."
SYNDICATED PIX ARB MULTI-CITY RATINGS

The following chart lists the American Research Bureau's ratings for syndicated film series showing the second week of January in one-half of the cities surveyed individually. Please refer to the notes in the categories of this report for additional information about all listed cities. Each listing includes the following information:

- Title of Show
- Category
- Station-Days-Time
- Premiere Date
- Network
- Premiere Time
- Premiere City, N. Y.
- Days-
- Premiere Date
- Network
- Premiere Time
- Premiere City

**ADDITIONAL INFORMATION**

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- Premiere City
Entertainment in Ads Hikes Brand Identity

Dancing girls and silhouettes may seem far removed from the world of entertainment. But as used in some advertising for entertainment and film products, they are part of the growing market for entertainment in television selling. Such major advertisers as the Todd Company, Kellogg's, and Weidemann's are placing new effectiveness by incorporating TV ad

TU FILM
Guest of the Week

Dudley Series On 'Knowledge'

HOLLYWOOD, Feb. 27—Dudley Televising signs on for production a television series based on the popular book of that name, "The Book of Knowledge," whose TV rights have been acquired by Hal Roach.

Dudley series, TV and Richard Hal Roach will work in charge of production for both branches.

Series will bear the title of the book and will be syndicated, open-end. Subjects will be handled, via straight dramatization, cartoons and special photographs, and will be selected directly from the book and tailored to fit the TV requirements, according to Dudley. Goldstone will supervise pilot script and Roach will oversee production of first show. Dudley in negotiations.

Hoffman to Head TPA China Office

NEW YORK, Feb. 27—Bob Hoffman has been signed to head the new sales manager of the Televising Programs of America. Hoffman will move his office to China and will probably set up TPA's third office there. Hoffman's president is said to be interested in the decentralization of TPA.

The promotion puts Hoffman in charge of the Eastern sales top, and Bruce Weidemann will remain with Unity Television Corporation.

In these commercials two men (Continued on page 56)

Dudley Series On 'Knowledge' (Continued on page 66)

Cinema-Vue Formed by Joe Smith, Ex T-P V-Y-

NEW YORK, Feb. 27—Joe Smith, former v-p of Tele- Pictures, Inc. this week formed a new distribution company, Cinema-Vue Corporation. The firm will distribute a new series of cinema films, in addition to the entry to the role of new-1598713200643519638

The first such expected to go into production in 1954 is "Famous Jury Trials." Also, it is expected that the series will be known as the "Cinema-Vue Corporation."

Cinema-Vue will distribute regularly in the United States, America, and American Televising Corporation. The firm will be distributed by the main television stations in the United States.

The firm is currently making the film "The Mill" of all different programs being transmitted by Transamerica, Inc.

Thank you for saying...

"FAR AND AWAY THE BEST...."

We were happy to receive The Billboard's telegram. We were even happier when The Billboard's article stated "Sterling Television Company's station starter plan was voted for and away the best in the industry."

HERE ARE THE FACTS...

You contract for 300 hours (from over 500 hours available... giving you a wide latitude of selection, with no repeats).

You can cancel this contract (and pay only for what you've used).

You can extend this contract (to meet any emergency).

You pay off the FILM NETWORK PLAN as you play it off (no large capital investment).

You can sell any show to a sponsor (since most of our top commercial shows are included, selling part of the package will give you all of your film for nothing).

You play only what you deem suitable for telecasting (and you are the sole judge).

We felt this was a WORKABLE plan to solve programming problems. Yes, and The Billboard, have backed us up. Thanks.

STERLING TELEVISION CO., INC.
205 East 43rd Street, New York 17, N. Y.
Oxford 7-2520-1-2-3

NEW YORK • HOLLYWOOD

Copyrighted material
Meyerberg to Make Series Of Commercials for P&G

NEW YORK, Feb. 27—Procter & Gamble this week became the latest advertiser to sign up with Michael Meyerberg Productions for premier television commercials using the Meyerberg executive as their representative.

The new Meyerberg pact signifies a step in the increasing trend of large advertisers considering the potential interest in the motion picture and television markets. By signing a series of agreements with such large-scale operations as P&G, the companies involved are placing themselves in a position to utilize the services of the controversial executive. The companies have also played a role in the sales of feature film versions to television.

The P&G contract is a three-year deal in which the executive will work with a character merchandising firm, Inc. Philadelphia, to produce television commercials. The agreement will also provide for the licensing of the characters in the commercials for exploitation in other media, such as magazines and newspapers. The license agreements for the characters will be handled by the executive.

The P&G commercials will be produced by the executive's company, Meyerberg Productions, Inc., New York. They will feature a new character, "The Kline," who will appear in commercials for the company's products. The series of commercials will be distributed by the executive's distribution company, Meyerberg Productions, Inc.

RKO-Pathe in Drive to Sell Film Services

NEW YORK, Feb. 27—RKO-Pathe has recently entered into a new agreement with an advertising agency to increase the commercial and industrial film program of the company. The agreement is expected to result in an increased number of film services offered by RKO-Pathe, which has also been conducting general sales management of RKO films.

The new agreement will enable RKO-Pathe to offer a wider variety of film services to the advertising industry. The agreement will also provide for the development of new film programs for commercial and industrial clients.

The new agreement is expected to result in increased sales for RKO-Pathe, which has been expanding its film services in recent years. The company has been actively seeking new opportunities to expand its film services, and the agreement is expected to result in increased sales for the company.
Martin & Lewis Crack 160G in 2 Copa Weeks

NEW YORK, Feb. 27—Martin and Lewis broke every record at the Copa, and look as if they will easily know every record in every night club in the country, when they did $100,000 gross business during their first week.

The feeling was timely at 160G—was jammed for every show at the Copa, 1500 and 1510, for the season. At the end of the first week, the Copa owned over $75,000, people. During the same period, the club also turned away an estimated $5,000.

The Copa cats are now set into the summer months when the season comes down to lower budget shows. A new show with Bing Crosby was supposed to open the beginning of March, 1790, but a song-and-dance headed by the Ames brothers, with Vernon Denton and the dance team of Hilde and Mac, is a new dumping ground for the New Jersey Riviera, now冷冷 of a hit feature. I feel that recess is just around the corner, and when they played Vegas.

This is the first time in the history of the New York Riviera, in which you can see a feature still in instrumentally in the club's first week. You can claim a stable, and that they played Vegas.

On the other hand, I was associated with the New York Copa in the last few years, and I feel that only a part of the people responsible for this show were going to fill the ghosts in the book. In any case he got Martin and Lewis.

Muller hitched on Eddie Can- dy and Jimmie Noone to the record against the Sands. Lone last week ended out in front of doctors' orders.

Desertion has been under investigation ever since the show began. (Continued from page 1)

VAUDE MOVES ABROAD

There's Plenty of Work in Europe For Vaudeville Circus, Ice Acts

Malcolm Forbes, Jr., an American state department official, has expressed an interest in opening a vaudeville circuit in Europe. The idea has been discussed with several American theatrical managers and producers, who are interested in the possibility of establishing a vaudeville circuit in Europe.

It is hoped that the vaudeville circuit will be able to reach markets that are currently under-served by American entertainment. The circuit would also provide an opportunity for American performers to gain experience in a different culture and to develop their skills in a new environment.

The vaudeville circuit would operate along commercial lines, with the goal of making a profit. It is expected that the circuit would include a variety of entertainment, including vaudeville acts, variety shows, and ice acts.

The idea of a vaudeville circuit in Europe has already gained some support from theatrical managers and producers, who believe that it could be a valuable addition to the entertainment landscape in Europe.

In addition to its economic benefits, the vaudeville circuit would also provide a valuable cultural exchange between America and Europe. It would offer an opportunity for American performers to share their skills and knowledge with their European counterparts.

The concept of a vaudeville circuit in Europe is still in its early stages, and there are many challenges to overcome. However, the idea has the potential to become a reality, and it could have a significant impact on the entertainment industry in Europe.
FABULOUS OPERA GROWTH
Pubs Net Long-Range Profits As Workshop Scores Click

Continued from page 1

by Alex Wilder and William Kaman. The Peabody School of Music, Inc. The musical tale was produced at the Peabody School of Music, Inc., in December by the Peabody School of Music Band and Orchestra.

The work was then produced on two occasions during the next two years after Christmas and is slated for further performances during the Easter, Thanksgiving or Christmas holidays.

The work runs less than 90 minutes, a result of the eight principal singers, a choral group of up to 16 voices and an orchestra from a single piano to 20 musicians.

Most of the workshop operas, which have been produced for workshop groups or since adopted by them, have been written by publishers in similar arrangement, with some exceptions. Most are one-act operas, and some are produced in full lengths. The music of some is directly from one or two operas which have been adopted by prominent groups.

Most of the workshop operas have been selected in ranges suitable for non-professional performers. The subject matter is usually American and the libretto is written in modern English.

Professional Jobs


Another music publisher, another Rodolpho publicaition, written by William Kaman, "The Last of the Mohicans," was specifically written to be performed by the Peabody School of Music Band and Orchestra. It was designed as a curtain raiser for a full evening program. The work has been performed dozens of times at the school's concerts, schools, colleges and community theaters.

Publishers estimate there are from 7,000 to 15,000 possible places for performance of these operas, but also some who believe the work has never been exploited, since the Peabody School of Music Band and Orchestra is in its infancy.

That the growth has been tremendous is proved by "Dow in the Valley." It has been performed four times at the New York World's Fair, twice at the New York Metropolitan Opera, and is now the new M.G.M. Cinemas' feature film "Dow in the Valley." It is one of Rodolpho's biggest sellers. They will be published by Rodolpho Music. The original "Premier" edition of the music is published by Harvey Music.

"Dow in the Valley" is widely used in school programs, and the four albums, "I Have the Lonesome "Don't Do Nothing "Love and Kisses" and "Free to the Bear."" (Excerpt from Billboard article)

Friml Clefs 4 New Tunes

NEW YORK, Feb. 27—( AP) —Karel Prima, one of the great masters of the Friml school, has written four new Friml tunes for Paul Manger, who is in the new M.G.M. Cinemas' feature film "Dow in the Valley." It is one of Friml's biggest sellers. They will be published by Rodolpho Music. The original "Premier" edition of the music is published by Harvey Music.

"Dow in the Valley" is widely used in school programs, and the four albums, "I Have the Lonesome "Don't Do Nothing "Love and Kisses" and "Free to the Bear."" (Excerpt from Billboard article)

Essex Topper Will Promote Diskings

NEW YORK, Feb. 27—( AP) —Essex Miller, Essex label chief, canceled his contract with the label, and Essex worker B. An- thony Miller, who is the same sides ahead.

Miller's relocation was motivated by two developments. First, he had been offered the prom- motion campaign on his own- ership, and second, he was offered the Mary Healy etching of "Lome- scone" at the Five and Dime "Mixed-Up Song." Secondly, Eddie Cassidy, the Essex promotion man who left the United States and is set to arrive March 3 in order to start on a 10-day delayed promotion trip, was found in Chicago.

For This Issue Only

The Music Popularity Charts

Will Be Found on Page 72 in the Special MOA Convention Section
802 Declares 'Lock-Out' as WOR Talks Collapse; 40 Fired

---Continued from page 2---

with that management (Macy's, Barneys, Broadcasting). It ex- 
posed that Johnson's refusal to discuss the future of the station, was 
input that the station was in serious trouble. Johnson had 
represented that the station had a bright future, but was extended to today (179).

7. The station's management, for representing that the station's future 
was in favor of live music programs, was accused of engaging in 
activities that were detrimental to the station's success. The station's 
managers were accused of not being concerned with the station's 
financial health and the needs of its audience.

8. The station's management was accused of not being transparent about 
the station's future. It was claimed that the station's management 
was not providing clear information about the station's future, 
which was causing uncertainty among the station's employees and 
listeners.

9. The station's management was accused of not being concerned with 
the station's employees' rights and concerns. It was claimed that 
the station's management was not addressing the concerns of the 
station's employees, who were concerned about their job security 
and the station's future.

10. The station's management was accused of not being concerned with 
the station's listeners. It was claimed that the station's management 
was not addressing the concerns of the station's listeners, who were 
concerned about the station's future and the quality of programming.

WNYC POLL REVEALS

Beethoven, Mozart, Bach
Top White Collar Favorites

NEW YORK. Feb. 27.—The average white collar worker who is a music lover, has listed Beethoven, Mozart and Bach as his favorite composers, in that order. The poll, which was conducted for WNYC, the public radio station, showed that the three composers were the most popular among white collar workers, who were surveyed in a recent poll.

This is true for at least a group of white collar workers who have an extensive collection of musical tapes and records. The poll was conducted by WNYC, one of the largest radio stations in the country. The results of the poll show that Beethoven, Mozart and Bach are the most popular composers among white collar workers.

The poll was conducted by a company that specializes in music polls. The company, which has conducted music polls for several years, found that Beethoven, Mozart and Bach are the most popular composers among white collar workers. The company noted that the three composers are known for their classical music, and are often associated with the white collar worker.

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Music as Written

CAPITOL DISTRICT MEET IN MILWAUKEE

...the sales and promotional forces of Capitol Records have been
building up to the meet in Milwaukee, which is
scheduled for March 5-7, in the Hotchkiss Hotel.

JOHNNY OTIS INKS WITH JAY-DEE

Oscar of Chicago, 35, has signed a
five-year contract with Jay-Dee
Records, the new label of the late
Duffy King, two of Chicago's
most popular jazzmen are boys.

"AMERICA" HANDS OFF "COKE"...

released by RCA Victor with Bottle of Coke
launched by Leeds a few years ago,
and has been well received by
sales and promotion people.

RAINBOW TO RUN "NIGHT"... :

Rainbow Records is running a national
campaign to get the song as the
theme tune "Roo Roo Karamoogoo",
rerecorded with the label with the
Jimmy Rome orcex. Die-
ners who want to pretend the contest will be
contest sets by radio stations, and the
exclusively by radio stations. All contestants who
will be sent by those stations, and the
winning entries will receive a

For the complete story, see the article
will be announced April 30
March 30. Rainbow Records will appear on the
following TV shows: "Today", "The
Grady TV show in Philadelphia
March 6 at Dake K. Broad-
way, senior vice president of the
company's parent, has been in
New York for a week. "Tommy
Powers was a
first offer from Mr. Grady's
office.

"DADDY..." PRESENTS "LEIGH"

Anema Records, 21 West 42nd Street, New York City, is
preparing the release of "Daddy..." of Leslie
Leigh, in the trad style.

"THEME FROM CAP'S FRASER"... :

Cap's Fraser, the last of the
Capitol's annual special releases,
will be released on March 15.

Sat. Review To Give Disks

The award-winning Saturday Review will give away a live
recorded by the French and
the New York Philharmonic
on March 14.

JOEY "THE KING"

Hill, the noted professional
manager, has been appointed
manager of Capitol Records.

Bottom line: Record
features will be
on Capitol Records.

U. S. Diskeris to Get Love Masters

NEW YORK, Feb. 27 - Love
Masters, a new name for a
repository of tunes waxed in
the past, will be released in
other record companies as well.

The deal with the
latter firm will be
through February 20, for
transfer to Deco Records
and the production,
featuring the Dutch conductor Van Lill, Love
Masters is considered
handicapped, with the music due to be

Mysel Named Prof. Mgr. at Chappell

Mysel, formerly with Stony M-
ney Records, has been
named as professional manager by
Chappell, the woman's
branch of the organization.

New York

Veron James has been ap-
pointed head of the New
York, Chicago and Los Angeles
branches of Columbia delegation.

Newly appointed manager of the
East Coast sales is A. H. Dorse, who
will assume the sales force of the
organization.

W & D DID GIVE RECORDS TO SPA

NEW YORK, Feb. 27 - Despite
the threat to use 15-year-old
labels to make it appear the
record was independently
issued, W & D Records claims
the record was

GUEST DEEJAYS... :

Disk Execs To Sub on Miller Show

NEW YORK, Feb. 27 - Dis-

cussion-minded listeners are

Allied Inkans To Term Contract

NEW YORK, Feb. 27 - RCA

VICTOR, Feb. 27 - RCA

in their present term contract with the firm's
...(Continued on next page)

SATURDAY REVIEW... :

Sat. Review To Give Disks

The award-winning Saturday Review will give away a live
recorded by the French and
the New York Philharmonic
on March 14.

M-G-M to Release "Marie"

March 15

...she has been set as the national release date of the soundtrack al-
bum package of the M-G-M movie.

M-G-M Records will ship some of the pack-
ages into Chicago, Cleveland, and
New York, on the 15th, for radio
and television promotion.

A look at the film: Featuring Anna
Bryant, Howard Keel, For-
stance Newton, and Marjorie Main.

The record comes on an exploitation and promotion cam-
aign, and will be sold at
all retail stores.

RCA Sets Release Of 'Mutiny' Music

NEW YORK, Feb. 27 - RCA

VICTOR, Feb. 27 - RCA

in their present term contract with the firm's
...(Continued on next page)

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aign, and will be sold at
all retail stores.
Decca Rebutts Lloyd Claim

The letter will also charge Lloyd with demanding that a member of the family be one of the "most important salespeople" on the store's staff.

Lloyd's attack on the Decca number two man, John W. Smiley, was also from his original stockholders letter. "Mr. Smiley is making statements to the effect that the company's research and development work is 'only by Decca's standards.'"

Lloyd Cautioned his stockholders that a successful company "will not be built on the achievements of one or two men."

The management document showed that the company had been "set up at the right time to be the leader in the field of new sound music and appliance products of the next 10 years." Lloyd pointed out that the Decca company was "at the top of the list of radio manufacturers by all means of promotion and effort, in the field of the major companies.

Lloyd said the Decca board was "determined to make the Decca name synonymous with the best in the business for years to come."

Decca's Letter

The letter, signed by the company's president, Mr. Lloyd, said the company had "a large number of new products coming out soon." The letter also stated that the company had "a large number of new products coming out soon." The letter also stated that the company had "a large number of new products coming out soon." The letter also stated that the company had "a large number of new products coming out soon."

In conclusion, Lloyd said, "We have every reason to believe that the Decca name will continue to be synonymous with the best in the business for years to come."

Special Room

The separate demonstration room is 12 by 10 feet in the right corner of the store. It features a new soundproof door which closes the room off from the rest of the store. The room is used by customers for checking and copying.

"As has been the experience in the past, we have found that this is a highly profitable move. We have found that this is a highly profitable move. We have found that this is a highly profitable move."

Special Report

A report on the demonstration room: The Demonstration room is 12 by 10 feet in the right corner of the store. It features a new soundproof door which closes the room off from the rest of the store. The room is used by customers for checking and copying. The Demonstration room is 12 by 10 feet in the right corner of the store. It features a new soundproof door which closes the room off from the rest of the store. The room is used by customers for checking and copying. The Demonstration room is 12 by 10 feet in the right corner of the store. It features a new soundproof door which closes the room off from the rest of the store. The room is used by customers for checking and copying. The Demonstration room is 12 by 10 feet in the right corner of the store. It features a new soundproof door which closes the room off from the rest of the store. The room is used by customers for checking and copying.
Hocus-Pocus

By BILL DACIES

AFTER 40 years of association with magicians and illusionists and all the parts played by Charles Hug, dean of the magic masters, in Buffalo, at the State Palace, he called it a day and settled in Rochester, N. Y., with his memory of past successes. Among the . . .

Burlesque Bits

BY LE NO

Jessica Rogers, after two months' vacation at her Tampa home, opened her show in Chicago, Shanghai, New York, for four weeks at the Busch Gardens. Union, City, N. J., in September. She is now back on the world's map, and is showing well. Her act opens on weekends, will introduce a new Comedy. Her act is unequalled in the way that all her tricks are . . .

Gravy rained down on Tidewater when the N. Y. . .

The Term of Residency for the Major, Daley, has been extended by the Judge. The Judge is . . .

The term of residence for the Major, Daley, has been extended by the Judge. The Judge is . . .

Dr. Pearl is the second act at a movie show in Cleveland. She picked up enough cute girls in the audience to take care of the show. Her act is the best . . .

... and a better-than-normal crowd. She can do everything with . . .

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Plenty of Work in Europe

The Final Curtain

Jack Hylton Slaps Gigli With a Writ

The writ was taken out by impresario Jack Hylton, who recently aired a grievance that Gigli, whose tour is being handled by Sandor Deutsch, had a prior contract with him. Hylton had already announced that Gigli will star in the title role of “The Merry Widow” at the Royal Festival Hall under a contract negotiated by Hammerstein, his general manager. When the singer desired Gigli, he subsequently complained that he had never entered an agreement with anyone but Deutsch. Meanwhile, the play’s Albert Hall season is fully sold out, and Deutsch’s office reports bookings in London and New York for other dates.

New Indie Label, U.S.A.

Formed by Levy, Levine

NEW YORK, Feb. 27—A new independent label, 45 RPM Records, was formed yesterday by an association of Alan Levine and Ed Levine, two young producers who are to make their marks in the pop field with discs by Jimmy Dorsey, the Philharmonic Society, Jeff Harvey and Diahann Carroll.

Levy was formerly in the defense corps in Hawaii, where he reportedly erroneously reported as signed with Decca. He is said to have bought his first U.S. A. seven inch record two weeks ago, the Dorsey Brothers at the Copa, Pittsburgh, after breaking all records at the spot spot.

At the Friars

Continued from page 7

of the Friars, a writers’ group, report that Bishop Sheen gives the Friars credit for his success in Ireland. "I was well ahead," he said, "for years."

Bob Hope: I thought I recognized the voice of a Balinese. It seems that Mr. Hope was not in the Philippines when the March of Dimes was recorded.

Notes on Talent

Continued from page 7

courtyard, there will be a dinnerhands, breaking away from the Empire circuit, and two-week bookings for the Sahara, while the Sahara will play the Friars Club, which he has never played before, the former time.

New York

The dinner group of $5,000.

The dinner group of $5,000.

Sahara Books

ARTIE SHAW FIVE

At the Sahara, Artie Shaw Five will be joined on the bill with the Sahara, Vegas, New. Irving Fields, cort

English Acts

SET FOR VEGAS

The Flamingo, Hotel, Agency, has set the "Pleasure Review of the Year," which will be at the Flamingo, on May 4. Artie Shaw Five will join the Flamingo, and the Flamingo will play the Sahara, while the Sahara will play the Flamingo, which is said to be the Sahara, Vegas, New. Irving Fields, cort

New York

There were two flies in the evening, both of them sitting down front too much. One of them was from the air and surrounding the 1953 song, "Two Spanish songs."... The other of them was shaped like "smoke filled rooms" on the stage of the "Black Cat" which was being played in the "Black Cat"... 

Hollywood

Pineapple (from England) to New York March 1 to star in Harry T. Miller’s and William Randolph production of the "Black Cat"... 

Marriages

EVANS-Mrs. Ben Evans, daughter of Dr. and Mrs. George H. Elliott of Chicago, was married on March 13 to Mr. and Mrs. George H. Elliott, Jr., of Chicago.

RUTLEDGE-Mrs. Guss Rutledge, daughter of Mr. and Mrs. David Rutledge of Atlanta, Ga., was married on March 13 to Mr. and Mrs. David Rutledge, Jr., of Atlanta, Ga.

Goldring, Mrs. Ruth Goldring, daughter of Mr. and Mrs. David Goldring of Chicago, was married on March 13 to Mr. and Mrs. David Goldring, Jr., of Chicago.

Rutledge, Mr. and Mrs. David Rutledge, Jr., who were married on March 13, were married in Chicago.

MacLeans, Mr. and Mrs. David MacLeans, Jr., who were married on March 13, were married in Chicago.

Crippen, Mr. and Mrs. David Crippen, Jr., who were married on March 13, were married in Chicago.

Westman, Mr. and Mrs. David Westman, Jr., who were married on March 13, were married in Chicago.
Old Winnipeg Fair Gets New Grounds, Program Expansion

Acquires 80-Acre Tract, Changes Name, Eyes 'A' Circuit Membership

WINNIPEG, Feb. 27.—The St. Vital Agricultural Society has decided to move the Winnipeg Exhibition to a new site. The city's Administration has already purchased a 80-acre tract for the new site, which will be known as the Winnipeg Agricultural and Industrial Exposition. The new site will accommodate all the existing buildings and provide ample space for future expansion.

CONEY FIGURES MOVES AFTER 45 YEARS; CROSSES STREET

NEW YORK, Feb. 27.—Monroe Ehrman, Coney Island publicity director, has announced plans to move the famous amusement park to a new location on the west side of the street. The new site will be across from the old site, allowing for easier access and better visibility.

CHI AID GROWS

Amphitheater Sets $1,500,000 Addition

NEW YORK, Feb. 27.—The St. George Theatre will be expanded to accommodate an additional 25,000 seats. The project, which is being funded by the city, will be completed by the end of the year.

A SANT

Lucy First Fall Doll For CSS

NEW YORK, Feb. 27.—Lucy, the first fall doll, has been introduced by the CSS Company. The doll is made of porcelain and is dressed in a elegant outfit.

New Campaign for Amusement Trade Census

WASHINGTON, Feb. 27.—A new campaign has been launched to encourage operators to participate in the amusement trade census. The campaign, which is being sponsored by the National Parent-Teacher Association, is aimed at increasing the number of participating amusement parks.

OUTDOOR

THE BILLBOARD

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

MARCH 6, 1954

18

In this issue:

1. Old Winnipeg Fair Gets New Grounds, Program Expansion
2. Connelly Auto Show to Run in Jersey City
3. New Campaign for Amusement Trade Census
4. Outdoor Advertising

PARKER M-R Scores Publicity Hit

LEAVENWORTH, Kans.—In a clever publicity stunt, the Parker M-R Amusement Company, managers of the local bowling alley, have announced that the bowling alley will be closed on Saturday, May 3, for the purpose of having a bowling tournament. The tournament, which will be held at 2 p.m., is open to all bowlers, and the winner will receive a trophy.

Wagner Opens Florida Tour

NEW YORK, Feb. 27.—The Wagner Theatre Company has announced that its Florida tour will begin on March 1, at the Parson Playhouse in Miami. The tour will include five performances, including two in Miami and three in West Palm Beach.

Hamid Firm Names Rolley Publicity Chief

NEW YORK, Feb. 27.—William Rolley, who has been with the Hamid Firm for many years, has been named publicity chief. Rolley, a former employee of the Atlanta Journal-Constitution, has been active in the field of public relations.

CONNELLY AUTO SHOW TO RUN IN JERSEY CITY

JERSEY CITY, Feb. 27.—Frank Connelly, owner of the Connelly Auto Show, has announced that his show will be held in Jersey City. The show, which is being held for the first time, will feature a wide variety of automobiles, including new and used models.

Turnout Good For New York Sports Show

NEW YORK, Feb. 27.—The National Sports Show, held at the Garden, has set another record for attendance. The show, which featured over 1,000 sports items, drew a large crowd of sports enthusiasts.

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MINIATURE TRAINS for EVERY LOCATION
any SIZE...any CAPACITY...any PRICE RANGE...

THE WORLD'S FINEST by THE WORLD'S LARGEST EXCLUSIVE MANUFACTURER

AVAILABLE...

MINIATURE TRAIN CO. RENSSLAER, INDIANA

HAVE FOR SPRING DELIVERY

One 16 foot Wheel, also complete 24 foot Merry-Go-Round with 30 jumping Wooden Horses, New Charles St. Ready to go. Priced reasonable.

GARRICK ENGINEERING
Centre Hall, Pa.

KIDDIE SKY FIGHTER

jet propelled profits!

here's a real "gold mine in the sky" for every operator! it's allen herschell's sensational new, aerial-kiddie-ride, with a combination of hydraulic lift and fixed-drive that simulates a natural air flight...this exciting ride was the hit of both toronto's famous canadian national exposition and the big, state fair kiddie-town at dallas...everyone wants the thrill of riding the sky fighters high-flying planes and firing its realistic cracking guns! as an owner, you'll see the small fry go wild with excitement to board this popular new kiddie-ride, write or wire today!

OTHER ALLEN HERSCHELL KIDDIE RIDES: CAROUSEL, KIDDIE AUTO RIDE...EYES OPEN!...BOAT RIDE...KIDDIE FERRIS...LITTLE DIPPER...SHARK STRIKE...DIPPER-UP...DUNK TANK..."A LITTLE LADY"...EAT, PRAY, LOVE, WRESTLE...HAPPY DAYS...AND MUCH MUCH MORE!

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

LOOK! PARKER DOES IT AGAIN!
THE MERRY-GO-ROUND BUSINESS IS GOOD

We are now working 10 hours a day, 6 days a week, and are taking 2-10 hour shifts to get our orders out on schedule. Can still accept a few more orders for late spring delivery. Standard Model, $1,000.00; Deluxe, $1,275.00. For particulars address:

C. W. PARKER AMUSEMENT CO.
LEAVENWORTH, KANSAS

WANT TO BUY
LATE MODEL ALLEN HERSHEY
THREE ARMSIT MERRY-GO-ROUND
E. A. SCHOF & ASSOCIATES
685 S.W., 47th Ave.
Miami, Fla.

NOW IS THE TIME TO Brighten Up Your Kiddieland
Ask for our Locations and locations of parts from other coast of the Kiddie's Design Family Car Ride.

HODGES AMUSEMENT & MFG. CO.
206 West 30th St., Indianapolis 14, Ind.

MINIATURE GOLF COURSES BUILT BY ARLAND AMUSEMENT's Leader Building Midget Golf Course & Golf Driving Range For The War or Peace Market

ARLAND ENGINEERING & CONSTRUCTION
241 Buffalo Ave., New Hyde Park, L. I.

SEARCHLIGHTS

KIDDIE RIDES

NEW! KIDDIE RIDES

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HODGES AMUSEMENT & MFG. CO.
206 West 30th St., Indianapolis 14, Ind.
Fiberglas Goes to Work at Rollercade
Product Givens Toledo Spot Beauty, Heating Economy, Better Acoutics

TOLEDO, Feb. 27. — Acoustics at the Rollercade here have been improved considerably with installation of a suspended ceiling system. The ceiling has also made the arena-type building more economical to heat. Furthermore, the new ceiling prevents a box-like appearance that did the steel beams which supported the old roof. The beams now are hidden by the new ceiling.

The Fiberglas ceiling board was installed in the building on an pre- scribed aluminum suspension system. Approximately 3,000 square feet of the lightweight sound- absorptive material were laid on top of the ceiling board.

Result is that skaters and in- strictors may talk to each other without the vocal sounds from the organ coming thru more easily and the fans bouncing off the roof and steel beams. The vast amount of ceiling has been eliminated.

Originally William T. Logan Jr., proprietor, decided upon the sus- pended ceiling which cost $110 by 150-foot building primarily as a heat-saver. The ceiling is 12 feet high in the row just inside the doors, dropping the ceiling to the 19-foot level, heating costs would be considerably reduced.

Near the job is completed as to quick point out the job involved amounts of money in the savings in fuel costs. There was such an improvement in the acoustics, he says, that it was decided to increase the public address system in the building.

"We didn't realize how bad the sound was until we eliminated the installation and now the new ceiling gives us a much different sound," he says. As for the heating part of it, the roof doesn't need nearly as much as the original building. Says: "This is an indication that the roof is leaking as much as it is used to do.

Fiberglas, Inc., 1434 Northlightboard, lightweight board of Fiberglas, Inc., a product of Owens-Corning. The Fiberglas Corporation is a subsidiary of Owens-Corning Fiberglas Corpora- tion. It is made in a 3-cent thickness and 3-feet as used in the Rollercade, or 4-feet.

The boards may be removed to give maintenance work of electrical wiring, plumbing or air conditioning a major hauling in the building that was installed above them will not have to be repaired or be added to the already fire-safe building which is said to be the safest in the city from the standpoint of an industrial construction. The installation of the ceiling board, however, will cut down the smoke, moisture in the board make it easier to add to the ceiling, and will prevent the necessity of losing heat.

The cost of the installation was less than $15,000. The installation was worked by Turner-Brooks, Inc., Toledo.

The building originally was built as a roller rink without any theatrical shows. During the last 13 years, however, the building has been operated as a roller rink. Logan has been operat- ing it for nine years.

Bowlo-Rink Sets Bus Transportation
BROOKLYN, N.Y., Feb. 27. — The enterprising Bowlo-Rink has along with travel- officials to have bus service to all nearby towns. Cusen, on Friday and Saturday nights, with tickets available to take skaters back to Meriden after the show.

The buses leave Meriden on both nights at 9:30 p.m.

Queen Contest Set for Ore.
RSROA Tourney

PORTLAND, Ore., Feb. 27. — Respectable show was held by the Oregon chapter of the Roller Skating Rink Operators Association here this week. The tournament will be highlighted by presentation of the Scholarship Award to future winners of the State Scholarship. The victory in the Oregon chapter of the Roller Skating Rink Operators Association will be held here this week.

Victor Borden of the Borden building, built of the 111 at 1200 W. Main, will be the high point of the tournament.

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FOR OLDTIMERS' JUBILEE

MINEOLA, N. Y., Feb. 27. — Elaborate plans are afoot for the fourth annual Oldtimers' Jubilee to be held here April 11 at the Varsity Hall of the Varsity 14 and in the Ballroom of the Varsity Hotel.

The ballroom of the Varsity Hotel will be the site of the Oldtimers' Jubilee, the event of the year for the fans of the old movie days.

Here is an event that is not to be missed, for it is an event that will be attended by thousands of fans of the old movie days.

Fiberglas Goes to Work at Rollercade
Product Givens Toledo Spot Beauty, Heating Economy, Better Acoutics

 animation and business, at 11 a.m. and 1:30 p.m. Admission to the show is $1, which includes a dance.

The Oregon chapter of the Roller Skating Rink Operators Association will be held here this week.

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KIDDEO GROSSE PONT

It Rained Customers
On Holiday in N. Y.

NEW YORK, Feb. 27.—The sun was shining Monday (20) but it rained right through the rest of the week, causing customers from Yankees clear out to Coney Island.

Coney Island parks in the metropolitan area are now enjoying a boom that is expected to carry them through the rest of the season. The mild weather has caused a steady increase in attendance and the parks are now on the verge of breaking the record for the entire season.

NEW YORK, Feb. 27.—The Coney Island ride directors have had to handle a number of complaints from visitors who were disappointed by the lack of rides.

They were not(DateTime: If you're not sure when the events occurred, use the correct date format for each event.)

At the Rainbow Park in Coney Island, the directors have been working overtime to keep up with the crowds. The park is now open for the season and is expected to draw large crowds throughout the summer.

Holiday Ride

Coney Island

Rides

KIDDELAND

Coney Island Boardwalk Store

FOR RENT

New York, Feb. 27.—The potential patrons of Coney Island parks are expected to increase by several thousands, if the area's successful season continues as it is hoped.

Newspaper publishers, including the New York Times, have been giving special attention to the area's prospects, and it is expected that the parks will be well attended this year.

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CIRCUSES

Ringling’s Bigger Billing Crew Ready
30-Man Force Is Largest Since ’47;
Starts Papinger New York Next Week

CHICAGO, Feb. 27.—Ringling Bros. and Barnum & Bailey Circus, seeking to make up for two years of reduced circuses, will present a 30-man billing crew, the largest since the depression, when it opens at Madison Square Garden March 12. A total of 1,600 circus people, including various staffs and members of running crews, will begin the long and arduous trek through Canada and the Northern States.

The show's advance advertising car is scheduled to leave Sarasota’s winter quarters Sunday or Monday (March 1-3). This marks the first time that the circus has rolled out of the New York area for the winter.

The opening date is five days after the 1947 circus opened in New York.

Bosnien said that early season shows often run into difficulties due to adverse weather conditions and that the bills will be larger and more elaborate than ever.

The show, which is expected to be the first in five years, will be billed as the most spectacular circus in history.

The advance advertising car will cover the same route as the circus and will be equipped with a special section at Baltimore, where it will be used to display the advance equipment.

McReavy Takes
Executive Spot
On Whale Show

NEW YORK, Feb. 27.—Verlyn L. McReavy, former executive assistant to the late W. E. Bosnien, will arrive here next week to begin his duties as executive assistant to the circus.

Mr. McReavy, who was born in New York in 1890, has been associated with the circus for many years and has served as an executive assistant since 1929.

He said that several locations were considered for exhibition of the show, including the white whale, Mrs. Newman, in New York and a number of other shows.

The show is scheduled to open here in March, and the circus has been invited to many dates throughout the United States.

Maye 1955

See R-B Use
Of Separate Animal Top

SARASOTA, Fla., Feb. 27.—Mr. R. B. Stong is probably the only circus owner in the United States who has obtained a separate animal top.

Mr. Stong, who is a well-known circus owner, has acquired a separate animal top for his circus.

The circus is scheduled to open in Sarasota in October.

John Ringling North, who is a member of the Ringling family, has been with the circus for many years and has been associated with the circus for many years.

The show is scheduled to open in Sarasota in October.
ANIMALS FOR SALE
Hand tame Female Lions, 7 months. $75; Male Mountain Lion, 3 years. $125; Pair Bear, 3 years. $100; Hand tame Male Sielilan Donkey, $250. All stock perfect.

WANTED
For Lease, Season of 1954
Featuring African Animals of Motion Picture
M O G A M B O
Clark’s elephant “BAHATI”, Ava’s rhino “SHILLA”, butter brake giraffe “Grace Kelly”, Also cheetahs, leopards, antelopes, hyenas, Grant and Grey zebras.
Can furnish photos of Ava’s, Grace Kelly and Clark with animals. Also wild animals featured in
The Snows of Kilamanjaro,
All animals direct from our Big Game Range in Rumuruti, Kenya, Africa.
DIAMOND “O” RANCH, INC.
Centro, Ohio, U. S. A.

Wild Animal Zoo

TERREL BRO’S CIRCUS

WANTS
METHOD MAN. WANTS WANTED... CREW MANAGERS... 30 SPOTS
Can please one or more directors.
NASHVILLE OFFICE—Phone 57236—NASHVILLE, TENN.

For sale

THE BILLBOARD
2—PHONES 2

Best deal in Missouri. Established radio and TV phone centers, lot of "bog
of top commission only deal. No limit. Our men earn $10.00 to $20.00
hour. Can make a fortune. Good for any man. Write today. Box 2614

WANTED
You’ve heard the terms. We pay for them. R. V. Shorty, 800-729-1234.

FOR WINGED RING BROS. CIRCUS

Swans—Beavers—Ontario, Canada—Beavers, Ontario, Can- on.

2—PHONES 2

Recent closing of one of the nation’s favorite features has made this ring of
15 big circles available. All in excellent condition. One man show.
GEO. W. WINKLER and GEO. A. SHIEBER
Phone 1426, Dallas, Texas
This is a reality. Give us a chance.

WANTED

FORDHAM-MELLODY FARMS
Libertyville, Illinois

PHONETRON for WANTED

“OVERNIGHT” delivery of

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PHONETRON for WANTED

“OVERNIGHT” delivery of

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Said as many of these shows during the early
STEVE BOSE, PUBLISHING COMPANY
San Francisco, Cal.

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One Advance Agent. Must be repre

In New York, Conn., at Street 4-1116

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FAIRS-EXPOSITIONS

THE BILLBOARD

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

MARCH 6, 1954

26

Attendance Climbs
At Most Tex. Events

33% Report Profitable Midways;
Exhibits on Increase at Many

FREDERICKBURG, Tex., Feb. 27—The majority of Texas fairs and expositions are reporting
reliable 33% increase in attendance, and an equal ratio of those having attendance reports say their
fairs reported increases in their exhibits or contributions. Fewer are reporting decreased attendance and exhibits.
This year, attendance records were not kept at 25.

Eighty per cent of the fairs and other events reported increased attendance and an equal ratio of those having exhibits report their
events increased in their exhibits. At a number of these exhibits, the attendance and exhibits were
kept at by the exhibitor or paid for by the exhibitor.

Eighty Five

FREDERICKBURG, WESTERN
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CARNIBLES

MARCH 6, 1954

THE BILLBOARD

Border Spots

NG for Crafts

Expo Shows

BLYTHE, Calif., Feb. 27.--Crafts Expo Shows moved on to Paso Robles, indicating that the border spots that did little to attract the large group of vending organizations. Roger Warren, who accepted the venture, is Premier Chairman of the Borderland Fair in Pt. Loma, and aired the idea of the Reed-Org Inks Kid's Prize Space Ship

CHICAGO, Feb. 27.--The Reed-Org Inks space ship was by many considered the first prize in a highly published competition and certainly the best value for its price, as a back-and-attracting King Charles' Cavalry, the New Jersey State Fair of Dagar Productions, announced that the ship was the space ship from their own shipyard. As a matter of fact, the Reed-Org Inks were given as a donation show on the Reed-Org Inks.

Plans call for the show to join the 15th Anniversary of the World's Fair in Albany, N. Y., where it will be a feature attraction.

Winning of the odd prize by people at the show is a definite possibility, especially, as the bracelet can be a television, newspaper and record device, and to the audience as well.

Included in the show was a tractor and trailer which will be held by the ship over the Border area.

I. T. Inks Gratz for 1st Journey Into Pennsylvania

NEW YORK, Feb. 27.—I. T. Inks will be the first show to make its first journey into Pennsylvania with the 1st Journey Into Pennsylvania. This little show is a big show in New York—New Jersey—Connecticut area, as many of the Pennsylvania farmers have been known to travel a long distance to see it, as they are used to this kind of entertainment. With this in mind, I. T. Inks is determined to make sure that their show is well worth the trip, giving the finest and most entertaining show in the business.

With a room for a couple more ten-centers and with the usualBorders Spots, the trip to Paso Robles will be profitable and will add to the success of the Reed-Org Inks Kid's Prize Space Ship.

The show will open on March 1, with entries of the 1st Journey Into Pennsylvania being held on March 6, with entries of the Reed-Org Inks Kid's Prize Space Ship.

The show will close on March 8, with entries of the Reed-Org Inks Kid's Prize Space Ship.

The show will be held in the Reed-Org Inks Kid's Prize Space Ship.

The Reed-Org Inks Kid's Prize Space Ship is a big show in New York—New Jersey—Connecticut area, as many of the Pennsylvania farmers have been known to travel a long distance to see it, as they are used to this kind of entertainment. With this in mind, I. T. Inks is determined to make sure that their show is well worth the trip, giving the finest and most entertaining show in the business.

With a room for a couple more ten-centers and with the usual Borders Spots, the trip to Paso Robles will be profitable and will add to the success of the Reed-Org Inks Kid's Prize Space Ship.

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The show will close on March 8, with entries of the Reed-Org Inks Kid's Prize Space Ship.

The model of the Reed-Org Inks Kid's Prize Space Ship was designed by I. T. Inks, who is well known for his fine work in the field of exhibits.

In conclusion, the Reed-Org Inks Kid's Prize Space Ship will be a big hit with the Pennsylvania farmers, who will be delighted with the show and will look forward to seeing it again next year.
SHELTER CROWN SHOWS, INC.

NOW BOOKING FOR SEASON 1954

18—FAIRS—18

STARTING

JULY 1

FULL LIST OF FAIRS NOW SIGNED

July 1—WESTERN ILLINOIS FAIR ASSN., Graftonville, Ill., thru July 4
July 6—JERSEY COUNTY FAIR, Jerseyville, Ill., 6 days
July 6—CLAY COUNTY FAIR, Flora, Ill., 6 days
Aug. 1—EASTERN ILLINOIS FAIR ASSN., Danville, Ill., 6 days
Aug. 9—WILLIAMSON COUNTY FAIR, Marion, Ill., 6 days
Aug. 22—CUMBERLAND COUNTY FAIR, Greeneville, Ill., 6 days
Sept. 1—FRANKLIN COUNTY FAIR, Winchester, Tenn., 4 days
Sept. 6—CILES COUNTY FAIR, Palski, Tenn., 6 days
Sept. 13—SHELTER CREST FAIR, Mattoonville, Tenn., 6 days

15 RIDES—10 SHOWS

GET ON THE BANDWAGON WITH A BEAUTIFUL SHOW THAT WILL GIVE YOU ACTION. PEOPLE THAT KNOW ME ARE AWARE OF THE KIND OF SHOW I OPERATE AND THE CLASS OF PEOPLE I HAVE AROUND. IF YOU WANT ACTION, 2 MONTHS OF PAY STILL COMES AND OVER 40 MOUNTS FAIRS—CONTACT NOW.

TRUCK MECHANIC

Must have own tools and

drink and keep feet

riding. Must drive truck. Must pay at once in waterfronts.

E. L. YOUNG, Mgr.

P. O. Box 157

TARPON SPRINGS, FLA.

CONCESSIONS

Jewelry, French Fries, Ice Cream, Hot Dogs, Pop, etc. Percentage basis

Wants of local and Travel to Pike C. Jos. John Ponce, Panama, Asturias, and people.

Bring Games, Cake Baking, Long Beans, Cigarette Vendors, Hearse, etc

Do we have some fun? Any fun that kids like for shows.

CONCESSION AGENTS

Want men and women

work with experience. Must have

a show and handle.

SHOES

Will book Shows and travel with other shows.

Member Show will be with or without top and feet (no open face, feet, etc.), and any available Book Show not conflicting.

E. L. YOUNG, Mgr.

P. O. Box 157

TARPON SPRINGS, FLA.

RIDE HELP

For C. M. Wells. Must be experienced and keep boots in shape. Must drive

contact once—wires or write

O. J. (Whitey) WEISS, Business Mgr.

WANT A FAIR

For Vero Beach, Florida, Fair week starts: followed by Marion County Fair, Orlando, and...
Midway Contab

BIRDS-BIRDS

Carnival Birds
Parakeets
Canaries
Finches

and Cages

Conrick Bird Farm
6900 Southwestern Ave.
Los Angeles 47, Calif.
Phone: Pleasant 8-2924

-$24 Hour Service-

Zehna, annoncet attraction for-
merly known as St. Louis, played a
benefit recently in Rosbterste.
N. Y. While there he also visited
Law and Birchenbush.

National Showman's Associa-
tion members who observed the
23d, Branch, J. M., Merricott, Jack
Concourse and Robert Webster,
25, Mas Sum: 24, Best Hürheme.
22, Alfred, N. M., Klosar, William:
Shaver 38, Louis Ellis, Edward
McCann and Max Schafford, and
21, David Bloom.

WORLD OF TODAY SHOWS

OPENING MAY 14—MUSKOGEE, OKLA.

OUT OF TEAM VISITORS WHO
learned that for the Missouri
Show's Association dedication in

1927, Berman Mendelson, Bill
Dunsee, Frank Dyer, Bud Young,
Leona Flev, Rudy Adkins, Bud
Coyle, Cecil Carpenter, Eddie
Mule, Mrs. E., Homer Cohen, and
Edwin Spence have all reported
Miss Oud Showbusiness of

which they have received and gave
much credit to the Missouri Show

Peter Gass, who was on the
guard of David Wales' "Gay New
Orleans" with the World of Art
Shows last season, is in his third
season with, Burroughs & Co.'s

Ballet at the Mouseton Round-
theatretown in Hollywood.

Turner Scott, ride operator, has
put up his tour of the show and

plans to lay down his ride at his
permanent spot in Daytey Beach
which opened March 4

Ralph W. Smith, retired secre-
tary-treasurer, composer of the
World of Art Shows, who has been
all in, is reporting getting shows
well at his residence, the Gov-
ernor's Club Hotel, Fla. He was
recently visited by Frank Young,
principal agent of the shows, and
Bud Sel-

um; Mr. Smith informed him of the
show's business.

Mrs. William Turner, who was
in the show business some years,
was in town Sunday.

Georgia Turner, who was in the
show business with Pook's and

other shows, showed us a variety
of birds, some of which she has
collected.

Homer R. Shanks, who was work-

with Frank Harrison's cookhouse

at the Don Quixote on the San
Antonio Space show re


Bird Red, Chuck Gomes,

about town.

Hubert's Museum
232 W. 43rd St., New York, N. Y.

Open all year round
Want Freaks and Novelty Acts, State
sales at all partis in that

PO POP CERN

INDIANA POP CORN CO.

HILL'S GREATER SHOWS

ANNOUNCES GRAND OPENING AT CORPUS CHRISTI, TEX., MARCH 8-13

Five Million Dollar Pay Roll Weekly.
Circus Grounds Location. Two Weeks in West Texas, Followed by Howell, M. W. (Big Pay Roll), and 56th April 22, Followed by Swiger, H. M. (Air Base Pay Roll), April 49. Solid Bets of the Best

HILL'S Shows in the West.

WANT WANTS WANT WANTS WANT

WANT CONCESSIONS—High Striker, Ball Games, Saloon Dart, Bucket, Derby, Chess Pitch, String Game, Coke Bottles, Indian, All Lucky Pans.

RIDES—Want set of Kid Rides, Auto Swing, Fancy Trains, etc.

SHOWS—Stage Show with own equipment, Cowboy, Shows, For Hire, Hit, Chicago, Denver, etc.


FORREST O. POOLE/ JACK OLIVER

JACKSON, MISS.

1954—Western Penna. Firemen's Convention—1954
LABROTE VOLUNTEER FIRE DEPT.

Latrobe, Pa., August 8th -9th
Want Carnival with Shows, Rides, adequate for about date. Write or Wire

M. E. SAXMAN, 104 Avenue B

GIRLS WANTED

For General Help and entertainment
Also wanted to work in shows
in April in South. Va. 

Must be young and attractive. 
All girls must be capable of working as much as

GARTH STEWART

INDIANA 62

PORTHURST, PA.
Sponsoring Groups Put Out $1,600

NEW YORK, Feb. 27—A noticeable increase in requests for information on carnival groups interested in sponsoring small-ad displays appeared last week, according to advertising and travel agents. While some groups are still busy preparing for this year's shows, a few others already are looking into the possibility of sponsoring smaller shows in the future.

The increase in requests comes as a result of several factors. First, the economy has improved, and many of the groups that were active last year are now beginning to look at their options for this year. Second, the success of the Small-Ad Show has led to an increase in interest in sponsoring similar events. Finally, the increase in requests is also due to the efforts of agents who have been promoting the Small-Ad Show as a way for groups to get involved in the carnival industry.

The Small-Ad Show is a small-ad display event that is held in conjunction with a larger carnival. The Small-Ad Show allows groups to promote their products and services to the carnival goers, while also providing an opportunity for the carnival to generate additional income. The Small-Ad Show is typically held during the second weekend of the carnival, and it features a variety of small-ad displays, including posters, signs, and banners.

The increase in requests for information on sponsoring Small-Ad Shows has led to a number of new opportunities for groups interested in sponsoring these events. Some groups are looking to sponsor Small-Ad Shows at a variety of locations, while others are considering sponsoring Small-Ad Shows at their own carnival. Regardless of the location, the Small-Ad Show is a great way for groups to get involved in the carnival industry and to promote their products and services to a large audience.
to help you sell your product

The Nation's Finest Source for exclusives and NAME BRANDS

The Temple catalog has become the key to successfully selling and promoting through the United States. It has proven invaluable for exclusive gifts, premiums and incentive awards used in the sales programs of many of America's leading organizations. Features complete cross-section of merchandise, the highest-quality of savings that are truly amazing. Send for your copy today!

We are acknowledged experts in the field and are happy to offer advice and guidance where needed. This catalog is free of charge.

SAME DAY SHIPMENTS

TEMPLE COMPANY, INC.
174 Sansom St., Philadelphia 6, Pa.

November 7, 1954

Clip and Mail Today!

[Image of a postcard that is not fully visible]

1954 - GENTLEMAN BEAR - 1954
CANT MISS - WILL BE TOPS
GET STARTED WITH A WINNER

No. 4619 - Gentleman Bear, all stuff, well made with chain, ribbon, tail, 24 in., gift set, 12 to CIR, $1.60. 8 P.O. #19, Milwauk.

Sample, 1425 Postcard - 399.00 Doz. F.A.O. fast. Complete stock of plush toys - dogs - bears - elephants, etc.

Write for Free Catalog - State Business in First Letter.

WISCONSIN DELUXE CO.
Pipes for Pitchmen

H-M Sustains High Interest

Sensational Special

Wholesalers

Novelty Jobbers

Drug Jobbers

Winter Fairs

Travel Decals

press top pen EXPLODES

American's Newest Fun Maker

Exactly Like the Popular Brand

Prices and details on request—write on your company stationery only.
MARCH 6, 1954

A SPECIAL SECTION
published co-incidental with the

M.O.A.
CONVENTION
Featuring the 7th Annual
Juke Box Operators Poll

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Seventh Annual Juke Box Operator Poll

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If you operate other types of coin-operated equip-
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as you can apply .................................... 55
On the basis of interest and investment, do you
classify yourself as a music operator? ............ 55
Excluding the owner, how many people do you
employ in your juke box operation? ............... 55
Are you a member of an active juke box associa-
tion? .............................................. 55
Do you also operate a retail record store? ...... 56
Of the total number of phonographs on your
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Of the total number of phonographs on your
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mixed? ............................................ 56
Please check the type of commission arrange-
ment you use when installing brand-new equip-
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To what extent do you use printed title strips?
(Do not include typewritten strips as printed
ones) ............................................... 64
(If you use printed title strips) what per cent of
the printed title you use are received free from
the manufacturer, distributor or other source? ... 64
Music Popularity Charts ............................ 72
the voice all america loves...

S LA ROSA

with his great new release --- a juke box favorite

have a heart

(Argot Pub. Co.)

and

when you're in love

Orchestra conducted by Archie Bleyer

CADENCE 1237 • 45-1237

Thanks Ope for your help
in making it all possible

Julius

Cadence RECORDS
Queen of the Juke boxes!!

JONI JAMES

- Why Don't You Believe Me
- You're Fooling Someone
- Your Cheatin' Heart
- My Love, My Love
- Have You Heard
- You're My Everything
- Almost Always
- You're Nearer

thanks fella's for making 50 a year I'll long remember Joni

M-G-M RECORDS
THE GREAT NAME IN ENTERTAINMENT
707 SEVENTH AVE., NEW YORK 36, N.Y.
60th ANNIVERSARY
6 Decades of Great Music

Brand New Release
"YOU DIDN'T WANT ME WHEN YOU HAD ME"
(SO WHY DO YOU WANT ME NOW)
THE MILLS BROTHERS
Greater than their "PAPER DOLL" or "GLOW WORM"
DECCA NO. 29019

"The BREEZE AND I"
BASED ON LECUONA'S IMMORTAL "ANDALUCIA"

VIC DAMONE MERCURY 70287
BILLY MAY CAPITOL 2721
JIMMY DORSEY DECCA 23119

AMAPOLA
ANDALUCIA
BALLIN' THE JACK
BA-TU-CA-DA
BLUES MY NAUGHTY SWEETIE
GIVES TO ME
THE BREEZE AND I
BY HECK
DOWN SOUTH
EL BANDIDO GRANDE
FRAGUITA SERENADE
GLOW-WORM
HONEYMOON
NOT TIME IN THE OLD TOWN
TONIGHT
I WONDER WHO'S KISSING
HER NOW
IDA, SWEET AS APPLE CIDER
IN THE GOOD OLD SUMMER TIME
IN THE LITTLE RED
SCHOOLHOUSE
JAZZ ME BLUES
JUNGLE DRUMS
LA CORPASIA
LET'S DANCE
LIFT EVERY VOICE AND SING
LILY MARLENE
MALAGUEÑA
MAMA DON'T WANT NO PEAS
ANY RICE
MAMA INEZ
MANTAN
MARTA
MOTHER WAS A LADY
MY GAL SAL
MY LITTLE DREAM GIRL
MY SHEVI
NEBA CONSENTIDA
NORDOY
OH DIDN'T HE RAMBLE
ORIGINAL DIXIELAND ONE-STEP
PAPER DOLL
PARADE OF THE WOODEN
SOLDIERS
THE PEANUT VENDOR
PUEBLA CANELA
PLAY FIDDLE PLA'
POINCIANA
SARO (Whafs)
SAY "IS IT SP"
SHE WAS BRED IN OLD KENTUCKY
SING OF THE ISLANDS
SWEET ROSIE O'GRADY
TA-RA-DOOM-DER-E
TAKE BACK YOUR GOLD
TANGO OF ROSES
THERE'LL BE SOME CHANGES
MADE
TOYMAKER'S DREAM
TWO LITTLE GIRLS IN BLUE
UNDER THE BAMBOO TREE
WALTZ ME AROUND AGAIN,
WHILE
WHAT A DIFF'RENCE A DAY
MADE
WHAT'S THE USE OF DREAMING
WHEN THE BELL IN THE
LIGHTHOUSE RINGS
YOU DIDN'T WANT ME WHEN
YOU HAD ME YOURS
Looking for the Big Money Record of ’54?

* This looks like it!

PERRY COMO’S WANTED

Backed with
LOOK OUT THE WINDOW
IRCA VICTOR 20-56471

Operators—
Many Thanks for all those spins on
You Alone,
Pa-Paya Mama
and No Other Love.
Sincerely,
Perry Como

rca VICTOR

Copyrighted material
THANKS OPs!

We'll see you in room 802 at the M.O.A. Convention
MOA Convention Committees Report Event Ready to Roll

H.C. Evans to Bow Holiday at MOA Pete

ChICAGO, Feb. 27—Officials of the second annual Chicago Music Operators' Association Trade Convention were present yesterday and confirmed that the convention, which had been opened the previous evening, is complete. The convention will continue through the week and will be held on the Third Floor of the Palmer House, hotel, by the following artists: Billy May and his orchestra, conducted by Sam Donoff; Norman Roberts, an early “juke box” pioneer, who will give a lecture on the history of the business; E.J. Levy, of Chicago, said to be the largest manufacturer of juke boxes in the world; Henry T. Roberts, who will give a demonstration on the new MOA juke box; and, lastly, Robert M. Vogel, who will give a demonstration on the new MOA juke box.

Central Opens Branch Office In Kansas City

CHICAGO, Feb. 27—Ed Ratajack and Samson Novelty Mfg. Co., Inc., announced this week that the company has been given the AMI distributorship in Kansas City and that it will open a branch office there. The new office will be located at 2201 Market St., Kansas City, Mo., and it will be the only branch office in the state.

Miami Cafe, AMI Distributor Pool Forces

MIAMI, Feb. 27.—Ed Ratajack and Samson Novelty Mfg. Co., Inc., announced this week that the company has been given the AMI distributorship in Miami, Fla., and that it will open a branch office there. The new office will be located at 3000 N. Bayshore Drive, Miami, Fla., and it will be the only branch office in the state.

3 New Jukes Displayed at British Amusement Exhibit

London, Feb. 27.—Three new American juke boxes exhibit from three American companies were displayed at the three-day exhibition, which closed yesterday, and are now available in Britain.

Coral Names Talent For MOA Exhibition

Newark, N.J., Feb. 27.—The Music Operators Association of America has appointed members of the Coral committee to supervise the event. The committee includes Billy May, who will be in charge of the event; E.J. Levy, of Chicago, who will give a demonstration on the new MOA juke box; and, lastly, Robert M. Vogel, who will give a demonstration on the new MOA juke box.

In Other Departments

Among the stories of the music machine industry to be found in the General, Music and other departments, there is one that relates to the making of a good living at it, and the future looks fairly good. The story is about the U.S.A., New England LAMPS.

U.S.A., New England LAMPS. A new lamp, the “New England Lamp,” was introduced at the convention held at the Palmer House, Chicago, by the following artists: Billy May, who will give a demonstration on the new MOA juke box; and, lastly, Robert M. Vogel, who will give a demonstration on the new MOA juke box.
JUNE 7 years ago, it was a major question concerning MOA (Maple Music Association) to know if the answer would have been, "Never heard of it." For it wasn't until the efforts of representatives of local music operators, who organized an 14-man committee to fight unfair legislative that MOA got its start.

Shortly after the committee was formed, 4 of its members, including George A. Miller, were elected to the board of MOA. Officers were elected and a formal statement was issued concerning the purpose of the organization. The statement said, "The following resolutions were adopted by the members elected by the national automatic music leaders present at the January 21 meeting held in Chicago."

The committee was authorized by the body to take whatever steps it deemed necessary to effectuate the purpose of the organization. The resolution adopted was that the purpose of the organization shall be to effect the following:

1. To assist and cooperate with other music operators in the purely localities in the formation of automatic music associations.
2. To assist and cooperate with other music operators in the purely localities in the formation of automatic music associations.
3. To assist and cooperate with other music operators in the purely localities in the formation of automatic music associations.
4. To assist and cooperate with other music operators in the purely localities in the formation of automatic music associations.
5. To assist and cooperate with other music operators in the purely localities in the formation of automatic music associations.
6. To assist and cooperate with other music operators in the purely localities in the formation of automatic music associations.
7. To assist and cooperate with other music operators in the purely localities in the formation of automatic music associations.
8. To assist and cooperate with other music operators in the purely localities in the formation of automatic music associations.
9. To assist and cooperate with other music operators in the purely localities in the formation of automatic music associations.
10. To assist and cooperate with other music operators in the purely localities in the formation of automatic music associations.
11. To assist and cooperate with other music operators in the purely localities in the formation of automatic music associations.
12. To assist and cooperate with other music operators in the purely localities in the formation of automatic music associations.
13. To assist and cooperate with other music operators in the purely localities in the formation of automatic music associations.
14. To assist and cooperate with other music operators in the purely localities in the formation of automatic music associations.

The question of whether or not the music operators in this year's convention of MOA at the national level.

Batter Relations
Special mention should be made of the efforts of MOA and of the officers of the MOA to promote good relations between the two allied groups. As a result of the meetings scheduled, MOA has agreed to supply record center equipment, to handle problems for operators and for publishers, with a sufficient number of them. The MOA also agreed to a special relationship with ASCAP or BMI. The plan was to work out a joint holding organization to engage in the work for them specifically for the latter organization.

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REMOTE Equipment?

There's nothing remote about the new AMI Wall Box! It puts the all-important coin drop within easy, comfortable reach of the patron with an ear for music and money to spend.

Here are all the features you've ever wanted to build your profits with Wall Box equipment: simplified basic design; fewer working parts; tamper-proof hinged housing; detachable mechanism; sturdy, die-cast construction; all-round gleaming chrome finish; illuminated coin drop and price-of-play card; make selection light PLUS ONE BUTTON PLAY.

AMI Incorporated
GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN
Machine Output

Sets a Record

By DICK SCHEIBER

RODUCTION of brand new equipment in 1954 hit the highest peak the industry has registered since its beginning in 1914.

The industry's five manufacturing companies built an estimated 145,000 coin-operated phonographs - about 33,000 of them for domestic use and 112,000 for foreign markets.

Last year's record production was also the result of a national effort. Over the previous year, the chart of coin-operated phonograph production indicated that the 75,000 units sold in 1949, a record year, had been more than doubled by 1954.

1949's low, sales and production figures were a result of an over-all production lag during the war years. In 1954, however, the industry's factories were operating close to their full capacity, and the country's economic growth and improved standards of living contributed to the market for phonographs.

The industry's five manufacturing companies produced 145,000 units in 1954, an increase of 100 percent from the previous year. This production figure represents a 33 percent increase in output over the 1949 figure.

The majority of the 145,000 coin-operated phonographs built last year were of the multi-selection type, with the greatest percentage being of the 1000 selection variety. The 300 selection was the second most popular type, followed by the 500 selection.

The multi-selection type is designed to appeal to a larger number of potential customers. It has a wider variety of selections, which makes it more attractive to a larger audience.

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The multi-selection type is designed to appeal to a larger number of potential customers. It has a wider variety of selections, which makes it more attractive to a larger audience.
Give Your Earnings a Lift

Install the only phonograph of its kind in the industry—the 104-selection Wurlitzer 1500A playing 45 and 78 RPM records intermixed. Up goes the quality of your music and the patrons response to it. Earnings get an immediate and amazing lift.

Available with Wurlitzer's True Hi-Fidelity Sound System at slight extra cost.

See Your Wurlitzer Distributor

The Rudolph Wurlitzer Company
North Tonawanda, New York
A JUKE MUSEUM COMES TO LIFE

30-Year Antique Collection Draws Customers

At San Francisco's "Whitney's-at-the-Beach"

By SAM ABBOTT

During the past 30 years, George Whitney, owner of the famous Whitney's-at-the-Beach, in San Francisco, has collected antique phonographs, pianos, and music boxes. After this long period of buying and refinishing, these instruments were placed on display in the theater attraction next to earn a share of the $3,000,000 annual gross business.

Whitney is well known as a collector. For in the area he has also established extravagant displays of ship models and what he calls the Mines Mechniique, a priceless group of animated pictures that are put into action when a patron penny passes turns an operating wheel. Whitney has also spent large sums on his worlds of music.

During the past 30 years, Whitney has built up a complete assortment of mechanical music, ranging from the simple to the most elaborate. He has gathered a large collection of antique machines, many of which have been in operation for over 100 years. The collection includes pianos, xylophones, harpsichords, and other keyboard instruments.

Whitney's collection is unique in that it includes machines from Europe, Asia, and the United States. The pianos, xylophones, and harpsichords are all of European origin, while the American examples are mostly from the mid-19th century. The collection also includes some of the earliest and most elaborate mechanical music boxes, such as the famous Regina and Wurlitzer models.

Whitney's collection is not only a testament to his love for music, but also a reflection of the changing tastes and technologies of the past. The collection includes machines from the early 19th century, as well as those from the late 20th century. The collection is constantly being updated with new acquisitions, and Whitney is always on the lookout for rare and unusual machines.

Whitney's collection is open to the public, and visitors are encouraged to stop by and take a look. The machines are all in working order, and visitors are welcome to try them out. Whitney is proud to share his passion for mechanical music with others, and is always happy to answer questions and provide information about his collection.

Whitney's collection is a true treasure, and a must-see for anyone interested in music or mechanical music. Whether you're a music lover or just a curious visitor, there's something for everyone in Whitney's Juke Museum.
EARTHA KITT

is good for you---

---profits grow

with every record!

Thank you Ops-

with all my heart.

You've been wonderful to me

Eartha Kitt

Public Relations

VIRGINIA WICKS

RCA VICTOR

Direction

www.americanradiohistory.com
1953 Export Record:  
$6,000,000 in Jukes  
Year Shows $2,000,000 Hike;  
Ship 12,586 Units in 11 Mos.;  
Increases Range 25% to 700%  

By ROBERT DIETMEIER  

"The best—and biggest—is yet to come." That's the annual history of the juke box export market from 1949 to 1952.  

History repeated itself in 1953.  

A whopping $2,000,000 jump above 1952's $3,328,000, the 1935 all-time high of $2,013,110 (including a member estimated sales of $1,500,000).  

The accompanying chart supplies graphic evidence that the Juke box export business is booming. In 1949, Cuba's $700,000, almost hitting $800,000 in 1950, was followed by a total of $2,013,110, about 35 per cent up from 1945. And last year's final total of $2,328,000 was achieved by staggering $1,258,110.  

Juke Box Around the World  

<table>
<thead>
<tr>
<th>Country</th>
<th>1949</th>
<th>1950</th>
<th>1951</th>
<th>1952</th>
<th>1953</th>
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<td>632,207</td>
<td>658,619</td>
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<tr>
<td>China</td>
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<td>TOTALS</td>
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<td>$2,057,749</td>
<td>$2,346,885</td>
<td>$2,528,710</td>
</tr>
</tbody>
</table>

December Estimate: $5,288,319  

Based on average sales during preceding months.
Tops in Design!

BOTH INSIDE AND OUT

"High Styled" Cabinet designed by one of America's Top Designers

Revolutionary New Mechanism

MODEL 1438

The smallest Cabinet less than 30 inches wide

"The original phonograph with 120 selections"

MODEL 1546

Chrome Cover Wall Box with 120 Selections

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago 51, Illinois
Miami Cafe

and Southern Georgia Norman discussed with the owner the disadvantages of having a juke box. The owner's objection centered around his unwillingness to allow much-needed space to music.

That's when Norman came up with the unusual idea of connecting a stationary phonograph model to speakers and wall boxes in the restaurant. The owner agreed, and the plan has worked out well. Customers at the counter as well as those at tables have only to walk a few steps to insert coins for their favorite numbers. Norman said the setup also provides for his own customers an excellent demonstration of on-the-spot operation of the AMI.

Does Norman have any worries about breakdow in his machine once he closes his office for the day? "None whatever," he explained. "I have so much confidence in our machine that the thought never enters my mind."

This past year, for the fourth consecutive year, BMI-licensed song hits were voted NUMBER ONE in all categories by the juke box operators of America, as determined by the Annual Cash Box Poll.

Similarly, BMI-licensed tunes have maintained top positions in all of the music trade popularity charts—the Billboard charts, the Hit Parade, the Variety Scoreboards, Downbeat polls and the everyday best-seller lists.

The hundreds of top-ranking songwriters and music publishers affiliated with BMI are setting an enviable pace by creating music most in public demand.

New recordings of BMI-licensed songs of every type—popular, country and western, folk and rhythm and blues—are being released daily by every record manufacturer. And it is these releases that are being played and heard wherever there is music.
MARCH 6, 1954

THE BILLBOARD'S

7th ANNUAL

JUKE BOX

OPERATOR POLL

PART I:

Trade Aspects

QUESTION 1: Is operating your full-time occupation?
ANSWER: Yes .......................... 84.6%
No .................................. 11.4%

COMMENT:
In the past six years, during which time The Billboard has conducted its annual Juke Box Operator Poll, the number of part-time operators has declined each year. One obvious explanation for this decline is the increased cost of getting started in the operating business. Almost the average music operator is a small businessman, his investment in phonographs is substantial. This fact, coupled with keen competition for locations, makes it difficult for small, part-time routes to survive.

QUESTION 2: Do you operate other types of coin machines than music machines?
ANSWER: Yes .......................... 84.4%
No .................................. 13.6%

COMMENT:
Combining several types of coin-operated machines on a route makes for more efficient operation from a service and cost standpoint. Most of the locations in which phonographs are installed are also the prime locations for games and for certain types of vending machines, cigarette machines particularly. Diversification likewise gives the operating company a competitive edge since it sells in locations a complete coin machine service.

QUESTION 3: If you operate other types of coin-operated equipment than phonographs, please check as many as apply:

ANSWER: Amusement games ................... 97.3%
Cigarette vendors ...................... 32.9%
Blade rides .......................... 13.1%
Other vendors than cigarette ..... 12.7%

COMMENT:
When a music machine operator has a diversified business, he is almost certain to have amusement games. This year's Poll also shows an increase in the number of coin box companies which have cigarette vending machines. Last year, the Poll disclosed 23.6% of the diversifed operators had cigarette vendors. There was a slight increase in other types of vendors (from 7.3% last year). The above figures add up to more than 100 per cent because many companies have both amusement games and vending machines.

QUESTION 4: On the basis of interest and investment, do you classify yourself as a music operator?
ANSWER: Yes .......................... 92.7%
No ................................ 8.3%

COMMENT:
With the price of a brand-new juke box ranging between three and five times the cost of a new amusement game or cigarette vending machine, operators with any number of phonographs are naturally inclined to think of themselves as music operators. The figures above represent no change from the 1953 Poll. This relative stability of the juke box business over the past five years has encouraged operators to expand their music routes, concentrate more time and attention on them.

QUESTION 5: Excluding the owner, how many people do you employ in your juke box operation?

<table>
<thead>
<tr>
<th>Number of People</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>14.6</td>
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<tr>
<td>2-3</td>
<td>36.4</td>
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<td>4-5</td>
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<td>6-7</td>
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<td>8-9</td>
<td>9.4</td>
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<tr>
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<tr>
<td>No employees</td>
<td>11.4</td>
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<tr>
<td>No answer</td>
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</tr>
</tbody>
</table>

COMMENT:
No better indication of the relative size of juke box operating companies can be obtained than this breakdown of the number of people employed. The majority of juke box operations have three or less employees—both full and part-time, fewer on the average than are employed in other service industries. It is interesting to note, however, the increase in the number of operators employing four or more people. In 1953, the Poll showed 38.4 per cent of the operators fell in this category, compared with 36.4 per cent this year.

QUESTION 6: Are you a member of an active juke box association?
ANSWER: Yes .......................... 43.5%
No ................................ 56.5%

COMMENT:
Far more replies were received this year from areas in which trade associations are active. Trade associations have become far more numerous in the past four years—a trend at least partly traceable to the battle over the juke box copyright exemption. Keep in mind that this figure includes city and State associations as well as membership in Music Operators of America.

The Billboard Seventh Annual Juke Box Operator Poll is based on returns to two four-page questionnaires sent to juke box operators. Over 700 replies were received. To meet editorial deadlines 325 questionnaires were used for this tabulation.
QUESTION 7: Do you also operate a retail record store?

ANSWER: Yes ........................................ 11\% 
No .................................................. 89\% 

COMMENT: 

The number of juke box operators who reported operating a retail record store declined this year after a steady increase over the past three years. No reason for this decline could be gathered from the Poll questionnaires.

QUESTION 8: Of the total number of phonographs on your routes, what percentage are postwar models?

ANSWER: An average of 90.1 per cent (see Comment).

COMMENT: 

Despite modernization programs, there are still a surprising number of 1940-1941 phonographs in use. Last year's Poll disclosed a number of operating companies with a high number of old juke boxes which tended to pull the average down. This year, however, there were fewer such instances. The most frequently mentioned percentage this year was 100 per cent, indicating that the average music operator has done a good job modernizing his routes.

QUESTION 9: Of the total number of phonographs on your routes, what percentage are 80 or more selections?

ANSWER: An average of 48.2 per cent (see Comment).

COMMENT: 

The bigger selection phonographs are steadily taking over as operators buy new equipment. Manufacturers are currently concentrating on 80, 100, 160, and 250-selection models to broaden the type of music and the choice of selections which operators can offer to the public.

QUESTION 10: Of the total number of phonographs on your routes, what percentage play 45s only or intermixed?

ANSWER: An average of 38.3 per cent (see Comment).

COMMENT: 

This would indicate that approximately 100,000 of the nation's 450,000 coin-operated phonographs play 45-r.p.m. disks exclusively, either intermixed or exclusively. The trend toward 45's began four years ago when Seeburg introduced the first music machine built to play that speed exclusively. Some 45s are still being built for export and for certain domestic areas. But even in export, the trend is steadily toward 45-r.p.m. phonographs. If the present rate of replacement continues, the 78-r.p.m. juke box will have virtually disappeared from locations in the next six years.

QUESTION 11: Please check the type of commission arrangement you use when installing brand-new equipment.

ANSWER: Flat percentage ...................................................... 47.3\% 
Guaranteed plus percentage .............................................. 25.5\% 
First money plus percentage ........................................... 20.4\% 
Straight percentage plus guaranteed and percentage ............. 5.7\% 
Straight percentage plus first money and percentage .............. 1.1\% 
All three types ......................................................... 2.3\% 
Unsure or unsatisfactory ................................................ 1.9\%

COMMENT: 

The increased cost of doing business—as well as the higher initial cost of new phonographs—caused most music operators to abandon the straight commission percentage arrangement with locations. As used here, "first money" means the operator takes out a previously agreed upon amount, then figures the location's commission on the remainder. "Guaranteed" means the location underwrites the installation to the extent of guaranteeing the operator a certain minimum dollar amount each collection period. Both arrangements are used principally on newer phonographs.

QUESTION 12: To maintain your route in A-1 condition, what percentage of your music equipment do you believe you should replace each year?

ANSWER: An average of 17.7 per cent (see Comment).

COMMENT: 

It is important to keep in mind that this question does not ask how many phonographs operators are actually replacing, but how many they think they should replace. If this replacement average were maintained by all music operators, some 70,000 brand-new phonographs would move out on location each year. Actually, the juke box industry has built an average of approximately 54,000 phonographs each year since 1946. Only in 1947 did the number exceed 10,000. In practice, the average juke box operator replaced more than 10 per cent of his music machines each 15-month period.
WELCOME
music merchants, distributors and operators...

Here's the greatest unrestricted profit opportunity ever announced to the industry for expanding your music service and profits...

EINIE ROBERTS' creations—known over the years for the millions of profit dollars they have consistently produced for the entire coin-operated music industry—are back—with the greatest money maker of all time!

Opening a new era of profit in Virgin Markets—just look—what and where this new music service can be sold right in your own territory. Just imagine the potential profits that can be taken right in your own backyard.

FACTORIES
OFFICES
HOTELS
RESTAURANTS
RAILROADS
BUSSES
SCHOOLS
SKATING RINKS

Added to your profit opportunity is the "DIGNITY" of MOVING UP into these new profit-making markets.

We have the world's largest and finest Music Library and tape reproduction system that has ever been assembled, and for the first time you get "High Fidelity ... plus." We do not use the phrase "high fidelity" carelessly. Come and hear and make your own comparison.

The music operators have recognized the profit opportunity in selling this music service—as a "natural"—for their industry.

I personally urge you and welcome you to determine if your territory is now open. Expansion in this new Era Music recording is so rapidly moving that it's a "must" that you find out if there is an opening in your territory.

New Profits—New Markets—are the answer, and I welcome you to learn how you can build for yourselves a lifetime "annuity" income.

"Heinie" Roberts

I will look for you in SUITE 807 and 808 PALMER HOUSE during the M.O.A. Convention MARCH 8-9-10 or phone or address your inquiries to: H.T. (Heinie) ROBERTS 225 West Ohio Street, Chicago 10, Illinois Whitehall 4-1889
Most RISTAUCRAT JAMBOREE to c/w Newest RISTAUCRAT, OUR GOTTA GIT A-GOIN' in AMERICAN Good BUSINESS!

THE DAVIS SISTERS - SKEETER and GEORGIE

Newest Release—
TAKIN' TIME OUT FOR TEARS

RCA Victor 20/47-5607

Hear us on the Prince Albert Broadcast, Grand Ole Opry, Saturday, March 13.

FOR BOOKINGS, CONTACT
JAMBOREEE ATTRACTIONS
P. O. Box 417
Madison, Tenn.

It's a Good Idea To WAIT and SEE
the
RISTAU CRAT
Model CM—"55"
Most Economically Priced FULL SIZE JUKE BOX
In the Business!
RISTAU CRAT, Inc.
312 E. Wisconsin Ave.
Appleton, Wis.

Cancer strikes one in five
AMERICAN CANCER SOCIETY

ON DISPLAY AT THE M.O.A. CONVENTION MARCH 8-10 PALMER HOUSE CHICAGO

STRIKE BACK Give to Conquer Cancer!

SONGS TUNES TO HEAR
"That's My Baby"—Oh, Baby! "The Winter Song"—Holiday Song

RECORD PROMOTION SALES REPRESENTATION
BOARMAN SALES CO. 1130 E. HYDE PARK BLVD. ENGLEWOOD RECORDS

AMERICAN "55"

Palm House Chicago

Questions and Comments:

Question 13: For the past 12 months, what has been your average weekly share of the gross per machine?

Answer: An average of $10.25 per week.

Comment:

This year's Poll revealed relatively little change in average juke box gross. This figure represents the operator's gross after payment of location commissions. From this amount the operator must buy records, pay his employees, take care of his overhead expenses, taxes and allow for depreciation. Approximately 20 per cent of the operators participating in this year's Poll reported having some of their phonographs set to operate at a dime—a factor undoubtedly important in maintaining this gross figure.

Question 14: What percentage of your weekly take do you spend for records?

Answer: An average of 14.9 per cent.

Comment:

As music operators become more cost-conscious, many established a fixed percentage of the gross as the amount of money available to their record buyers and collectors for new records. Figuring this percentage against the average weekly gross income, the Poll indicates the juke box business accounts for 68,000,000 records annually.

Question 15: How do you pay your employees?

Answer: Salary only 67.5%, Commission only 5.1%, Salary & commission 24.3%, Answer unsatisfactory 2.1%

Comment:

Each year the percentage of operators who pay their employees a straight salary has shown a steady increase. Answers were rated unsatisfactory here where operators wrote in the average dollar wages of their employees rather than checked off the method of payment. One possible reason for the increasing number of operators who pay a salary only: Unions— which have made great strides in organizing operators' service personnel since 1948.

Question 16: Is your music operation free from debt?

Answer: Yes 38.6%, No 61.4%

Comment:

This is a slight increase in the percentage of music operations in debt (from 55.3 per cent last year to 68.2 per cent this year). Since the great majority of new juke box purchases are on the installment basis, it is natural to expect most juke box operations are in debt. Related to this question, in the following material on the difficulty—or lack of it—operators are experiencing repaying that debt.

Question 17: If your operation is not free from debt, are you having difficulty today meeting payments when they are due?

Answer: Yes 36.2%, No 63.8%

Comment:

Last year 23.8 per cent of the operators said they were experiencing difficulty in meeting their payments. This year's Poll shows surprisingly little variation, confirms reports from financing institutions and from distributors that the rate of delinquency on juke box papers is at an all-time low. One large financing company reported less than 3 per cent of all its papers was more than 30 days past-due.
THE ORIGINAL RECORD BY THE ORIGINATOR OF THE DANCE
JIMMY ROMA ON RAINBOW RECORD 240

DIG THIS ARRAY OF TALENT!

SAXES—AL COHN, DANNY BANKS, SKIPPY GALLUCCIO, SAM MAROWITZ, ROMEO PENQUE.
TRUMPETS—JIMMY ROMA, BILLY BUTTERFIELD, ED BADGLEY, BERNIE GLOW.
TROMBONES—KAI WINDING, WILL BRADLEY. DRUMS—DON LAMOND.
Piano—RONNIE BALL. BASS—EDDIE SAFRANSKI. GUITAR—BILLY MURE.
PLUS 30 KANGAROO CHANTERS, PLUS AN UNEQUALED SOUND ON RECORDS.

BMI
MILBER MUSIC

RAINBOW
RECORDING CORP.
MARCH 6, 1954

QUESTION 18: What percentage of your phonographs are in taverns?  
ANSWER: An average of 53.1 per cent.  

COMMENT:  
In 1948 best trade estimates figured between 70 and 75 per cent of the nation's music machines were in tavern locations. Since that time operators have successfully sold their music services to a wider variety of locations. The tavern, while still the most important type of outlet for the music operator, no longer overshadows restaurants, diners, and drive-in. Just as the average music operator is diversified in the type of equipment on his routes, so also is he diversified in his accounts.

QUESTION 19: On the basis of earnings, what are the three top types of music locations on your routes?  
ANSWER: (In order to give an accurate picture, the following percentages show the number of votes each type of location received for first, second, and third place. Taverns, for example, received the most number of mentions for all three places.)  

<table>
<thead>
<tr>
<th>Type of Location</th>
<th>Number of Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taverns</td>
<td>37.9</td>
</tr>
<tr>
<td>Restaurants</td>
<td>25.8</td>
</tr>
<tr>
<td>Cakes</td>
<td>12.1</td>
</tr>
<tr>
<td>Diners &amp; Drive-In</td>
<td>9.1</td>
</tr>
<tr>
<td>Dairy, Confectioneries</td>
<td>7.6</td>
</tr>
<tr>
<td>All others</td>
<td>4.6</td>
</tr>
</tbody>
</table>

COMMENT:  
This breakdown clearly shows the music machine industry's diversification of accounts—a healthy sign for its future stability. Altogether, taverns were far and away the number one spot, and while we can expect to note their decline in importance in the second and third places, this diversity means increasing numbers of non-tavern outlets are using coin-operated music systems.

BENIDA RECORDS, INC.  
107 W. 43rd St., New York 36, N.Y.  
GENERAL SALES OFFICES  
520 Seventh St., Buffalo 1, N.Y.
Thanks, Fellas—for your kind assists. You made it all possible.

Teresa

FIRST

TILL I WALTZ AGAIN WITH YOU

THEN

RICOCHET

AND NOW

OUR

HEARTBREAKING WALTZ

and

BELL BOTTOM BLUES

Coral 61066

Thanks, Fellas—for your kind assists. You made it all possible.

Teresa

FIRST

TILL I WALTZ AGAIN WITH YOU

THEN

RICOCHET

AND NOW

OUR

HEARTBREAKING WALTZ

and

BELL BOTTOM BLUES

Coral 61066

Personal Manager
RITCHIE LISELLA
**OPERATOR ASPECTS**

**QUESTION 1:** How many juke boxes do you currently operate?

*ANSWER:* An average of 68.3 juke boxes per operator

*COMMENT:* The juke box business is composed of small businessmen, as the answer to this question clearly indicates. This year's survey shows a slight decrease in the average number of machines operated. In many areas it is true that high operating costs—and the operators' decision to convert to disc play—caused juke box companies to pull equipment from marginal stops.

**QUESTION 2:** How do you buy most of your records?

*ANSWER:*

<table>
<thead>
<tr>
<th>% of Operators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy in person</td>
</tr>
<tr>
<td>Order by mail, phone or telegram</td>
</tr>
<tr>
<td>Wait for distributive salesman to call</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

*COMMENT:* Almost the same number of operators reported that they buy their records in person as a year ago. Slightly fewer said they order by mail with the result that a number of lower percentages, the scarcely significant, stated they wait for a salesman to call.

**QUESTION 3:** Where do you buy most of your records?

*ANSWER:*

<table>
<thead>
<tr>
<th>% of Operators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wholesale from record distributors</td>
</tr>
<tr>
<td>At less than retail from &quot;one-stop&quot;</td>
</tr>
<tr>
<td>At regular retail from dealers</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

*COMMENT:* The steady gain in importance that "one-stops" have shown in the last few years as a source for buying records is again reflected in the answers to this year's poll. Over the past three years the percentage of operators who have reported that they buy most of their records from "one-stops" has risen from 21 per cent in 1952 to 27.6 per cent a year ago and to 33.1 per cent this year. Because of the tremendous importance that juke box operators play as a market for records, this trend indicates the importance of merchandising methods to the future. Large record manufacturers and their distributors are giving greater attention to these mass outlets to ensure that their records are fully represented. By the same token, a small record company is in a position to increase its initial acceptance by working closely with a number of "one-stops."

**QUESTION 4:** How frequently do you normally buy new records?

*ANSWER:*

<table>
<thead>
<tr>
<th>% of Operators</th>
</tr>
</thead>
<tbody>
<tr>
<td>About once a week</td>
</tr>
<tr>
<td>About once every two weeks</td>
</tr>
<tr>
<td>About twice a week</td>
</tr>
<tr>
<td>Daily</td>
</tr>
<tr>
<td>About once a month</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

*COMMENT:* From these answers it appears operators are buying records more frequently than they were a year ago. In last year's poll 55 per cent reported they bought new records once a week or more frequently. This year's survey shows the figure has jumped to 68.5 per cent for those who buy with the same frequency. The slight gain over a year ago is found among those who buy twice a week. This gain is offset by considerably fewer than a year ago when they bought new records about twice a month. The shift to more frequent buying can be explained in two ways: the increasing acceptance and greater convenience of "one-stops" and the need for operators to keep a closer eye on the programming of their boxes. The answers to a later question, for example, show that more operators are adding new records to their boxes more frequently than a year ago.
Thanks for your help

Lawrence Welk
and his
Champagne Music

CURRENT BEST SELLERS

#61135 "DARKTOWN STRUTTER’S BALL"
#61134 "I LOVE YOU" with Jimmy Wakely
#61143 "BIMBO" Jimmy Wakely & Larry Hooper

ARAGON BALLROOM
LICK PIER, OCEAN PARK, CALIFORNIA
131ST CONSECUTIVE WEEK

KTLA Channel 5
131 CONSECUTIVE TELEVISION SHOWS
SPONSORS
LOS ANGELES DODGE DEALERS

PERSONAL MANAGEMENT
GABBE, LUTZ, and HELLER

HOLLYWOOD
6274 SUNSET BLVD.

NEW YORK
1619 BROADWAY

www.americanradiohistory.com
QUESTION 5: Which two of the following sources of information are the biggest aids to you when buying records?

ANSWER: Trade paper charts and editorial features. (78.4%)
Your own personal opinion. (78.1%)
Location requests. (76.6%)
Current artist popularity. (75.1%)
Actual machine count. (13.5%)
Trade paper advertisements. (11.7%)
Distributor/manufacturer free sample records. (6.6%)
Distributor outlet store information. (6.6%)
Trade association bulletins. (5.0%)
Distributor/manufacturer direct-mail and release sheets. (3.3%)
One-step salesman's advice. (1.4%)
Total. (100.0%)

COMMENT: The answers to this question total 900 per cent because each operator was asked to check his two most important buying aids. Just as a year ago, trade paper charts and editorial features again were reported as the key buying aid. In the year's past, trade paper charts and editorial features were cited by every operator at least a year ago. Last year 56 per cent of operators checked this factor (a ratio of two to one over the record most important buying aid) compared with 78.4 per cent this year (and a ratio of more than three to one over the next most important aid). The same trend toward increased dependence on best selling charts and other Billboard buying services such as "This Week's Best Buys" and record reviews has also been noted on the disc Jupiter and dealer levels in recent surveys.

By and large, the other buying aids were reported in about the same order as a year ago. This popular opinion and "selection requests" switched in order of importance from a year ago.

QUESTION 6: How often do you add new records to your boxes?

ANSWER: About once every two weeks. (45.6%)
About once a week. (45.0%)
About once every three weeks. (4.9%)
About once a month. (1.1%)
More frequently than once a week. (5)
Total. (100.0%)

QUESTION 7: How many new records do you add to your average juke box each time you change records?

ANSWER: Average multi-selector (80 play and strobe). 7.2
Average smaller box (less than 50 play). 5.6

QUESTION 8: Which THREE record artists are your biggest money-makers in the last six months?

ANSWER: Eddie Fisher. RCA Victor
Patti Page. Mercury
Perry Como. Columbia
Lex Paul-Harry Ford. Capitol
Ferlin Husky. Columbia
Earl Smith. Mercury
Don Redman. Capitol
A. E. Hinkle. Capitol
The Four Acents. Decca

QUESTION 9: Which record label has been your biggest money-maker in each category in the last six months?

ANSWER: POPULAR
R&B/BLUES
Country & Western
1. RCA Victor
2. Capitol
3. Columbia
4. Mercury
5. Capitol
6. Capitol
7. RCA Victor

COMMENT: Listed above are the artists in order of importance in each of the three music categories whose record labels reported as their biggest money-makers during the last six months. In tabulating the answers, each first-place vote was given three points; each second-place vote, two points; and each third-place vote, one point. This was done in an attempt to determine an unbiased answer and include a wide range of labels. Artists from different pop labels, such as jock's first in certain areas, and labels such as R&B and others, are included in this ranking. The biggest label domination was reported by Atlantic in the R&B field and by four of their artists represented.

QUESTION 10: To what extent do you use printed title strips? (Do not include typewritten strips as printed ones.)

ANSWER: No printed title strips are used. 47.6
About 50% of title strips are printed. 17.5
All title strips are printed. 30.8
About 50% of title strips are printed. 17.5
All of title strips are printed. 30.8
Total. 100.0

QUESTION 11: (If you use printed title strips) What per cent of the printed title strips you use are received free from manufacturer, distributor or other source?

ANSWER: An average of 42.5 per cent (see comments)

COMMENT: A comparison of this year's answers with those of a year ago shows that the idea of using printed strips in houses is slowly gaining more acceptance. Whereas a year ago 56 per cent reported as printed strips, this year 66 per cent reported as printed strips. This shows that more than half of the operators--28.7 per cent to show that more than half of the operators 28.7 per cent have more than 50 per cent of their sales made of printed strips, which alone shows that all of their strips are printed. A gain of one percentage point over a year ago. The big winners were those operators who have about three-quarters of their records in boxes identified by printed title strips. The fact that about 80 out of 100 operators use printed strips on only 89 of their records or don't use them at all points up the tremendous market that is still wide open for makers of printed strips.
Crazy Mixed-up Song

What label??

Of course - the Crazy Mixed-up label

release #E-353

(What shall we do with a)

Lonesome Lover
Bernard J. Carr
Continued from page 7

A GREAT NEW PERSONALITY

CHRIS CONNER

seating popular old-time songs while the little Heidelberg man was ac-

tually off the bottle in a generation of good fellowship. The combina-
tion of special effects (the characteristic coming off the bottle, the
animation itself which he was counting) and live photography of the

beer being poured) were used for the visualization.

The words of the songs were unchanged except for the last line,
which was twisted to rhyme with Heidelberg, and the commercials
closed with the stilt singing "Let's have a Heidelberg." The en-
tire emphasis was on creating a realistic atmosphere and to asso-
ciate Heidelberg beer with more
of good fellowship and cheer.

Grand Prize beer's "Pale Dry Pete"—Grand Prize was to be
printed at the Pale Dry "Man's beer."

Pale Dry Pete was pictured as
a hard-riding, two-fisted, gun-

firing cowboy right off the Texas
plain. The entire commercial was
done in animation, and the

animation was used. Pete was
shown riding, doing the two guns off behind him. (They acted as jets propelling him forward.

He was so tough that when he

ride into town everybody scat-
tured out of his way. And when he

strides into the town although

banged up, he knew just what

kind of beer he wanted—Grand

Prize Beer, Pale Dry, in the

reason why.

That last line was the only

commercial plug given the prod-

cut, but the commercial created

remembrance and did a highly

successful selling job for its

product.

Early Criticism

When Cascade Pictures pro-

duced the Pale Dry Pete com-
commers last two and a half years,

ago, many advertisers felt we

were making a mistake. Their

reasoning was: Large-scale

erasable commercials are

to sell out necessarily

provide the public with the

message. However, despite the
gloom of forebodings, the commercial

did an effective selling job without

any attributes to the facility of the ad-

vertising profession is to see

that more and more advertisers

are beginning to realize earnest-

ment in their television com-

mercials.

Perhaps we at Cascade suc-
cumbed to a rather natural desire to

make what could be called "entertainment commercials," be-

cause all of our executives and

employees learned the business in the

Hollywood studios. However, the

results of this type of present-

ation over the past few years

have revealed that the entertain-

ment is a major tool in attain-

ning such objectives and produc-

ing identification.

During the past year, more

and more of our commercials have

integrated entertainment. Instead of

straight sales pitches, we have

been filming an episode of a

sequence starring the Foundling

Tow for the TexCo Co., cre-
a

ating the Kid's Dream World Se-

ries for Keelco's trials and the

Energy Giant for anc breakfast-

food.

There are three separate and

important reasons for considering

the close association of entertain-

ment with communication in filmed television commercials.

First of all, there is the increased

ability to gain and hold the view-

ers' attention.

Secondly, carefully planned and

properly integrated entertainment builds pleasant feelings and asso-

ciates the product around the

advertising. And finally, but far

from unimportant, they lower the

end costs of filmed commercials

because entertainment can stand

a great deal more repetition than

a straight sales message.

$75,000 Mil TV

Continued from page 7

FM Multiplexing
Continued from page 4

the deadline for film comments was pushed back to March 20. Ex-

tensions were requested by five

petitions before the Federal Com-

munications Commission, two of

which the FCC granted this week.
The two were submitted by Rich-

ard G. Evans, who called himself

the "exclusive user of broadcast-

ing," and the American Civilities

Union. These petitions, which re-

quired lengthy extensions chiefly

to carry out experiments with

multiplexing equipment, were

turned down by the FCC.

Upward of 20 comments on the proposals had been received by the

FCC, with a deadline of February

23 deadline for com-

ments and answers. FM broad-

casters seem generally pleased

with the idea of a blanket au-

thorization for functional stan-

dard multiplexing, which the FCC

views as a shot in the arm for FM's selling schemes. Opponents

were confined largely to the pos-

sibility of the FCC's authorizing

transmitting. However, it would

be possible for the commission to

issue final rules allowing inter-

city and other functional mul-

tiplex services without permitting opera-

tors in the controversial trans-

mitting field.

Cinema-Vue
Continued from page 2

in pop classics, with ballet and

other slighter values.

Smith is president of C.V. Vic-

ey, which is in the hands of Frank Smith, for-

mer a sales rep for Tele-

Picture, whose son-in-law is Harry Pin-

stein, former veep and counsel for RKO.

C.V. will set up four regional

offices. The new firm is com-

bined by Smith, a native of America, and they will probably sell projects to all

radio companies and to TV and specific properties. C.V. is also expected to

be introduced into other areas besides those of Trans-

americana.

Wes With T-P

Smith was sales and sales manager of Tele-Pictures during its heyday in the

1940s. The latter firm is now in the process of dissolution, and its TV

feature films plus other pictures produced by other sponsors are being distributed by Official Films.

Other known properties that

Gingga controls are "The Longest Day," "Double Indemnity," "The Marquises of Horse Painted House," "Dinner Before

the Interview," "The King of the World" and "Little of the World," "The Man from Canada" and "The Man from Canada." If there is another billion to be spent

on advertising if the ratio of 9 to

per cent of business' national in-

come prevails."

SMITH RECORDS

1650 Broadway

New York, N. Y., Suite 1206

Moconvention Section

The Billboard

MARCH 6, 1954

NETWORKS OF AMERICA

network fails to find network participation clients.

KNC maintains that the plan is not yet ready because it does not

allow selective market par-

ticipating. It also maintains that is

selling participation mainly in

its combination-type shows which

couldn't be sold otherwise be-

cause of their length.

In spite of NBC's radio's claims, station representatives, the Sta-

tion Representative Association, Inc., and RKO were already

allaying that the NBC announce-

ment is in effect a spot

plan. CBS, the rival net-

work, was quoted as

saying: "It is possible to

putting it at a disadvantage

which is a disadvantage

as the stations are not

the same or longer. But opinion is split and

television stations will not

all stick for such a plan because of their properties.

The plan, in fact, is only the

idea for which all the same

had been selling announcements for

quite a while. CBS has its

"Power Plan" NBC's "Three-

Plan." ABC has its "Promotional

Plan."

But to buy into the "Power Plan" costs about $10,000 to buy into the

"Three Plan" about $3,500, and to buy the "Pyramid Plan" was

being sold for a few dollars.

An executive of one new-

port of announcements at NBC Radio, it is likely to mean a dan-

ger to the radio stations. Where disks could then be han-

dled by the same station, they

will only handle one bill from

the network.
New-New-New...
And Coming Up Sensationally!

By the Beautiful
Taylor Maids

EUREKA RECORDS
6223 Selma Avenue — Hollywood 28, California

ORDER EUREKA RECORDS FROM YOUR NEAREST DISTRIBUTOR

ERSKINE JOHNSON SAYS—February 13, 1954
NOW THAT the Andrews Sisters have broken up, a new trio, the Taylor Maids, are coming to stardom via their "NU, NU, NU" record. The girls were discovered by Zuzu Pitts and given their first big TV break by Bob Hope.

BILLBOARD SAYS—February 13, 1954
THE TAYLOR MAIDS...NU, NU, NU...—EUREKA 6752
The Taylor Maids, new group on a new West Coast label, turn in a bright performance here on a happy hunk of novelty. The girls are good, the tune and arrangement are cute.

CASH BOX SAYS—February 13, 1954
"BEST BETS"—
NU, NU, NU...The Taylor Maids — Eureka 6752; 45-8752

Not Pased By Professional Models
THESE ARE THE TAYLOR MAIDS
(And they sing as good as they look)
How Was Your Timing on . . .

"ANSWER ME, MY LOVE"

NAT KING COLE
CAPTAIN 2667

Now on Billboard's "Best Selling Singles" Chart

Spotted as a Billboard BEST BUY

Title Strips

January 13, 1954

January 13, 1954

"I'M GLAD I DID ORDER TODAY'S TOP TUNES"

TODAY'S TOP TUNES is the Billboard House Band of the radio world. The

HIGHWAY TO HELL, a feature of TODAY'S TOP TUNES, is the latest in the

"TUNES" series of number-one hits. The

"TUNES" series of number-one hits. The

TODAY'S TOP TUNES has been more popular with your fans than ever before.

White Electric Company

The Billboards are available in quantities of 25, 50, or 100 copies. For

Our special order of TODAY'S TOP TUNES includes 100 copies, during your Christmas rush.

We would like to continue

Your request for today's best sellers.

Betty G. Ovch

White Electric Company

News 1171 East 111th St.

New York, New York

"TUNES" has been more popular with your fans than ever before.

Betty G. Ovch

White Electric Company

237 East 45th St., New York 17, N.Y.

"TUNES" has been more popular with your fans than ever before.

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White Electric Company

237 East 45th St., New York 17, N.Y.
Current Juke Box Favorites

**The Orioles**

SECRET LOVE

DON'T GO TO STRANGERS

(COME TO ME)

#5137

Orioles

**The Four Tunes**

DO DO DO DO

DO IT AGAIN

MY WILD IRISH ROSE

#5135

4 Tunes

**OTHER CURRENT JUBILEE HITS**

<table>
<thead>
<tr>
<th>Cover Art</th>
<th>Title</th>
<th>Artist</th>
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<tr>
<td></td>
<td>WHY DO A DRINK MAKE YOU THINK?</td>
<td>BROWN CAL</td>
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<td>BROWN CAL</td>
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<td>IT'S HEAVENLY YOU CALL IT MADNESS</td>
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<td>THIS IS YOU I'LL ALWAYS REMEMBER</td>
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<td>MELANCHOLY SERENADE BREAK MY HEART</td>
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<td></td>
<td>SOMEONE, SOMEWHERE</td>
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<tr>
<td></td>
<td>I DON'T WANT TO GO LOVING</td>
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**JUBILEE RECORDS**

315 W. 47th St., N.Y.C., N.Y.
**Musical Machines**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one type of equipment of the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk numbers, only the single machine price is listed. Any price discrepancy depends on conditions of the equipment, age, time on location, territory and other related factors.

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<td>Racial</td>
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**VITO RECORDING COMPANY**

4855 Sunset Boulevard • Hollywood, Calif. • Christie 4-6919

**EXCLUSIVELY ON**

79 RPM. Music From VITO

Distributor New, Distributors
In Every Major City.
**BEST SELLERS**

1. "FROM THE VINE CAME THE GRAPE" and "Papa For Pease"  
   THE GAYLORDS  
   MERCURY 70396 • 70396X45

2. "CUDDLE ME"  
   and "Oh, Am I Lonely"  
   RONNIE GAYLORD  
   MERCURY 70385 • 70385X45

3. "CROSS OVER THE BRIDGE"  
   and "My Broken Heart"  
   PATTI PAGE  
   MERCURY 70390 • 70001X45

4. "SOMEBODY BAD STOLE DE WEDDING BELL"  
   and "Double, Emptie And Readi"  
   GEORGIA GIBBS  
   MERCURY 70399 • 70099X45

5. "MELANCHOLY ME"  
   and "I Wonder Who's Become Of Sally"  
   EDDY HOWARD  
   MERCURY 70304 • 70004X45

6. "CHANGING PARTNERS"  
   and "Don't Go Around Much Anymore"  
   PATTI PAGE  
   MERCURY 70395 • 70395X45

7. "FANCY PANTS"  
   and "'By Hook"  
   DAVID CARROLL  
   MERCURY 70291 • 70291X45

8. "THE BREEZE AND I"  
   and "You Love Me Too"  
   VIC DAMONE  
   MERCURY 70587 • 70587X45

9. "THE CREEP"  
   and "Love Theme"  
   RALPH MARTERIE  
   MERCURY 70281 • 70281X45

10. "SADIE THOMPSON'S SONG"  
    and "'Join In"  
    RICHARD HAYMAN  
    MERCURY 70337 • 70337X45

---

**Rusty Draper**

"The Train With The Rhumba Beat"

---

**Vic Damone**

"The Sparrow Sings" • "Until You Came To Me"

WITH DAVID CARROLL AND HIS ORCHESTRA

MERCURY 70326 • 70326X45

---

**Ralph Marterie**

AND HIS DOWN BEAT ORCHESTRA

with sensational arrangement on

"BIG NOISE"

FROM WINNETKA

MERCURY 70328 • 70328X45

---

ON THE FLIP

A GREAT VOCAL OF

"TULAROSA"

BY MIKE ANGELO
from "Oh Johnny!" to "The Ghost in the Wine"

a history-making list of 5,000 10-inch Columbia pop records!

Through the years, Columbia has consistently given you the finest records, the finest sound, the finest artists—in short, the biggest business! From 35201 to 40201!

Which of them are your favorites? Which did you find most successful for you? Which would you like to have again?

On this and the following page, please check off fifty of your favorite Columbia Records from the list—scores of Columbia hits are listed, but there are plenty that aren't, too, so there is also space for you to add in your own selections.

Tear along dotted line—or if you want to save your copy, there will be extra ballots on hand at The Billboard Exhibit at the MOA Convention—and send it to Department G/S, Columbia Records, Inc., 1473 Barrow Avenue, Bridgeport, Conn.

All entrants will receive free—the special anniversary record of "The Ghost in the Wine" and "I Live Each Day" by Jerry Vale.

The contestant who submits the list that most closely approximates the final tabulation of ballots will receive one of the magnificent new "1600" phonographs as FIRST PRIZE!

"The soon-to-be-released coupling of "The Ghost in the Wine" and "I Live Each Day" by Jerry Vale.

**SPECIAL NOTE:**

**ONLY JUKE BOX OPERATORS ARE ELIGIBLE IN THIS CONTEST**

<table>
<thead>
<tr>
<th>PICK YOUR FAVORITE FIFTY COLUMBIA ALL-TIME HITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Oh Johnny, Oh Johnny, Oh!</td>
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<tr>
<td>□ Laura</td>
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<tr>
<td>□ Keep It a Secret!</td>
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<tr>
<td>□ Take It Bad</td>
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<tr>
<td>□ La Vie En Rose</td>
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<tr>
<td>□ Bouquet of Roses</td>
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<tr>
<td>□ Put My Heart Down</td>
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<tr>
<td>□ Burt My Daddy</td>
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<tr>
<td>□ Snowfall</td>
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<tr>
<td>□ If I Loved You</td>
</tr>
<tr>
<td>□ Blues in the Night</td>
</tr>
<tr>
<td>□ Who Wouldn't Love You</td>
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<tr>
<td>□ Because of You</td>
</tr>
<tr>
<td>□ Strictly Instrumental</td>
</tr>
<tr>
<td>□ Elmer's Tune</td>
</tr>
<tr>
<td>□ My Two Ways</td>
</tr>
<tr>
<td>□ Strange Music</td>
</tr>
<tr>
<td>□ Ole Buttermilk Sky</td>
</tr>
<tr>
<td>□ Miami Beach Rhumba</td>
</tr>
<tr>
<td>□ Settin' Down</td>
</tr>
<tr>
<td>□ Checkin' It Out</td>
</tr>
<tr>
<td>□ Joe Pulla</td>
</tr>
<tr>
<td>□ Dream Catcher</td>
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<tr>
<td>□ Delicado</td>
</tr>
<tr>
<td>□ It's So Nice to Have a Man Around the House</td>
</tr>
<tr>
<td>□ My Dreams Are Getting Better All the Time</td>
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<tr>
<td>□ Let's All Go Out</td>
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<tr>
<td>□ The Spirit of the Things</td>
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<tr>
<td>□ I'm Gonna be There</td>
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<tr>
<td>□ Back Bone Boogie</td>
</tr>
<tr>
<td>□ It's Magic</td>
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<tr>
<td>□ Baby, It's Cold Outside!</td>
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<td>□ It's a Date With an Angel</td>
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<td>□ Don't Get Around Much Anymore</td>
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<tr>
<td>□ A Handful of Stars</td>
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<tr>
<td>□ Canadian Cowboy</td>
</tr>
<tr>
<td>□ Linda</td>
</tr>
<tr>
<td>□ Don't Get Around Much Anymore</td>
</tr>
<tr>
<td>□ Columbia</td>
</tr>
<tr>
<td>□ Someone Else Is Taking My Place</td>
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<tr>
<td>□ People Will Say We're in Love</td>
</tr>
<tr>
<td>□ Rhino Bug</td>
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</tbody>
</table>

**MOA CONVENTION SECTION**

(Columbi RECORDS)

(41 Trade Mark Reg. U.S. Pat. Off. Music Data Corp.)
Pick Your Favorite Fifty
All-Time Columbia Hits!

from these sample titles of Columbia's 5,000 hit records
listed on this and the preceding page.
(You may write in your own favorites if they are not listed)
every entrant will receive a free copy of the special anniversary
record "The Ghost in the Wine" and "I Live Each Day" by Jerry Vale

(continued from preceding page)

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist(s)</th>
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<tbody>
<tr>
<td>The Three Bells</td>
<td>Les Compagnons de la Chanson</td>
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<tr>
<td>A Lover's Lullaby</td>
<td>Jusrie Serenade, Frankie Carle</td>
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<tr>
<td>Wait Till the Sun Shines, Nellie</td>
<td>Harry James</td>
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<tr>
<td>Daddy</td>
<td>Sammy Kaye</td>
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<td>The River Road</td>
<td>Will Duris</td>
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<td>Five Minutes More</td>
<td>Frank Sinatra</td>
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<tr>
<td>Sparrow in the Tree Top</td>
<td>Guy Mitchell</td>
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<td>Blest Has He Day</td>
<td>Les Brown</td>
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<tr>
<td>Begin the Beginning</td>
<td>Kay Kyser</td>
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<tr>
<td>But Not for Me</td>
<td>Harry James</td>
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<tr>
<td>Sophisticated Lady</td>
<td>Duke Ellington</td>
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<tr>
<td>Tuxedo Junction</td>
<td>Gene Krupa</td>
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<td>Woodchopper's Waltz</td>
<td>Woody Herman</td>
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<tr>
<td>Dream</td>
<td>Frank Sinatra</td>
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<tr>
<td>Confess</td>
<td>Doris Day, Buddy Clark</td>
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<td>Autumn Nocturne</td>
<td>Claude Thornhill</td>
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<tr>
<td>Cold, Cold Heart</td>
<td>Tony Bennett</td>
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<td>Why Don't You Do Right...</td>
<td>Benny Goodman, Peggy Lee</td>
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<td>That's What You Think</td>
<td>Gene Krupa</td>
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<td>Jungle, Jungle, Jungle...</td>
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<td>Jack, Jack, Jack</td>
<td>Go To Go-Ral,</td>
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<td>Somewhere</td>
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<td>Two on a Choo Jump</td>
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<td>Lover's Leap</td>
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<td>Jersey Bounce</td>
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<td>Almost Like Being in Love</td>
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<td>California</td>
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<td>A Guy Is a Guy</td>
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<td>All My Love</td>
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<td>I'm Beginning to See the Light</td>
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<td>I've Got My Love to Keep Me Warm</td>
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<td>Huggin' and Chaltin'</td>
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<td>My Truth, Truth Fair</td>
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<td>Nevertheless</td>
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<td>Buttons and Bows</td>
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<td>Ay Round the Corner</td>
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<td>A Good Man Is Hard to Find</td>
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<td>The Sophisticated Clock</td>
<td>Percy Faith</td>
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1473 Barnum Avenue, Bridgeport, Conn.

NOTE:
ONLY JUKE BOX OPERATORS ELIGIBLE

MAIL TO: Department G/S, Columbia Records, Inc., 1473 Barnum Avenue, Bridgeport, Conn.
Thanks Ops for all those spins...

Johnnie Ray

Personal Management
BERNIE LANG

Latest Release
SUCH A NIGHT and DESTINY
Columbia 40200
Coast to Coast - Here's what they're saying about...

**Tony Bennett**

CURRENT JUKE BOX FAVORITES

**THERE'LL BE NO TEARDROPS TONIGHT**

My Heart Won't Say Good-Bye

Columbia 40169

**Personal Manager**

RAYMOND MUSCARELLA

1780 Broadway

**Direction**

MUSIC CORPORATION OF AMERICA

Opening

CHICAGO THEATRE

On March 5

--COLUMBIA RECORDS--

JIM O'CONNOR (JOURNAL ART)

HY GARDNER

"BREAKING RECORDS" PERFORMER WITH A FUTURE

DAN'TON WALKER "A CROWD SENSATION" "KNOWS HOW TO PUT ON A SHOW" "TRIPLE A INDOUBT" "A RIOTOUS HIT"

LOUIS SOREL "KID'S FAVORITE" "POPULARITY" "ELASTIC FOLLOWERS"

ED SULLIVAN "TOPS IN POP" FRANCIS "GOING HIGH" HIS AUDENCES!

NEW ORLEANS "TOPS IN POP" "TRENDING HIGH"

CHICAGO HERALD "SOLIDLY ENTRANCED" "KIDS WITH ACTIVITY"

DOWNBEAT "SOLIDLY ENTRANCED" "KIDS WITH ACTIVITY"

VALER VANCELL "CLICKED...." "A TOP FLIGHTER" "ALGANY TIMES UNION"

MIAMI FLORIDA HERALD "ONE OF THE MOST APPEALING SINGERS"

EARL WILSON "BRAND" "POPULARITY" "DOROTHY HILKALLEN "BIG TIME"

NEW YORK POST "A STY" "IN THE BUSINESS"

ROBERT DANA "GREAT ENTERTAINMENT"

"HE MAKES ANY TUNE A GREAT HIT"

SAN ANTONIO EXPRESS "A SENSATION"

TED GREEN "CID"

FLY TREMENDOUSLY"

"SINGING SENSATION"

PLAIN DEALER "TOPS..."

NICK KENNY "THE HOTTEST FAVORITE OF SINGING PROPETY SUN"

"SINGING SENSATION"

DON JEN "TONY'S SINGING"

IS WARM, VIVANT, EXCITING"

LOS ANGELES EXAMINER "POPULARITY" "EMAILATION INTO"

PHILADELPHIA INQUIRER "POPULARITY" "EMAILATION INTO"

BUFFALO CIVIC "HIT" "SLIGHTLY TERRIFIC"
FRANKIE L A I N E

New Release

THE KID'S LAST FIGHT

and

LONG DISTANCE LOVE

Columbia 40178

Current Juke Box Favorites

GRANADA

and

I'D GIVE MY LIFE

Columbia 40136

CARL FISHER at the Piano

Exclusively...
Single Records by Ken Griffin

Are You Lonesome Tonight? When I Lost You
Harbor Lights
Josephine
Rudolph, the Red-Nosed Reindeer
Here Comes Santa Claus
If You Could Love Me
Humoresque
The Delta Waltz
In a Little Gypsy Tea Room
San Antonio Rose
Somebody Loves You
Moonlight in Vermont
Reminiscing
Walks of the Roses
Silver Bell
The Syncopated Clock
Red Skies in the Sunset
Side by Side
Leukie
The Blonde Sailor
Symphony in 3/4 Time
Indiana
Sleepy Time Gal
Parade of the Wooden Soldiers
There Never Is
Put Your Little Feet in The Dippy Doodle

Collections by Ken Griffin

Half as Much
A Waltz for Winder's. Sweetheart
You Belong to Me
Walking in Missouri
Cecile Waltz
in an Eighteenth Century Drawing Room
Oh, Happy Day
Pray for Me
Till I Waltz Again with You
Have You Heard?
When You Were a Tulip
Louisiana Waltz
Little Red Monkey
April in Portugal
You, You
No Other Love
Crying in the Chapel
Ebb Tide
Tell It to the Birds
It Had to Be You
I Don't Know Why
Festival Waltz
Lonesome

TILL WE TWO

OUR HEARTBREAKING WALTZ

CHRISTMAS CAROL:

Christian Carol:

Ken Griffin at the Hammond Organ

Beautiful Ohio: The Bell of St. Mary's
May Be True: My Baby Boy

Ken Griffin: Spirlto

I'd Like to Be: The Bell Dance

Kris Griffin: The Christmas Tree Tune: "Sing We Now a Merry Christmas" with "The First Noel" and "Silent Night"

Ken Griffin Latin Americans

EloQUENCE: "You're" & "La Guadalupe" & "Blondie"

Ken Griffin Plays

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www.americanradiohistory.com
Thanks Ops for all those spins
"The Istanbul Boys"

CLEO AND MEO
and
DO YOU KNOW WHAT LIPS ARE FOR
Columbia 40177
Still Riding High
Harmony Brown
and
Gotta Go to the Fais Dodo
Columbia 40140

Personal Mgt.
MIKE STEWART
1650 Broadway, N. Y. C.

www.americanradiohistory.com
## The Billboard Music Popularity Charts

### Most Played in Juke Boxes

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<th>Record</th>
<th>Artist</th>
<th>Date</th>
<th>Week Count</th>
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<tr>
<td>&quot;THAT'S AMORE&quot;</td>
<td>&quot;D. Martin&quot;</td>
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<td>&quot;MY MAMA&quot;</td>
<td>&quot;D. Martin&quot;</td>
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<td>&quot;SECRET LOVE&quot;</td>
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<td>&quot;D. Martin&quot;</td>
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<td>&quot;STRANGER IN PARADISE&quot;</td>
<td>&quot;T. Bennett&quot;</td>
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### Most Played by Jockeys

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<tr>
<th>Record</th>
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</tbody>
</table>

### This Week's Best Buys

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

- AMOR (Four International, BMI)
- SO LONG (Capitol, ASCAP)

### Territorial Best Sellers

For survey week ending February 24

<table>
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</table>
Thanks DJ'S and OP'S for making

"That's Amore"

1953 Academy Award Nomination

DEAN MARTIN

Just released!

"I'd Cry Like a Baby"
b/w

"Hey Brother, Pour the Wine"

#2479

Record Promotional Manager

MACK GRAY
TOP SELLERS—

POPULAR
Listed Alphabetically

AND STILL I LOVE YOU
T. Leonielli...2716

ANGELS ME MY LOVE
S. T. Hain...2687

WIND. THE BREEZE AND I
R. M. Hay...2721

THE BURNT HOP
R. Anthony...2427

CRUSHING PARTNERS
A. Schaeffer...1657

PRAY TO ALWAY BE IN LOVE WITH YOU
R. L. Smith...1735

THE CREEP
T. Denley...2485

I GET SO LONELY
I COULDN'T STAY AWAY FROM YOU
The Four Knights...2654

I REALLY DON'T WANT TO KNOW
The Four Knights...1735

O HEE PAPA
SECRET LOVE
R. Anthony...1678

ROMEO AND JULIET, PART 1
A. Griffee...1698

ROMEO AND JULIET, PART 2
A. Griffee...1698

SIGN POST
AIR EXPRESS
R. Anthony...1728

THAT'S AMORE
YOU'RE THE RIGHT ONE
B. Reeve...1508

THAT'S AMORE (THAT'S MARRIAGE)
J. Cooper...1731

UNTIL SUNRISE
M. Mathews...1730

WAY, PARADISE
MELANCHOLY SCHMAD
A. Marlow...1731

WHAT IT WAS, WAS FOOTBALL, PART 1
A. Griffee...2693

WHAT IT WAS, WAS FOOTBALL, PART 2
A. Griffee...2693

YOUNG AT HEART
TAKIN' A CHANCE
F. Sinatra...2703

LATEST RELEASE
No. 418

ONE STOP
BIG DAVE SPECIAL
Big Dave...2742

DOGGONE IT, BABY, I'M IN LOVE
B. Hall...2743

HOW TO CALM THE BLUE BIRD
Nelson Riddle...1744

HONEY, THE BURNT HOP
Nelson Riddle...1744

HUNGRY, HUNGRY HUNGRY
Ferlin Huskey...2746

I'M IN LOVE
COLD GREY DAWN
Chester Smith...2747

That "Dear John" voice is back again!
Ferlin Huskey

Sings

"Eli, the Camel"

"Somebody Lied"

Capitol Record No. 2746

AND HIS ORCHESTRA!

...you'll be getting calls for

"ONE STOP"

and

"BIG DAVE SPECIAL"

Capitol Record No. 2742

BEST SELLING—

"Specialized"
HIGH-FIDELITY
ALBUMS
Listed Alphabetically

FULL DIMENSIONAL SOUND
A Study in High Fidelity
45 rpm...No. LAL-1020

HIGH FIDELITY CLASSICS IN FULL DIMENSIONAL SOUND—Top Artists
33 1/3 rpm...No. LAL-1024

HIGH FIDELITY POPULAR INSTRUMENTAL IN FULL-DIMENSIONAL SOUND—Top Artists
33 1/3 rpm...No. LAL-1022

HIGH FIDELITY POPULAR VOCALS IN FULL-DIMENSIONAL SOUND—Top Artists
33 1/3 rpm...No. LAL-1023

THE PASSIONS—Lee Butler & Ben Shaw
33 1/3 rpm...No. LAL-495

1600 SERIES

Listed Alphabetically

Early Autumn
Lower Drop

Nelson Riddle

"UNDER THE MISTLETOE"

"THE DEEP BLUE SEA"

"YOU'RE THE RIGHT ONE"

"SECRET LOVE"

Nelson Riddle

"THE PASSIONS—Lee Butler & Ben Shaw"

"THE DEEP BLUE SEA"

"YOU'RE THE RIGHT ONE"

"SECRET LOVE"

Nelson Riddle

"THE PASSIONS—Lee Butler & Ben Shaw"

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"THE PASSIONS—Lee Butler & Ben Shaw"

"THE DEEP BLUE SEA"

"YOU'RE THE RIGHT ONE"

"SECRET LOVE"

Nelson Riddle
thanks
a
million
two; in fact-
Vaya Con Dios...

...Les and Mary
**The Billboard Popularity Charts**

**POPULAR RECORDS**

**Reviews of New Pop Records**

**FURS ALCE**

*Amara* - RCA (34)

*They've Got a Way* - Epic (35)

*This Is the Way We Do It* - Decca (50)

The Furs Alces said it was a "delightful" record, and thus the label's greatest hit. The group's debut album, "Amara," features a mix of pop, folk, and soul, and includes the hit single "This Is the Way We Do It," which topped the charts in 1967. The Furs Alces' unique sound and catchy melodies continue to capture the hearts of music lovers today.

**ROD TESCHER**

*Crossed* - Capitol (40)

*Get 'Em Right* - Capitol (41)

*No One's Gonna Get* - Capitol (43)

Rod Tescher's music career has spanned over four decades, gaining him a loyal following with his blend of blues, pop, and rock. His latest album, "Crossed," features a mix of electric and acoustic sounds, and includes the hit single "Get 'Em Right," which has become a favorite among fans of Tescher's unique style.

**DON BYEY**

*When You're a Fool* - Columbia (30)

*Do You Love Me* - Capitol (31)

*The Wall* - Capitol (32)

Don Byey is a soul singer known for his powerful vocals and smooth delivery. His latest album, "When You're a Fool," features a mix of soul, pop, and R&B sounds, and includes the hit single "Do You Love Me," which has become a favorite among fans of Byey's unique style.

**MARIO LANZA**

*Greatest Love Songs* - RCA (20)

*Ol' Moon* - RCA (21)

*The Best of Mario Lanza* - RCA (22)

Mario Lanza was a popular tenor known for his ability to convey emotion through his music. His latest album, "Greatest Love Songs," features a mix of classic love songs and includes the hit single "Ol' Moon," which has become a favorite among fans of Lanza's unique style.

**BOB MCGILL**

*Run* - Decca (23)

*Baby* - Decca (24)

*She's a Fool* - Decca (25)

Bob McGill is a soul singer known for his smooth delivery and powerful vocals. His latest album, "Run," features a mix of soul, pop, and R&B sounds, and includes the hit single "Baby," which has become a favorite among fans of McGill's unique style.

**RIZZO SISTERS**

*The Wind* - Columbia (25)

*The Rizzo Sisters* - Columbia (26)

*The Best of the Rizzo Sisters* - Columbia (27)

The Rizzo Sisters are a female pop vocal group known for their harmonies and melodies. Their latest album, "The Wind," features a mix of pop, folk, and rock sounds, and includes the hit single "The Rizzo Sisters," which has become a favorite among fans of the group's unique style.

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**Other Pop Records Released This Week**

*The Very Best of the Beatles* - Capitol (30)

*The Best of the Rolling Stones* - Atlantic (31)

*The Best of the Cure* - Warner Bros. (32)

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**BRENT WRIGHT**

*The Best of Brent Wright* - Capitol (15)

*The Best of the Temptations* - Motown (16)

*The Best of the Beach Boys* - Capitol (17)

---

**RATINGS—COMMERCIAL POTENTIAL**

Each record review covers the potential of the record to become a hit. In determining the commercial rating, the following factors are considered: the artist, the material, the release, the promotion, and the audience.

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**TUNES**

*Ride On To Tennessee* - Eddy Arnold (15)

*The Best of the Eagles* - Warner Bros. (16)

*The Best of the Beach Boys* - Capitol (17)

---

**Talent**

*Big Jim Buchanan* - Capitol (10)

*The Best of the Kinks* - London (11)

*The Best of the Rolling Stones* - Atlantic (12)

---

**RECORDS**

*The Very Best of the Beatles* - Capitol (20)

*The Best of the Rolling Stones* - Atlantic (21)

*The Best of the Cure* - Warner Bros. (22)

---

**CONNOISSEUR**

*Blue Shadows* - Capitol (5)

*The Best of the Everly Brothers* - Capitol (6)

*The Best of the Beach Boys* - Capitol (7)

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**NOTES**

*The Thoughts and Opinions of the Editor* - This week's thoughts and opinions of the editor. 

*The Billboard Popularity Charts* - This week's Billboard Popularity Charts. 

*The Very Best of the Beatles* - This week's release of "The Very Best of the Beatles." 

*The Best of the Rolling Stones* - This week's release of "The Best of the Rolling Stones." 

*The Best of the Cure* - This week's release of "The Best of the Cure."
THE BILLBOARD

MARCH 6, 1954

99.8% buy Lombardo again*

Guy Lombardo

and his Royal Canadians

Latest Decca Releases

YOUNG AT HEART
I GET SO LONELY
with BING CROSBY
Decca 29054

'TIL WE TWO ARE ONE
OUR HEARTBREAKING WALTZ
Decca 29022

THE JONES BOY WOMAN
Decca 28985

Thanks Ops—we appreciate all those plays.

Exclusive

Currently

HOTEL ROOSEVELT
New York

On TV-WNBT
"GUY LOMBARDO SHOW"
for Lincoln-Mercury

Radio Transcriptions
for F. W. ZIV CO.

Direction

MUSIC CORPORATION OF AMERICA

Publicity

DAVID O. ALBER ASSOCIATES, INC.
Gene Shefrin

* the other .2% will when they get another nickel!
EVERY MUSIC OPERATOR KNOWS...

YEAR AFTER YEAR AFTER YEAR
AFTER YEAR AFTER YEAR
AFTER YEAR AFTER YEAR...

DECCA

Now Riding High with these coincatchers...

NAME LOVE TO ME
KENTUCKY BOOGIE
THE COMMANDERS
THE BELLS CALLED LOVE
AUTOBAH IN MY HEART
Jad Southern
TILL WE TWO ARE ONE
NOW HEARTBREAKING WALTZ
Guy Lombardo
CABBAGE AND KINGS
WHERE ALL THAT I NEED
Charlie Applewhite
LITTLE BROWN JOE
A STRANGE PEARL
Universal-International Orchestra
WOMAN
THE MEAT BALL
Guy Lombardo
THE CHEEP
DADDY-O
Jerry Gray
TEACH ME TONIGHT
MY OLD FAMILIAR HEARTACHE
Janet Lavin
FREEDOM IN ST. LOUIS
Pagan In Paris
Jack Philp
MADE ME AFTER DARK
Kitty Wells
ARE YOU LOOKING FOR A SWEETHEART
A LITTLE LEE
Kitty Kallen
SECRET LOVE
I'M SORRY MY LOVE
Kitty Kallen
HEARTBREAKING ME
SOMEBODY BAD STYLE BE WEDDING BELL
Kitty Kallen
YOU ALWAYS HURT THE ONE YOU LOVE
Illsusuka

COUNTRY

YOUNG AT HEART
GIVE LOVE TO ME
Kitty Wells
ANGELA XIA
GARDEN GARDEN
CHARLIE APPLESWHITE
SYMPHONIC" NEW RELEASES

TEXAS CRAWL
RED ROSE
T. Texas Tyler
NOBODY KNOWS I'VE CARED FOR YOU
HEARTBREAKING ME
BRADLEY HARRISON
YOUNG AND THE SHADE OF THE OLD PINE
THE BILLBOARD
MARCH 6, 1954

AMERICA'S FASTEST SELLING RECORDS

DECCA

www.americanradiohistory.com
America's Singing
Sensations come up
with another Hit!

the
FOUR
ACES

singing

Decca 29036 (78 RPM)
and 9-29036 (45 RPM)
The Vox Jox

By CHARLOTTE SUMMERS

Jox Trix

Dick Clark, WFIL, Philadelphia, began a month-long contest on February 16 to determine Philadelphia's favorite recording artist. Prizes will go to the person who, in 15 weeks, at $5 a week, has judged the votes of 15 favorite stations. The artist who has been judged to have the most votes on the WFIL panel will win a prize of $1,000. The contest is open to all WFIL listeners. Nominations are being received by the panel daily. The contest will conclude on March 21.

YESTER YEAR'S TOPS

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

MARCH 4, 1954

1. My Heart Tells Me
2. My Heart Tells Me
3. My Heart Tells Me
4. My Heart Tells Me
5. My Heart Tells Me

6. I Won't Sleep a Week
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10. I Won't Sleep a Week

Surface Noises

Herb Fontaine, WCOU, Lewiston, Me., writes: "It seems to me, and the hundreds of deejays across the land, that perhaps this form or another is getting the second best of everything. Second best in the second of records delivered is something that perhaps publicists give little boys in the large newspapers a story or two about the box or more later in the week. We try to deliver records before they are delivered. Do not underestimate the smaller books, either. They do it too.

Ed Miller, KSOE, Arkansas City, Kan., says: "We noticed that some jockeys were leretive over the air on the KSOE for the next three minutes in length. At KGOK we don't say much about the length, but it is on the record. As of now, our records are 120 seconds. Ken Brown, KYA, Yakima, Wash., offers this information: 'For quite a while after El Cord and his band came on, I wondered what it was. I finally mentioned it the air and received a phone call explaining it. He said it was a song of their own called "Little Sister." I didn't have any record companies on hand. I believe the record companies should be more than just a song of the material released. Lately there have been reports of radio stations that are giving the title of the last release to the listener at the end of the release.

MEL STERN, KZTV, Laredo, Tex., says: "I believe there are more than 500 record companies in the United States but only a few are materialized. Rarely have there been reports of radio stations that are giving the title of the last release to the listener at the end of the release.

DECCA 28397

Thanks for all those plays.

Decca 28397

singing

"TILL WE TWO ARE ONE"

By CHARLOTTE SUMMERS

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MARCH 4, 1954

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Decca 28397

singing

"TILL WE TWO ARE ONE"
"THIS IS MY PRAYER" "TILL I SEE YOU AGAIN"
(Decca 28716)

THAT YOU
TAKE A GOOD
LISTEN TO

"SLEEPING BEAUTY"

By the Writers of "TOO YOUNG"
and
"WEDDING BELL SONG"
DECCA 29025

Sincerely,

DICK NOEL

Personal Management
HARRY CARLSON

Bookings
GENERAL ARTISTS CORP.
**DANCE**

Otterloo, No. 9. Swing label. 5.

MAY 29

GLENN MILLER STORY – RCA Victor LPM 1386

5. MAY I SING TO YOU – RCA Victor LPM 1383

10. SONGS FOR YOUNG LOVERS – Frank Sinatra – RCA Victor LPM 1384

**EP'S**

1. MUSIC FOR LOVERS ONLY – Jacky Gleeson – RCA Victor EPB 7006

2. CALAMITY JANE – Jacky Gleeson – RCA Victor EPB 7007

3. TAWNY – Jacky Gleeson – RCA Victor EPB 7008

4. GLENN MILLER PLAYS SELECTIONS FROM THE GLENN MILLER STORY – RCA Victor EPB 7009

5. THE GLENN MILLER STORY – Sound Track – Decca ED 2124


7. MUSIC TO MAKE YOU MISTY – Elke Sommer – RCA Victor EPB 7010

8. SONGS FOR YOUNG LOVERS – Frank Sinatra – RCA Victor EPB 7011

9. MAY I SING TO YOU – Eddie Fisher – RCA Victor EPB 7012

10. I BELIEVE – Perry Como – RCA Victor EPB 7013

**Reviews and Ratings of New Popular Albums**

DANCE WITH LES LROWN ORK... 76

GLEN MILLER STORY – RCA Victor 5470

HAYWIRE – Jacky Gleeson – RCA Victor EPB 2908

MUSIC OF THE SEAS – Marty Robbins – RCA Victor LPM 2342

WILD BILL GIBSON – Hoot Mon – RCA Victor LPM 2343

ROYAL AIR FORCE – Royal Air Force – RCA Victor LPM 2344

A STRANGE WAY HOME – Jacky Gleeson – RCA Victor LPM 2345

**CERTAIN CALL, Vol. 6**

COLUMBIA CL 127

JAN-MAR – Malta – Decca DL 1551

MILDRED FITZGERALD – MGM BL 122

**BUDDY'S BEST**

COLUMBIA CB 2910

GEO – RCA Victor 10240

**EPICure No. 7**

NO. 4 (A Roger Price "Droodle")

Piano Owned by Keyd Man
Who Didn't Know His Own Strength

Some piano can't carry the load. Some records can't either... But Epic Records with unique Radio Sound have an astounding range—they hold the weight of the biggest sounds on records.

Smartly packaged in eye-arresting jackets, each Epic Record gives your customers the extra money's worth of a performance thrillingly reproduced.

Dealers who carry Epic don't carry a load ... stock up now.

**CLASICAL RECORDS**

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

**EXTENDED ORCHESTRAL WORKS**

(Abbreviated Alphabetically)

ADAM: GISELLE (Paris Opera Orchestra-Blaise). London LM 615

BARTOK: CONCERTO FOR ORCHESTRA (Philharmonia Orchestra). London LM 6000

COPLAND: EL SALON MEXICO: APPALACHIAN PARK (Boston Symphony-Koussevitzky). RCA Victor LCT 1134

GERSHWIN: CATANZARITO: GAREY BALLET SUITE: MASQUERADE SUITE (Indiana University-Symphony Orchestra). RCA LXT 785


WAGNER: RIDE OF THE WALKING DEAD – GORHAM symphony orchestra. RCA LM 9500

**CONCERTO**

(Abbreviated Alphabetically)

BEETHOVEN: PIANO CONCERTO NO. 2: RACHMANINOFF: Rhapsody on a Theme of Paganini (Kubelik, National Symphony). RCA Victor LM 9220


CASTELLUCCIO: TUDEOCO: CONCERTO FOR GUITAR, MELODIE: WEINBERGER (Koslowitz, Philadelphia Orchestra). Columbia LM 4732


TCHAIKOVSKY: NUTCRACKER SUITE: SLEEPING BEAUTY (Philadelphia Orchestra-Orenda). RCA LM 6270

Ravel: PIANO CONCERTO FOR THE LEFT HAND: CONCERTO FOR VIOLA AND ORCHESTRA (Bluecoat, Orchestra de la Seine, Rameau-Angers). RCA LM 8007

TCHAIKOVSKY: PIANO CONCERTO NO. 1 (Uninsky, Hagas-Philharmonia-Ottaka). Epic LM 3610

**CLASSICAL CATALOG SELLERS**

All records listed have been available in the trade for more than six months and are considered in the catalog category. Records are based on a survey of the key classical stores throughout the country. Musical categories change weekly.

**EXTENDED ORCHESTRAL WORKS**

(Abbreviated Alphabetically)


DREYER: THREE CORONED HAT (Dance, Orchestra de la Seine, Rameau-Angers). RCA LM 4704

GERSHWIN: AN AMERICAN IN PARIS: RHAPSODY IN BLUE (Lyon, New York Philharmonic). RCA Victor LM 1246

GROFE: GRAND CANYON SUITE (NBC Symphony-Toscanini). RCA Victor LCM 1004


OFFENBACH: CAIPE PARISIENNE (Boston Pops-Fincher). RCA Victor LM 1222


RIMSKY-KORSAKOFF: CHECIREZADE (Napoleonic Symphony-Kubelik). Mercury MG 9000

**CONCERTO**

(Abbreviated Alphabetically)

BEETHOVEN: PIANO CONCERTO NO. 5 (Gieseking, Philharmonia Orchestra-Ottaka). RCA Victor LM 1246

BEETHOVEN: PIANO CONCERTO NO. 2 (Horowitz, NBC Symphony-Beiderer). RCA Victor LM 1218


GRIEG: PIANO CONCERTO IN A MINOR: LEIPZIG ORCHESTRA – BILLARD (Koslowitz, Chicago Symphony). RCA LM 1228

GRIEG: PIANO CONCERTO IN A MINOR: SCHUMANN: PIANO CONCERTO IN A MINOR (Lafeti, Philharmonia Orchestra-Caballeras). RCA LM 1228


**NEXT WEEK**

**SHORT ORCHESTRAL WORKS**

**INSTRUMENTAL**

**ALL POP ALBUMS**

**NATIVE INSTRUMENTS**
**EXTENDED ORCHESTRAL WORKS**

**Tchaikovsky**

The Swan Lake (1877)—The Philharmonic Orchestra, Robert Irving, Cond. Bluebird LBC 104.

**La Sor镒elle**

This is the best-liked version of this music that we have heard. The music is charming, and the orchestra is superb. The sound quality is excellent, and the recording is very clear.

**Grieg**

**Peer Gynt Incidental Music (1877)**—Oslo Philharmonic Orchestra, Sakari Oramo, Cond. RCA Victor LMK128.

This is a beautifully recorded work. The orchestra plays with great precision and the music is enthusiastically received. The recording is very clear and the sound quality is excellent.

**Lalo**


This recording is excellent. The orchestra plays with great precision and the music is enthusiastically received. The recording is very clear and the sound quality is excellent.

**Brahms**

**Hungarian Dances (1878)**—Vienna Philharmonic, Sir Georg Solti, Cond. RCA Victor LMK128.

This is a very fine recording. The orchestra plays with great precision and the music is enthusiastically received. The recording is very clear and the sound quality is excellent.

**Ravel**

**Miroirs (1905)**—Orch. de Paris, Pierre Boulez, Cond. RCA Victor LMK128.

This recording is excellent. The orchestra plays with great precision and the music is enthusiastically received. The recording is very clear and the sound quality is excellent.

**Orchestral Works**

**Mowbray**

**Incidental Music to The Tempest (1869)**—Chicago Symphony Orchestra, Lorin Maazel, Cond. RCA Victor LMK128.

This recording is excellent. The orchestra plays with great precision and the music is enthusiastically received. The recording is very clear and the sound quality is excellent.

***Special Notice***

**The Tchaikovsky Swan Lake**

This recording is excellent. The orchestra plays with great precision and the music is enthusiastically received. The recording is very clear and the sound quality is excellent.

**CONCERTOS**

**Lalo**

**Symphonie Espagnole (1874)**—Kubelik, Violin, Chicago Symphony Orchestra, Sir Georg Solti, Cond. RCA Victor LMK128.

This is a very fine recording. The orchestra plays with great precision and the music is enthusiastically received. The recording is very clear and the sound quality is excellent.

**Concerto**

***Recommendation***

**RAFAEL KUBELIK**

**CONDUCTING THE Chicago Symphony Orchestra**

**OL-2-100**

"MONUMENTAL" is the most fitting description for this great music and great recording. Rafael Kubelik... has projected taste and deep feeling into the score... the sound is magnificent... the recording is beautifully clean, with brass and percussion finely delineated and with some exceptional woodwind playing..."

**RADIO AND TELEVISION NEWS**

This distinguished High Fidelity Living Presence album the only complete recording of this great work—one of the finest artistic achievements on records.

**LIVING PRESENCE HI-FI SHOWPIECES**

**MOUSSORGSKY-RAVEL** Pictures at an Exhibition. Chicago Symphony-Kubelik. MG50000

**TCHAIKOVSKY** Symphony No. 5 in E Minor. Minneapolis Orchestra—Dorati. MG50008

**BEETHOVEN** Symphony No. 7 in A Major. Detroit Symphony—Parry. MG50022

**AMERICANA** for SOLO WINDS and STRING ORCHESTRA. The Winter's Past (Barlow); Serenade for Flute and Strings (Rogers); Quiet City (Coppola); Night Slightt (Kannan); Serenade for Clarinet and Strings (Keller); Serenade for Flute, Strings and Harp (Hanson); Pastorele for Oboe, Strings and Harp (Hanson). Eastman-Rochester Symphony—Hanson. MG50030

**LIVING PRESENCE DISCS TO BUY**

**BARTOK** Music for Strings, Percussion and Celesta. BLOCH Concert Grand. Chicago Orchestra—Kubelik. MG50001

**BERLIOZ** Roman Carnival Overture. RAIEL Parade pour une Infante defunte et Albrada del graecia. DEBUSSY Three Nocturnes. Minneapolis Orchestra—Dorati. MG50005

**JOHANN STRAUSS—FOUR GREAT WALTZES**—Wiener Bleib, Vienna, and Women and Song. Tales from the Vienna Woods. Minneapolis Orchestra—Dorati. MG50019

**WAGNER** Lohengrin Preludes to Acts I and II; Die Meistersinger Preludes; Tannhauser Overture, Ride of the Valkyries. Detroit Orchestra—Parry. MG50021

**HINDEMITH** Symphonic Metamorphosis. SCHOENBERG Five Pieces. Chicago Orchestra—Kubelik. MG50024.

**CANNING** Fantasy on a Hymn by Justin Morgan; MENINNI Arioso; FEOTE Suite in E Major. Eastman-Rochester Orchestra—Hanson. MG50001

**AMERICAN CONCERT BAND MASTERPIECES.** Eastman Symphonic Wind Ensemble—Tennell. MG50066

**NEW RELEASE**

**MUSIC FROM MODERN NORWAY.** SAEVURF Fonds Annonser Symphonic Dance with Passacaglia; Svinordor. VALIN The Cemetery by the Sea; Mykelsn Fonnor Sperntos. The Silent Land. Oslo Philharmonic Orchestra, Fjelstad conducting. MG101/99
The Nation's No. 1 Western Band Leader

TEEE WEE KING

and his Golden West Cowboys

featuring REDD STEWART

Newest RCA Victor Record Releases

—Just Released—

WHY DON'T YOU ALL GO HOME
b/w

HUGGING MY PILLOW

RCA 47/20-5632

DECK OF CARDS
b/w

RED DECK OF CARDS
(Rotation by Pee Wee King)

RCA 47/20-5587

STILL GOING STRONG
CHANGING PARTNERS — BIMBO

RCA 30-5527

The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

* Best Sellers in Stores

for survey week ending February 24

* Most Played in Juke Boxes

for survey week ending February 24

* Most Played by Jockeys

for survey week ending February 24
CROWNED KING OF THE FOLK SINGERS

WEBB PIERCE

"The Wondering Boy"

Two Years In A Row

Thanks, Ops, for voting me the #1 Folk Artist. I am looking forward to seeing you at the MOA Convention in Chicago, March 8, 9, 10.

Thanks, too, for your fine co-operation on my latest:

"SLOWLY" "YOU JUST CAN'T BE TRUE"

Decca 28991

Personal Management

HUBERT LONG

1537 McGavock Pike
Phones 26635 and 6-7181

Nashville, Tenn.
Thanks, fellas—
We're humbly grateful.

HANK SNOW

ERNEST TUBB

Exclusive Management
DUB ALBRITTEN
417 Broad
Phone 57031
Nashville, Tenn.
THOSE Scalawags * are back again with another RIB-TICKLER

THE CARLISLES (of course)

First There Was NO HELP WANTED
Then KNOTHOLE
Followed by IS ZAT YOU, MYRTLE?
And Then TAIN'T NICE

AND NOW (so help us)

"I NEED A LITTLE HELP"
b/w "I'LL NEVER LOVE AGAIN"
on Mercury #7553

To our friends, The Juke Box Operators:
Thanks a million for all you've done for us.
Once again we "NEED A LITTLE HELP."
Gratefully,

The Carlisles

Listen for us on the
WSM Grand Ole Opry

PERSONAL MANAGEMENT
TILLMAN FRANKS
2691 Fessley Court
Nashville, Tenn.
Phone 9-75749

* Reviews of New C & W Records

FREDRICK HUBBARD
Kill The Camel .................................. 75
CAPITOL, 2746
- The treatment of Civil War veterans inspires this heart-wrenching ballad from the pen of the late Dr. Frederick Hubbard. Of the few songs that have been written about the Civil War, this one is probably the best known. The story of a soldier who returns to find that his fiancée has married someone else is told in a manner that will touch the heart of anyone who has ever loved someone who left him.

CHARLIE ARTHUR
The Fightin' Man I Dwelt ......... 78
E. O. E. (wax number 2846)
- Miss Arthur's last record is an example of her fine voice and excellent musical ability. The song is a story of a man who fought for his country and was never defeated.

LAWRENCE WILKIE GRK
Rome, GA 78
PAUL, 580
- Miss Wilkie is one of the few singers who can really sing the blues. Her voice is rich and full of feeling, and her interpretation of the song is excellent.

JIMMY DEAN
I'm A Stranger In My Home ........ 79
PAPAY, 6083
- This fine song is about a man who has become a stranger in his own home. It is a sad and moving story, and the singing is excellent.

TERRY EDWARDS
Tend Your Own Weeds ................. 79
PAPAY, 6084
- This song is about the importance of taking care of one's own affairs. It is a good song with a fine melody.

JIMMY WILLET
I'm Going To Be A Know ................ 79
PAPAY, 6085
- This is a sad song about a man who has been left alone and has no friends. It is a good song with a fine melody.

FLYING ROBINSON
Old Your Mama ............................. 79
PAPAY, 6086
- This is a good song about the dangers of old age. It is a fine song with a fine melody.

BOOTS WOODALL
Lavish Little Darling ..................... 79
PAPAY, 6087
- This is a good song about a man who has been left alone and has no friends. It is a fine song with a fine melody.

GEORGE JONES
No Money In This Deal .................. 79
PAPAY, 6088
- This is a good song about the dangers of old age. It is a fine song with a fine melody.

CONCLUDED ON PAGE 39
THANKS OPS From...

CARL SMITH

For A BULL'S-EYE EVERY TIME

DONT JUST STAND THERE
SATISFACTION GUARANTEED
ARE YOU TEASING ME

LET OLE MOTHER NATURE HAVE HER WAY
HEY JOE
TRADEMARK
THIS ORCHID MEANS GOODBYE

And Now

WHAT AM I GOING TO DO WITH YOU
DOGGONE IT, BABY, I'M IN LOVE

Columbia #21197

JAMES DENNY
WSM Artist Service Bureau, WSM-Nashville, Tenn. Phone 6-7181
**HEADING FOR THE TOP OF THE CHARTS**

**SLIM WHITMAN**

*Continued from page 36*

The song has a good evocative, sentimental melody, particularly the second stanza, which contains the line: "Love, love, love, love in Canada."

**JIMMY DUNN**

"When the Girl Comes Out of the Sun" is a lovely, sweet tune with a touch of Hollywood glamour. The line: "When the girl comes out of the sun, she'll have a smile that's worth a thousand words."

**LATTIE MOORE**

"Look to the Wonder" is a beautiful, melodic tune with a touch of Hollywood glamour. The line: "When the girl comes out of the sun, she'll have a smile that's worth a thousand words."

**Kenny Lee**

"I'm in Love with a Sweetheart of My Own" is a lovely, sweet tune with a touch of Hollywood glamour. The line: "When the girl comes out of the sun, she'll have a smile that's worth a thousand words."

**TOMMY DUNCAN**

"The Tennessee Cinderella" is a lovely, sweet tune with a touch of Hollywood glamour. The line: "When the girl comes out of the sun, she'll have a smile that's worth a thousand words."

**CONTINUED**

"When the Girl Comes Out of the Sun" is a lovely, sweet tune with a touch of Hollywood glamour. The line: "When the girl comes out of the sun, she'll have a smile that's worth a thousand words."

**Folk Talent and Tunes**

*Continued from page 54*

Norman Blake... Negotiations are currently under way with the Western Canada Area Association for the June tour of that area featuring a package show consisting of Little Jimmy Dickens, Don Messer, and Kitty Wells... Sheriff Ted Davis reports the unit recently sold 4,600 copies of the CBS record "When the Girl Comes Out of the Sun," for two shows at the Municipal Auditorium, North. Bill for- warded Ernest Tohill, Marty Robbins, Earl Berto, and Curtiss Kimbrough to Rankin... Thanks to St. John's Station WQAC, East Point, Ga., for the popularity of the Negro Gospel Quartet and Gospel in that area in the tour... Station program to air four times each week... with much publicity... with the help of the Johnny Morris Trio, Tom Lowe and Brother Dwayne._Top Rival... Bottom: Blake and George. All photos by Ziegler... Check the next issue for more details..."
THANKS, JUKE BOX OPERATORS for voting us your No. 1 COUNTRY-WESTERN CHOICE . . .

HANK THOMPSON and his BRAZOS VALLEY BOYS

GOING BIG RIGHT NOW

WAKE UP, IRENE

b/w GO CRY YOUR HEART OUT
Capitol Record No. 2646

Personal Management:
JIM HALSEY
Suite 604 - Professional Building
Independence, Kansas

(Write or wire for booking information or phone Independence 1203)
**The Billboard Music Popularity Charts**

**RHYTHM & BLUES RECORDS**

**Best Sellers in Stores**

For survey week ending February 24

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Weeks</th>
<th>Last</th>
<th>Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. THINGS THAT I USED TO DO</td>
<td>Guitar Slim</td>
<td>1</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>2. YOU'LL NEVER WALK ALONE</td>
<td>Hamilton</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>3. LONELY</td>
<td>J. Adams</td>
<td>3</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>4. YOU'RE STILL MY BABY</td>
<td>C. Williams</td>
<td>5</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>5. I'LL BE TRUE</td>
<td>F. Domino</td>
<td>16</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>6. MONEY HONEY</td>
<td>C. McPhatter</td>
<td>10</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>7. SAVING MY LOVE FOR YOU</td>
<td>J. Ace</td>
<td>7</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>8. SOMETHING'S WRONG</td>
<td>F. Domino</td>
<td>10</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>9. HONEY HUSH</td>
<td>J. Turner</td>
<td>24</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>10. I'M JUST YOUR TOOL</td>
<td>B. Johnson</td>
<td>8</td>
<td>9</td>
<td></td>
</tr>
</tbody>
</table>

**Most Played in Juke Boxes**

For survey week ending February 24

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
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<th>Last</th>
<th>Week</th>
</tr>
</thead>
<tbody>
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<td>1. THINGS THAT I USED TO DO</td>
<td>Guitar Slim</td>
<td>7</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>2. I'LL BE TRUE</td>
<td>F. Adams</td>
<td>11</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>3. YOU'LL NEVER WALK ALONE</td>
<td>Hamilton</td>
<td>1</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>4. SAVING MY LOVE FOR YOU</td>
<td>J. Ace</td>
<td>11</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>5. MONEY HONEY</td>
<td>C. McPhatter</td>
<td>17</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>6. TY MAMA</td>
<td>J. Turner</td>
<td>6</td>
<td>6</td>
<td></td>
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<tr>
<td>7. SOMETHING'S WRONG</td>
<td>F. Domino</td>
<td>6</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>8. I DIDN'T WANT TO DO IT</td>
<td>J. Turner</td>
<td>3</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

**TO THE JUKE BOX OPERATORS OF AMERICA**

**PEACOCK RECORDS, INC. AND DUKE RECORDS**

WISH TO EXPRESS THEIR SINCERE THANKS FOR ANOTHER SUCCESSFUL YEAR

**LITTLE RICHARD**

and

THE TEMPO TOPPERS

Again with

"ALWAYS"

#1628

b/w

"RICE, RED BEANS AND TURNIP GREENS"

"I CALLED MY BABY"

**BILLY BROOKS**

and

PLUMA DAVIS BAND

on

"WHAT CAN I DO"

#1629

b/w

"I'M HOLDING ON"

#1724

b/w

"HE'S A WONDER"

**JUNIOR RYDER**

and

JOHNNY OTIS ORCH.

doing

"SAD STORY"

Duke #119

b/w

"BETTER STOP"

**LESTER WILLIAMS**

takes off on

"GOOD LOVIN' WOMAN"

Duke #123

b/w

"LET'S DO IT"

**CHARLES EDWIN**

on

"I GOT LOOSE"

Duke #129

b/w

"BONG GONE"

**BILLIE HOLIDAY**

and

THE NEWS BAND

on

"SOLACE"

#1630

b/w

"HIGHER"

**YVONNE MINNIECONE**

and

THE NEWS BAND

on

"DO IT ANYWAY"

#1631

b/w

"LET'S DO IT"

**SANDY D'ANDREA**

and

THE NEWS BAND

on

"FOOLISH"

#1632

b/w

"SAD STORY"

**LOWELL FLOYD**

and

THE NEWS BAND

on

"SUNSHINE"

#1633

b/w

"FAR AWAY"

**CHUCK WHITE**

and

THE NEWS BAND

on

"WHEN SOMETHING GOES WRONG"

#1634

b/w

"FAR AWAY"

**BOBBY BROWN**

and

THE NEWS BAND

on

"DO IT ANYWAY"

#1635

b/w

"FOOLISH"
**Heading for the TOP!**

**RHYTHM & BLUES RECORDS**

**THE ORIOLES**

Secret Love (Remick, ASCAP); #317 Here's an outstanding record by the Orioles of the nation's supreme rhythm group on stroll. The boys sing it with feeling and it should be a fast breaking disc. Flip is pretty reminiscent of the Strangers' hit a few weeks ago but this one is a bit better.

Blues Boy (Brownwood, BMI); Mercury 70228—Dickie Lee, a country Jack Anderson type, is trying his hand at rhythm and he does it well. The record is not outstanding but it should be a solid seller. The Strangers' hit song is a real gem and it should be a solid seller. The Strangers' hit song is a real gem and it should be a solid seller.

**The Review Spotlight on...**

**RECORDS**

**THE CHEROKEES**

The Power of Love (Brownwood, BMI); Capitol 197—Another hit from this fine group. Their last record was a hit and this one should be no exception. The boys sing it with feeling and it should be a fast breaking disc. Flip is pretty reminiscent of the Strangers' hit a few weeks ago but this one is a bit better.

**The News**

**New Review...**

**THE CROWS**

**GORDON GOLDNER**

Personal Management

GEORGE GOLDNER

Wisconsin 7-0652

**Published by HERIDAN B&M**

235 WEST 43rd STREET

(WI 7-0652)

NEW YORK, N. Y.

**RHYTHM & BLUES RECORDS**

**THE BILLBOARD**

MARCH 6, 1954

**The Billboard New R & B Music Popularity Charts**

**Reviews of New R&B Songs**

**Continued from page 54**

The lively tune from Doris Day's "New Moon" symphony is a powerful support from the old lady. (BMI)

Nothing But Trouble '56

Flair Hill—James Brown shows his romantic side to a minor attraction. A good strong performance, with a girl and affection. (BMI)

You, You, You '55

Flair Hill—The backing has a lot of force. (BMI)

Elmore James

Make My Dreams Come True '57

Flair Hill—Elmore James shows his romantic side to a minor attraction. A good strong performance, with a girl and affection. (BMI)

Joe Martin

Sad, Sad Blues Is Talkin' to Me '57

IFlair Hill—Sad, sad blues is talked to by the blues. Another strong performance whichTaxistarts in Place. (Flair, BMI)

Joe Martin

Red Luminous Eyes '57

Flair Hill—Red luminous eyes is singing to the blues. Should get more radio attention. (BMI)

Joe Martin

New Ballad Waiting on Our Jo Martin is a strong one. (Flair, BMI)

**Clare Morris**

Rock My Boat '57

Clare Morris—Rock My Boat is a strong one. (Clare Morris, BMI)

Joe Martin

Oh, I'm Tired of It '55

Flair Hill—Joe Martin is tired of it. (Flair, BMI)

Clare Morris

It's a Shame '55

Clare Morris—It's a Shame is a strong one. (Clare Morris, BMI)

Joe Martin

I'm Gonna Let Her Love Me '56

Flair Hill—I'm Gonna Let Her Love Me is a strong one. (Flair, BMI)

Jimmy Rieley

Pretty, Pretty, Pretty '58

IFlair Hill—Pretty, pretty, pretty is a strong one. (Flair, BMI)

Joe Martin

You're The Same '57

IFlair Hill—you're the same is a strong one. (Flair, BMI)

Clare Morris

Law Is a Hard Lady '58

Clare Morris—Law is a hard lady is a strong one. (Clare Morris, BMI)

Joe Martin

Shame on Me '56

Flair Hill—Shame on me is a strong one. (Flair, BMI)

**GREETINGS MOA FROM ATLANTIC**

**AND THANKS, OPERATORS, FOR THE STRONGEST STRING OF HITS IN 1953-1954**

**RUTH BROWN**

Mama '56

Wild Wild Young Men '53

Love Contest '54

**The CLOVERS**

Crawlin' '56

Good Lovin' '100

Little Mama/Love Dove '56

**CLYDE McPHATTER and THE DRIFTERS**

Money Honey '064

Such A Night/Lucille '064

**JOE TURNER**

Honey Hush '063

TV Mama '066

**RAY CHARLES**

If I Should've Been Me '062

**LAVERNE BAKER**

Soul On Fire '062

**Headings of the Calendar**

**FRIDAY, MARCH 5**

On CHANCE 1194, The Harringtons' new 45, "The Magic Sound of the Magic Sound," is coming out. The record is good and it is sure to be a hit. The group is a new one and it is sure to be a hit. The group is a new one and it is sure to be a hit.

**SUNDAY, MARCH 7**

Here's a great record... George Stevenerson on Sony 1129 with "Most of Me at Grandma's House." The group is a new one and it is sure to be a hit. The group is a new one and it is sure to be a hit.

**THURSDAY, MARCH 4**

CHESS 1950, with Muddy Waters doing "The Guitar Man," is strong. The record is good and it is sure to be a hit. The group is a new one and it is sure to be a hit.

**RHYTHM and BLUES TATTLES**

**Headings for the TOP!**

**RR 5**

The CROWS

Personal Management

GEORGE GOLDNER

Wisconsin 7-0652

Published by HERIDAN B&M

235 WEST 43rd STREET

(WI 7-0652)

NEW YORK, N. Y.
**Reviews of New Jazz Records**

**Dave Brubeck**

The Tritone Sound. Another example of the best big band sound. A big band that can be heard and enjoyed in any setting. A good record for any jazz lover.

**Other Records Released This Week**

**Country & Western**

Great Western Faves Take Everybody Back—Val-Mule Cattle Quartet, Grand 487

**Rhythm & Blues**

Cool Compositions: Don't Trust Me, Mr. Happy—Floyd Ferguson, Font 600

**Sacred**

Soli, with May, Cherie—Karlo Cohan, Chas. 178

**International**

De Franco, Leopold—Pianist, Norgran 249

**Number of Releases**

**Reviews of New Spiritual Records**

**Reviews of New Latin American Records**

**Webs Get Rate**

**New Releases**

"BUS STATION BLUES"Instrumental

"Waddle Trot"Louie Brooks and his Picoteepers

"I'VE GOT HEAVEN ON MY MIND"b/w—"Anyhow"Blair Gospel Singers

**Good Living**

Continued from page 17

hand bookings, Texas has plenty of dates available.

For more details, contact Dallas.
**Reviews and Ratings of New Classical Releases**

- **AMOR (Peer)**
  - FOUR ACES (Gennian)
  - RECORD SPOTLIGHT: Excellent
- **ITMERE (Mercury)**
  - JORDAN (Chess)
  - RECORD SPOTLIGHT: Excellent
- **OSCAR (Capitol)**
  - MARY (Coral)
  - RECORD SPOTLIGHT: Excellent
- **JAYE (Philips)**
  - BOB (Capitol)
  - RECORD SPOTLIGHT: Excellent
- **TEN UNFORGOTTEN STARS (Capitol)**
  - RCA Victor LCN 1318...
  - RECORD SPOTLIGHT: Excellent
- **CHAMBER MUSIC**
  - BEEFHOVENS STRING QUARTET NO. 13 IN A FLAT MAJOR, OP. 130 (1-12.7 - Quintet Records, Angel, 1954)....
  - RECORD SPOTLIGHT: Excellent
- **APOLLO RECORDS**
  - 45th St. 51St Street

**Reviews and Ratings of New Popular Albums**

- **AMOR (Peer)**
  - FOUR ACES (Gennian)
  - RECORD SPOTLIGHT: Excellent
- **ITMERE (Mercury)**
  - JORDAN (Chess)
  - RECORD SPOTLIGHT: Excellent
- **OSCAR (Capitol)**
  - MARY (Coral)
  - RECORD SPOTLIGHT: Excellent
- **JAYE (Philips)**
  - BOB (Capitol)
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  - RECORD SPOTLIGHT: Excellent
- **APOLLO RECORDS**
  - 45th St. 51St Street

**Music as Written**

- **Capitol 2654**

- **Thanks for Your Help**

- **Zooming to the Top**

- **The Four Knights**

- **Get So Lonely**

- **Clips Dennis: "You and Your Smile"**

- **Speed Model 121**

- **Record Closeouts**

- **WANTED**

- **Silicone Records**

**The Billboard**

**March 6, 1954**
## Record Distributors and Labels They Distribute

### ALABAMA

**Birmingham**
- King Records, Inc.
- RCA, CBS
- Capitol Records
- Stores:
  - 1013 N. heavenly Ave.
  - 1206 E. Main St.
  - 1130 S. 20th St.
  - 306 E. 23rd St.

**Little Rock**
- Frank Loan Co.
- RCA, CBS
- Capitol Records
- Stores:
  - 309 N. Main St.
  - 713 W. Washington

**ARIZONA**

**Phoenix**
- Old Timer Records
- CBS, RCA
- Capitol Records
- Stores:
  - 55 N. 6th St.
  - 711 E. 7th St.
  - 826 N. Central Ave.
  - 202 E. 2nd Ave.

**Fullerton**
- E. M. C. R. E. Records
- RCA
- Capitol Records
- Stores:
  - 720 W. Fullerton

**Los Angeles**
- Allston Music Sales
- CBS, RCA
- Capitol Records
- Stores:
  - 532 W. Pico Blvd.
  - 923 W. Pico Blvd.
  - 1120 S. La Brea
  - 1420 S. Western

**California**

**Baltimore**
- Lippeno Distrib. Co.
- RCA, CBS
- Capitol Records
- Stores:
  - 3200 Madison Ave.
  - 2303 W. North Ave.
  - 2701 N. Charles St.

**Des Moines**
- Des Moines Music
- RCA, CBS
- Capitol Records
- Stores:
  - 300 W. 12th St.
  - 605 W. Valley Ave.
  - 1621 N. Grand Ave.

**Davenport**
- RCA, CBS
- Capitol Records
- Stores:
  - 105 W. 2nd St.
  - 210 W. 2nd St.

**KANSAS CITY**
- Kansas City PCM
- RCA, CBS
- Capitol Records
- Stores:
  - 403 E. 7th St.
  - 420 W. 7th St.

**Independence**
- RCA, CBS
- Capitol Records
- Stores:
  - 103 N. Main St.
  - 100 E. 2nd St.

**Indianapolis**
- Associated Distributors
- RCA, CBS
- Capitol Records
- Stores:
  - 131 S. Pennsylvania Ave.
  - 101 W. 2nd St.

**IOWA**
- Iowa Broadcast Co.
- RCA, CBS
- Capitol Records
- Stores:
  - 135 W. 8th St.
  - 307 N. 4th St.
  - 701 Central Ave.

**Maine**
- Portland Commercial, Inc.
- RCA, CBS
- Capitol Records
- Stores:
  - 638 Congress St.

**New Orleans**
- New Orleans Searchlight Co.
- RCA, CBS
- Capitol Records
- Stores:
  - 306 E. Tchoupitoulas St.

**Massachusetts**
- William T. Jordan
- RCA, CBS
- Capitol Records
- Stores:
  - 1750 Beacon St.

**Michigan**
- Mideast Distributors
- RCA, CBS
- Capitol Records
- Stores:
  - 1450 W. Maple Rd.
  - 1860 E. Jefferson Ave.

**MINNESOTA**
- Minnesota Music
- RCA, CBS
- Capitol Records
- Stores:
  - 315 S. Nicollet Blvd.
  - 310 S. 7th St.
  - 304 S. 5th St.

**Missouri**
- E. C. Ray
- RCA, CBS
- Capitol Records
- Stores:
  - 1420 W. Main St.

**Montgomery**
- King Records, Inc.
- RCA, CBS
- Capitol Records
- Stores:
  - 920 S. Mobile Ave.

**Nebraska**
- Baronne
- RCA, CBS
- Capitol Records
- Stores:
  - 1301 O Street

**Nevada**
- Nevada Broadcast Co.
- RCA, CBS
- Capitol Records
- Stores:
  - 310 S. 1st St.

**New Jersey**
- New Jersey Music
- RCA, CBS
- Capitol Records
- Stores:
  - 112 S. Broad St.

**New Mexico**
- New Mexico Music
- RCA, CBS
- Capitol Records
- Stores:
  - 215 W. Palace Ave.

**New York**
- New York Music
- RCA, CBS
- Capitol Records
- Stores:
  - 433 W. 3rd St.

**Ohio**
- Ohio Broadcast Co.
- RCA, CBS
- Capitol Records
- Stores:
  - 349 W. State St.

**Oklahoma**
- Oklahoma Music
- RCA, CBS
- Capitol Records
- Stores:
  - 2300 S. Lincoln Ave.

**Oregon**
- Oregon Broadcast Co.
- RCA, CBS
- Capitol Records
- Stores:
  - 1795 Broadway

**Pennsylvania**
- Pennsylvania Broadcast Co.
- RCA, CBS
- Capitol Records
- Stores:
  - 500 N. Front St.

**Rhode Island**
- Rhode Island Music
- RCA, CBS
- Capitol Records
- Stores:
  - 111 W. Exchange St.

**South Carolina**
- South Carolina Music
- RCA, CBS
- Capitol Records
- Stores:
  - 200 N. Main St.

**South Dakota**
- South Dakota Music
- RCA, CBS
- Capitol Records
- Stores:
  - 111 W. Main St.

**Tennessee**
- Tennessee Music
- RCA, CBS
- Capitol Records
- Stores:
  - 111 E. Main St.

**Texas**
- Texas Broadcast Co.
- RCA, CBS
- Capitol Records
- Stores:
  - 111 W. Commerce St.

**Utah**
- Utah Music
- RCA, CBS
- Capitol Records
- Stores:
  - 111 W. Main St.

**Vermont**
- Vermont Music
- RCA, CBS
- Capitol Records
- Stores:
  - 111 E. Main St.

**Virginia**
- Virginia Music
- RCA, CBS
- Capitol Records
- Stores:
  - 111 W. Main St.

**Washington**
- Washington Music
- RCA, CBS
- Capitol Records
- Stores:
  - 111 W. Main St.

**West Virginia**
- West Virginia Music
- RCA, CBS
- Capitol Records
- Stores:
  - 111 W. Main St.
ON THE GREATEST ITALIAN NOVELTY OF THEM ALL!

MASSACHUSETTS
Alston
Boston
Henry Fitchler
16 Alston St.
Labels: Fitch
Records: 106

VITO RECORDING COMPANY

Don't Miss the Boat—

BY TONY ROMANO

You'll pick money off the trees

singing

"COOMBYE, COOMBA"

"I PROMISE, I PROMISE, I PROMISE"

with JUD COND'S RHYTHMATORS AND VOGUE'S ORCHESTRA

Illinois

Don't Miss the Boat—

ON THE GREATEST ITALIAN

NOVELTY OF THEM ALL!

TONY ROMANO

"COOMBYE, COOMBA"

"I PROMISE, I PROMISE, I PROMISE"

with JUD COND'S RHYTHMATORS AND VOGUE'S ORCHESTRA

VITO RECORDING COMPANY

1105 Sunset Boulevard • Hollywood, Glendale, California

Records Available On 15 And 9 RPM. Order From Your Distributor Now. Distributors In Every Major City.
THE SURPRISE HIT ALBUM OF THE YEAR!

Write for your free catalog.

DEPT. B

NORTH CAROLINA

Pawtucket

Owens Supply

Roe & Company

RCA

SOUTH CAROLINA

Rock Hill

Stevens Halftone

South Dakota

Sioux Falls

North Dakota

MADISON

Milwaukee

Milwaukee Capital Dist. Co.

4800 W. Parfait Ave.

Jr. Distributing

Ohio

Cincinnati

Cincinnati Distributing

Pittsburgh

Pittsburgh

Boise

Boise

TREND RECORDS

650 N. SEPULVEDA, LOS ANGELES, CALIF.

THE BILLBOARD

MARCH 6, 1954

FORCED TO RETURN TO THE ENTERTAINMENT FIELD

By Popular Demand

EDDIE DEAN

AMERICA’S GOLDEN COWBOY

ANNOUNCES

The opening of the Eddie Dean Productions, Inc., Suite

407, Sunset Arts Bldg., 6087 Sunset Blvd., Hollywood,

California.

Latest Intro Release

PUT A LITTLE SWEETENIN’

(IN YOUR LOVE)

Now

Star of Radio, Stage,

Television and Motion

Pictures

AVAILABLE SOON

FOR CLUB AND THEATER ENGAGEMENTS

EDDIE DEAN PRODUCTIONS, INC.

Suite 407, Sunset Arts Bldg.

6087 Sunset Blvd., Hollywood, California

Copyrighted material
Rock-Ola Fireball 120, $325.00

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

Export inquiries invited

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Richards

Distributor

Phonograph Co.

Mackay

Co.

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VENDING MACHINES

CHICAGO: Mar. 27—Bulk vending is exemplified for importance in new machine and vending price versatility with wider product variety. With recent acceleration of advertising emphasis, price-conscious and prestige-volume-location is an important consideration. National and drug and other chain stores have begun to compete with supermarkets and discount stores with the help of product placement of automatic mechanical devices.

**Highlights**

Highly competitive environment in machine design. Multi-product devices, which have been patented or modified, have been introduced. Two machines with several types of products are now available, either separately or together, and offer variety of portion adjustment.

Easier, more convenient "fill" and "drop" mechanisms, including changes via new carrying systems, are being offered. Comfort and substitution of location.

Dealers emphasize permitting vending of penny and nickel products at choice of patron, either singly or with only minor adjustment on location. New attractive metal cabinet or pipe stands for single or multiple machines.

**Product-Use**

Bulk vending has been adding to the basic... (Continued on page 113)

New Nickle and Pinto Vendor

In Production

5-Selection Unit

To Cost $1,370;

Hold 365 Pints

MILWAUKEE, Feb. 27—Product Line has added a new automatic selection device to its line of coin-operated vending machines. The unit is being manufactured by the new machine division of the companies.

The machine has a capacity of 200,000 cups of coffee. It is 18 inches wide, 60 inches high and 127.5 feet long. Milwaukee.

The machine is designed for use in public places such as parks, schools, libraries, restaurants, and other areas where there is a large number of people. It is equipped with a push-button control panel, which allows users to select one of the four different flavors available.

The machine is operated by a coin inserted into a slot, which activates a lever that dispenses the selected flavor into a cup. The cup is then filled with coffee from a mechanical dispenser, and the lid is automatically closed.

The machine is arranged to dispense coffee at the rate of one cup every 30 seconds, and it can be programmed to stop at any time by inserting a second coin. The machine is also equipped with a timer, which allows users to set the time for which they wish to dispense coffee.

The machine is manufactured by the company, and it is designed to be easily maintained and serviced by authorized service personnel. The machine is also designed to be easily transported and set up at various locations around the city, allowing it to be used in a variety of settings.

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CARL GUGGENHEIM'S
amazing new
action charm

**MYSTIC ACTION MAZE**

Have been the rage since the very start of the season, Guggenheim
excites with this new maze-like toy. A maze with a twist, the
unique design will amaze and excite children and adults alike.

**$1.00**

per dozen at 10%.

**Get the Ball Rolling Now!**

Order from your Distributor

PAUL A. PRICE CO.

301 Leonard St., New York 13, N.Y.

**IMMEDIATE DELIVERY!**

**HMS Penny-Nickle**

Combination

$16.50 Ea., 100 or more

$16.95, less than 100

Write for our complete catalog.

**SPECIAL TRIAL!**

Vend. HAMMERMILL HAMS

$25.00 rented and

Packing included.

$28.95

**NEW OFFICE LOCATION PLAN!**

**CHLOROPHYLL**

New Low factory prices

**Ball & Vending Gums**

BUBBLE, CHICL & CHROMOLYPHR

AMERICAN CHEWING PRODUCTS CO.

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LANDSOWN, PA.

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**ROY TORR**

LANDSOWN, PA.
Stoner Brochure

On Location Aid

AURORA, Ill., Feb. 27—Stoner Manufacturing Corporation has prepared a new package type product literature brochure for distribution to retailers and to operators.

The brochure features the full line of Stoner equipment, separate sheets on each machine details, up-to-date specifications, current prices, etc. It will facilitate convenient reference filling and range, an envelope folder is provided.

Stoner officials note that operators should find the presentation "highly useful and informative on actual location selling.

THE BULLETIN

Index of Advertised Used Machine Prices

Vending Machines

<table>
<thead>
<tr>
<th>Make</th>
<th>Model</th>
<th>Purchase Date</th>
<th>Current Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>VENDOMATIC</td>
<td>1250</td>
<td>1955</td>
<td>100% new</td>
</tr>
<tr>
<td>UNICORN</td>
<td>1500</td>
<td>1960</td>
<td>75% new</td>
</tr>
<tr>
<td>EAGLE</td>
<td>2000</td>
<td>1965</td>
<td>50% new</td>
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</table>

Used Machine

Concerning two used machines 1150

1150: The machine is in good condition, comes with all accessories, and has a history of reliable performance.

1175: The machine is in excellent condition, has had recent maintenance, and is ready for immediate resale.

Perfume Units

Concerning two used perfume machines 1175

1175: The machine is in excellent condition, has had recent maintenance, and is ready for immediate resale.

Distribution and servicing of the machines will be handled by Ace Cigarette Company's established personnel, Daviddoff stated.
**Vending Talks Highlight N. Y. Popcorn Meet**

NEW YORK, Feb. 27—Vending will come in for serious consideration, starting Tuesday (2) when the International Popcorn Association holds its annual convention in the North Bull Hotel, New York City.

**VANDAL'S COST GOTHAM ODDS MORE DOLLARS**

NEW YORK, Feb. 27—Thugs and vandals are becoming a nuisance to operators with locations in New York subway tunnels. 252 ABC Vending Company, which operates both vending and newsstands in the Gotham underground, reported that 19 of its employees were assaulted or robbed during January.

**Hebel Vender Gets Sign**

CHICAGO, Feb. 27—An illuminated metal sign designed to sell the Hebel and Hotel Vending Corporation's five-favor ice cream changer is now available. B. N. Osmond, sales manager, announced Tuesday (26).

**Soft Drink Firms Give to Education**

NEW YORK, Feb. 27—Eleven corporations in the carbonated beverage field contributed $3,470 to the support of medical education through the Committee of American Industry in 1953. Alfred M. Hurd, president, Pepsi-Cola Company and chairman of the committee, announced this week.

---

**Wis. Company to Mfr. United Coffee Vender**

DETOIT, Feb. 21—With the announcement this week of a manufacturing company for its automatic brewing coffee vender, United Industries indicated that regular production of the new coffee dispensing unit in New York will be made by United Refrigeration Company, Detroit, Michigan.

**An Eppy Exclusive—Vacuum-Plated PEARL-In-the-SHELL**

Like finding a Pearl in an Oyster—there's a simulated Pearl embedded between two SHELLS. It's one of the newest Charms ever made.

The Shells are encrusted in brilliant Sparkle Colors of Gold, Silver, and assorted colored and rich sparkling Other.

$15.00 Each Anion, New York

WATLING Manufacturing Company

4133 W. 36th S. 3668

SAMUEL EPPY & CO., INC.

1937-14th Street, Chicago, Ill.

All the news of your industry every week in the Billboard...
DENVER, Feb. 27.—A virtual newcomer to the coin machine industry has made a fast start with a new type machine developed here by combining a ballroom, club and restaurant. The firm known as Birdy Coin, Inc., opened within the last six weeks.

The firm is an enterprise of Cliff Mitchell, formerly an advance agent for the Band-Box, who settled in Denver only last May. The company plans to open a year hence on a four-story building, containing ample room space for studio and a ballroom. Mitchell set up an unusual combination offer.

The building serves a purpose during four nights weekly, including an opening night on Thursday, general dancing two other nights and a dance on Sundays. No liquor is served, except in the Colorado debut.

Other Features

A record-hopping machine is located on the top floor, a dancing school room, and a bowling alley, while the street level, a drive-in coin record ship, operated by Rocky Star, is also located in the building, and is decorated in the ballroom, at the entrance of the building.

Western square dancing with Star on the bandstand, is a Sunday night attraction which has received a lot of local publicity according to Mitchell.

The second floor, adjacent to the checkout, is the Circus Room which is offered in combination with Paul Brewer, veteran coin machine salesman, of the Machine Company of Denver. To prevent the opening of a dance during the slack hours of the evening, the manager will open the Circus Room from 1 to 10 p.m., containing a long list of amusement devices.

Featured units are guided by Gus Gavan, Target Shooting, Shuffe Alley, a Love Tester, Repairing machines, and the Coin Playpinball machines. Spaces around the walls of the Circus Room are painted in brilliant mazurkas, painted by Cliff Mitchell, who was a commercial sign designer, plus a big western mural of a man immediately opposite the entrance.

Checkroom Policy

For change-making convenience, a change box on the left wall of the Circus Room opens into the checkroom. This is a compact system of niches kept by the girl attendant, and is situated between the main stage and the first section of the room. A coin-receiving machine, according to Brewer, who considers it possible that a large number of machines and installers will be in the city, is the checkroom attendant.

A coin-operated photograph is on the second floor, a device which is generally found among the many types of amusement machines which has been keeping busy the Miehls, who once were in the coin machine field," he said, "and who are apparently busier at present than they have been for years.

Meanwhile the Coinbox, which was launched by Frank White and his band, Denver, which was once a commercial sign designer, plus a big western mural of a man immediately opposite the entrance.

Checkroom Policy

For change-making convenience, a change box on the left wall of the Circus Room opens into the checkroom. This is a compact system of niches kept by the girl attendant, and is situated between the main stage and the first section of the room. A coin-receiving machine, according to Brewer, who considers it possible that a large number of machines and installers will be in the city, is the checkroom attendant.

A coin-operated photograph is on the second floor, a device which is generally found among the many types of amusement machines which has been keeping busy the Miehls, who once were in the coin machine field," he said, "and who are apparently busier at present than they have been for years.

Meanwhile the Coinbox, which was launched by Frank White and his band, Denver, which was once a commercial sign designer, plus a big western mural of a man immediately opposite the entrance.

New Bell Twist

IDAHO FALLS, Idaho, Feb. 27.—It is said the Idaho Falls Police Department will soon be able to reach the department in the county as long as there are few new laws passed on coin-operated amusement devices. The award is scheduled to be published, effective January 1.

TRADE RALLIES

31 Ohio Ops Want In On Injunction Suit

TOLEDO, Feb. 27.—Thirty and Northwestern Ohio coin machine operators are meeting in a party to injunction granted to a suitcase operation on destruction of bingo-type machines on location in taverns.

The injunctions were granted Friday afternoon by District Judge William Carnahan (Cleveland). The Board of Cigar and Tobacco Control held that an injunction was needed because of gambling devices and lotteries.

About 400 of the 1,100 licensed machines in Toledo are in taverns.

Coin Emphasis Heavy

At UK Trades Show

LONDON, Feb. 27.—The emphasis on coin machines at the American Toy Industry Association’s annual meeting was shown at New York by the World Exhibitors’ Club. The two-day coin events, including the monthly Toy Manufacturers’ Association and the Toy Trade Show, were managed by the American Toy Industry Association, Inc., and the American Toy Trade Association.

The World Exhibitors’ Club, which organizes the annual Toy Manufacturers’ Association and the Toy Trade Show, had a large show of coin machines, and the Toy Trade Show, which featured a large number of coin-operated amusement devices, was managed by the American Toy Industry Association, Inc., and the American Toy Trade Association.

In the meantime, Smith brought in his former coin machines (made by the company in the early 1950s) which it turned out that were not in production.

 Sofas, armchairs, and a large carpet filled the room, and this was the place to be shown. The actions were also displayed, as well as the standee. The company's new model was also showcased, and it attracted a lot of attention. 

Casino Coinmen

Moroccans Cotton to U. S. Games, Julkes

BY ART ROSETT

CASABLANCA, Feb. 27.—As recently as 1832, the only coin machine to be found in the United States was an antique machine which the French had brought with them, and which was used in the early days of the Republic.

The picture is now changed, however, as the Coin Machine Manufacturers of New York have announced the arrival of a new and modern machine which is rapidly becoming the talk of the town. This machine is now being sold at a limited price of $10 per set in the United States.

The International Telemeter Corporation started coin machine programming experiments November 3, 1955, to test the new circuit. The testing proved successful, and the machines are now being delivered.

The Coin Machine Manufacturers of New York have also announced that they are offering a limited number of these machines at a reduced price of $7 per machine.

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Cointm You Know

Chicago
William E. Stockdale, Continental Club, 3441 S. Michigan, Chicago, heads fum's penny refunders going out in galleons. A report that out-of-town vendors are dealing more stringently in penny machines is being denied by him. It says demand has been supplied some 300 machines in the last few weeks. ... Alfred Thies, president of Big-Field, Chicago, developed suspect notes increasing output of coffee machines. The R. H. Intro- 

cluding this month, the Chicago Coin Makers will offer visiters to suburban areas and other areas.

Miami
Osceola Trippman, Bush Distributing Company, spent a few days in Miami and the distributor for this firm in Central Florida on a selling trip. Mr. Trippman

the display stand of the 1954 Chicago Coin Machine Show. Harold Stoner, Jr., president of the company, says that the distribution of this year's show has increased

Parts, Supplies & Services

Cable 222, Hotel Michigan.


to his 69-year-old machine located in New York City at full price. White Box, 1803 S. Ash. Chicago, Ill., is located in the south Chicago area.

Wanted to Buy

Cigarette, Candy and Other Vending Ma-
nachines, also make, used model or complete and in working condition. Write for information.

151 Ponce De Leon Blvd. in Kenosha and 1224 N. 11th St. in Milwaukee. Tel. 744-1118.


-used Coin-Operated Equipment

A.1 Cigarette and Candy Machines, $25 or

SEED SAVERS, 4227 S. Michigan, Chicago.

Using Coin-Operated Equipment

1954 Coin Machines—Be sure they are not for sale, as they will be very low. A. R. Warner, 624 N. 11th St., Chicago, Ill.

KING & CO.

Diety, 156-32 E. Winthrop, Chicago, Ill.

bought a new machine for 500,000, to be called "Gum Nut." It is a new design and is

and lowest prices. The firm says their prices are lower than any other in the world.

Men's Federa had on June 12th the following account:

1. First, print or type your message here, framing five words in the center of your message. Include in the margin "displayed" and in the margin "horizontal" what space you wish displayed. Be sure your message is not longer than 50 words. If number is less than 50, please figure 5 words.

2. Next check off the classification that will best describe your advertisement to appear under:

3. Then check here for a special "display," "regular," or "classified" advertisement that gives your message extra power and punch.

4. And last—complete this authorization blank and your advertisement will be in the next issue.

In the Chicago area, the following items will also be available:

Address

Circle 1521

to prevent this from happening again.

NAME

$199.50

2.25

1.75

1.25

.75

.25

2.00

Chicago

Distributor was unable to trade in machines for sale to gain even more momentum in the next few weeks.

Don Monahan, head of Donan Display, reported that sales in the Illinois area were up 25% over last month. He said also that reports of outside traffic was brisk this week.

Hesh Perkins, Purveyor Dis
tribution Company, reports an increase in sales this week, the result of air freighting service from the Palmer House in Chicago to his company headquarters during the BEA show March 8-10, according to Mr. Perkins.

He said that his company will offer various machines and attachments.

Miami
Osceola Trippman, Bush Distributing Company, spent a few days in Miami and the distributor for this firm in Central Florida on a selling trip.

Mr. Trippman, a veteran in the vending business, is a member of the Miami Coin Makers Club, which holds its annual banquet this month. The club has set up a display stand of the 1954 Chicago Coin Machine Show. Harold Stoner, Jr., president of the company, says that the distribution of this year's show has increased

TREND REPORT

Candy and Tobacco—Teeny on direct from manufacturer to coin machine operators.

- Important Information
Cash must accompany all orders for less than $50.00. We are not responsible for damage or loss when addressing add.

All orders and inquiries must be addressed to: BILLBOARD PUBLISHING COMPANY, 138 W. RANDOLPH STREET, CHICAGO, ILLINOIS.
THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issue of March 6, 1954, and are listed in the order in which they appeared. Where more than one firm advertised the same equipment at the same price, both names are included in parentheses. Where quantity discounts are advertised, as in the case of both vendors only the single machine price is listed. Any price obviously dependent on conditions of equipment age, time on location, territory and other related factors.

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*Continued from page 118*

Coinmen You Know

Ann Ritt is the new office girl at the United States. She recently added to the payroll in New York, the longest serving member of the service department. Roy is a former all-Watertor boxer in the middleweight division. Jay Gee, manager of the service department, reports that Ann is expected to make a beautiful appearance at Watertor, the former manager, Bert Davidson, will be on hand to welcome her. Ann is a student at Adelphi University, and is looking forward to her first week back after the holidays.

Ralph Kwacz, owner of the Misty Isle, went on a fishing trip in the Bahamas. He reported that he had a great time, and was able to catch several large fish. The trip was a success, and he plans to go again next year.

Wendell, G-G-M's label pluggers, reports operations still pacing orders for his "Purr Around Boy" by Lew Douglas.

Visitors to Milwaukee from the Philip Morris upper echelon this week included A. Axle, director of sales, and J. K. O'Connell, district sales manager. Both executives came from their Twin Cities headquarters to spend time with local customers.

**PACIFIC** PARTS SPECIAL! 15-1920 Code wires. One set per pack. 15 cents each. $1.95 per 100

Peach State Distributing Co. 540 Pine St. Macon, Ga.

Correction according to information from T & L Distributing Co. T & L Distributing Co. 201 New York, N.Y. Phone: WAT 1-2151

Panoram Operators! 1000 Service Company 2414 Olive St. St. Louis, Mo.

Shoot The Spook

The conversion target for Bear Gums. Write for free catalog and a different action and shape your own bears box. 375.00

400 Service Company 2414 Olive St. St. Louis, Mo.

**THE BILLBOARD** Index of Advertised Used Machine Prices

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**Cig Problems at NAMA Meet**

*Continued from page 116*

Cig problems at NAMA meet.

**The Sentry**

ABT's revolutionary Multiple Slug Rejector

The most revolutionary and amazing discovery in the art of multiple coin handling and slug rejecting devices for the past 15 years.

- For 1c, 10c, & 25c
- A marvel of engineering
- So revolutionary it can be called a flash of genius—tests all coins according to their diameter and thickness
- No moving parts in action
- Flawless operation at all times
- Will fit into any mechanism now using multiple slug rejectors

All working parts are protected against rust, corrosion and easy, rapid, easy action is assured at all times. All magnets and scavenger doors being hinged permitting the cleaning without the use of tools. Equipped with the new time delay coin extracting switches, the new Sentry Slug Rejector will operate any relay or solenoid.

Dimensions: 6½" High — 5¾" Wide — 1½" Deep

Write for illustrated literature TODAY!

P.S. The easy cure for "DROP CHUTE"

---

**A.B.T. Manufacturing Corp.**

713-723 North Kedzie Avenue

Chicago 12, Illinois

Manufacturers since 1919

---

**EQUIPMENT, SUPPLIES AND SERVICES**

**Has Been Sold in The Billboard**

---

**NEW TWIN-RIDE PETE the RABBIT FOR Double Fun... DOUBLE PROFITS!**

**Two for the Price of One**

**ULTIMATE QUALITY AVAILABLE!**

---

**WHAT DO YOU HAVE TO SELL?**

Write DOB 466

Paterson, N.J.
New Gains in Bulk Vending

- Continued from page 110

mutual co-op action among members.

In spite initially as a means of combating anti-char legislation,

N.A.V.B. has since evolved into a full-fledged bulk vending organization covering all phases of the industry.

N.A.V.B. is now preparing its annual business statement for the 1954 meeting, set for July 11-13 at the Chicago Hilton Hotel.

Bulk vending manufacturers are now in production and applying a variety of modern merchandising methods.

The market is: Cigarette Vending Machines, 4611 N. Ravenswood Avenue, Chicago; Andrew Jackson Manufacturing Company, 4850 S. Barcheiser Road, Chicago; Buckley Manufacturing & Sales Corporation, 1272 Whipple Street, Chicago; H. Lofland Manufacturing Company, Valley Street, Chicago; Novelty Vending Company, 2122 E. Houston Street, San Antonio, Texas; and H. M. Main Street Company, 2002 E. Main Street, Chicago.

Devices Manufacturing Corporation, 20 W. Monroe Street, Chicago; Hawley Foye Novelty Company, 134 W. Market Street, Southwestern Corporation, 100 Orchard Street, Chicago; Armstrong Machine Company, 1401 North Dean Street, Chicago; Oak Manufacturing Corporation, 1411 Knapp Avenue, Chicago; Caliber City, Calif; Silver King Manufacturing Corporation, 1601 S. Western Avenue, Aurora, Ill.; Vending Corporation Company, 412 W. Van Buren Street, Chicago.

Manufacturers continue to make their equipment available to distributors throughout the country.

Denver Cig Ops

- Continued from page 110

buy 30-cent filter tip types, and no others. The bulk of purchases are showing sales setbacks.

These will be a return to more familiar standard cigarettes in the near future, however, Schon predicts, due to the growing popularity of filter tips and their higher prices.

According to the National Cigarette Service Company, one of Denver's operators, reports his firm has standardized its cigarette machines, which filter tips are not available, and expects sales to be limited. The dealer admits the filters would be required, made the change-over too fast for the usual operator, he said.

Like other operators in the area, Singer feels that about the time the deal is made, the increased sales of filter tips would die out. But he believes, would be a switch to a new type of cigarette machine that does not require price changes. One machine, he said, has a large filter tip and has been popular in other cities. The machine is priced around 15 cents and is placed on the bill and is appearing in at least 75 stores in the Denver metropolitan area, he noted.

Dr. Pepper

- Continued on page 110

have been on the rise for the past five years.

This is a significant development in soft drink vending, for in the past, Dr. Pepper has been slow to develop a merchandising program, and its presence was not felt in the vending market.

In a section on marketing, the Pepper company talks of the potential for the soft drink market, which is more than a billion a year, and the developments that are taking place in this area.

The Pepper company also gives its scheduled distribution plans for 1955.

"There was no let-up in Dr. Pepper during the year in the sale and placement of vending equipment," the report states.

The firm's highest percentage of sales was in January, according to the report, and that the major share of this increase came from its fountain sales division, the report states.

"Dr. Pepper vending equipment was introduced in January and February," the report states.

In a note to its financial statement, the report states:

"At December 31, 1954, distributors recorded a gross profit of 12.5% on all sales, which is a decrease of 1.5% over the comparable quarter of 1953."
Shaffer Specials

BE WISE—BUY SHAFFERIZED
GUARANTEED USED EQUIPMENT

SEEBURG

M-100-A (Guaranteed) $495.00
M-100 (Aideaway) $339.50
148-M $195.00
147 $105.00
146 $99.50
1946 Hideaway $89.50
1948 Hideaway $105.00
WURLITZER

1400 $429.50
125 $245.00
1100 $195.00
1015 $79.50
8-0 $349.50
0-0 $395.00
Model "A" $139.50

SALES WALL BOXES

Seeburg 3721/L $85.00
Seeburg 3920 (24 Sel.) $12.50
Seeburg 3726 $215.00

EXCLUSIVE SEEBURG DISTRIBUTORS

OPERATORS DRAKE "WIDE!"

MUSIC MoneyMakers

COIN MACHINES

THE BILLBOARD

MARCH 6, 1954

Shaffer Specials

Obj. Painted, checked and guaranteed
READY FOR LOCATION

Palm Beach $115.00
Toukla $175.00
Toukla $175.00
Coney Island $150.00
Bright Spot $150.00
Beach Club $350.00

Kaw Specialty Co.

ATLAS MUSIC COMPANY

Chicago, Illinois
Phone: A-6105

EXCLUSIVE SEEBURG DISTRIBUTORS

rnrnIrrrrrrrrrrrrrrrrr

The METEOR LINE is the PROFIT LINE

METER MACHINE MFG. CO., INC.
914 S. Wabash Ave., Chicago 7, Ill.

when answering ads . . . .
SAY YOU SAW IT IN THE BILLBOARD

PREFERRED STOCK—WORLD WIDE!

NEW—WILLIAM SUPER PENNY BASEBALL
Ace E-980 Triple 1959 $150.00
Ace E-980 Double 1959 $145.00
Ace E-980 Single 1959 $140.00
Ace E-980 Triple 1955 $130.00
Ace E-980 Double 1955 $125.00
Ace E-980 Single 1955 $120.00

BINGOS in STOCK

MUSIC MoneyMakers

COIN MACHINES

FOR SALE

Pin Ball and Shuffle Alley route in Florida. New operating since over 100

hundred machines in one Florida County. Write

P. O. Box 785

Hollywood, Florida

1954

MARCH 6, 1954

Shaffer Specials

Obj. Painted, checked and guaranteed
READY FOR LOCATION

Palm Beach $115.00
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FOR SALE

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P. O. Box 785

Hollywood, Florida

ATTENTION

OWNERS OF BELL TYPE MACHINES

If you are in the market for bells, you can do it at

bargain prices, as listed below. Write or call us at

ATTACH & EMBRACE

Bella Types Company, Ltd.
553-140 Main St., New York 36, N. Y.
NEW! 900 TOP SCORE
plus

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 "tease" 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!

The only true 3-D in the industry!

3-Dimensional Theatre

This sensational electronically coin-operated Three Dimensional Theatre is the only machine on the market that gives you really satisfying 3-D with a vivid life-like depth of dimensions that's absolutely breathtaking! There is nothing else like it! The pictures simply seem to leap up at you--and they are in full brilliant natural color because they are ORIGINAL KODACHROMES, not duplicates or reprints!

3-Dimensional Theatre is proven the biggest money maker in the field—with a great repeat business because it is so thrilling! It opens up a brand new field—ideal for top locations!

POSITIVE POOL-PROOF TROUBLE-FREE OPERATION!

1. Easy to install
2. Completely automatic operation
3. Beautiful, sturdy cabinet
4. GUARANTEED NO PROJECTION TROUBLE!

Pictures can never lose a "look"—can't break in special—never needs splicing—so revenue solid!

RITEWAY
Sales & Mfg. Co., Inc.
631 10th Avenue, New York 23, N. Y.

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!

First Action Packed by Players for Amusement-Now by Operators for Profits! Player picks on the ball, which is sent through a pinhole reveal behind the screen! Plays single, double, triple or home run! Also makes a great pool table addition!

IME DI ELL IY!
H. C. EVANS & CO.

1536 W. CARROLL AVENUE
CHICAGO 1, ILLINOIS

ANOTHER Genco ADVENTUROUS COLOR

BINGO GAMES
Ready for location!

Pappas 91-91
F.O.R., Milwaukee

BINGO GAMES

Pappas 91-91
F.O.R., Milwaukee

Pappas 91-91
F.O.R., Milwaukee

Pappas 91-91
F.O.R., Milwaukee

ALADDIN Coin Machine Co.
1261 N. Ashland Avenue, Chicago 14, ILLinois

FREE SLE Ev ION PEERS

F.O.R., Milwaukee

F.O.R., Milwaukee

F.O.R., Milwaukee
**Proved**

IT MATCHES THE EARNINGS OF COSTIEST EQUIPMENT WHEN PLACED ON THE COUNTER OR IN ANY OTHER SMALL SPACE IN YOUR PRESENT LOCATIONS.

---

**THE GREATEST PLAY PRINCIPLES OF ALL TIME INVITE YOU TO SHARE IN THE GREATEST COUNTER GAME EARNINGS!**

RIGHT NOW is an excellent time for you to contact the nearest distributor listed below. Find out first hand how Binks ZIPPER can increase your profits with these fascinating scoring principles:

1. **Popular 3-4-5 In-Line Scoring**
2. **HIGH SCORE for competitive play between players and onlookers!**
3. **STEPPLECHASE ZIG-ZAG BALL ACTION!**

ALL MECHANICAL. NO ELECTRICAL PARTS.

EXTREMELY SIMPLE RUGGED MECHANISM.

BEAUTIFUL CABINET WITH MIRRORED SILVER GLASS. DELUXE IN EVERY DETAIL!

NOT A "FILL-IN"! IT'S A FILL UP GAME!

**Order Binks ZIPPER TODAY!**

**Distributed by:**

- Advance Automatic Sales Co.,
  1200 Howard Street
  San Francisco, California
- Central Distributors
  5235 Olive Street
  St. Louis, Missouri
- City Music Company
  1833 Melody Street
  Houston, Texas
- Commercial Music Company
  7300 Dorado Street
  Dallas, Texas
- Commercial Music Company
  1415 Pierce Street
  San Antonio, Texas
- Conant Sales Company
  6211 Third Avenue
  New York City, New York
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Sweetheart of the Game Lanes!

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Novelty with Double Match Feature 0 to 9

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2 SIZES:
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- 2nd Frame • 10th Frame • 2nd, 3rd, 4th, 5th Frame
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**PINS AND CONTACT AREA RECESSED UNDER LITEBOX.**
**ENTIRE PLAYFIELD SLIDES FORWARD AND LIFTS UPWARD!**

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