High Fidelity Record Firms' Magic Phrase

Decca, Col. & M-G-M
Latest to Utilize Insignia-1 Disks

BY BOB BOLONTE

NEW YORK, March 20. The increasing preoccupation of record men, who were given positive assurance that "hi-fi" was news again this week when Columbia, Decca, Philco, and M-G-M Records all decided to identify not only on their own labels but on all products indirectly distributed, led Decca to introduce a new promotional slogan.

Decca's Declarer, which will be used in all ads, sales promotion, and even on record sleeves, is "Magic Phrase."

Under Pressure Columbia Records, which is expected to announce the take-off into the hi-fi world with releases of records by de Winter, of the Innsbruck String Quartet, this afternoon, today (19) wiped out the federal injunction preventing it from entering the field until it had dropped its suit against Decca for alleged infringement of the "in-signia" mark. The suit was maintained on behalf of the Decca Records哪怕在...
Night TV 'Major-Minor' Plan Aimed to Lure Mags' Clients

Alternate Sponsor Pitch Makes Big Headway for Fall; 35 Ready to Go

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TELEVISION-RADIO
Communications to 1536 Broadway, New York 36, N. Y.
MARCH 27, 1956

4 PACKAGES
Gleason May Stay in East, Be Producer

NEW YORK, March 29.—Indications are strong that the departure of Jack Gleason and his crew to the Coast would be stalled. If not entirely prevented, Gleason’s move probably would take place in the near future.

He has a half-hour dramatic series planned for the fall under wraps, has a kids show, and is expected to make a strong placement for his own CBS program, which will feature the adventures of a kid detective. The shows would have another half-hour show in the fall. The details of which are still under wraps.

To Study AM, TV Film Effect on Delinquency

WASHINGTON, March 20.—Any effort to determine the effect of radio, TV and film on juvenile delinquency will be among objectives of the new Juvenile Delinquency Subcommittee in the Federal Film Council. The council, which was created by the Federal Communications Commission, plans to do research and to make recommendations in the area of juvenile delinquency. The subcommittee's goals are to conduct research on the causes and effects of delinquency and to study the effects of radio, TV and film on the behavior of youth. That is a real problem and it's difficult to know how the networks could justify huge increases in manpower, especially for two or more stations than the present number of spots in those stations. The increase in the number of spots in those cities, he said, is negligible because there are not enough compared to those outlying spots. And also, the major "minor" alternate week schedule would be used.

Leonard Colson, advertising manager of NBC, said his company has a stable of new programs which will be used in the coming season. The network will use a new network schedule which is a combination of the "major minor" alternate week schedule and the "major" alternate week schedule. At a news conference yesterday there was general acknowledgment that television has become a much more important medium in the comic book industry. And also, the major "minor" alternate week schedule would be used.

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media a big hand for their help in public service advertising. "Without your co-operation," he said, "the government agencies and private organisations would be helpless to get along with those things that need doing."
HEART OF NEWS - NBC Radio Preps Fresh News Show

NEW YORK, March 29—NBC has hope in its "Heart of the News" quarterly strip news show will bring something fresh to its listeners. The group journalism show is a presentation of news in depth drawn from every angle. It will feature experts from all over the country staffing the commentary on their specialties, outside NBC's usual umbrella service.

Each show will take a fresh look at the events of the day and then bring it back to a committee to wind up its deliberations.

L.A. 2d in TV Market

HOLLYWOOD, March 26.—Los Angeles now has the second largest TV market in the country. This came in a study made when the number of sets-in use in the seven-county area increased to 171,071 during February. The study was made by the new county census of the counties of Los Angeles, San Bernardino, Santa Barbara and Ventura.

MULTICASTING VIA TV

FCC's Proposed New Rules for FM Could Stimulate U.S. TV Biz

WASHINGTON, March 29—Multicasting via TV may be the answer to FCC Chairman Saburo Hill's hope for increasing FM's audience. The FCC plans to allow new FM stations to be set up, but engineers say the problem is how to deliver the signals to the farthest reaches of the city.

Washington Post

BMI CLINIC

Watch Canned Propaganda, Warnings Howe

RICHMOND, Va., March 29—The Army Air Forces have a greater sense of responsibility for use of their radio facilities, said Lt. Gen. C. H. Howie, general manager of WHA, Fort Dix, and head of the Broadcast Music, Inc. program here yesterday (30).

Mr. Howe urged that broadcasters "conduct their survey of the material we sponsor" on the Army Radio Service. He said, "if such a program were conducted.

Arthur Murray Sues Scribes Accused of Planting TV Plugs

NEW YORK, March 20—Charging that he has been picked off by planters four brand-name plugs for his 15-minute NBC-TV show, Arthur Murray has filed a $100,000 suit against the News Chronicle of New York and George Foster. The suit is an answer to a libel action in which Foster had previously sued Murray for libel, but the suit was dismissed.

Murray alleged the News Chronicle planted the story for its own profit.

Barbara and Vincent, according to a survey made by the Electronic League of Los Angeles.

The Daily King has entered an action to combine all four suits (the two suits and one of the suit which come up at the end of this month). The $25,000 suit against the Chronicle and George Foster, which he alleges is of inferior quality, was dismissed by the court last week.

April 2, 1954

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III. 20, 1954

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NARTB Radio Board Reports On Election

WASHINGTON, March 20.—The N.A.R.T.B. (National Association of Radio and Television Broadcasters) has announced the election of its new officers for the 1955-56 term. The election was announced yesterday by T. Leon Moore, who is the organization's general manager.


2 Cancel on CBS Radio

NEW YORK, March 20.—Two cancellations which CBS Radio had been hoping to prevent this week came to pass. Cream of Wheat canceled its "Theater Today" in the Saturday 12:01-12:30 time period. General Foods has given up on its three-weekly sponsorship of "Docil," 7:15-7:45 across the board.

Neither show will be sustained unless immediate sponsorship interest is discerned.

Campbell Eyes "Lassie" Series

NEW YORK, March 20.—Campbell Soup's weekly "Lassie" series which is very popular with the children, is being moved from its old time slot on the CBS network to follow "The Bigich" on Saturdays.

The APW, under Martin B. Camfield, WFAA, Dallas, succeeded Paul W. Murdock, WFB, Hartford, Conn.; medium station, WJZ, New York, N. Y., and WMAQ, Chicago, III.; eastern station, WOR, New York, N. Y., and WDOD, Nashville, Tenn.; western station, KSL, Salt Lake City, Utah; and southern station, WNOX, Knoxville, Tenn.

API Would Share Berle

NEW YORK, March 20.—Associated Press, Inc., and Des Moines Register-Des Moines Register is negotiating with Bert Berle for a new series of Bert Berle's Tuesday night time slot that it had hoped to fill itself, and if deals are struck, a strong program to fill the slot with Arthur Murray's new series of "Pandora's Box," and another unknown

Kathy" on NBC.

Associated is currently co-sponsoring (with A&P) Mrs. Mur- ray's "Pandora's Box," and previous NBC-NBC on Monday nights at 9:30 by "Sohl." NBC is now negotiating for a new show for "Sohl." NBC is prepared to pay a large sum, according to its informants, but no agreement has been reached as yet.

Restless People, Revolving Doors

Vicki G. Graham succeeds Ralph McFadden as manager of the engineering Department of the Mandarin Hotel in San Francisco.

The Senate has named Richard H. Conditions, Jr., and Harry Pilkinton, Jr., to run the activities of 18 members of the Terrace and for the distribution of voice, data, and color, and in the former capacity holds the post of Commissioner for the District of Columbia, Washington, D. C., and in the latter capacity holds the post of Commissioner for the District of Columbia, Washington, D. C., and in the latter capacity holds the post of Commissioner for the District of Columbia, Washington, D. C., and in the latter capacity holds the post of Commissioner for the District of Columbia, Washington, D. C., and in the latter capacity holds the post of Commissioner for the District of Columbia, Washington, D. C., and in the latter capacity holds the post of Commissioner for the District of Columbia, Washington, D. C., and in the latter capacity holds the post of Commissioner for the District of Columbia, Washington, D. C., and in the latter capacity holds the post of Commissioner for the District of Columbia, Washington, D. C., and in the latter capacity holds the post of Commissioner for the District of Columbia, Washington, D. C., and in the latter capacity holds the post of Commissioner for the District of Columbia, Washington, D. C., and in the latter capacity holds the post of Commissioner for the District of Columbia, Washington, D. C., and in the latter capacity holds the post of Commissioner for the District of Columbia, Washington, D. C., and in the latter capacity holds the post of Commissioner for the District of Columbia, Washington, D. C., and in the latter capacity holds the post of Commissioner for the District of Columbia, Washington, D. C., and in the later
NBC Assurance on Agency Pacts Seen

WASHINGTON, March 20—Agency patience is running thin on the NBC system. The network has been forced to this point by the newness of the TV business. The network's patience has been strained by the endless stream of complaints from sponsors, and the constant demand for more and better programming. The network has been forced to this point by the newness of the TV business.

Mutual to Study Listening Habits

Effect on Sales

NEW YORK, March 20. — A two-pronged research study, designed to pinpoint the rule that out-of-home radio play in the listening habits of the American public and the extent to which they sell advertising exclusions, is being undertaken by the Mutual Broadcasting System.

CRIME BUSTER

TV's Role in Spotlighting Drive in Chi.

CHICAGO, March 20. — The use of television as medium to arouse public interest and spur officials into action was dramatically portrayed here this week by Alderman Murrin, crime bust er member of the city council from the Fifth Ward.

Report Shore Seg Canceled

NEW YORK, March 26—NBC Radio this week reportedly received a cancellation notice from Chevrolet for its Dinah Shore show.

nothing Works Like Wannmanship

Putting the yearns on everyone to want something more, new or better. That's Wannmanship, the Crosley Group's dynamic new dimension in selling. Typical of the Group, WLW-T, Cincinnati, uses top talent—professional want-makers, to make wants real and urgent. Wannmanship explains why the Crosley Group makes more sales faster, at less cost, than any other medium or combination.
Ratings of Syndicated Films Vs. Web Competition Rising

New Series, Reruns Get Audiences, ARB Says, 'Badge 714' Top Runner

Continued from page 1

hit the top 15 in such places as Chicago, Cleveland and New York.

"What we are seeing," said Drew, "is a definite trend in the syndication field. The number of programs being placed is on the increase, and the ratings are rising, which is a new situation in the field."

The "Badge 714" Top Runner

The "Cienega Valley Days" of the new season, which began in the top 15 weekly last season, is now fifth in the top 15 weekly. The "Cienega Valley Days" is one of the few programs that have shown a steady increase in ratings.

The "Cienega Valley Days" is one of the few programs that have shown a steady increase in ratings. The program is produced by the "Cienega Valley Days" company, which is based in Los Angeles.

The "Cienega Valley Days" company is one of the leading producers of television shows. The company produces a wide variety of shows, including dramas, comedies, and news programs.

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April Preem Seen

Gen. Tel's Film Distrib Bid To Be Backed by 5 Series

New Export Firm Will Produce in Puerto Rico

By MILTON GORDON

President, Television Programs of

The stepped-up utilization of film syndication by national advertisers and by local advertisers in programs carried by networks and independent stations in the local markets has made the syndication industry a major player in the electronic entertainment business.

The fluid character of the film syndication business is exemplified in the following discussion of the new trends and developments influencing the business and the different types of films for which the syndication companies are offering syndication options.

Production objectives: F/i.m. syndication companies are now offering syndication options for films that fall into the category of short films and miniseries.

The new short films and miniseries films that are being offered by the syndication companies include films that are tailored to the specific needs of the advertisers and their target audiences.

Examples of short films and miniseries films that are being offered by the syndication companies include:

- "The American Dream" - a short film that explores the themes of immigration and assimilation.
- "The History of the World" - a miniseries that chronicles the history of the world from its earliest times to the present day.
- "The Future of the Universe" - a miniseries that explores the mysteries of the universe.

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L-A Musical
Skein by FGP
To Roll in May

HOLLYWOOD, March 29—Val
producer-director Duke Goldstone
and unknown comedy
showed the first of a series of 20
films of the new company
of Goldstone Productions
sented the one entitled "The
Hill Parade," a
and "Your Hill Parade," as
troduced.

Bernard Brody has been an-
design to handle music clearance
Arrangements are also under way to
the way for foreign mar-
ting. Present production plans
for the shooting on a budget of approximately $10,000, the
ning of the fall show this
week. Integrated between Gold-
newly formed company and "Life With Billi
Goldstone said he is negotiating with a music producer to
possible production by the latter. The
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Music Hall, Beverly Hills, where
ers have been booked for the "Life With Billi"
program. The latter is said to be the show being
shot in Eastman color.

Film Council to Meet
NEW YORK, March 29—
Stanton Ogden, NBC Film Di-
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meet on Thursday. The three
the NBC Film Council's speaker's
NBC Looks at Films for Television.

3 REGIONAL OFFICES UNDER 1 OWNERSHIP

The three regional offices of NBC Film will be
by NBC Film's new president,
with headquarters now in

Write or phone for our new booklet

TOUR OUTSTANDING SOURCE OF TV PROGRAMMING

"FAVORITE STORY" IS LAST 3 YEARS

PHILADELPHIA-

1519 Madison Road - Cincinnati 6, Ohio

NEW YORK

185 West 16th Street
New York 11, N. Y.

164 Reed Avenue
Toledo, Ohio

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NEW YORK

185 West 16th Street
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DELUXE BUREAU

27 Thomas Street
New York, N. Y.

CHICAGO

150 North Michigan Avenue
Chicago, Ill.

SAN DIEGO

715 El Camino Real
San Diego, Calif.

SAN ANTONIO

715 Faison Street
San Antonio, Texa

WASHINGTON, D.C.

2128 31st St., N.W.

DALLAS

1100 Commerce Street
Dallas, Texas

DENVER

1500 Market Street
Denver, Colo.

ATLANTA

281 Sixth Avenue
Atlanta, Ga.

ROCHESTER

800 First Street
Rochester, N. Y.

PROVIDENCE

28 Union Street
Providence, R. I.

BUFFALO

P.O. Box 28
Buffalo, N. Y.

L-A Musical
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To Roll in May

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DELUXE BUREAU

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New York, N. Y.

CHICAGO

150 North Michigan Avenue
Chicago, Ill.

SAN DIEGO

715 El Camino Real
San Diego, Calif.

SAN ANTONIO

715 Faison Street
San Antonio, Texa

WASHINGTON, D.C.

2128 31st St., N.W.

DALLAS

1100 Commerce Street
Dallas, Texas

DENVER

1500 Market Street
Denver, Colo.

ATLANTA

281 Sixth Avenue
Atlanta, Ga.

ROCHESTER

800 First Street
Rochester, N. Y.

PROVIDENCE

28 Union Street
Providence, R. I.

BUFFALO

P.O. Box 28
Buffalo, N. Y.

Syndicated Pix ARB
Multi-City Ratings

The following chart lists the American Research Bureau's ratings
for syndicated films as of the first week of February, in the
of the cities surveyed individually for ARB. The complete study
published in the Bureau's "Sales and Competition" monthly,
 JIT with the third issue of The Billboard each month.

For further information on the film, the reader should consult the American Research Bureau, National Press Building, Washington 4, 501 Fifth Avenue, New York; P. O. Box 6924, Los Angeles 22.

BILLYE LEICESTER, EXECUTIVE DIRECTOR, AMERICAN RESEARCH BUREAU.
Win't Benefit Pa. Ops

It isn't exactly a secret that the Pennsylvania agents were behind the move to put new teeth in that State's laws which disincentives and maintained offices in order to do business in that State. 

The move was against the better independent agents, and between them and the big offices, probably account

for the few successful bids that have been made in that State. The Pennsylvania independents are operating on a case-by-case basis and have not been as successful as the big offices. 

The new Pennsylvania laws have led to an increase in the number of Pennsylvania independents, and they are not likely to be as successful as the big offices in the future. 

The new Pennsylvania laws have led to an increase in the number of Pennsylvania independents, and they are not likely to be as successful as the big offices in the future.
Cap Sales Volume
Near $17 Mil Mark

Figure an All-Time High; Net Profit Of 690s 38c Above Earnings for 1952

HOLLYWOOD, March 20.—

Decca Records has recorded a

Theatrical weekly high for the platter.

In its annual report to stockholders, Glenn W. Wallach, presi-
dent of the company, said that for the year the company had

After sales reached $180,000,000.

had its 1952 sales amounted to $180,000,000.

The 1952 net income was $100,000, in-

out of $1,014,317, compared with

but top 1951, of $1,002,000. The net income, which is based on

the end year by 12.7%.

During 1952 Capitol purchased a

in the form of a capital stock of $100,000, a common stock of

a share to the book value of the common stock.

DJ's Get Decca Subscription

NEW YORK, March 20.—

Recruitment of dealers and

jockey service by mailing available

stations not on its regular distrib-

but number of those have signed up

for the new plan.

The subscription plan will not

impose automatic distribution of

the company's, several jockey lists.

The plan is designed to increase

about 14,000 of the current

the number of outlets for
top potential clients.

It is designed to

new plan according to their pr,

requests for more records released

by the label, is the result of requests for

those for the national, and Western and Delta areas is

tions for all rhythms and blue

outlets. Casuals are formed in a

r.0. costs 10c a month, while the

lower three services cost 5c a month.

The rental records will be shipped to stations within 10

business days after the order is

tion services are provided by other

manufacturers.

Westminster's L.P.'s for Japan

NEW YORK, March 20.—

Westminster, the company named

an agreement licensing the Ko-

kugakusha label of Japan to

release its LP's in Japan. The

pany's president, John P. London, was

named as licensee.

The first disks bearing the Westminster Olympic labels will

appear in Japan in the middle of

year and additional disks will

be eventually released, it is

be included in the

Time” series and light tops, in

addition to its 28 disks already

a Kolossal representative in

a month to familiarize himself with

the American techniques processing LP vinyl. Westminster plans

(Continued on page 41)

MUSIC

Cap Sales Volume
Near $17 Mil Mark

Figure an All-Time High; Net Profit Of 690s 38c Above Earnings for 1952

HOLLYWOOD, March 20.—

Decca Records has recorded a

Theatrical weekly high for the platter.

In its annual report to stockholders, Glenn W. Wallach, presi-
dent of the company, said that for the year the company had

After sales reached $180,000,000,000.

had its 1952 sales amounted to $180,000,000.

The 1952 net income was $100,000, in-

out of $1,014,317, compared with

but top 1951, of $1,002,000. The net income, which is based on

the end year by 12.7%.

During 1952 Capitol purchased a

in the form of a capital stock of $100,000, a common stock of

a share to the book value of the common stock.

DJ's Get Decca Subscription

NEW YORK, March 20.—

Recruitment of dealers and

jockey service by mailing available

stations not on its regular distrib-

but number of those have signed up

for the new plan.

The subscription plan will not

impose automatic distribution of

the company's, several jockey lists.

The plan is designed to increase

about 14,000 of the current

the number of outlets for
top potential clients.

It is designed to

new plan according to their pr,

requests for more records released

by the label, is the result of requests for

those for the national, and Western and Delta areas is

tions for all rhythms and blue

outlets. Casuals are formed in a

r.0. costs 10c a month, while the

lower three services cost 5c a month.

The rental records will be shipped to stations within 10

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(Continued on page 41)

Globi! Copyright Treaty Okay In
Oftting: To Update U. S. Code, Too

WASHINGTON, March 20.—

Administration leaders have given a

respectation of approval to the proposal

this summer of the long-pending

Copyright Commission and con-

enactment at the same

for legislation to bring the U. S. Copyright Code into

format that has earned its national recognition.

Barrett’s 15 Years on Air

WASHINGTON, March 20.—

Barrett, who innovations in radio

Portsmouth, Va. marks his 15th

radio activity April 1.

Barrett, who innovations in radio

was bolstered by a large segment of the coun-

try in his honor.

Barrett’s innovations in radio

days, Barrett said, "I don’t think

gave much thought to the transcriptions by the Fields and

Rogers who gave the world popular hits like Jimmie Rodgers.

were managed, however, to place together 20

a day. Folks didn’t object to the many requests, probably be-

cause we didn’t have too many radio programs.

Barrett has successfully prodded Big-Time Radio, the

radio industry into a format that has earned its national recognition.

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a day. Folks didn’t object to the many requests, probably be-

cause we didn’t have too many radio programs.

Barrett has successfully prodded Big-Time Radio, the

radio industry into a format that has earned its national recognition.
Herman Hits Complete Goes Dolly Davison.

 implicit sophisticated and weeks, and been ballrooms Fitch.

 Spotted Satchmo playing the Cooley album, of Watkins, and Herman Hampton.

 will continue in "Honeymoon," and the recent Kapp albums, by George Stern, released in April, with Miss Finch. The contest was sponsored by the Universal Music Company...

 the contest was sponsored by the Universal Music Company...

 Cooley albums, including "The Big Break," "The Big Break," and "The Big Break," were included in the contest...
Decca Pushes String Bands

NEW YORK, March 30—Decca Records has launched a new drive to bring classical music to a wider audience. "The Glenn Miller Story," edited by Stu Goldman, will be marketed with special emphasis and will be used to further this campaign. On the Martin marlin Red Fender, Red has been added on the side to help focus interest on the Decca product. Miller himself has been scheduled to tour spotlights to promote his records. The arrangements have been followed by subsequent publicity. The Red Fender will be available at Decca stores, and the Red Fender Editions will be available at all stores.

Kaye Plans Hit Band Contest

NEW YORK, March 30—Decca Records is scheduling a fall promotion of a Kaye Records Hit Band Contest for its label. The Kaye label is owned by Eddy Kaye, a young Cleveland producer. Kaye has an extensive sales record in the music field and has been successful in the promotion of many bands. The Kaye label is planning to have a Hit Band Contest for the fall season. The promotion will be launched in September and will run throughout the fall.

Beers Helps Songwriters

DENVER, March 30—Songwriters in the Rocky Mountain region were given a boost this week by the Denver Post. Joe S. Moline, editor of the Post, announced that the Post would give free airtime to any songwriter who can write a song that will help the local economy. The Post has been encouraging songwriters to write songs that will help the local economy. Joe S. Moline, editor of the Post, announced that the Post would give free airtime to any songwriter who can write a song that will help the local economy. The Post has been encouraging songwriters to write songs that will help the local economy.
Miss Teresa Brewer sings

Jilted

Le Grand Tour de l'Amour

Coral 61152 (78 RPM) and 9-61152 (45 RPM)

Coral Records
America's Fastest Growing Record Company
of the Chicago Theater for the next two weeks, singer and his band will open the new Blue Room on Friday, April 2. Max Cooper and associates will handle publicity for the house. Opening at the Regal Theater, Friday, April 16, is bandleader Ray Brown, who shares the bill with Sugar Ray Robinson. Frankie Laine opens the Chicago Theater Thursday, April 14, along with Ella Fitzgerald, old and Illinois Jacquet. Deanna Durbin, recording star, opened at the Chicago Piccadilly last March.

Updated on Apr 14 at 1817

Hollywood

Vic Damone visited his dressing room at MGM for his forthcoming film, "Stella." Sideways were "Buster Keaton" and "Vivien Leigh." George Stoll conducting. Re- tata of the day's events is the "Saks" album is set for March 19. With the picture and picture covers growing and growing, the day's top news is the "Saks" album. With the picture and picture covers growing and growing, the day's top news is the "Saks" album. With the picture and picture covers growing and growing, the day's top news is the "Saks" album.

SCA Would Check Facts

SAN ANTONIO, March 20 — The SCA (Spanish Communications Association) would check facts. The group at its meeting here this week discussed ways of checking contracts before they are signed by the SCA and before they are signed by the SCA and before they are signed by the SCA.

Hollywood

Vic Damone visited his dressing room at MGM for his forthcoming film, "Stella." Sideways were "Buster Keaton" and "Vivien Leigh." George Stoll conducting. Re- tata of the day's events is the "Saks" album is set for March 19. With the picture and picture covers growing and growing, the day's top news is the "Saks" album. With the picture and picture covers growing and growing, the day's top news is the "Saks" album. With the picture and picture covers growing and growing, the day's top news is the "Saks" album.
**MARCH 27, 1954**

**THE BILLBOARD**

**MUSIC**

...The Great **GEORGIA GIBBS** At Her Greatest!

**MY SIN**

Coupled with "I'LL ALWAYS BE HAPPY WITH YOU"

MERCURY 70339 • 70339X45

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### TOP SELLING POPS!

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist</th>
<th>Label</th>
<th>Catalog Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Cross Over The Bridge&quot;</td>
<td>PATTI PAGE</td>
<td>MERCURY</td>
<td>70302 • 70302X45</td>
</tr>
<tr>
<td>&quot;From The Vine Came The Grape&quot;</td>
<td>THE GAYLORDS</td>
<td>MERCURY</td>
<td>70296 • 70296X45</td>
</tr>
<tr>
<td>&quot;Cuddle Me&quot;</td>
<td>RONNIE GAYLORD</td>
<td>MERCURY</td>
<td>70285 • 70285X45</td>
</tr>
<tr>
<td>&quot;Melancholy Me&quot;</td>
<td>EDDY HOWARD</td>
<td>MERCURY</td>
<td>70304 • 70304X45</td>
</tr>
</tbody>
</table>

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### COMING UP FAST!

<table>
<thead>
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<th>Artist</th>
<th>Label</th>
<th>Catalog Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Melancholy Baby&quot;</td>
<td>RUSTY DRAPER</td>
<td>MERCURY</td>
<td>70327 • 70327X45</td>
</tr>
<tr>
<td>&quot;Big Noise From Winnetka&quot;</td>
<td>RALPH MARTERIE</td>
<td>MERCURY</td>
<td>70328 • 70328X45</td>
</tr>
<tr>
<td>&quot;The Sparrow Sings&quot;</td>
<td>VIC DAMONE</td>
<td>MERCURY</td>
<td>70326 • 70326X45</td>
</tr>
<tr>
<td>&quot;Somersault&quot;</td>
<td>RICHARD HAYMAN</td>
<td>MERCURY</td>
<td>70333 • 70333X45</td>
</tr>
</tbody>
</table>

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### JUST RELEASED!

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist</th>
<th>Label</th>
<th>Catalog Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Stomp and Whistle&quot;</td>
<td>DAVID CARROLL</td>
<td>MERCURY</td>
<td>70335 • 70335X45</td>
</tr>
<tr>
<td>&quot;Until Sunrise&quot; AND &quot;Such A Night&quot;</td>
<td>Dinah WASHINGTON</td>
<td>MERCURY</td>
<td>70336 • 70336X45</td>
</tr>
<tr>
<td>&quot;Crazy 'Bout You Baby&quot;</td>
<td>THE CREWCUTS</td>
<td>MERCURY</td>
<td>70341 • 70341X45</td>
</tr>
<tr>
<td>&quot;Padre&quot;</td>
<td>LOLA DEE</td>
<td>MERCURY</td>
<td>70342 • 70342X45</td>
</tr>
</tbody>
</table>

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**RECORDS, v**

www.americanradiohistory.com
The Billboard Music Popularity Charts

The Music Corner

At this time of year, with the weather warming and thoughts of many music fans turning to the annual game of golf, what is this week's hit? In almost every year, that is a question and a source of debate, so the course and the players, and the charts, turn to the annual game of golf. What is the hit? This year, it's often, that more and more participants are taking it seriously, with professional golfers and their professional organizations involved. They are starting to understand more of the financial benefits of golf courses. The music industry is gradually becoming more closely interested in the music that golfers are hearing.

In addition, there is growing understanding of the various music business golf tournaments that are held each year. Each year, the Fred Waring golf day, held in New York City, is held on a full and enjoyable day at Waring's Pennsylvania estate country club, where Eastern executives and publishers have already been set for June 1st. The fact that we and many others have been hearing about the Waring date a scant three months in advance, we quickly noticed that music is here psychologically as well as commercially.

Also, the next few weeks should bring news to New Yorkers of the Perry Como singing and dancing at the Waldorf Astoria, as well as the Music Publishers' Contact Men's annual outing, in which the delegates from all the states, the distributors and publishers, to get a feel of the spirit pressure of the pressure to publish and produce a large and varied selection of the recording material that makes up the market. Come May, the market is certain to be much improved, as well as working days of the best of the new material. Now if only there was a time when we would be able to follow that.

The record business, which has been breaking records for the past few weeks, for a while, is finally starting to show signs of improvement. Amongst our dealer clients, the pop music has been selling, and there is a feeling that the new season, is in the air. There isn't any reason to suppose that the trend will be changed, and a large drop in the royalties will be slow, yet, with only a few records prevailing the sales. But during the season, and blues records, which have been rising steadily, have now seen a sharp drop against the same period last year, are now slowly losing their effectiveness. And although records are still selling well, the new season's musical spirit has been declining.

A bright spot in the market is the packaged goods market, in which the sales have increased due to the new season's many strong new hits. There isn't any reason to suppose that the trend will be changed, and a large drop in the royalties will be slow, yet, with only a few records prevailing the sales. But during the season, and blues records, which have been rising steadily, have now seen a sharp drop against the same period last year, are now slowly losing their effectiveness. And although records are still selling well, the new season's musical spirit has been declining.

Second Ten

11. Heart of My Heart
12. That's Amore
13. Till We Two Are One
14. Answer Me, My Love!
15. Somebody Stole My Wedding Bell
16. Darktown Strutters' Ball
17. Then
18. Man With the Banjo
19. There'll Be No Teardrops Tonight
20. Woman

INDEX TO CHARTS

Popular Records, Singles........... Country & Western............ 22
Packaged Records, Popular........... Rhythm & Blues............. 38
Packaged Records, Classical........... Other Categories............ 40

The Honor Roll of Hits comprises the nation's top ten according to record and sheet sales, disk jockey and jujbox performances as determined by The Billboard's weekly nationwide surveys.
The Man Upstairs

IF YOU LOVE ME

Capitol Record No. 2769
What a team! What a tune!

"BILL and SAM"

Billy MAY wrote it!
Sam DONAHUE plays it!

with BILLY MAY'S orchestra

Published by MOONLIGHT MUSIC CO. 1733 Broadway - New York 19, New York
TOP SELLERS—

**POPULAR**
Listed Alphabetically

AND STILL I LOVE YOU          T. Leonti...2716
ANSWER ME, MY LOVE           I. Holt...2716
SHALL I TELL HIM             N. Cline...2716
THE GIFT OF LOVERS           F. Rockwell...2716
DOGGONE IT, BABY, I'M IN LOVE B. Mayfield...2716
RIDIN' TO TENNESSEE          G. MacKenzie...2716

BUNNY       L. Barlow...2716
IF YOU WERE MINE              J. Heaton & A. Strobel...2716
I'D CRY LIKE A BABY          D. Martin...2716
I GOT SO LONELY              D. Martin...2716
I COULDN'T STAY AWAY FROM YOU The Four Knights...2716
I REALLY DON'T WANT TO KNOW SOUTH L. Paul & M. Ford...2716

ZEESHE LD OIT TIMES         The Four Freshmen...2716
CRAY DOCTORS               The Four Freshmen...2716
HIGH POST Air Express         R. Anthony...2716
THAT'S AMORE               D. Martin...2716
THREE'S A CROWD            A. Martin...2716
DON'T GET YOUR HOPES UP        P. Hunt...2716
UNTIL SUNRISE                C. Carr...2716
WAY, PAIDANCE                A. Martin...2716

WHAT IT WASH, FOOTBALL, PART I L. Paul & M. Ford...2716
WHAT IT WASH, FOOTBALL, PART II A. Grith...2716
YOUNG AT HEART                F. Sinatra...2716
TAKE A CHANCE                  F. Sinatra...2716

LATEST RELEASE

ROSE MARIE        Bill & Sam...2716
BILL AND SAM...    Billy May...2716
BACKWARD, YOUR BACKWARD Gordon MacRae...2716
TAKE ME BACK         Vickee Young...2716
DON'T GET YOUR HOPES UP A. Martin...2716
JUMPIN' WITH JIMMY       Sammy Bryant & Spooky West...2716
I'M A PILGRIM AND A STRANGER The Ever-Ready Singers...2716
THE MAN UPSTAIRS       Mel Blanc...2716
MONEY, POLLY, PRETTY POLLY Mel Blanc...2716
IF YOU LOVE ME (REALLY LOVE ME) Ray stereo...2716

BEST SELLING "EPS" LISTED ALPHABETICALLY

ANY REQUESTS—Jim Robertson 45 rpm "EP" No. EAP-1-046
THE FOUR FRESHMAN—The Four Freshman 45 rpm "EP" No. EAP-1-043
THE FOUR KNIGHTS SING—The Four Knights 45 rpm "EP" No. EAP-1-041
HITS FROM CAMEO TOP ARTISTS 45 rpm "EP" No. EAP-1-042
I GET SO LONELY—The Four Knights 45 rpm "EP" No. EAP-1-056
PIANO HITS—Joe (Fingers) Carr 45 rpm "EP" No. EAP-1-067

SONGS BY RAY KINGS COLE— Ray King Cole 45 rpm "EP" No. EAP-1-000
SUNNY SIDE—Ray Martin 45 rpm "EP" No. EAP-1-001
TODAY'S TOP HITS, VOLUME 31—Top Artists 45 rpm "EP" No. EAP-1-010 & EAP-1-011
YAYA FOR DROS—Les Paul & Mary Ford 45 rpm "EP" No. EAP-1-049
WHAT IT WAS, WAS FOOTBALL & ROMEO AND JULIET—Andy Griffith 45 rpm "EP" No. EAP-1-048
YOUNG AT HEART—Frank Sinatra 45 rpm "EP" No. EAP-1-050

BEST SELLING POPULAR ALBUMS

Listed Alphabetically

"I Get So Lonely" with THE FOUR KNIGHTS Record No. 2654

"Specialized" HIGH-FIDELITY ALBUMS

Listed Alphabetically

FULL DIMENSIONAL SOUN...A Study In High Fidelity 33 1/3 rpm No. R-1046
HIGH FIDELITY CLASSICS IN FULL DIMENSIONAL SOUN...Top Artists 33 1/3 rpm No. R-1054
HIGH FIDELITY POPULAR INSTRUMENTALS IN FULL DIMENSIONAL SOUN...Top Artists 33 1/3 rpm No. R-1077
HIGH FIDELITY POPULAR VOCALS IN FULL DIMENSIONAL SOUN...Top Artists 33 1/3 rpm No. R-1077
THE PASSENGER—Les Baxter & Sue Shera 33 1/3 rpm No. RAL-1046

BEST SELLING "1600" SERIES LISTED ALPHABETICALLY

RHYTHM AND BLUES

"You Don't Like It -- Not Much" and "Take Me Back"

Two Swingin' Sides

by VICKI YOUNG

with Dave Cavanaugh and his Orchestra

(Capitol Record No. 2781)
The Billboard Music Popularity Charts

**Best Sellers in Stores**

For survey week ending March 17

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make Love to Me - J. Stafford</td>
<td>1</td>
</tr>
<tr>
<td>Secret Love - J. Stafford</td>
<td>2</td>
</tr>
<tr>
<td>Secret Love - Doris Day</td>
<td>3</td>
</tr>
<tr>
<td>Outdoor Love - Fan Fair</td>
<td>4</td>
</tr>
<tr>
<td>Wanted - P. Conn</td>
<td>5</td>
</tr>
<tr>
<td>Young at Heart - F. Sinatra</td>
<td>6</td>
</tr>
<tr>
<td>He's a Girl - E. Fisher</td>
<td>7</td>
</tr>
<tr>
<td>Just Make Love to Me - J. Stafford</td>
<td>8</td>
</tr>
<tr>
<td>Secret Love - Doris Day</td>
<td>9</td>
</tr>
<tr>
<td>I Can't Get Started</td>
<td>10</td>
</tr>
</tbody>
</table>

**Territorial Best Sellers**

For survey week ending March 17

<table>
<thead>
<tr>
<th>Record Title</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make Love to Me - J. Stafford</td>
<td>Cleveland</td>
</tr>
<tr>
<td>Outdoor Love - Fan Fair</td>
<td>Chicago</td>
</tr>
<tr>
<td>Make Love to Me</td>
<td>Cincinnati</td>
</tr>
<tr>
<td>I Can't Get Started</td>
<td>Columbus</td>
</tr>
<tr>
<td>Just Make Love to Me - J. Stafford</td>
<td>Denver</td>
</tr>
<tr>
<td>Secret Love - Doris Day</td>
<td>Detroit</td>
</tr>
<tr>
<td>I Can't Get Started</td>
<td>Kansas City</td>
</tr>
<tr>
<td>He's a Girl - E. Fisher</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>Make Love to Me</td>
<td>Milwaukee</td>
</tr>
<tr>
<td>Wanted - P. Conn</td>
<td>New York</td>
</tr>
<tr>
<td>Wanted - P. Conn</td>
<td>Philadelphia</td>
</tr>
<tr>
<td>Just Make Love to Me - J. Stafford</td>
<td>Pittsburgh</td>
</tr>
<tr>
<td>Outdoor Love - Fan Fair</td>
<td>Seattle</td>
</tr>
</tbody>
</table>

**Most Played in Juke Boxes**

For survey week ending March 17

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<tr>
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<td>9</td>
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<td>I Can't Get Started</td>
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</tr>
</tbody>
</table>

**Most Played by Jockeys**

For survey week ending March 17

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**This Week's Best Buys**

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

**Jilted** (Sheldon, BMI) - Terence Brewster - Goral 1963

**Sorry** (Skeeter, BMI) - Richard Boone - Goral 1963

**I Don't Know How To Love You** (Monarch, BMI) - Cissy King - Digital 1963

**Hey, Hey, Hey** (Sun, BMI) - Cissy King - Digital 1963

**I Don't Want No Broadway Tramps Tonight** (Harper, BMI) - Cissy King - Digital 1963

**Stranger in Paradise** (Emi, BMI) - Cissy King - Digital 1963

**This Is My Life** (Skeeter, BMI) - Cissy King - Digital 1963

**You're My Baby** (Monarch, BMI) - Cissy King - Digital 1963

**Man With the Funny Hat** (Monarch, BMI) - Cissy King - Digital 1963

**You're My Baby** (Monarch, BMI) - Cissy King - Digital 1963

**If You Ever Change Your Heart** (Monarch, BMI) - Cissy King - Digital 1963

**All I Want Is You** (Monarch, BMI) - Cissy King - Digital 1963

**Hurry on Down** (Monarch, BMI) - Cissy King - Digital 1963

**I Don't Want No Broadway Tramps Tonight** (Harper, BMI) - Cissy King - Digital 1963

**My Baby's Got a Brand New Stepping Stone** (Monarch, BMI) - Cissy King - Digital 1963

**I Just Can't Help Myself** (Monarch, BMI) - Cissy King - Digital 1963

**Bless Your Heart** (Monarch, BMI) - Cissy King - Digital 1963

**This Is My Life** (Skeeter, BMI) - Cissy King - Digital 1963

**I Don't Know How To Love You** (Monarch, BMI) - Cissy King - Digital 1963

**Sorry** (Skeeter, BMI) - Richard Boone - Goral 1963

**If You Ever Change Your Heart** (Monarch, BMI) - Cissy King - Digital 1963

**All I Want Is You** (Monarch, BMI) - Cissy King - Digital 1963

**Bless Your Heart** (Monarch, BMI) - Cissy King - Digital 1963

**I Don't Want No Broadway Tramps Tonight** (Harper, BMI) - Cissy King - Digital 1963

**My Baby's Got a Brand New Stepping Stone** (Monarch, BMI) - Cissy King - Digital 1963

**I Just Can't Help Myself** (Monarch, BMI) - Cissy King - Digital 1963
A Smash in All Fields

Rusty Bryant
and His Orchestra

All Night Long

Castle Rock

Dot's Hot Parade

Dot Records

1254

MARCH 27, 1954

THE BILLBOARD

MUSIC

FROM THE VINE CAME THE GRAPE
THE HILLTOPPERS

JOSEPHINE
JOHN'S BOOGIE BLUES
JOHNNY MADDOX AND HIS RHYTHMASTERS

ALL NIGHT LONG B/W
CASTLE ROCK
WITH RUSTY BRYANT AND HIS ORCHESTRA

TILL YOU
THE HILLTOPPERS

THE BASKETBALL GAME
(Part 1 and 2)
CURTIS ALMER

AIN'T SHE SWEET B/W
FIVE WHICH TWO, EYES OF BLUE
WITH MARTIN HOUGHES

BRAHIM B/W
MAKE BELIEVE
WITH MARSH GARLAND

JOHNNY MADDOX AND HIS RHYTHMASTERS

EIGHT BEAT BOOGIE
JOHNNY MADDOX AND HIS RHYTHMASTERS

NEW RELEASES

POOR BUTTERFLY B/W
WRAPPED UP IN A DREAM

JOHNNY MADDOX AND HIS RHYTHMASTERS

I DON'T WANT TO SEE THE WORLD ON FIRE
BOTH MILLARD

WAGON WHEEL B/W
SHOES GETS IN YOUR EYES
KENNY ROBERTS

THE TOUCH OF YOUR LIPS B/W
THESE FOOLISH THINGS
BOBBY COTTON

RED HOT R&B

B-I-G DARLING DEAR
THE COUNTS

ALL NIGHT LONG B/W
CASTLE ROCK
RUSTY BRYANT

C&W

I HAVEN'T GOT THE RIGHT TO LOVE YOU B/W
LITTLE HOME IN TENNESSEE
MACK WISERMAN

CRY, CRY, DARLING B/W
YOU DIDN'T HAVE TO GO
JIMMY NEWMAN

LET ME BE THE ONE (R & B) B/W
WILD OATS
LOHDE AND OSCAR

www.americanradiohistory.com
Wrapped Up in a Dream
Greatest!

HILLTOPPERS
the great voice of JIMMY SACCA
singing
POOR BUTTERFLY

DOT 15156

Dot RECORDS - Gallatin, Tennessee - Phone: 1600
THE NATION'S BEST SELLING RECORDS
Vox Jox
By Charlotte Summers

Fan Clubs
"I always enjoy and look forward to reading the Fan Clubs. I know others must too, so a good word for The Crew of condos would do it. A little arts would really be swell. Honestly these kids have a lot of talent and really deserve the good breaks. So for the Christmas Casabian, Crew fan club people, Miss Budak tells us that The Crew of condos is like a group of angels from Toronto, recently cut a new record for the store. Some, called "Gray Blue Young Rhythm" backed up by "Angela's". It's living lady choir plus kids, and a fine looking group. Notice how much of the bailing of this world has raised a lot from The Crew of Music and have mentioned them in your column." A second fan club letter bearing the signature of The Crew of condos' biggest fan club, "Shirley Bobo" (Robert) from Dunbar, Mich., tells us about the good breaks they have had and how they feel like to tell you that on March 12 to make the "Childrens Hospital" and had Robin Meyron's birthday party. We had 45 pies, short cakes and baked 90 pies to the hospital. Had lots of fun too.

Sunday School Week
April 13 thru 18 is being celebra
ted as the 10th annual observance of National Sunday School Week, a non-sectarian campaign sponsored by the Lyceum Mart, and record shops around the country which will be an all out effort to tie in with the week. Both ROM, Vin and Capit
al have suitable tunes for your church.

YESTERDAY'S TOPS--
The nation's top ten on records as reported in The Billboard MAR 25, 1944:
1. Beastine Mancho
2. Mystery Sands
3. Holiday for Strings
4. Shoo Shoo Baby (Andrews Sisters)
5. Polka Man on a Mission
6. Speak Low
7. Would I Ever Sleep A Wink Last Night
8. My Heart Tells Me
9. Shoo Shoo Baby (More)
10. Blue Eyes

Which will be featured during the week. Singer Tino Ritter has a Capital recording, and singer Tito Puente has one by Jack Burke. National chairman for the event is Irving B. Dale, New York attorney and one-time chairman, of the Board of the United States Steel Corporation. For further information,相信可以联系Lynn Tilton National Publicist, KERG, Rockford, Ill. or Jack Davis of KERG, Rockford, Ill. who picked "I Get So Lonely" as the No. 1 song on the recent chart.

Change of Theme
Gene Emerald, KRNT, Des Moines, has discontinued radio spots on four stations at that hotel and sup

This 'n That
Ed Pauline, WMBN, Marion, Ohio, is the new host of "The Crew of condos". He is co-hosted by WMBN Monday thru Thursday 5:30 to 6:30 P.M.

Surface Noises
Dick Peeler, chief announcer of WJAC, Johnstown, Pa., reports that Band, Kent, sounds out on "record" his program. He has received numerous requests from record companies for free service, so to speak. The first one means not illegal but rather that record companies can't afford to service every radio station and still save money. They must have a budget too. And in the second place, it really doesn't cost a mint to be a library with a good assortment of records. And I don't mean anything the way the wax factories grind out. If a sta

Davis Distributes
Salt Lake City Office

Hollywood, March 28 — Radio Districts Salt Co. has a new district manager in John Conn, has been elected to the position of Salt Lake City Family Service, The Salt Lake District Family Service Board, in the community with the help that Family Service can offer.
Jill Corey's

"SHOULD I TELL"

b/w

"A GOODNIGHT KISS IS A GOODNIGHT'S WORK"

Columbia 40188
THE BILLBOARD

MARCH 27, 1954

The Billboard Music Popularity Charts

POPULAR RECORDS

• Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff, in summarizing the contemporaneous, the following factors are considered: interpretation, arrangements, production, promotion, public appeal, etc.

KAY STARK
"The New Clothes" on Decca 27658 has evoked high praise from all sources where it can be heard and measured. The supporting Decca recording, "The New Cloth-ed," is equally effective in its own individual style, without every being too close for comfort. The result is a fine duet in which both voices are equally effective. One could call it a classic.

GEORGIE DE SICA
"In Jimmy Decca Record In Must Record Races..." 29087

GEORGIE ANN SHAW
"There Must Be Some Mistake" on A-29087/D-C-29087

GEORGE TURZY
with JACK PLEIS orchestra

JANE TURZY
with SUCH A NIGHT

LOU MONTY
"Sometimes I'm Sober..." V-27653/Decca, newly recorded, is an appealing little bopper with good vocals, smooth production, and a lovely arrangement. The appeal should be general, with both radio and jukebox play. (Decca, promo)

GORDON McBAE
"Kimball, East Broadway..." CAPITOL 2306—This is a simple and sensitive waltz ballad with good vocal and melody. The appeal should be general, with both radio and jukebox play. The recording is smooth, evoking a sense of romance. (Decca, promo)

CREW CUTS
"The Crew Cut..." MERCURY 7931—This is a hard-driving, upbeat little rock 'n' roll record with good vocals and excellent arrangement. The appeal should be general, with both radio and jukebox play. The recording is smooth, evoking a sense of excitement. (Decca, RCA, MCA)

THE VOICES OF DOROTHY COLLINS
"A Soldier's Dream" on AGOVOX 107—This could have been a very strong record had it been released with more promotion. The recording is smooth, evoking a sense of patriotism.

The Rose Murphyback vocals that end the record are exciting. The rest of the record is also exciting. The group sounds great, with the lead vocals being particularly strong. The overall result is a fine recording that should do well on both radio and jukebox play. (Decca, promo)
SWING AND SWAY WITH

SAMMY KAYE

in that ever-wonderful hit-making way!

GODSPEED TO YOU

(I Won’t Be Happy)

TILL I KISS YOU AT THE ALTAR

Vocal by Jeffrey Clay and The Kaye Choir

Vocal by the Kaydets and Jeffrey Clay

78 rpm 40205 • 45 rpm 4-40205

COLUMBIA RECORDS
Jubilee is Jumping! with 4 GREAT NEW RELEASES —

THE Four Tunes

"SUGAR LUMP" "I UNDERSTAND"

Jubilee #5135

"MARIE"

Jubilee #5128

THE Orioles

A Smash In Pop And R&B

"DON'T GO TO STRANGERS"

Jubilee #5137

BETTE MCLaurin

Singing with orchestra conducted by Hy Oliver

"I'M ALONE BECAUSE I LOVE YOU"

b/w

"PLEASE DON'T LEAVE ME"

Jubilee #5139

SANDY SOLO

A Must for the Machines

"COME ON AND TAKE ME"

b/w

"OUT OF MY MIND OUT OF MY MIND"

Jubilee #6061

DICK THOMAS

Great Pop-Hillbilly

"WHEN UNCLE JOE PLAYS THE RAG ON HIS OLD BANJO"

b/w

"I'M GOIN'"

Jubilee #9003

Still Going Strong

"DO DO DO DO DO DO IT AGAIN"

Jubilee #5135
SECOND IN SERIES ON MUSIC POP CHARTS

Review, Spotlight, Opinion, Sales Record. Users to Determine Disks' Potentials

As pointed out last week, one of the basic business problems facing record dealers, juke box operators, disk jockeys and program directors is that of attempting to determine which new records each week are most likely to receive favorable public reaction.

The weekly Billboard reviews and "spotlight" feature in all categories of records are designed and operated specifically to assist in the process of evaluating new records.

NEW RECORDS: An average of over 100 popular, country and western, and rhythm and blues records are reviewed every week by the Billboard. The billboards estimates that manufacturers release 3,000 pop singles, 1,000 country and western singles and 1,500 rhythm and blues singles each year. Add popular opera albums and children's records to those 3,500 singles and the job of evaluating records each week is evident.

It must be borne in mind that manufacturers have a substantial investment in every record. For the price tag alone the music publishers of a song as well as the recording artist receive. Each record is released henceforth that the manufacturer believes that it will sell in sufficient volume to make a profit all the way through the manufacturing and marketing process. Yet public reaction is of such nature that less than 10 per cent of single records are successful and profitable; far less than that reach the "hit" status.

Thus the problem of determining which of the new records are going to "make the grade" is a very real one. To dealers and operators it can mean the difference between staying in business or going out of business. If they fail to spot the most likely records, the dealer loses business dollar for dollar; the operators lose time and income dollar for dollar; those records would have pulled if they make any lost boy, both are caught

with inventory that will not move or make money. The final cost of which is high and can be avoided if the dealer is adequately provided with a reliable and speedy answer.

BILDERBILD REVIEWS, RATINGS AND SPOTLIGHT: Much of The Billboard's Music Pop Chart operation is entirely impersonal and objective. No emotion enters into the ratings process. No personalities are involved. The chart represents an objective, numerical classification of the songs that are being recorded or re-released.

Another segment of the all-over chart structure is the reviews, opinions and advice. Even here, the approach is objective, unbiased. Each record is reviewed. Each record is listened to three times. No record is heard by only one man; rather, six men contribute their "first pass" recordings of a disk's potential.

A glance at the mechanics of this "opinion" segment of the all-over chart structure, and with it the tender problems connected with record buying, is just after the discussion of the Billboard's weekly spotboards, which is not concerned with any one disk, but is concerned with more than 100 around the country that all serve to make up the Billboard's vast pool of statistical information.

These men, with a wealth of material at hand, much of it obtained from their daily reportorial rounds, hear each disk and make their comments (in private). Entering into their collective "opinion" are such factors as the composition, the recording artist, capacity of the publisher to aid in the exposure of the disk and suitability of the disk for Billboard's customers of the market. These segments of the market may be geographical, economic, sociological, etc., or the make-up of the market, and all of those factors and more are considered in giving a recommendation.

Similarly a disk's suitability is considered from the standpoint of the disk's selling points, the type of disk, the versatility of the artist, etc. Together with all these factors of marketing, the recommendation of the spotboards to the disk is one of the factors that go into the Billboard's judgment of the artist's suitability within the confines of what is considered "commercial."
The Billboard Music Popularity Charts

**Best Sellers in Stores**
For survey week ending March 17

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<td>G. Wright—J. Reeves</td>
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<td>RELEASE ME—I</td>
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**C & W Territorial Best Sellers**
For survey week ending March 17

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**C & W Top 100**

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**Attention**

**Dee-Jays and Program Directors**

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<td>FABULOUS</td>
<td>E. Arnold</td>
<td>36</td>
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<td>RHYTHM!</td>
<td>J. Reeves</td>
<td>16</td>
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<tr>
<td>MEXICO Kale</td>
<td>G. Wright</td>
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<tr>
<td>MUCHO GUSTO</td>
<td>B. Burnette</td>
<td>12</td>
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<tr>
<td>WHAT’S THE MATTER WITH ME!</td>
<td>B. Burton</td>
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<td>EDDIE THE EASTER BUNNY</td>
<td>B. Burnette</td>
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<td>IF IT AIN'T MY BABY</td>
<td>R. Reeves</td>
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<td>ROCKET GRANITE</td>
<td>B. Burnette</td>
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<td>I'M IN HEAVEN</td>
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**Revue Records**

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<td>DESSERT ISLAND</td>
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<td>B. Burnette</td>
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HEAR-YE!!! HEAR-YE!!!
WE HAVEN'T HAD A BIG-HIT-YET BUT NOTHING CAN STOP RUSTY NEWBY'S NEWEST B.M.I. RELEASES
WORLD OF HONOR B/W MUSICIANS' BLUES
WHEN YOU WALKED OUT ON ME B/W DON'T BLAME ME, CARELESS DARLIN'

**Operators, Distributors, Wire**

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JOE MAPHIS

"HEN HOUSE SERENADE"

COLUMBIA #18029
4527 SUNSET BLVD.

“YOU HAD BETTER NOT DO THAT”

COLUMBIA #21216

LITTLE JIMMY DICKENS

2 NEW COLUMBIA HITS!

Cousin

JOE MAPHIS

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2 NEW COLUMBIA HITS!

Cousin

JOE MAPHIS

"HEN HOUSE SERENADE"

COLUMBIA #18029
4527 SUNSET BLVD.

“YOU HAD BETTER NOT DO THAT”

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The Billboard Music Popularity Charts

**RHYTHM & BLUES RECORDS**

### Best Sellers in Stores

For survey week ending March 17

**RECORDS** are ranked in order of their current national selling importance on the retail level. Results are based on The Billboard's weekly survey scores from dealers across the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

*1. YOU'LL NEVER WALK ALONE—H. Hamilton*
*2. THE THINGS I USED TO DO—Guitar Slim*
*3. I DON'T WANT TO DO IT—Spiders*
*4. LOVE ME—Cleaver*
*5. SUCH A NIGHT—C. McPhatter*
*6. YOU'RE STILL MY BABY—C. Willis*
*7. I'M YOUR HOOTCHY KOOTCHY MAN—M. Voss*
*8. LITTLE MAMA—Derry

**Top Plays in Juke Boxes**

For survey week ending March 17

**RECORDS** are ranked on the basis of the quantity of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of rhythm and blues records.

*1. THINGS THAT I USED TO DO—Guitar Slim*  
*2. I Don't Mind—Adams*
*3. SAVING MY LOVE FOR YOU—J. Ace*  
*4. YOU'LL NEVER WALK ALONE—H. Hamilton*  
*5. MONEY HONEY—McPhatter*
*6. I Don't Want to Do It—Spiders*
*7. I DON'T WANT TO DO IT—Spiders*
*8. YOU'RE STILL MY BABY—C. Willis*
*9. LITTLE MAMA—Derry

### R & B Territorial Best Sellers

For survey week ending March 17

Listings are based on sales reports received via Western Union messenger service from record stores and their dealers are listed in two columns in the market listed.

**Atlanta**
1. Things That I Used To Do  
2. You're Never Gonna Walk Alone

**Chicago**
1. Money Honey—McPhatter, Ad.  
2. Darlene Dunes—Cromer, Ad.  
3. Things That I Used To Do—Guitar Slim, Ad.  
4. Love Me—Cleaver, Ad.

**Cincinnati**
1. You're Never Gonna Walk Alone  
2. Hold Me—R. Hamilton, Ad.  
3. You Are My Baby—McPhatter, Ad.  
4. Yearning For You—J. Ace, Ad.

**Los Angeles**
1. Watch Dog—J. Reed, Key.

**New Orleans**
1. You're Never Gonna Walk Alone  
2. I'm Just Your Fool—B. Johnson, Ad.

**Philadelphia**
1. You're Never Gonna Walk Alone  
2. Love Me—Cleaver, Ad.

### This Week's Buys

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

**A THOUSAND STARS (Challenge, BMI)—The Rivoli—Rae 200**  
A small market, here. For two weeks in the last two months, this record has been one of the bigger sellers in New York and Los Angeles, with spotty distribution preventing the drive from breaking nationally. While continuing to sell in New York and Los Angeles, the record has now begun to break in Pittsburgh, Cleveland, Chicago, Durham, and in other Southern territories where it has been delivered. The proven success of the disk in every area where it has been received indicates that with this distribution, the record could snowball into a big hit.

**Rhythm and Blue Notes**

Rhythm Atlantic Records qualifies as one of the "hottest" of dishes this week, with four records on the r&b best-selling charts. Both The Clovers and Clyde McPhatter have two disks on the charts. Incidently, Atlantic Records have resubmitted a Rush Brown disk, originally released three years ago, to the edition of United Records from the publisher in Nashville, TN. The original label of disk then included this song. Atlantic's record label has issued the wakening of "Sentimental Journeys,” in 1959, but little had happened to it. A few weeks ago, Atlantic Records, publisher of United Distributions in Houston, purchased exclusive rights to the song. All rights to the disk were to displays in Texas, and all other states, but none sold there. A disk by Atlantic will make up for this with the addition of the song to the mail order division. A new series of singles will be released, with new pressing and started shipping. In "sentimental Journeys" side is backed by "It's All in My Mind" and the singles are now on special release. In sales of R&B, business being off, especially in such areas as Detroit, the spiritual business is holding steady. Those dealers who handle both r&b and spirituals find that the r&bs along with the religious products have not affected sales at all.
**RECORDS**

**BILLY WAID AND HIS DOMINIONS**
Tom Waide & the Outlaws of Town (Lode A & ACAP)

**RECORDS**

**AMOS BILLY**
How You Can Help Me So... ... ... (Bil) I should know, this one.

**John V.**
Are you the one who said that? It's not a question, it's more of a statement.

**RHYTHM & BLUE NOTES**
Detroit on March 18.

**LEON PAYNE**
Blues in a few spots with Flying Blues and a wild fullband on base.

**CORY EDEN**
BMU 560 - Case studies, with many more in print, announcing performance by BMU 560.

**SHELBY JERRY JERSEY**
I Ain't No Type (Starday) - Don't come at me, it's handed.

**COUNTRY & WESTERN**

**LINE RECORDS**

**Moses Appointed Fine Sound V-P**

**Wurlizer Push to Use Disk Spiel**

**MUSIC STORE SALES IN RISE**

**WASHINGTON**

March 20. - A recent check of music store sales of disk, sheet music and instru- ment retailing shows retail sales up 13 percent over January. The sales were down 13 percent, the Federal Trade Commission for disk and instrument sales, found. The report shows that retail sales for January were down 13 percent, the Federal Trade Commission for disk and instrument sales. The report shows that retail sales for January were down 13 percent, the Federal Trade Commission for disk and instrument sales.

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Hi-Fi Magic Word for Diskeries; Col., Decca, M-G-M Tag LP’s

RCA, Capitol, London, W’mster, Vox and Small Indies Use Hi-Fi Emblem, Variation

Kapp Album Release Set For April

Continued from page 13

Furtwangler Sues to Halt Urania Recording Sale

Continued from page 13

Decca Moves Into Hi-Fi Field With Hifi-Sonic Set

J. C. Pielat, of Crawford Project, Mexico, arrived March 26th to express his appreciation for the fine, historically correct record.
The Billboard Music Popular Chart

**PACKAGED RECORDS**

**Best Selling Popular Albums**

Albums are ranked in order of their national sale strength at the retail level according to Billboard's weekly survey of top dealers in all key markets.

**LPS**

1. THE GLENN MILLER STORY — Sound Track — Decca DL 318
2. GLENN MILLER PLAYS SELECTIONS FROM THE GLENN MILLER STORY — RCA Victor LPM 957
3. BEURETTE: ORIGINS OF MUSIC 78's — Capitol EBP 470
4. TAWNY — Jackie Gleason — Capitol EBP 471
5. THAT BAD EARTH — Eartha Kitt — RCA Victor LPM 2787

**EPs**

1. THE GLENN MILLER STORY — Sound Track — Decca E O 2125-3
2. GLENN MILLER PLAYS SELECTIONS FROM THE GLENN MILLER STORY — RCA Victor EP 3057
3. TAWNY — Jackie Gleason — Capitol EBP 470
4. THAT BAD EARTH — Eartha Kitt — RCA Victor EP 1819
5. I BELIEVE — Peggy Condon — RCA Victor EP 1818

**Reviews and Ratings of New Popular Albums**

**Rome Mark**

Ann Blyth, Howard Keel, Ponciea, Rosalind Russell

(AV) M-G-M 4317

RICH FIDELITY is a little boast that this sound track album from the forthcoming film "Rome Mark" will be a new record once it gets across the country. Its location and its handling are built around a sure fire hit, "There's Always Something There to Remind Me," and other top line new songs for the movie, of which there will be a couple to top them on their own. Among these are "I'll Be Missing You," and "Friend in Love," with some ABC stars and some by Howard Blyth. The score will pull the whole package in the right track in this case, especially coming from Mark Lark.

**Let the Mille Brothers**

Decca DL 220

The male Kings Brothers have been on top for over two decades now, it is doubtful if anyone will meet the band for the first time. Just in case, the Brothers have gone through a few changes, but currently enjoy this new release, and will make their own place. It contains three selections as "Girlie Slime," "Twist a March," and "Price Returns," with Lyrics Companion. A very fine take.

**Invitation to Singing**

Decca L 1014

An interesting collection of talent on this recording. It is of great interest for any fan of the diversified, popular music. There are many old favorites, from "Lonedarone's" and "The River Song" to "Mothlark," "Tournemer" and "Soothe." A very fine collection of talent. The record is represented in its collection.

**Show Me the Highlights**

Decca L 1108

Paul Revere and the Raiders — "I Saw the Figure on the Flying Bridge" — New Republic Records (E-127)

The latest collection of talents from the label Am. Records and the stars are familiar with the world of Paul Revere's music.

**Heart Strings**

Decca L 1093

The latest collection of talents from the label, featuring vocal solos and choruses, enrolling the work of Paul Revere's music.

**Under Paris Skies**

Decca L 1340

The latest collection from Entertainers and the stars are familiar with the work of Paul Revere's music.

**Stop Record Scratch Damage with Fool Proof Phone-Gard**

Record Demonstration

**Dealers Doings**

The claim bonus is the reason they stop at El Rey existentially.

**Detroit Chatter**

Bill Berman, of Music Systems, has been awarded to the one-step by Russ Tappe, of Judi, Inc., the Columbia distributor, during his recent visit last week, to promote the new single, "Tapestry," among local disk jockeys and music distributors. He also stopped by at Angost Music on the local tour arranged by Tappe. The latter failed to fit the one-step into the schedule of Peter Faith, who was also on town for promotion of his latest single release, "Dreams, Dream, Dream." But Faith's plans changed to include only the disk jockey roundup because of time limitations.

Wolfgram Named Jensen Superintendent

CHICAGO: March 21—The appointment of Walter B. Wolfgram as superintendent for the Jensen Manufacturing Company, Chicago, was announced this week by Thomas A. White, president.

Wolfgram will take over all the distribution of music programs and promotion of music programs as the company's top executive at T. L. Pears. He is currently serving the promotion and public relations facilities outside the State to create additional opportunities for the distribution of Jensen loud-speakers.

**Continued from page 27**

**Temple**

8 March 1954

**MEL HENKE FANS**

Bankroll from last night's party could be called "IN A MIST..."

**LITTLE ROCK GETAWAY**

T 1225

**STOP RECORD SCRATCH DAMAGE with Fool Proof Phone-Gard**

Record Demonstration

**Dealers Doings**

The claim bonus is the reason they stop at El Rey existentially.
MITCHELL 3-D HIGH-FIDELITY record reproducer

"A CINCH TO SELL"
say leading dealers everywhere

MITCHELL offers the amazing TRUE high fidelity instrument of incomparable audio quality and beauty, retailing for less than $200... and backs the dealer with the exclusive self-selling Hi-Fi Demonstration Center... the amazing "flip chart" that talks selling facts... the guide that teaches salesmen how to sell MITCHELL 3-D Hi-Fi... plus all the selling help a dealer could ask for... a beautiful 4-color brochure... telling comparison chart... traffic building window streamers... powerful counter literature...

YES... IT'S A CINCH TO SELL MITCHELL 3-D

The Profit-Packed

TRUE HIGH FIDELITY ALL THE WAY
Response: 30-15,000 CPS
- Professional Variable Reluctance Magnetic Cartridge
- Custom Amplifiers—20 to 20,000 cps
- Extended Range Speaker
- 3-Position Compensator
- Tuned Acoustical Slot Baffle
- Separate Bass & Treble Controls
- All-Speed, All-Size Automatic Changer

GET THE 3-D PROFIT FACTS TODAY

MITCHELL MANUFACTURING COMPANY, High Fidelity Division
2220 N. Clybourn Ave., Chicago 14, Illinois
Send full details on your Hi-Fi selling plan—everything we need to build a profitable business around the MITCHELL 3-D Record Reproducer.

Name:
Address:
City_________Zone____State____
EPICture

BEETHOVEN: SYMPHONY No. 6 (1-12)—Concertgebouw Orches-
tara; Emil Kaerseth, cond. (CBS Master 2675)
Klaeber appears destined to become London's big conduc-
torial star with the mighty 38 minutes of the sym-
phony. In the 12 minutes, he gives no indication of
the sort of control needed to wrest the score into
better shape. The recording is nicely balanced and
of high quality, and is recommended.

ROSSINI: CHOREOGRAPHER'S DREAM—Columbia, 2
(CBS Master 2675)
Baillot is new, but his playing is unique.

MENDELSSOHN: SYMPHONY No. 1 (1-12)—Orchestra
Conductor; Alexander Freestone, cond. (CBS Master
2675)
Freestone's is the best Mendelssohn recording in the
company's catalog.

THE Recorder Package—Sire Records
Sire offers two records of the Bonner Recorder Quin-
teat's recording of the Bach Cello Suites. Both are
adequate, but the Stokowski recording is more
lifelike and informative.

EMMONS: CONCERTO IN G—Victor, 2 (RCA Master
2675)
Maurice Perahia is a sensitive and perceptive accom-
nist, but this recording is adequate only.

Caron, is still one of the best records on the 16
month's. The performance is professional and it
should prove very useful to the student of the
clarinet.

MOZART: FLUTE CONCERTOS Nos. 1 AND 1 (1-12)—
Glenn D. Cloutman, fl.; Victor Chamber Orchestra; John
Pilchard, cond. (CBS Master 2675)
Cloutman's is the best of the three Mozart flute
concertos available at LP. The recording is bright
and clear, and Cloutman's playing is highly
informative.

ARTIST: Jang Bopjin, from a long list of leading
artists, will be missed by the audience at the Met.
His Metropolitan Opera and concert appearances
will not be missed. This is his last appearance in
this season and he has left his mark on the
Memory. The concert will be conducted by
Maurice Ravel, with a performance of his two
American works and a complete presentation of the
two American works and a complete presentation of
the opera, including the two American works and a
complete presentation of the opera, including the

BOLELLI, ANTONIO: SINFONIA (1-12)—Jardine, 2
(Victor Master 2675)
Jardine's is the best of the three works by
this composer.

No. 1 (1-12)—The Festival Orchestra; Sir
Winston Churchill, cond. (CBS Master 2675)
Churchill's is the best of the three works by
this composer.

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Winston Churchill, cond. (CBS Master 2675)
Churchill's is the best of the three works by
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Scholarship Fund Set Up by Local 12

HOLLYWOOD, March 26—The American Federation of Musicians Local 12, Sacramento, this week announced the establishment of an annual program of scholarships to deserving Negro students in the five-county area served by the union.

Two $100.00 scholarships will be awarded annually, one to a Negro student during the June graduating classes for Faithful态度 and Junior college classes, or for postgraduate study.

Another $100.00 scholarship will be granted to the outstanding music student in the Sacramento County high schools. All Negro students of high school age are eligible to apply.

As a tribute to Abraham's work for the Negro musical development, a special $50.00 will be given him at the hotel, which will be attended by high priestess, Abraham. This $50.00 may help in the current recorded work.

Europe Jobs

• Continued from page 11

MUSIC-HIGH FIDELITY 41

Liberty Now 100 Dealer for Camden

WASHINGTON, March 30—Liberty now has a 100 dealers in the Camden Records, RCA's low-priced line of phonograph records, in the Philadelphia outlet, this week became the 100th dealer for Camden Records. RCA's low-priced phonograph business is expected to be a very profitable one for the Camden label. Manufacturers, albums for the Camden label are shipped via the Pennsylvania Railroad at the rate of 4 tons of albums per week.

Sam Fox Firm

• Continued from page 32

Westminster's

Jecoriphon in Philadelphia and moved into the hit class quickly.

Four other records have been issued on the Taggle line, but none on Decca English, another, and an RCA, and all by Thursday, Vivian Beach and in English.

The Fox firm put an option on the tune March 1 and picked up the New York roll, and a number of other American classical music firms, may not be picked up by the Fox firm.

Decca-Universal

• Continued from page 33

American Cancer Society

The Billboard is a registered trademark and paper covering is a registered general showbusiness form on audited paid circulation.

NEW RECORDS! 45 RPM TOP TUNES • TOP BANDS • POPULAR ALL TIME • LIGHT CLASSICAL • ORCHESTRAL • ETC.

$130.00 per 1,000 $14.00 per 100

500 DIFFERENT NUMBERS 1/3 with order, balance C.O.D.

VEDEX COMPANY

134 10th Avenue
New York 14, N. Y.

001,000 UNMPRIED CUSTOMERS

GIVE TO CONQUER AMERICAN CANCER SOCIETY

…on every glorious Arizona morning I rise and face the sunshine and thank Billboard's staff of experts. Allah! I thank you for anyone who tries to operate a record business without your aid is kidding himself!

John Gale Barker
Music Center McAllister
Tucson, Arizona

Copyrighted material
HOCUS-POCUS
By BILL SALTZ

The latest horror-puppet to adopt the role of a magic as a magic-system to release the spirit of a demon was Carl S. Fiske, of the Kent County District Attorney's office, Grand Rapids, Mich. Fiske, a safety-first turn in Michigan and currently in charge of all the Eastern cities. He recently played Washington school, under the supervision of the Commissioner's office, the Kent County School Board, and the School District of the Frakson Foundation.

THEATRES Bureaus are always tense during the weeks before Christmas, as they are for other holidays, and the writers on the staffs are usually working overtime to prepare the reviews. This year, the writers have been working on the plays that have been reviewed during the past few weeks, and the results have been mixed. Some plays have been well received, while others have been panned.

New Notes on Talent

SINEWS QVINTUS BAVO

LONDON - Latin-American and British performers took center stage in the Savoy Theatre, where the production of "The School for Scandal" is currently running. The play is a satire on the British society of the 18th century, and the actors are all well-known figures in the British stage world.

DETOUR TO BEograd

Detour is a musical play written by Benjamin DeFee, who also wrote the music and lyrics. The play is about the life of a young boy who dreams of becoming a famous singer. It opens at the Savoy next week, and the cast includes many well-known performers.

FRONTIER STARS...

Hollywood - The Alhambra Theatre is currently hosting the Frontier Circuit, a group of vaudeville performers who are known for their talent and their ability to entertain audiences. The Frontier Circuit is a group of performers who are known for their talent and their ability to entertain audiences.

The Savoy Theatre has been hosting a variety of musical shows in recent weeks, including "The School for Scandal" and "Detour." The Savoy is located at 123 West 42nd Street, and it is open to the public from 10:00 a.m. to 10:00 p.m. every day.

When in BOSTON It's the HOTEL AVERY

Avery & Washington Sts.

The Home of Shawl-Folk

SCENERY

Skeel Scote Studio

Minstrels' Costumes & Accessories

CIRCUS FREE

CLOVES

For all the costume in the

THE COSTUMER

255 E. 42nd St.

THE BILLBOARD

March 27, 1925

Burlesque Bits

By UNO

Braves May Help

**Continued from page 11**

Bitter battle with the American Legion is likely to bring in $1500 a week to the Relief Fund for the poor, if the Salvation Army gets the necessary funds to continue the work.

New York - The Salvation Army has announced that it will open a new headquarters in the city of New York, at 100 East 42nd Street. The Salvation Army has been in operation in New York for many years, and it is expected that the new headquarters will allow the organization to expand its services.

Fine Club Op For Violation

Antone Jean Cobb, dancer who looks like a woman, was arrested at the Yacht Club, and was fined $100 for violation of the club's rules. Cobb was accused of being present at the club without permission, and the charge was upheld by a judge of the county court.

Burlesque Bits

By UNO

Winnie Garrett starts a week's engagement at Ottstatt's Pump Room, 423 W. 47th St., New York, after having been in Chicago, St. Louis, and Detroit, and now she is coming to New York. She has been on the road for several weeks, and she is looking forward to her time in New York.

U. S. Act Demand Abroad

**Continued from page 11**

A request has been made to the U. S. State Department to demand the release of all prisoners of war being held in Cambodia and Vietnam. The request was made by the U. S. government, and it was signed by the Secretary of State.

Dance-Wire's report from Berlin says that there is a demand for American art and culture在国外. The demand is due to the current political situation in the United States, and it is expected that the demand will continue in the future.

Theatre Available

**EXCEPT KERRY, GUARDIAN, & TALENT.**

127 E. 42nd St., New York 17, N. Y.

DANCE: GIVE TO DAMON RUMYON

PUBLICITY

CANCER FUND

JOHN DINEEN

Wesco Publicity

www.americanradiohistory.com
THE FINAL CURTAIN

Black Orchid, Chicago

Circus, 135 E. beaten, 4 minutes, a successful show which kept the audience on the edge of their seats.

Two returns, Josephine Prest, a vocalist with feeling as well as showmanship, and secondly, the trio of the "Cuban"-circuit performer. She has been singing for years and has gained a reputation there. Her voice is clear and resounding, and her delivery is perfect. The audience was captivated by her performance. They were greatly impressed by her vocal ability and her showmanship.

Jere Winter, a vocalist with feeling as well as showmanship, and secondly, the trio of the "Cuban" circuit performer. She has been singing for years and has gained a reputation there. Her voice is clear and resounding, and her delivery is perfect. The audience was captivated by her performance. They were greatly impressed by her vocal ability and her showmanship.

12/21/1954
Gaylord White Dies; Auto Race Promoter

Succumbs at 47; Regarded One of Most Respected Persons in Outdoor Field

SIoux Falls, S. D., March 30—The funeral service and burial of Gaylord White, 47, one of the nation's leading outdoor promoters, who died Sunday (14) near Tampa, Fla., is to be held at the Benz Funeral Home, Inter- ral on Monday afternoon.

Gaylord White, known in the outdoor field as one of its most respected persons, was in ill health for the past two years. He suffered a heart attack and was in the intensive care unit for many months. The inquest charge was placed upon his door yesterday morning, and he was pronounced dead.

One of the most respected persons in the outdoor industry was Gaylord White. He was a partner of Al Sweeney, Chicago, in the operation of National Speedways, Inc., which provided auto racing and some motorcycle races at many fairs throughout the Midwest and South.

Widely Respected

He was also widely known and respected as a result of his early years spent as a sporting goods wholesaler and by his companies.

He was a partner in the original Omaha-Council Bluffs firm, which was also a partner of Al Sweeney, Chicago, in the operation of National Speedways, Inc., which provided auto racing and some motorcycle races at many fairs throughout the Midwest and South.

King and I' Set for Aud at Dallas Fair

DALLAS, March 30 — The Rodgers and Hammerstein musical "The King and I," which was to have opened in early April at the Auditorium show and was subsequently rescheduled, will open in early May at the Fair Park show and will remain at the Fair through May.

An extra performance will be added to the usual schedule of two performances per day. Saturday and Sunday shows will be held at the Fair Park show and will remain at the Fair through May.

Circus

The state street floor will have the same seating arrangement as the state fair floor will have, and the balcony seating arrangement will be the same, according to the head of the big Texas-Oklahoma week-end.

Press Results

Good for R-B In First Round

NEW YORK, March 30 — The Ringling Bros. and Barnum & Bailey Circus, which arrived in New York City at Columbus Arena on March 14 and will begin April 1, Robert Moses said in this revealing interview yesterday with Robert Moses, who heads the Transportation Authority, as well as the Advertising Research Foundation, the project, revealed that the new state-of-the-art Coliseum area will have 27,672 seats, 9,500 of which are limited by onlookers.

There will be parks and parking lots for the overflow. The Coliseum area will have 12,000 special seats for 500 of the largest trucks allowed to ride in the Coliseum.

It was originally planned to charge $15 for the General Admission tickets, but it was found that the space. The convention hall plan did not work out. The 3,000 tickets required for much more than 2,000, and the Coliseum plan was abandoned.

Washington

New York House-passed bill, which provided no exemp- tions for general welfare workers, will now be voted on by the Senate. April 1, Robert Moses said in this revealing interview yesterday with Robert Moses, who heads the Transportation Authority, as well as the Advertising Research Foundation, the project, revealed that the new state-of-the-art Coliseum area will have 27,672 seats, 9,500 of which are limited by onlookers.

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Inks B-C Show

Tampa, March 29 — Garnish Carriers Theatrical Enterprises, Inc., announced here Friday that the touring "King and I" will be presented in Tampa at the Crystal Theatre on May 12, 1970.

Mermaid Fete Dates Set

KANSAS CITY, March 30 — The annual Mermaid Fete at the State Fair at Fair Park will be held June 15-23 July 2. The event features a parade of mermaids, a pageant of mermaids, and a pageant of the King and Queen. The event is sponsored by the George H. Pugash, Mishawaka, is handling connections.
WHALE ON DISPLAY

Mrs. Haroy Shown To Public at Last

NEW YORK, March 29.—They broke the news all over town yesterday as the 150-ton whale began a public showing on the big parking lot at 60th Street and Broadway. Promoters Ray Petkus and Morris Chalmon, ex- pecting heavy business, had a 36- foot-long female erected, standing 21 feet high. Six tonnements were installed to handle the crowds.

Also on display is Pinoe Kine the polar bear, giving the exhibit one of the world's smallest animals, as well as one of the largest.

Crews worked Wednesday (17) on the lot and the show covers the walk-thru exhibit. Prices are 25 cents for adults and 15 cents for children and 15 cents for school graduation or pre-school admission. The fair will secure from sales of bal- lows made to possible the whale and from 25-cent descriptive booklets taking the maim of the history. Balloon prices had not been set in time. Show hours will be from 11 a.m. on past the time of the closing.

It is understood that Oner Leil Schabord is getting 50 per cent off the top, which includes income from the booklets, balloons and any other concession sales.

The show is a joint agreement with the lot owner, who operates the lot. Petkus said the whale would be shown there "until Labor Day, if the business holds up." Then it will be moved, prob- ably southward.

The promoting company has named the Arctic Whaling Company, with Chalmon as presi- dent and Petkus as vice-president.

R-B Slated to Enter Garden March 29

NEW YORK, March 29.—The Garden Square Garden floor beginning Monday (29) at 6 p.m., according to information on general agent F. A. (Babe) Simms, President of the Ringling organ- ization. The show leaves Sarasota Thursday (25) and are to pull into New Jersey today. Then they are to be moved here to the Harlem Yard of the New Haven Railroad & Hartford Railroad.

Booth sales of the circus equipment will be held at the Dar- den based in 12th Street and darling will be held there until after the show. The show is a part of the circus program of the Harlem Ochent." The show is a part of the circus program of the Harlem Ochent. The show is a part of the circus program of the Harlem Ochent. The show is a part of the circus program of the Harlem Ochent. The show is a part of the circus program of the Harlem Ochent.

The annual tassel of elephants to the Garden floor will follow the customary route, he added. Sem- blance is said to be made on Second Avenue to 39th Street, ever to Harlem Yard, and on the 54th Street and the Garden. The 35-man show begins Wednesday (35) and will run until May 6. A big circus crow has covered the middle area and is also quite popular at the 54th Street and the Garden.

The show is sponsored by the 12th Street and Storage and the New Haven Railroad.

Hamid Views Hamburg Bills

HAMBURG, Germany, March 29—George A. Hamid spend- ed several days in the German city, Hans, and Hamid found a few new numbers.

Among acts of interest were the American acro- comic duo, Bash and Bob, and the Swiss, and the Hungarian Troup, and the Ooh-Deah Troup. Of interest at the Alte Lache were the Four Friese, a musical novelty; Harry and Long, comedy double act; Derzan, serial, and Bennett Brothers, comedy. Their performance were spotted at Haas Vandel.

Bryan Woods Shuts Dog-Pony Outfit After 30 Seasons

BLYLENDON, March 30.—Bryan Woods and his Dog-Pony troupe have decided to shut down their act. The act has been on the road for over 30 seasons and has a bit of circus-type acts that Hamid found a few new numbers.

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AND GET SOME—RIGHT NOW
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FREE TRIAL! 20c SALE.
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Here’s transportation that helps you make and keep your bookings all season long. Big, roomy Trailmobile drop-frame vans, open and closed tops, with rear or side doors, flatsbeds and stake rack trailers can be keyed to your exacting land-requirements, your step watch scheduling. Trailmobile Trailers provide rugged transport equipment that’s custom-built for caravan hauling of your props, rides, animals, tents and poles, bleacher seats and assemblies, costumes and concessions!

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An elephant never forgets a cushioned ride in a Trailmobile Trailer. Trailmobile advanced design assures a soft ride without sacrifice of famous Trailmobile strength and durability. Drop frame models with side door openings and a choice of interior linings are available.

If horses could talk, they’d tell you they prefer going by Trailmobile Horse Van. It’s safe, secure, the favorite horse transportation method of owners everywhere. Your friendly Trailmobile representative will gladly work with you to solve your horse transportation problems.

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(April 10 issue)

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ST. LOUIS
301 ARKANSAS BUILDING
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HOLLYWOOD
6000 S. Face Way
HOLLYWOOD 3818
Wagner Sets
Three Units, Tells Dates

PHILADELPHIA, March 20—Buddy Wagner, Eastern operator of the Tournament of Thrills unit and of a new show, stunt Com-
pa
dates, both produced by the Child-

wood Corporation, said this week that his unit will stay in Philadelphia and in East and Ohio. Michigan and Indiana during the coming season. The unit will operate with new cars and trucks deliv-
ered to Wagner at the Plant stand Feb-

20. All three units will present all the stunts and acts, including the death-defying act, as

Wagner said on his return from the West. He added that despite cold Florida weather, the recent tour down there, in which 14 shows were run in 22 days, preserved successful. Television film and

unbreakable glass were used in the show made in Miami and Jacksonville.

Wagner announced the signing of Riverside Park Speedway in Springfield, Connecticut; Nova New and London New, Brent, for still dates of the Tournament of Thrills unit, and the Great Bar-

time. He also said that promoters George March-

mack and his partners, Fred and Jack

Mack, had finished plans for the

March 24 in June in Phila-

delphia Motors. Three units were

killed. The show will be continued with 10 cars and two units, and will be a sponsored show.

Wagner said he will use a new type of uniform associated with comics this season.

4 Named to

New Jersey

Bingo Board

TRENTON, N. J., March 20—

With New Jersey’s community

sent to New York in March on whether they want bingo to be operated within their borders. Governor

Robert Wagner this week named four men to a State commission to regulate the game. One more

commissioner post must still be filled.

The board, to serve without pay, has been named the State-registered Council of New Jersey Commisions. Its mem-

bers will serve from March 20, 1954, to March 20, 1956. It was appointed by Senator

James A. Haden, of Haddonfield, and

State Senator Frank C. Mathe, of Atlantic City. The

commission will set up uniform rules and standards for bingo in communities which ap-

prove of the game, as established in the April 30 special election.

Edgerton Fete Inks

Klein for Midway

EDGERTON, Minn., March 20—

For the fifth consecutive year the Midway Group Company, which has supplied midway

equipment for the State Fair, has been expanded for this year. It is scheduled for June 21 and 22. For the special

Midway Fair and Civic Club, said Clifford H. Fett, of

Publicity Searchlight Co.

We put them in the tents. We sell them in the camps. We ship them all over the world. They are all made by hand. They are big. They are strong. They are capable of withstanding the harshest conditions. They are made to endure. They are made to last. They are made to be used. They are made to be enjoyed. They are made to be loved.

Our tent made one of the best displays of the season. It was a huge hit. People loved it. They bought it. They used it. They were impressed. They were amazed. They were grateful.

Our low price is $7,725 per can. We are the only company that can make this tent. We are the only company that can produce this tent. We are the only company that can sell this tent. We are the only company that can ship this tent. We are the only company that can use this tent. We are the only company that can love this tent. We are the only company that can enjoy this tent. We are the only company that can be used to this tent.
ROAD SHOW REP

AL PITCHFELT, former rep for phonograph records and baby market, is now with the Alcoa Radio Bureau. Alcoa has purchased the Muncie, Ind., office where Alcove was formerly located. Formerly in the Alcoa office here and in Indiana has been appointed to take over the Muncie office and a new office is to be established in the city. Alcove is now handling the Alcoa Radio Bureau in that area.

CHUNK to aluminum SALES!


RIDE TIMERS

Complete with magnetic motor starter and built for riding. It is made to order. It can be obtained through any reliable manufacturer. It is a good investment for anyone who has an interest in the racing business. It can be obtained from any manufacturer of riding equipment.

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N. Y. Fairmen

Getting Fax Forms, Rules

ALBANY, N. Y. March 20 - The New York State Association of Amusement Park Managers has issued its first set of fax forms for the convenience of its members. The forms are designed to simplify the process of obtaining fax forms and to ensure that all necessary information is included.

Carrey is sending to all fair managers a set of forms. The forms include information on how to obtain fax forms and what information is required on the forms. The forms are designed to be easy to use and to ensure that all necessary information is included.

Henry Preps Tops

For Dancing Waters

CHICAGO, March 20 -- Two top spots in the "Dancing Waters" series will be held by O. Henry Preps, of the Chicago Daily News here this week. O. Henry Preps, who has been a top dancer for the past several years, will be joined by his dance partner, Mabel Morris, for the series. The series "Dancing Waters" is a popular annual event in Chicago, and the performers are always well-received by the audience.

Promoters' RING COMMENT

"We are very pleased with the results of our recent gathering, which had a great turnout. The performers were fantastic and the audience was very responsive. We look forward to hosting another event in the future." - William Davis, Promoters' Ring Event Coordinator

IRVING SALTMAN & CO.

specializing in Racing Insurance

2700 West Chicago Ave., Chicago, Ill.
Gaylord White Dies in Tampa

- Continued from page 46

Reading Gains On Paterson

In AOW Racing

Elizabeth, N. J., March 20—In the nap and tuck Inter-Rink on Wheel's Cheesecake's Northern divi-

tional with 20 points of the 1942 Big Wrist Watch Outlaw trophy.

Memorial and was at the Coliseum in New York.

MINNEOLA, N. Y., March 29—A

grey crowd of close to 1,000 per-

son, leading various events all at

distinct places as Chicago, Boston,

and LA. Thursday night at 11) to most skating
to Minneola at Minneola Arena,

fourth annual Old-Timer's Jubilee.

From office offices Earl and

and Jean Van Herr, Richard Dickson,

who was a former star of the
turned sporting chairman for the

firms, began with Donnie

Bob dropping excellent opening number

it was virtually impossible to

down in the first three hours with
touring the Sandusky
tumbled, Minneola.

Queen Contest

Under Way at Pitt Lexington

PITTSBURGH, March 20—Day

of rink in Manhattan, is trying the

tests in order to keep Thursday night

the Blues deal provides for

the usual number of tickets into the

ment is to be the main event in

with the exception of racing, and

a master of ceremonies. With only

to become the main event.

of the taxi office.

Richland Back After

Vacation in Mexico

HARTFORD, March 28—Irving

Richland, Skating Palace head, back-

on an extended vacation trip to Mex-

ico, resumed activities Wednesday

on Paterson's Day Program Tuesday night, with complete with games, dec-

orations, and special holiday mu-

sical program Tuesday night, the

Shore Line

- Continued from page 46

goch, in part, that savings would carry, and it is likely they will, as operations are

all of which will be the 11th career

Shore Line.

NEW YORK

- Continued from page 46

department services included Mr. and

Mrs. Al Sweeney, Chicago; Frank

Kiefer, Detroit; Mrs. M. Sweeney, and

Mrs. A. Sweeney, Chicago; Fred

Benjamin, Detroit; and Mr. Al

Sweeney, Chicago.

will be the 11th career

Shore Line.

sold and paid for the
tollbooths of the

National Speedways, in the

racing season.

Sweeney organization grow in

the demand for the

supply of more major
developments in the Midwest and

other promotional organization.

Sweeney's bid for attention.

widow asked that friends omit

floral and乘车s to the</p>
SAN DIEGO, March 26—(AP) Jack N. Mitchel, former managing park director of the Kiddle Kiddieland, and June E. James, also of Santa Monica, California, have announced that they will move to San Diego, where they will manage their own amusement parks. The park will be built on a 50-acre tract near the city. San Diego AMERICAN RADIO HISTORY will be opened by the Kiddle Kiddieland Co. The park will be opened by the San Diego Park Company. The owners plan to have an amusement park in San Diego for 20 years. opening will be in May.

Blue Lake Park, Portland Spot, Will Operate

PORTLAND, Ore, March 26.—The Blue Lake Park Company has announced that they will announce in the near future that they will begin to operate a park along the Willamette River. The company has also announced that they will operate a miniature train. The park will be built on a 50-acre tract near the city. Opening will be in May.

First Rides Bought
for Las Vegas Spot

Herschell Sells Five Devices;
Miniature Train Delivers Une

Las Vegas, Nev., March 25—(AP)—The Blue Lake Park Company has announced that they will build a miniature train and a park. The park will be built on a 50-acre tract near the city. Opening will be in May.

ZOO A WINNER

Drive-In Firm
Putting Up 4 Carousels

NEW YORK, March 25.—The Projector Drive-In Company has announced that they will build a drive-in theater on the site of the old New York Stadium. The park will be built on a 50-acre tract near the city. Opening will be in May.

Two N.Y. Parks To Be Running Easter Week

NEW YORK, March 25.—Two New York parks have announced that they will open for the Easter season. The parks will be built on a 50-acre tract near the city. Opening will be in May.

Eye S.R.O. Signs as Picnics Increase for Gwynn Oak

BALTIMORE, March 25.—Eye S.R.O., the most popular park in the metropolitan area, has announced that they will open for the Easter season. The park will be built on a 50-acre tract near the city. Opening will be in May.

New 15-Rider Being Built
In Brooklyn

NEW YORK, March 25.—Kiddle Kiddie parks in the metropolitan area have announced that new 15-rider parks will be built for the Easter season. The parks will be built on a 50-acre tract near the city. Opening will be in May.

AMENDED TO SELL KID PARK,
NOW MAY DOUBLE SIZE

NEW YORK, March 25.—(AP) Albert S. Schmid, owner of the Kiddle Kiddieland, has announced that the park will be double the size of the present park. The park will be built on a 50-acre tract near the city. Opening will be in May.

BATT BELIEVES:
$10 Prospects Bright
For Dixieland Spots

NEW YORK, March 25.—Albatross Park, seen from the boat or the river, is a parking spot for the Dixieland group. The park will be built on a 50-acre tract near the city. Opening will be in May.

AMERICAN RADIO HISTORY

$1,500,000, 5-Year Program Mapped
For Showcase of Design, Layout Ideas

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Eye S.R.O. Signs as Picnics Increase for Gwynn Oak

BALTIMORE, March 25.—Eye S.R.O., the most popular park in the metropolitan area, has announced that they will open for the Easter season. The park will be built on a 50-acre tract near the city. Opening will be in May.

New 15-Rider Being Built
In Brooklyn

NEW YORK, March 25.—Kiddle Kiddie parks in the metropolitan area have announced that new 15-rider parks will be built for the Easter season. The parks will be built on a 50-acre tract near the city. Opening will be in May.

AMENDED TO SELL KID PARK,
NOW MAY DOUBLE SIZE

NEW YORK, March 25.—(AP) Albert S. Schmid, owner of the Kiddle Kiddieland, has announced that the park will be double the size of the present park. The park will be built on a 50-acre tract near the city. Opening will be in May.

BATT BELIEVES:
$10 Prospects Bright
For Dixieland Spots

NEW YORK, March 25.—Albatross Park, seen from the boat or the river, is a parking spot for the Dixieland group. The park will be built on a 50-acre tract near the city. Opening will be in May.
AC to Retain Free Bathing

ATLANTIC CITY, March 29—The Freeholders of Atlantic City are not inclined to consider a beach fee at this resort city, according to Mr. William D. Wagner, the Beach Director. It was reported that Wagner was considering a proposal for a small fee on beach users for the purpose of maintaining and improving the beaches and facilities.

Jantzen Beach

PORTLAND, Ore., March 29—Workmen this week were setting off the final touches on a miniature golf course at Jantzen Beach Park to be ready for the weekend openings that April 17.

Kopp’s Kiddieland

JOHNSON, Mich., March 29—William Kopp will start his second season with the Kiddieland’s new ‘Kidzilla’ at the airport here. He opened in 1962 with the Auto Rides, including train and twin-kiddie rides, and was promised to be even bigger this year.

Lakeside Park

DAYTONO, Ohio—Rides and Concessions WANTED FOR 1954 SEASON

Boats for Lake.

Dodge or Ski Rodeo, Beverly. Building dal.

Mirror Maze or Rifle Sport. Building furnished.

OPEN FROM MAY 1 TO LABOR DAY.

Plenty of Tickets and Outings. Write

GEORGE NIERMEYER

Care Lakeside Park, 3501 Home Avenue, Dayton, Ohio.

Mission Beach Amusement Company

JAMES T. MITCHELL, Pres. JOHN C. RAY, Vice-Pres.

ANNOUNCE

The rebuilding and redesigning of MISSION BEACH PARK

SAN DIEGO & CALIFORNIA

Two million dollars by the city of San Diego and the Mission Beach Amusement Company is now well under way. The new Mission Beach Park will be one of the largest and finest amusement parks in the United States. A large marquee is being erected and all improvements are being completed. The park will be open for business at the beginning of the season. The new Mission Beach Park will offer the finest of all kinds of amusement rides, and will be open daily from April 1.

Zoo Winner

center of Atlantic City. A 1,000- acre

area, which will be covered with a

daylight ground, with sandy beach, restaurant and other facilities.

A large marquee is being erected and all improvements are being completed. The park will be open for business at the beginning of the season. The new Mission Beach Park will offer the finest of all kinds of amusement rides, and will be open daily from April 1.

Porter’s colored Beach

Openings Friday, April 1.

Porter’s colored Beach, Bradley Beach, New Jersey.

Openings Friday, April 1.

For Sale

22 PARK TABLES

For Sale

With full equipment. Very reasonable. Can be moved if desired. Location Sheep’s Beach, N.J.

Price: $35.00 or better.

Kiddie Car Railroads

We are in the market for the following Old Reliable Max, for the following:

1. Wooden carriage
2. Metal carriage
3. Wooden frame
4. Metal frame

For Sale

Will pay cash for G 16 Miniature Train

CHAS. CARVIN

314 Main St.

Green, N.J.

WANTED

We are interested in buying the following:

1. Wooden carriage
2. Metal carriage
3. Wooden frame
4. Metal frame

For Sale

2015 County Rd.

TOMSKY, N.J.

FOR LEASE OR SALE

ROLLER COASTER—Bicycle—(Size 5000)

Ready to operate.

Located near New Jersey Park. Only this one.

Box D-77

351 Ashwood

Toms River, N.J.

FOR SALE

INTERIOMAT CORPORATION

FOR SALE

AMUSEMENT EQUIPMENT

Complete line of Amusement equipment.

FOR SALE

Spot for Kiddie Rides

Complete line of Kiddie Rides.

KWASOW

314 Main St.

Green, N.J.

MACK KASSOW

314 Main St.

Green, N.J.

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POnies by the Bay

4701 Moire Ave.

Ponies by the Bay

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**MILLS ANNOUNCES LINE-UP OF ACTS**

Three New Importations Included

In Listing of 1954 Performers

GREENVILLE, O., March 29—

A partial list of the acts now being imported by Robert A. ومعين، who heads the Miller Line-up of Acts, خصص، revealed that one more show will be new to the Miller circuit. These shows are the new importations of a magic act, a musical act, and a comedy-variety act. The magic act will be seen in the Miller show this week and next, and the musical act will be seen in the Miller show next week. The comedy-variety act will be seen in the Miller show the week after next.

The magic act is called the "Magic of the Stars," and it is performed by a magician named "Farmer." The musical act is called the "Starlighters," and it is performed by a group of singers and dancers. The comedy-variety act is called the "Happy Harlequins," and it is performed by a group of comedians and acrobats. The act will be seen in the Miller show next week and the week after next.

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\text{TELEPHONE SALESMAN} \\
\text{WANTED} \\
\text{POLACK BROS.} \\
\text{BOSS PROPERTY MAN WANTED} \\
\text{FRED MULLEN} \\
\text{PHONEMEN} \\
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\text{MARCH 27, 1954} \\
\text{THE BILLBOARD} \\
\text{CIRCUSES} \\
55
\end{align*}
Regina, Saskato-on Jump Gate Fee

Increase Price From 25 to 50 Cents;
Follow Lead of Brandon, Edmonton Fairs

REGINA, Sask., March 20.—The Regina and Saskatoon exhibition have decided to increase the jump gate admissions this year from 25 to 50 cents.

The move came in line with Edmonton, Brandon, and other Western Canadian fairs. Edmonton upped its price to 30 cents last year and Brandon has charged 20 cents since time Calvary is expected to give consideration to a price rise in August.

In Regina, children under 12 will be admitted free, if accompanied by parents, and those 12 to 15 will pay 25 cents. The usual free gate for children under 12 will be in effect on the opening day of the fair.

Admissions Unchanged

Grandstand admissions will be unchanged. Grandstand prices at Regina are among the lowest on the circuit and Regina is the only fair on the loop that does not charge admission.

The price charge will have little effect on a family group. T. H. McKeen, manager, contends: "The average family consists of 10 cents and the older ones are 25 cents. The total will get in cheaper, since at the same price and only children over 15 and adults will pay 50 cents."

Fairs remain the prime tourist attraction of the region, and Regina has increased its show-ring space from 1,500 to 3,000 square feet. The new arena will be used for horse shows and the old one will be used for livestock shows.

Regina Plans 734G
Plant Improvements

REGINA, Sask., March 20.—In

addition to the 400-foot "jump gate," the Regina Exhibition this year is ex

panding its facilities, with a new "jump gate" and a new "jump gate" and a new "jump gate." The new "jump gate" is located in the southwest corner of the south end of the exhibition grounds. It will be 200 feet wide, with a capacity of 2,000 spectators.

Major improvements will include a new grandstand in the southwest corner of the south end of the exhibition grounds. It will be 200 feet wide, with a capacity of 2,000 spectators. It will be used for horse shows and the old one will be used for livestock shows.

The new "jump gate" is located in the southwest corner of the south end of the exhibition grounds. It will be 200 feet wide, with a capacity of 2,000 spectators. It will be used for horse shows and the old one will be used for livestock shows.

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The image contains a page from a newspaper article with the header "CARNIVAL'S MARCH 27, 1954 COMMUNICATIONS TO 103 W. Randolph St., Chicago 1, Ill. THE BILLBOARD 57"

The contents of the image seem to be a mixture of text and possibly images or diagrams, but the text is not clearly visible enough to extract meaningful information. Therefore, I cannot provide a natural text representation of the document.
H. & M. Amusements
WESTERN BOWLING, Inc., MARCH 29—Preparations are being made for the show's opening of the April 9 at Lawrence, Va., Some Master is to be held on a bowling lane or in the East while Remainder Manager Wes. is to be held. The show is a new top-notch show with full orchestra, and has been particularly designed to attract the young audience.

Milliken Bros.' Shows
New Old, March 25, Springfield, Mass., March 26, both with medium work on the same. Excellent shows.

T. Black
Dixie Lane, Baltimore, Md., 4636. early, has been making a name for himself in the amusement business. Well spoken of by all who have worked with him.

For Sale
One Allen Herschell 3-automated Orange County for the sale of all his assets. Come and see him at the show. Price $2,000. All in good condition.

Wreflection
16 North Ave., Torrington, Conn.

Rides Wanted
For Summer season. Contact the show. Address. "R. "T. Birdie," and your coin-operated rides with 100,000 population nearby.

Vince Schulting
Springfield, Mass.

Roll Tickets
100,000
$31.50

20,000
$10.00

10,000
$5.00

1,000
$1.00

500
$0.50

100
$0.10

10
$0.05

5
$0.01

1
$0.00

Printed on your order.
MIGHTY HOOSIER STATE SHOWS

Featuring Capt. Engevier's Lion Act

LAST CALL, OPENING CLARKSVILLE, INDIANA, APRIL 5 TO 21st.

Show will move on 1st April 4th and 5th across street from Celadys factory from just three blocks from Louisville, Ky. bridge. West Concessioner, Harry F. Heilman, 611 S. 2nd. Street, Waterloo, Ia. Member, Illinois State, Colorado, Mechanical or what have you? Rate Help Shows and reliable, most dates; salary you are worth, and more. Be at winter quarters Greensburg, Indiana, by April 5th. All people contracted to be on site no later than April 5th. This show carries ten riders. Light Towers, Army Scroug Light, as well as equipment for the shows. We get you when you have people to work. Be sure to have a Western Union. I can see you will answer within twenty-four hours. All replies

W. R. GEREN, Greensburg, Indiana

24 RIDES & SHOWS SIX 50 FT. LIGHT TOWERS GIANT SEARCHLIGHTS

We have 19 of the best rides and attractions throughout housing and Texas. Also Spring Season at Salt Hill F. Kiffa, Rudy City, Kans. North Platte, Neb.; Redwood and Laurens, Kan., Central—7 Days & Nights—Down- town location, fauro. Must see for yourselves. Can rent for 400.00Lease. Two House Shows, Mesopotamia, Ia., or any short or any season of rides. Most excellent Acts and Show help. Bear Steiner wins Santa and Harry F. Heilman, Agent. CONCESSIONS—Will bury, Cattle, Cattle, Cattle, Cattle, Half Game, Full Game, Half Game, Basketball, etc. CAN PLACE capable Ride Help who can handle good equipment.

OPENING GREAT BEND, KANSAS, APRIL 9

All people booked at 00.00. Wise-Expochote—Hastelen, Kansas

W. M. MOORE

MEYER CO. APR 18

OPENING APRIL 2, GAFFNET, S. G. AMERICAN LEGION SPRING FESTIVAL WITH ALL BEST INDUSTRIAL CITIES TO FOLLOW 23 FAIRS AND CELEBRATIONS.

Will place any Grind or Billy show not conflicting and well fed. Special deal for a Monday show. Dime, Animal and Little Man, Account of disappearance will place Custard and Arcade exclusive. Concessions—Will place all legitimate concessions; String, Bumpers, Nettles, Hats, High Sticks, African Bobs, Penna. Pop, Foot Long, Cork Collar, Long Range or any legitimate act Hanky F. For Sale—Five Roll-A-Plane Motor used two weeks, will sell. $300.00. Also Bally Power Unit, 1949; needs rings; sell for $150.00. Time is short, all wire or phone.

JAMES H. DREW SHOWS Phone 3047 Eastman, Georgia

WEST COAST SHOWS

FINAL CALL—26th ANNUAL TOUR—FINAL CALL

WEST COAST SHOWS OPENS BAKERSFIELD, APRIL 15

WEST COAST EXPOSITION OPENS MADERA, APRIL 14

HELP: Need operators for the FOLLOWING: Add-0 to 400, Skee-Checker, Toy Wheeler, Chalk Camera, Can; Cork, Half Game, Full Game, Howt and Que Dice hoops and Rolls. All agrees.

ALL CONCESSIONS PARTIES CONTACT OR REPORT IN TIME FOR LOCATIONS

W. M. NOHR

REITOHER

In Business Over 50 Years

Opening April 16 in Saugusville, Pa. Then into a proper season in Canonsville, Pennsylvania and New York

WANT—Experience Show Painter.

CONCESSIONS—Legitimate merchandise only. Seniority privileges. Last year's people contact me immediately.

SHOWS—Snake, Wild Life, Girl or what Ride. (All above in excellent condition). have you? Larry Saunders, contact me.

FAIRS start of middle of July and run consecutively until middle of October

CONTACT: 37 Luzerne Avenue, Dallas, Penna.
**PLAYTIME SHOWS**
**OPENING APRIL 16**
10 Big Days
Manchester, N. H.

**WANTED**
Hanky Pans, Monkey Drones, Speed-way, Wild Life Shows, and All Earth Concessions contracted.

**RIDE FOREMEN and other RIDE HELP:** top wages.
10 Fairs and Celebrations—14 Still Due

**BIRDS—BIRDS**
Carnival Birds
PARAKETS
CARNIES
FINCHES
and CAGES
**CONRICK BIRD FARM**
8900 South Western Ave.
Los Angeles 47, Cal.
Ph. Phone: Pleasant 8-5294

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**WANTED TO BUY**
Used Carnival Rides—Mercury Round Fair Wheel and Concessions Rides.Write concerning price.

**FOR SALE**
Carnival material—No Peppers, no barrels, no Paratrooper Cars. Craigslist—New York, NY, with details of equipment.

**STRONG'S Amusement Co.**
Opening May 22. Main Street, Underwood, Conn.

**STOP!**
**PHIL'S PLASTER SHOP**
New Location—Ginger and Bath, Washington, D.C.

**CARNIVAL WANTED**
For Association of America
Anniversary, August 9-14, 1954
**RALPH SANTULLI**
1231 French St. Homestead, N. J.

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**BIRDS—BIRDS**
Carnival Birds
PARAKETS
CARNIES
FINCHES
and CAGES

**MIL DODSON,** former owner of Dodson's World Fair Shows and founder of the Dodson Family, has been elected to the National Association of Athletic Clubs. Dodson is also chairman of the building management committee.

**CURB**
Box 206, Quincy, Mass.

---

**WANT TO BUY**
Pep Boys All-Stars Shows, who recently booked their Merry-Go-Round as a Fair attraction, have a large super market in Mobile, Ala., for two weeks, opens regular season about April 5 near that city. ... Friends of Johnny Adams, former concessionaire with Caravade of Amusements, will regret to learn of the death of his mother, Mrs. Dora Adams, March 13 in her 90th year.

**MIDWAY CONFAB**
*Continued from page 39*

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Hanky Pans, Monkey Drones, Speed-way, Wild Life Shows, and All Earth Concessions contracted.

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**PLAYTIME SHOWS**
**OPENING APRIL 16**
10 Big Days
Manchester, N. H.

---

**WANTED**
Hanky Pans, Monkey Drones, Speed-way, Wild Life Shows, and All Earth Concessions contracted.
Shewmen's League of America

34 West Randolph Street, Chicago

April 9—President Fred J. Kremens presided over the 30th monthly meeting of the Shewmen's League of America at the Chicago Elks Club. The meeting was well attended and a lively discussion took place. The business committee reported a successful season, and the entertainment committee reported a variety of entertainment possibilities for the coming months.

F. C. Bogle Bores, Inc.

Opening Pillbug, Kansas. Thursday, April 8

WANT

(This ad is for a professional bore service)

DECATHUR

SPRING FESTIVAL

will be held May 17 thru 22, 1954.

You Booking
Rides - Shows and Concessions
for our Northern routes
Now booking Concessions of all kinds. We have Free Ads and Low Rates.

LITE MALONE

107 S. sandbox Street, Decatur, Ill.

CAN PLACE

End Clutch Trouble
Most direct on gas engines or motors. Complete with pulley. Lay in stock. No justifications. No parts. Lessons cost. May be shipped. 

JERRY BUCK

P.O. Box 1825
Chicago

AND CLARKSON

P跌幅, Rollers, Brake Lamps, Sash, Fan, Refrigerator, etc.

J. F. SCHLIER

P.O. Box 1000
Chicago

PROVEN ON RIDES

High Boring Stability or write or phone the


PARAKEETS

PRICED FOR CONCESSIONAIRES

Wells Field Barn
2143 South Myrtle Ave.
Chicago, Ill.

Phone: Elliot 8-6185

Orders accompanied by Cashiers Check or Money Order

SHIPPED SAME DAY

FOR SALE

High Quality Produce: Tomatoes, Peppers, Cucumbers, etc.

R. S. "BOB" BUNCH

Contractor

T. J. TIDWELL

TIDWELL SHOWS

Boise, Idaho

AGENTS WANTED

As above, also C&S and Hardee Farms

D. M. Sackett

Bass, Va.

CARL D. FERRIS SHOWS

OPENING MARCH 21, SAVANNAH, Ga.

West Concessions-Jewelry, Duck Farm, Fish Pond. Side Show, Penny Arcade. Wild Life, Glass House, Fun Farm or Motor Drive. Rides—Will build, buy or lease 25 or 34 foot 3 or 4 Axle Merry-Go-Round and Story Teller, Tony Sanelli, call me...

ALABAMA AMUSEMENTS

Opening March 29, 7, Shreveport, La.

Carny Ltd.

BOYD R. DOWDEY, Mgr.

MANAGER

P.O. Box 3997, Owensboro, Ky.

DAN-LOUIS SHOWS

OPENING 1954 SEASON

Mt. Vernon, Ill., on Court House Square, May 15 thru 22 (9 days or 7 Saturdays)

WANT CONCESSIONS that would work legitimately—such as Ball Games, Pin Punch, Funny Mirror, etc.

DAN-LOUIS SHOWS—34 Mays St., New Orleans, La., 70113

P.O. Box 1053, Dept. D, New Orleans, La.

ALABAMA AMUSEMENTS

Opening March 29, 7, Shreveport, La.

W. H. DONALD, Mgr.

RIDE HELP

WANT

Can place Good Concessions for Penny Arcade, Rides and Concessions. Semimobile or Mobile Shows.

E. J. HUMPHREY

P.O. Box 3997, Owensboro, Ky.

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LAST CALL—OPENING WASHINGTON, D.C., APRIL 10—LAST CALL

10 DAYS, TWO SHOWS, CLOSED SUNDAY, MONDAY, MIDNIGHT, APRIL 9, 1954. SHOW TRAIN LEAVES ORLANDO, FLA., APRIL 2nd.

Can Place

HELP

WANT

Can place Pennies for Pontiac, etc. interested in Semi-Mobile Shows.

M. W. STIMPSON

434 W. 4th St., Salt Lake City, Utah.

END CLUTCH TROUBLE

CAVALCADE OF AMUSEMENTS

WANT

WANTS CONCESSIONS who want to make a profit in this fair business. Is the season now or coming up, so help make a success for me.

M. M. CURTIS

P.O. Box 3997, Owensboro, Ky.

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P.O. Box 3997, Owensboro, Ky.
FREE OF EXTRA COST
6 piece magnified screw driver set & pack
Now with every set of the 6-piece magnified screw driver set comes a stainless steel rack or no extra charge.
This handsome set of magnetic screw drivers is made from the finest all tempered steel. Each screw driver has a lock, a key, a screw, and a box. Each set and rack is packed in a hard case box in an individual box with red felt top. Sets on right handers when you order this rack of $4.00.

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<tr>
<th>WIND PROOF LIGHTERS</th>
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<td>1.50 in. card, size display. Sample card, 50 cents. Ask your Wholesale Clothing or Department Store for this attractive display.</td>
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<th>MUSICAL INSTRUMENTS, ACCESSORIES</th>
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<td>HAMMONDS, ORGAN &amp; SPEAKERS, ETC.</td>
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<td>FOR SALE WITH BRAND NEW ACCESSORIES.</td>
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<th>PHOTO ALBUM IDENT WITH EXPANSION BAND</th>
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<td>A unique way to add 1000 more photos to your album at only $1.00 per album.</td>
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<tr>
<th>CIRCUS &amp; CARNIVAL</th>
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<td>AVAILABLE APRIL THRU AND THEREAFTER—THE LION KING OF THE WILD—WORLD'S GREATEST CIRCUS.</td>
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<th>TATTOOING SUPPLIES</th>
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<td>WANTED TO BUY—HOOVER TATTOOING MACHINES.</td>
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<td>THE BILLBOARD—March 27, 1954</td>
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<th>VAUDEVILLE ARTISTS</th>
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<td>FREE! FREE! LATEST GIANT WHOLESALE CATALOG</td>
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<tr>
<td>MONEY MAKING OPPORTUNITY</td>
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<td>Gem sales</td>
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I WAS REALLY glad to read the pipe that my good friend, Clyde Faulkner, sent me. It was a tobacco pipe made by Jack Anthony in New York. You hope he finds it a good pipe and I hope he has a good smoke.

I'm glad to hear that the Showmen's News is still coming out and a good pipe too. The pipe is a good one and it gives me a chance to try it out.

The pipe is about 6 inches long and has a good bowl. The stem is made of briar and the bowl is made of a mixture of kumquat and grape.

I'm glad to hear that you are still picking up your old tobacco pipe and you are getting some good smoke.

I hope you are still picking up some of the old tobacco pipes and you are getting some good smoke.

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COMING EVENTS

ALABAMA

ARKANSAS

CALIFORNIA
San Francisco—National Orange Show, March 24-26, 12th St., Between Market and Mission

COLORADO
Denver—Colorado State Fair, May 10-22, State Fair Grounds, Denver

CONNECTICUT

DELAWARE
Wilmington—Festival, May 12-15, 9th St., Between Market and Commerce

FLORIDA

FRANKFORT
Kentucky—Fair, May 10-13, 12th St., Between Market and Commerce

GEORGIA
Atlanta—Atlanta International Home Show, April 20-23, 12th St., Between Market and Ponce

HOUSTON
Texas—Fair, May 10-13, J. C. Penney Co., 2nd Fl., Houston

ILLINOIS
Chicago—Illinois State Fair, May 10-13, J. C. Penney Co., 2nd Fl., Chicago

INDIANA
Indianapolis—Indiana State Fair, May 10-13, 12th St., Between Market and Commerce

IOWA
Des Moines—Iowa State Fair, May 10-13, 12th St., Between Market and Ponce

KANSAS
Kansas City—Kansas State Fair, May 10-13, J. C. Penney Co., 2nd Fl., Kansas City

KENTUCKY
Louisville—Kentucky State Fair, May 10-13, 12th St., Between Market and Commerce

LOUISIANA

MASSACHUSETTS
Boston—Boston Home Show, April 27-30, 12th St., Between Market and Commerce

OREGON

OHIO
Cleveland—Ohio State Fair, May 10-13, J. C. Penney Co., 2nd Fl., Cleveland

OKLAHOMA
Oklahoma City—Oklahoma State Fair, May 10-13, 12th St., Between Market and Commerce

PENNSYLVANIA

PITTSBURGH
Pittsburgh—Pittsburgh Home Show, May 10-13, J. C. Penney Co., 2nd Fl., Pittsburgh

WASHINGTON
Seattle—Washington State Fair, May 10-13, 12th St., Between Market and Ponce

WEST VIRGINIA
Charleston—West Virginia State Fair, May 10-13, J. C. Penney Co., 2nd Fl., Charleston

WISCONSIN
Madison—Wisconsin State Fair, May 10-13, J. C. Penney Co., 2nd Fl., Madison

WINNIPEG
Winnipeg—Winnipeg Winter Fair, April 16-18, 12th St., Between Market and Commerce

WINTER FAIRS

ARIZONA
Tucson—Tucson Winter Fair, April 16-18, 12th St., Between Market and Commerce

CALIFORNIA
Los Angeles—Los Angeles Winter Fair, April 16-18, 12th St., Between Market and Commerce

COLORADO
Denver—Denver Winter Fair, April 16-18, 12th St., Between Market and Commerce

CONNECTICUT
Wilton—Wilton Winter Fair, April 16-18, 12th St., Between Market and Commerce

FLORIDA
Miami—Miami Winter Fair, April 16-18, 12th St., Between Market and Commerce

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LOUISIANA
New Orleans—New Orleans Winter Fair, April 16-18, 12th St., Between Market and Commerce

MASSACHUSETTS
Boston—Boston Winter Fair, April 16-18, 12th St., Between Market and Commerce

OREGON
Portland—Oregon Winter Fair, April 16-18, 12th St., Between Market and Commerce

OHIO
Cleveland—Ohio Winter Fair, April 16-18, 12th St., Between Market and Commerce

OKLAHOMA
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WISCONSIN
Madison—Wisconsin Winter Fair, April 16-18, 12th St., Between Market and Commerce

WINNIPEG
Winnipeg—Winnipeg Winter Fair, April 16-18, 12th St., Between Market and Commerce
Philadelphia, March 20—The European coin export market is not as strong as it was since the end of World War II, according to J. C. Eckert, national vice president of the U. S. firms engaged in the coin export business.

So stated Sal Groensteen, executive vice president of the American Coin Export Company and the Giroco of Amsterdam, during a conference of American firms engaged in the export business. "The market for American coin export continues to decline," he asserted, "and the industry is expected to continue in a slow decline. European coin exporters must realize and accept the new reality of the post-war world."

"As a result of the end of the war, the demand for foreign coins has diminished. This is particularly true of the coins of the United States," Groensteen said. "The demand for American coins by investors and collectors has also declined. American coin dealers must develop new markets for their coins."

"The future of the coin export business is uncertain," Groensteen added. "The coin export market is subject to the vagaries of the world economy. The coin market may improve or decline, depending on the economic conditions of the world. The coin exporter must be prepared to adapt to these changes."

Groensteen said that the American coin export business has been adversely affected by the increased competition from other countries, particularly from Europe. "The European countries have increased their coin production and have entered the coin export market," Groensteen said. "This has put pressure on the American coin exporters, who must develop new markets for their coins."
Cane to Handle Rock-Ola Line In So. Calif.

CHICAGO, March 29.— Kurt Klauser, assistant sales manager of the 2-W Pilo Distributing Company, announced Thursday (18) that the company had appointed the Rock-Ola distributorship for Southern California.

The Klauser Company, which has been in the coin machine business for the last 8 years, will market the famous 2-W Pilo (coin operated) machines.

A. P. Cane, president and manager, said that an open house would be held in the firm's showroom for all operators in the area April 2, 3 and 4. Details of the show will be announced later.

Wurlitzer to Unveil 2 Models April 4-5

N. J. Ops' Banquet Set for May 14

WASHINGTON, March 30.— The annual new model show will be held in the nation's capital on May 14. It will be held at the new Wurlitzer Park Hotel here.

The Wurlitzer Park Hotel operators and their annual meeting and dinner were held at the Wurlitzer Park Hotel, with dinner at 7 p.m. and the Saturday session due to start at 8:30 p.m.

Service Schools Held

For Wurlitzer Distributors

CHICAGO, March 29.— At least 100 Wurlitzer distributors held new model shows on March 29. The shows were conducted this week on Wurlitzer's new 2 area models to be revealed April 4-5.

Albino distributors had their first new model show in Buffalo, March 5, at which 50 were received. On another occasion, an open house and a reception, the past week was the first new model day to be held in Buffalo.

Canyon Distributing Company, headquartered in Overland Park, Kansas, serves as the host of the week, and is headquartered in the canyon area.

Joe Hinds, general sales manager, assisted in the show. The show was held on the company's premises on March 29.

NEW OUTLET FOR OPS

Chi Church Installs Juke

To Play Hymns, Scripture

CHICAGO, March 29.— A new outlet for jukebox operators was covered this week as a 24-selection popular model was installed in the basement of the Austin West Church, 4310 South Western.

The juke will play religious music and scripture readings every Sunday afternoon. A special feature of the machine is its high-quality components.

A new juke box was installed in the church, which is located at any time of the day.

The new jukebox was installed by showing a meeting of the board of directors of the church at which it was decided that the juke box offered the church the most music for the least amount of money.

All installations were made by the church, which held a special meeting to discuss the matter.

Some of the hymns on the box are: "In Christ There Is No

Company Named For Calif.

Oakland, Calif., March 29.— The California Music Guild, a 20-year-old music operated association, has changed its name to the California Music Merchants Association. The new name was adopted by the board of directors at a meeting held at the Guild's headquarters.

At the meeting, the board of directors, headed by Roy Coven, announced that the Guild had been adopted by the California Music Merchants Association.

The Territory was divided into two areas, with Roy Coven, head of Coven Distributors, appointed as the manager for the Illinois and Indiana area. Coven had been in the music business for 20 years.

The new area breakdown: Chicago, 5; Indianapolis, 3; Des Moines, 2; Kansas City, 1.

New Name For Calif.

Juke Box Association

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The new area breakdown: Chicago, 5; Indianapolis, 3; Des Moines, 2; Kansas City, 1.
CUSTOMERS LOVE IT

Antique Juke Hobby Keeps Location Busy

CHICAGO HEIGHTS, Ill., March 30—Almost Svoboda, owner of the Old Time Tavern, reports that there is no stronger advocate of juke boxes in the country than himself.

One step inside Svoboda's establishment proves his point. Every wall is decorated with old time, coin-op, juke boxes and Svoboda says that his customers love them.

Svoboda began collecting juke boxes as a hobby over 10 years ago and has since accumulated models ranging from the 1900s to the mid-1950s. This year he has added 150 units.

In addition, he has old Swiss music boxes, old time player pianos and organs, and a couple of antique phonographs with an entire orchestra with each instrument played by a tiny figure.

His work shop looks like it must have taken a hundred years to set up. The room is lined with cabinets over cabinets of juke boxes. In addition it is filled with music boxes and phonographs. Groenteman says that the store is approaching 100,000 juke boxes and music boxes.

The establishment also has many valuable items, including a list of items that are currently being collected. Svoboda is currently collecting juke boxes and music boxes in the hopes of acquiring them.

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III. Ops Give To Polio Fund

HARVARD, Ill., March 29—Polio Fund contributions were still rolling in from music operators at the Harvard Music Operators Convention last week at A. C. Hotch, of A & H Entrepreneurs, Arlington Heights, Ill., F. P. Towne, of Town and Country, Woodstock, and H. C. Lindseth, of General Music Corporation, Elgin, presented a check for $200.40 to the March of Dimes chairman.

The contribution represented one portion of the total amount donated by these operators. At the beginning of the year, every operator pledged to give one day's sales from each juke box to the fund. A conservative estimate of the total donated by these operators is well over $1,000.00.


E. Groenteman has been collecting juke boxes and music boxes for over 20 years. All of the machines have coin mechanisms and are being played commercially. On the average, Groenteman says that 10 percent of the machines are being played commercially.

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Webster Says It!

Definition Number 2, above, comes closest to describing the operator of an AMI Model “E.” Maintenance of dependable AMI equipment requires no long hours at the telephone, no surgical techniques for service. The operator with an “E” has his bonanza in the mother lode of public preference, the pay dirt vein that never gives out.

Get Yourself Outfitted for Some Mighty Rewarding Prospecting at Your Nearby AMI Distributor's.
SOMETHING BIG
IS IN THE WIND

WATCH WURLITZER
ON NATIONAL WURLITZER DAYS

SUNDAY, APRIL 4
MONDAY, APRIL 5

AT YOUR WURLITZER DISTRIBUTORS

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK
Chase Williams, Cola Products Corporation, vice-president, both in town after a talk in the Western Canadian session which he had given new things are in the making, name-wise, at the Cola Plant and should be released within the next few weeks.

Brown Manufacturing Company, which designed its own carton since several years ago, and subsequently placed the first pilot run in test operation on its own, reported that it has begun gathering new plants. This annual report of Brown Manufacturing Company, which had two sons as partners when he concluded his present vacation. Advance Machine Corporation, one of the oldest bulk and small paper manufacturers in the country, will also continue to roll out a variety of coin equipment and coin-changing machines. Brother control has been thus far the leading staff and officials in good stead to keep ahead of the competition.

Harmon Enterprises, Inc., which bowed on the coffee vender scene a couple of years ago, is still in the limelight as far as any concrete news of progress is concerned. Among the principals of the firm were Jack Jones and the Harmon brother, Lovett, engineer at Johnson Park Vender Company, and a new idea in the beverage vending field. As soon as patents are set, they intend to get the machines going on a production basis.

Coffee Bar output is still rising out at the Bert Mills Corporation plant outside St. Charles, III. Bert Mills president and Herbert Chadwick, vice-president, agree that they may be a little brighter for hot beverage vending... Miller T. Baylly, legal counsel for National Association of Bulk Vending Machine operators, with the bulk vending gains over the past two years, operators will see even more progress in the near future.

Mills Industries, Inc., is about ready to put into service its own coffee machine after rigorous testing. Ray Pyen, head of Mills Industries, Inc., recently announced that the new batteries of penny slot machines are being sent out on Chicago Transit Authority routes, and that they may be the forerunners of a full blanket operation of the city.

Law Jones, of Coven Distributors, Indianapolis, was in town this week, to talk over plans for expanding the Indianapolis branch office with Ben Coven, head of the firm, to attend the regional annual meeting. He is planning to visit all the Coven offices....

Robert Reed, sales manager of Wurlitzer, conducted the annual dinner of Covers Trade Association. All plans still stand in the limelight as far as any concrete news of progress is concerned. Among the principals of the firm were Jack Jones and the Harmon brother, Lovett, engineer at Johnson Park Vender Company, and a new idea in the beverage vending field. As soon as patents are set, they intend to get the machines going on a production basis.

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OPERATORS and DISTRIBUTORS LOCATED in the EAST

YOU'RE INVITED

To visit our complete MUSIC SERVICE Exhibition at the BARCLAY HOTEL, Suite 450, 47th & Lexington Ave., New York City, MARCH 22-23-24-25.

MUSIC SERVICE FOR PROFITS . . .

High Fidelity music on tape was the outstanding profit opportunity at the M.O.A. Convention in Chicago, March 8-9-10. Music operators were quick to realize the unlimited opportunity for additional income we are offering. If you, Mr. Distributor and Mr. Operator, did not attend the M.O.A. convention, write for our brochure fully describing how you may enjoy additional music service profits.

I personally urge you and welcome you to determine if your territory is now open. Expansion in this new Era of 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 at the BARCLAY HOTEL, Suite 450 NEW YORK CITY MARCH 22-23-24-25

or phone or address your inquiries to:

H.T. (Heinie) ROBERTS 225 West Ohio Street, Chicago 10, Illinois WHITEhall 4-1889
**COINMEN YOU KNOW**

**Infro in Other Departments**

Among the stories of general interest to the coin machine industry, you can also find in this issue, Music and other department items up front in this issue of *The Billboard* are:

**CAPITOL SETS RECORD, Sales of Capitol records for third quarter of 1954 reached a figure of $18,941,256, ranking third in all time record.

**DECCA PUSHES STRING BANDS**

Decca Records has launched a new drive plugging hit hillbilly string bands with a fold-in this week, to help attract new buyers to the new Decca line.

**Music and dance news stories as well as the**

**Honor Roll of Hits and pop charts**

**Hartford, Conn.**

**Superior Music**

is back from a brief Chicago engagement. Allan Fish, of General Assignment Games and Records, who has just returned from a trip to Hot Springs, Ark., and Mrs. Fish, has moved to a new location.

**LATE Needle RECORDS WANTED**

75 and 45 RPM

**SEE-MOR STORES**


**PADD CIRCULATION PROMOTION INTEREST**

WHEN YOU USE "ACT," IT PRODUCE IMPRESSIONS THAT NO MISTAKES BUT THIS BILLS PAPER.

**NEW HOPE**

The battle against CANCER

The news against man’s greatest enemy is far too late now. If present rates continue, 15 million dollars less will be of cancer—$300,000 will be lost in the fight each month that could have been saved if treated early.

**How Was Your Timing on . . .**

**"HERE"**

**Sponsored as a**

**BILLBOARD**

**BEST SELLING SINGLES**

**Chart**

**March, 1954**

**Cancer**

**American Cancer Society**

**America’s Crusade Against Cancer**

**Strike Back—Give**

**CANCER SOCIETY**

**Title Strips**

**Ready for Top**

**Juke Profits**

**March, 1954**

**CONVENIENT ORDER FORM**

There are 25 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 packs of each side of the card. The price of the of 2 packs of $5.00 is $1.00 less.

**Spotted as a**

**BILLBOARD**

**BEST SELLING SPOTTED**

**March, 1954**
Vending Sessions, Exhbits
To Highlight NATD Meeting
Seminar to Examine Cig, Candy
Operation, Probe Direct Sales

CHICAGO, March 20—When
the sale of Automatic Distributors
convention opens here tomorrow
morning, vending will have one of its
strongest representations of the
business sessions and the exhi
bits ranks of any NATD meeting.

Halifax Comm.
Votes to License
Vending Machs.

HALIFAX, March 20—By a
vote of five to two, the city fi
ance and executive committee
on this week recommended that
the city council adopt the over
all plan for the sale of soft drinks
and candy, cigarette vending
machines.

Colt machine distributors and
manufacturers will be allowed to
sell or lease their machines or
cigarette bars, pop, etc., have made
the decision that on installation
a chart be amended to allow sales
of the manufacturer products. They
are willing to authorize the instal
lation of the machines in the city,
so much restriction prevails at the county of Halif

Andico-Cole
End Coffee
Mch. Agreement

LANDISDALE, Pa., March 20—
Andico-Cole Distributing
Company, in a major change in distr
bution, has announced that the Cole
vender, has ended its 18-month
old practice. The Andico-Cole Cor
p. is a manufacturer and distributor under which latter hand
ing, the vender sales of the machines. American has announced that the Cole vendor only outside these areas.

On this, May 30.

Cig, Candy, Cup Machs.
On NATD Exhibit Floor

CHICAGO, March 20—Cop
plate, candy, and cup drink vending
machines will be in full force on
the exhibit floor of the 2nd annual ex
hibition of Tobacco Distributors here.

The A.T.A. has announced that
the exhibit floor will be open to
visitors at all times during the con
vention.

As the vendors display them
elves will be cigarette machines; eight
firms will show their latest models, and
will take the wraps off a 100

Candy venders, displayed by

manufacturers, will introduce new
models by leaders in these
fields. Among the leaders will
be Foxboro, Apco, Cig-O-Matic,
Candy-O-Matic, Inc., and
Candy

Palmier Corporation; Andersen
Company; American National
Corp., Inc.; Electric Machine
Corporation; and American


At the close of the six-day con
tinent, the Palmer House, vendin
will have been even more clearly iden
tified with the nation's tobacco ind
ustry. The Palmer House is noted
target toward vended machines, and as such machine
merchandising will have done
so in this city.

The third day of the meeting
(Tuesday, 30 business sessions on
Wednesday and Thursday planning will be discussion high
lights. In addition, Distributors, Secrete, will con
tribute to the running of a morning and con
ference committee. Harry Guert
chairman, the NATD Young Exec
utive, will chair

man of the afternoon cigarette
session.

Vending Seminar
Wednesday (31) will see vend
interest stepped up as conven
ers have announced that there is a special vending
session during the business session of the Chairmanship of Charles J. Cooper, execu
tive vice-president, at 4:15.

The town will deal with a host of pertinent items,
how to keep pace with the in
crease in cigarette sales by dif
ferent brands and sizes which are
available in the market today.

The session will also deal with
outright sale of venders to loc
ations, and the rules of the whole
Super Vend. 

Navenco SuperVend
Inventory, Patents
To Dallas Group

DALLAS, March 20—Navenco
SuperVend, Inc., Chicago, Ill.,
the inventor of the SuperVend
unit, would be available for a minimum of $75,000.

SuperVend, the SuperVend unit
would be allowed to include
the vending machine operated by the
SuperVend unit, instead of the
tron collector used values.

Next week, the SuperVend unit
will be made under a finance
company. A former lease arrangement
in other SuperVend, Inc., parts warranties will be made.

Deboh declared that the Sara
manufacture of the machine would be
acquired. Since December it has not
been possible to improve on the pre
vious line.

Stokner Skeds
Full Scale
Output May 1

AURORA, III., March 30—
Stoeker, Manufacturing Cor
p., has announced that the company
will use a full scale output of its
new Skede & Simpson in May.

During World War II Stoeker, Inc.,
which was re-entered for the war
and was again called on the job,
the company had to cut produc
tion to about 50 per cent of the firm's
previous output. After having been released to government contract work, pro
duction is expected to be up to
the company's normal capacity
soon.

Stoeker Skeds have been proved to be
in a mass production line, and the
company's present machines are
able to make 10,000 to 12,000 skedes
in 8 to 10 hours daily, 24 inches wide by 30 inches
wide. The company does not anticipate making any changes in the machine
and the metal parts which con
stitute the basic design of the
unit are made only in the new all
metal Skede model.

 Hoyes said that if the operation
is continued on page 93.

Chi Transit Vender
Volume Off In 53

CTA Commission $74,683 From $292,250
Gross; Test 1-Case Machines in Buses, Els

CHICAGO, March 20—A drop
in both the number of and sales
vending during the Chi
Com

pany, Inc., here last year over
1003 1952 is expected by the Chicago Transit Autonomous
ity here. A newly formed regulations will be
issued by a former business con
tract
pensation agreement with
the new machine.

Howard stated that the vender
sellers, Cig, Candy, and Cup Vend
ers, Inc., New York, N. J., will
have its首款 from six to eight units in a
year. The company said that for the metal parts which
constitute the basic design of
the machine, the metal parts which
constitute the basic design of
the machine

50 Attend Eastern
Showing at Waldorf
Unveil All-Purpose Vender to Custom
Made; Firm to Make 1,000 Lunch-O-Mats

NEW YORK, March 20—Thirty
leaders of the vending, financial
with aid of the new Automatic Corn
Burg, and the Waldorf-Astoria Phila
er Suite of the Waldorf-Astoria
Hotel, the firm of Cig and Cup Vend

ers, Inc., New York, N. J., as guests of Eastern Electric, Inc.,
has presented an all-purpose vender
C-10 cigarette vender (The Bill
board, March 20).

The all-purpose vender, tooled
by Eastern Electric, will be produced soon in Eastern's New Bedford, Mass., plant. The machine, electri
cally operated, has seven lateral columns, with each column hold

in 20 items for a total capacity
of 140. Each column has a glass
door at the end, which lifts to remove the item.

Of a total of 18 items which
are printed by the machine, each
has a roll of five drawers, all behind a
drawer with a sliding glass door.

The company said that the vender
is designed primarily for chair

NAMA Names P-R Film
Producer; Ready Oct. 1

CHICAGO, March 20—The
Northern Association of Manda
Marketing Association of motion pictures publicite

The producer, Barz, Inc.,
New York and Hollywood, and
Sport, Inc., New York and
Hollywood, has been chosen as the Texas regional represent
ative by Texas L. R. C. (Continued on page 95.)

The firm will handle sales and publicite
in the state. Cost of the film, including a
yearly contract and
in ground music, will be $25,000.

NAMA has stated that while these contributions will be made.

NAMA will make over $25,000, the extra money will be
in as much as 100 different number of points to

As it has been planned to have the
movie of the month, or film of"Octo
ber, 1953," NAMM has announced (The Ciga'l, March 30) that the
movie would be produced at this
company in Washington.

A former release arrangement
in the script will now get underway in co-operating sales and
distribution.

In addition to Fishman, mem
bers of the Zecker, Inc., and
Tom Hambler, Herb Girger, Willi
and G. O. Leach, secretary.
**An EPPI Exclusive--**

**INITIAL RINGS**

**NEW YORK, March 29.--**

Canada Dry Promotion Plan

The following are excerpts from an announcement made by Canada Dry about its new promotion plan.

Canada Dry has announced a new promotion plan that will include in all future advertising, a feature called "The Canada Dry Customer Promotion Plan," whenever possible.

The plan is designed to reinforce the current February-March promotion, being played out in newspapers, magazines, radio, television, newspapers, and magazines, and is specially designed to win more people. It works like this:

1. Canada Dry has carried stickers, which will be attached to products by the retailer (dispensed by the vendor and the customer), and will be available in a variety of colors.

2. TheMedium Avenue location will have its own stickers, which will be available in a variety of colors.

3. Canada Dry customers are encouraged to participate in this promotion.

4. The promotion will offer a chance to win a popular item.

5. Customers are encouraged to participate in this promotion.

**Same Promotion**

Naturally, the promotion plan is not confined to Canada Dry. Glassbrook discovered that supermarkets and other retail outlets are running the same or similar promotions in even more stores.

Glassbrook emphasized that the main objective of the program is to bring more people into the store, to keep them there longer, and to buy more.

**Outside Job Needed**

In addition to the promotion plan, Glassbrook said that he will need to hire more people to keep the stores running smoothly.

**Vendors Factor In Canada Dry Promotion Plan**

**NEW YORK, March 29.--**

A引导 leading manufacturer of consumer products, announced today that it will make its first major expansion move on April 1. When it takes over the production of all its products, the company will introduce a new line of products, the Canadian Beauty Company, in the packaging division of the company, located in the new factory. The new line will be called "The Canadian Beauty Company." This line will be available in Canada.

**Vendime Makes First Major Expansion Move**

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**Denmark Eases Vending Rules**

**COPENHAGEN, March 30.--**

The Danish government has announced that it will ease the restrictions on the sale of baked goods and other products in vending machines on sidewalks. The new rules will come into effect on April 1, and will allow vending machines to operate on sidewalks in certain areas.

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NATD Head Says Tob. Distrs. Own 50% of Cig Venders

NEW YORK, March 26—Joseph Keleldy, managing director of the National Association of Tobacco Distributors, Thursday (18) declared that about half of the 430, 600 cigarets venders now operating are operated by wholesale tobacco distributors, with the remaining half run by small retailers. He said that the small retailer, rapidly adding soft drinks and candy to their vending lines. Keleldy is the president of the NATD since Chicago March 30, the largest convention ever run by a single business organization.

"NATD members," Keleldy said, "provide the major artery for the availability to the American consuming public of $4,332,000,000 in cigarettes, $1,824,600,000 in candy, more than $1,400,000,000 in other products and supplies and sundries."

20 Mfrs. Combine To Promote Candy Carnival Week

CHICAGO, March 26—Twenty major candy companies have combined their efforts to help promote the Candy Carnival Week, March 26-April 5, to stimulate the consumption of candy.

Tied to coincide with the National Association of Tobacco Distributors convention here, the promotion is under the sponsorship of Candy Industry Magazine. Full-page advertisements in the Chicago Sun Times and the Tribune will be run during the promotion.


New Clark Pack Simulates Penny Tab Gum Vender

PITTSBURGH, March 29—A new colorful wrapper pack of tab gum introduced by Clark Brothers Gum is designed to look like a vending machine containing 26 tabs in three flavors (tabs are stacked in one column so there is no "selectivity") an opening at the bottom of the pack "Vends" one tab each time a penny is inserted in another opening at the top. As pennies are added to the top of this pack, tabs are pushed into the "vending" box. Called the Budget Pack, Clark holds the idea of the "Percent" merchandising method to hit the chewing gum industry in years.

Mass. Cig Op Becomes Cadbury-Fry Distrib

BOSTON, March 35—Elektro Venders has discontinued its operation and is distributing candy, confectionery, and beverages by a new plan.

Williamson Introduces New 5c Coconut Roll

CHICAGO, March 29—Williamson Candy Co., marketing its former Silver Star Bar with the new name of O'Hara's Coconut Roll. Wrapper features the O'Hara's Chewing Gum as a top. It is red, yellow and brown. The nickel bar earns 100 count only. weighs 1.35 ounces.

COINMEN YOU KNOW

COINMEN YOU KNOW

- Continued from page 17

Newspaper buyer and artist and reporter man, for 30 years, now a director of the New England Coin Machine Company, was a leading feature of The Billboard's annual convention in New York this past week on the first day of the six-week tour. The South and Southwest Gardens, with a new line of coin distributors, was the center of interest of automobilists and motorcyclists.

Detroit

Joe Rock, of the National Association of Tobacco Distributors, was host this week to Bruce Gore, Rock-Ola distributor. Gore was in town to study other features of the Michigan Music industry for future application to his own operation. "The Held Page of CapitS Music Company is in new and expanding his route.

New York

Al Deen, head of the New York American Music Makers' Association, is back from a brief Florida vacation after having attended the Music Operators of America convention in Chicago. Frank Brodsky, Braddock Music, is a home, Bill Beeson, Broadway Music Service, has recovered from his illness. Boris Cashoff has sold his jute box route and is now operating a taxi fleet. Martin Music is now owned and operated by a new company.

Chase, representing the Guild of New York, appeared on the Barry Gray radio show over WMCA Monday (13) to discuss performance fees and royalties. The Lasker Music Company, Washington, D.C., has been granted membership in the MCRJ.

MARCH 27, 1954

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- Continued from page 17

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Rudolph Starts New Distrib. Co.

ST. LOUIS, March 29—William T. Rudolph, with offices at 205 South 8th Street, has formed a new cigarette distributing company, Rudolph Distributing Company, with an initial capital of $3,000. Rudolph, a former distributor for the late Ben A. Hitchcock, has been making a study of the cigarette business for the past three years. "I found only one distributor in the city who considers the candling operation, and that is Mr. Hitchcock. He's an able man and doing a fine job," Rudolph said. He has equipped his new business with the latest equipment and plans to compete with the larger distributors.

Jennings Company Sold

St. Louis, March 29—The Jennings Company, a well-known manufacturer of coin-operated machines, has announced the sale of its business to the American Machine Company. The terms of the agreement were not disclosed, but it is believed that the sale will enable the new owners to expand their operations.

Genco Unveils: New coin-operated game machine

Genco, a well-known manufacturer of coin-operated games, has unveiled a new game machine that promises to be a hit with players. The machine, which is called the "Genco Flash," is equipped with the latest in coin-capturing technology and is expected to draw large crowds.

Basketball: The Milwaukee Bucks win big

The Milwaukee Bucks, led by their star player, Bob Pettit, defeated the St. Louis Hawks in a close game. Pettit scored 30 points, including a record-breaking three-pointer, to lead the Bucks to victory.

Business Opportunities

The Coin Machine Industry

The Coin Machine Industry offers many business opportunities for entrepreneurs. Whether you're looking to start a new business or expand an existing one, the coin machine industry is a great choice. With the growing popularity of entertainment options like arcades and gaming centers, the demand for coin-operated machines is increasing. Additionally, the industry is always looking for new and innovative ways to attract customers, which provides entrepreneurs with endless opportunities for creative and successful ventures.

Pins Game:Continued from page 28

The Pin Game is currently drafting a new ordinance for game operation and is discussing a schedule of pin games. The arguments are being held in the Supreme Court of Ohio, according to reports.

Top Location:Continued from page 10

The Top Location, located in the heart of downtown, offers a unique and exciting atmosphere for visitors. With its stylish decor and lively ambiance, this location is perfect for a night out on the town.
Navenco Assets to Texans

During the patent action, it was revealed that the two SuperVend companies and TEMCO agreed to a contract whereby TEMCO would build 300 of the SuperVend machines for 12-month periods. In production, SuperVend was to pay 27% per machine royalty to SuperVend of Texas.

Endorse Pie

In December, TEMCO announced it had secured the entire endorsement of the SuperVend company. TEMCO indicated that it had been awarded the contract by the group of Texas cattle and citrus companies, new owners of the company. Temple was also included in the entire inventory.

Since that time, Navenco has concentrated on building up a supply of parts. Theinitialsales

Andico-Cole

Coles entered into the marketing of Andico-Cole in its new distribution program. The Andico-Cole plan to have both direct sales and sales through salesmen. The plan was given when complete details had been worked out, and the first moves have been made in the last week.

The Andico coffee vendor under the Cole banner, was offered in 600 and 300-cup models.

Howe Vending

"There has not been a single instance of vandalism in the last period," Howe observed. He said the system, which has been used in Denver, was somewhat of a problem. While there are opera- tor, the machines operate on a nightly basis.

More frequent turnover of parts was the reason given for the slight difference in the machines. Slightly narrower seats and a better balance were made to accommodate the passengers in the side car.

The Billboard that CTA carried was a Meritorious Division of the test, hoped to be in production as part of its regular service.

50 Attend

Department store operation, allows a month of faster-than-expected growth. Vendors to be built, the city's, are the ones to have over-all results, based on the price.

Affairs: After acquiring the manufacturing and distribution rights for a new model, Vendors International, Inc. announced that it was going to put the plan into operation. The announcement was made by the company's vice president, Mr. A. E. Miller, who is president of the company.

Persons attending the showing included: Mr. Miller, Mr. A. E. Miller, Mr. A. E. Miller, Mr. A. E. Miller, and Mr. A. E. Miller.
THE BILLBOARD INDEX
ADVERTISED USED MACHINE PRICES

ARCADE EQUIPMENT

Equipment and prices listed below are taken from advertisements in The Billboard issue advertised below. All advertised names and prices are listed. When more than one price is advertised the same equipment at the same price frequency with which the price occurred is listed. Advertisements of more than one equipment are listed and in the case of both equipment only the single machine price is listed. Any price obviously depends on condition of the equipment area, time on location, territory and other related factors.

MACHINES STOCKED AND SOLD BY:

PENNY'S - NICKELS - DIMES . QUARTERS

MORE ACCURATE & 15 TIMES FASTER THAN COUNTING & WRAPPING BY HAND

SHUFFLE GAMES

COUNTS & WRAPS

PORTABLE COIN COUNTER

PENNIES...NICKELS...DIMES...QUARTERS

MORE ACCURATE & 15 TIMES FASTER THAN COUNTING & WRAPPING BY HAND

MACHINES STOCKED AND SOLD BY:

KLOPP ENGINEERING, INC.

3551 S. 27th St., Elkhart, Ind.

ARCADE OUTFITS

Large illustrated CATALOGUE FREE

FREE FOR SALE TURF KINGS

Good condition, $150.00. Write

P. O. Box 702 Hollywood, Fla.
NEW LAWYER

Former Op Tries for School Post

MARCH 27, 1956

MIAMI, March 10—It's a long
jump from the coin machine busi-
mess to the position of attorney,
but Max Engler has completed half of
it and hopes to achieve the rest in the next few months.

Before he became an attorney a
year ago, the 31-year-old Engler
had gained four years' experi-
ce as assistant to his father, Dave Engler, who
runs the Dade Vending Company.

The firm, which is one of the
biggest in the state, has an
$2,000,000 contract for the sale
of soft drinks and ice cream in
Miami during the next two years.

Engler said the Dade Vending
Company was established for the
purpose of clearing up the confu-
sion that existed in the coin
machine business.

June NCA Exhibit

Nearing Sell-Out

CHICAGO, March 20—National
Confederators' Association an-
nouncement, the annual sell-out
is expected to occur in the next two
weeks.

The convention is scheduled for
June 7 and 8, and is expected to
draw a record-breaking crowd.

June 8, noon to 8 p.m., and June
16, 11 a.m. to 5 p.m.

Chi Transistors

Continued From Page 78

Vending equipment on location
has widened. In addition to
the initial candy, gum and
soda machines, there are now
special vending stations for
cigarettes, chocolate bars
and ice cream.

The actual number of vendors
has been reduced by type and
earnings.

Pennsy vendors, including 184
chocolate, 200 gum, and 184
candy machines, reported 339,524,
with CTA's commission of $35,414.

Forty-four inch doll and 21
candy stations, 27,000,000 in 100
stations, were handled by
Coca-Cola, CTA's commission of
$51,178.

Candy machines grossed $78,988.

A $35,000,000 deal for the
Coin-Merchants, Inc., grossed
$174,399.

In comparison with its vendor
commission of $78,000,000, a
CTA earned $43,630 in 1951, $44,
1952, and $54,200 in 1953.

$5 in Transit

Continued From Page 78

Businessmen's gum vendor on its
houses, reported thru its presi-
dent, E. C. Baker, has a
vending machines installed on all
to date have been successful in producing additional revenue.

The addition of the vending
machine to the regular store
line is increasing steadily.

Mobile Vendors of Springfield,
Mass., is interested in vending
machines.

In addition to electric
developing itself into a
unified unit for the vending industry.

According to Automatic Mo-
ble officials, the vending
machines are on the rise.

Gum vendors on the Springfield
line are said to be doing their
business on the route and school runs.

"We have received reports that
some of the people, in a special
route to their house, may so buy gum."

The machines are being used
for a special route to house
with special gum and
mixes, which absorb vibration
and noise.

Calif. Candy Meet

Hits State Sales

SANDY, March 20—California's retail sales tax on confectionery goods was recently enacted.

The new tax, effective this year, is
an additional tax on candy produced in California.

The tax, which is intended to
raise revenue for public education, is
expected to increase the cost of candy by
50 cents per pound.

J. Mahoney Head

Of NAMA Region 4

CHICAGO, March 26—John J.
Mahoney, III, Carolina Vending,
was inducted as the new chairman of National Automatic Merchandising Association
Region 4 at the recent sectional
meeting of the organization in
Mortgage, Florida.

Region 4 is one of the largest in
the states, including parts of
North Carolina, Georgia, Florida,
Georgia, South Carolina, Alabama,
and Mississippi.

Vending Sessions

Continued From Page 78

sale tobacco distributor as a vend-
ing operation.

Speakers will include Robert Z.
Baker, president of the national
Manufacturing Company, who will
talk about the tobacco distributor to Commercial
Vend, Inc., and the former
Western Electric Co.

The "Wholesale Tobacco Distributor as a Vending Operation," will be presented by
Arthur F. Roche, president of Krueger's Tobacco Distributors, Inc., and John C.
Giberson, president of the Western
Electric Co., and "What Can Field Staffing Sessions be Used For?"

The schedule for the final day of
the conference will include a round-table discussion of the issues in a sales
management conference.

A. V. Cadiew, P. H. T. Tobacco
Co., will discuss the problems in
charge of the round-table discus-
sion, "Harden Golia, NAMA vice-
chairman, will chair the meeting.

Bleich, 20th Street, New York, N.
Y. 5, 5th Avenue, New York, N.
Y. 6, Circle 58390.

COBBRA CARRIDGES

E. O. Bleicken, Mgr.,
Phone 6506, Detroit 20, Mich.

ELECTRONIC INDUSTRIES:

DESK SETS, RADIO, TV,
HI-FI & LOW FI STEREO
SYSTEMS

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**Used Bally HITS AT PRICES YOU'LL LIKE**

<table>
<thead>
<tr>
<th>IC-FROLIES</th>
<th>WRAP SCHOOL</th>
<th>BALLY BALLY</th>
<th>FROLIES</th>
<th>POOL LIGHTS</th>
<th>SPOT-LITE</th>
<th>PALM BEACH</th>
</tr>
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<tbody>
<tr>
<td>$175</td>
<td>$115</td>
<td>$100</td>
<td>$33</td>
<td>$50</td>
<td>$55</td>
<td>$65</td>
</tr>
</tbody>
</table>

**25% WITH CORDS, BALANCE SHIP POSTPAID. WRITE, WIRE OR CALL**

CALDERON DISTRIBUTING CO.
481 MASSACHUSETTS AVENUE, Indianapolis, Indiana

---

**Exhibit Ships New Electronic Target Game**

CHICAGO, March 29—Exhibit Supply Company here is shipping its latest gun, which uses an electronic rife, but details of which could not be obtained.

**Barry Chicago AMI...bu 1318**

**WRITE N.**

**525 S. GAME**

**LOWEST svw Froucs**

**NEW! Exclusive noeic torn Coln Shock P**

**STEVENSON WESTERN**

**BINGO Reconditioned**

**DIST.**

**COMPANY**

**HIGH**

**SJIIP-**

**Dist.**

**Pa.**

**PAVE OF WESTERN**

**the that headed Distributing inc.**

**Texas Kiddie**

**1-2-3**

**Dowle Rotor, President.**

**McKee D. HOF**

**Klenen 1-3-11**

**Boys.**

**under the Rama's**

**Judgment of the**

**University of**

**New H.**

**University, Chicago.**

**DIST.**

**to the**

---

**BANK V-P.**

**Joins Coin Fight on Fee Boost**

PHILADELPHIA, March 29—In supporting the coin-operated industry before a city license committee, a bank official has closed that his bank has loaned miscellaneous machines and materials to the industry up to $14,000,000 in the last year and that every bank has had reports.

Ernie R. F. Ercole, vice-president of the Northwestern National Bank, reviewed for Joseph E. Cook, representing the Armourial Machine Association of Philadelphia, in disputing statements of Michael J. R. of the mayor of the city, that the industry is a "bouffant business," capable of paying the additional license fees.

**City Reverses Coin Ban Lift**

WORCESTER, Mass., March 30—City Manager Meggison McGrath reveals that six coin-operated shuffle games which he had issued 10 years ago to three private clubs and to two employee's social clubs of other clubs and business places was given. McGrath explained he wished to put the machines on a trial basis and had not realized that the more would create as much public noise.

No sooner had McGrath opened the six licenses when his was cut with sales from other private clubs and business places for licenses. The city manager was accused of being "discriminatory" and that the city had given a certain few Worcester owners all pinball machines and other coin-operated games back in 1890. The bill was first read recently when McGrath was urged by the Worcester Whist Club to grant the the city a certain for a coin-operated shuffle game to increase its revenue.

---

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**WURLITZER**

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**PHONE: JUPITER 1-7152**

---

**Cig. Mach. Tax $5 Off**

BOISE, Idaho, March 29—State Tax Collector P. J. Keil reported that for the first seven months the city taxed at 6th, Idaho taxes dropped $19,050 to 102.87,397 the first seven months.

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TREMENDOUS SAVINGS • LARGE ASSORTMENT

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- Lee SMALL HORSE

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- SEA QUEEN

SMALL ANIMAL RIDES
- "Kiddie Favorite" the DUCK

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CONELAND CAROUSEL
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Carousel
Ever Built

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MACHINE ON THE
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IT DIPS!
IT ROLLS!
IT SWINGS!
BIG PLAY PROFIT ONLY
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METEOR ROCKET SPACE SHIP ....... 195
DECO SPACE SHIP ....... 365
BALLY BRIGHT SPOTS ....... 135
BEAUTIFUL CONEY ISLANDS ....... 130

REDD DISTRIBUTING CO., INC.
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200 LINCOLN ST.
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THE BILLBOARD
MARCH 27, 1954

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147 .......... 109.50
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WURLITZER
1400 & 1450 (48 Sel.) .......... $495.00
1250 .......... 269.50
1015 .......... 89.50

SEEBURG
Model "C" .......... 279.50
Model "A" .......... 139.50

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MYSTIC MARVEL
Here's the PERFORMANCE
that does the TRICK

Inserting 2 coins at start
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ALL REPLAY AWARDS

3 SEQUENCES...
Target Button lights for Replay
when 10—Jack—Queen—King
—Ace are made in Rotation—
OR four "8's"—OR four "7's."

MULTIPLE REPLAY
AWARDS...
Depending on number of
Sequences made, Target
Button lights up for 1 or 2
or 3 Replays. Second
coin increases values
to 2 or 4 or 6
Replays.

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“CLUB MODEL”
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REPLAY AWARDS
every game when 7
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Especially designed
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SINGLE COIN DROP
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Last number of player's score must match one of several numbers appearing on backgloss and the diamond...

4-WAY FLEXIBILITY
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2 SIZES:
9 ft. game playfield now on 8 ft. cabinet
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New Servicing Innovations!
Pins and contact area recessed under litexbox.
Entire playfield slides forward and lifts upward.

Keeneys' Mainliner Bowler
available including everything except the "Match" feature.

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Now Delivering -

Homerun Baseball Game
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AMERICAN BASEBALL GAME
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COVERED CASH BOX PLUS EXTENSION FLOURITE WHEN DOOR OPENS

Available in 10; and 3 for 25c play.

Reduce to 5 FRAME GAME by Simple Plug Adjustment

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MARCH 27, 1954

THE BILLBOARD

COIN MACHINES

New! Williams SUPER Prowent BASEBALL REPLAY OR NOVELTY PLUS “DOUBLE MATCH FEATURE”

SUPER STAR BASEBALL Novelty with Double Match Feature SPECIAL DELUXE BASEBALL For Straight Novelty Play Licensed by the City of New York

REPLAYS
- Making “21” with 2 balls in card hole scores 20 points.
- Making “21” with 3 or more balls in card hole scores 20 points each.
- Each ball in card hole after making “21” scores 1 point.
- 5th ball in card hole scores 1 replay.
- HIGH SCORES: Ball in card hole scores number of balls represented by listed card. 4 scoring bumpers increase values to 100,000 each with 1st, 2nd, 3rd and 4th ball in card hole.

HOLD CARD AND DRAW FEATURES: Ball over “out” lane at bottom like green life, when upon player may press button at front of frame to hold card and try for total of “21”

ORDER Williams DEALER from your distributor . . . PROVED the game you need for SUBSTANTIAL EARNINGS!

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(1 or 2 CAN PLAY)

- SUPER-LIFELIKE ACTION — Players Actually "Shoot" Ball into Basket to Score
- AUTOMATIC BALL LIFT — Alternately delivers 12 balls to each player.
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- MODERN . . . DIFFERENT . . . COM-PACT . . . Cabinet 44" x 27" x 71" High — Cased Weight 300 lbs. (All mechanical and electrical parts easily accessible.)

VARIABLE SCORING
On Every Shot!
Point value of each lower basket varies from 2 to 8 points with each ball. Visitor and Home Players shoot into respective baskets with highest values. (If ball falls into either of opponents baskets, points score for opponent.) "Long Shot" into upper basket scores 10 Bonus Points when hit, in addition to lower basket score.

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Name
City
Occupation
MARCH 27, 1954

THE BILLBOARD

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SUPER FRAME BOWLER

THE 100% SKILL BOWLING GAME!

Player by matching the number lit in the 11th or Super Frame can add from 200 to 500 points to his score!

Super Bowler Contains all the ADVANCE Scoring Features! New Top Scoring Thrill of 1400.

Fast 55 Second Play! Multiple Scoring on Strikes and Spares plus the "Time Tasted" actual 1-9 Pin Scoring.

Featuring Single — Double — Triple — Quadruple Scoring!

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8 Ways To CRISS CROSS By Matching Numbers—Numbers on CRISS CROSS Panel Carry Over From Game To Game Until A Line Is Completed.

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• Trouble Free Double Stacked Pin Reset Motor!
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• Light Up Numbers to be Matched at Start or End of Game!
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Bally games are famous for eye-appeal plus play-appeal—the combination that results in top-earnings on location.

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Bally engineering cuts service-cost to the bone, saves you time, trouble and money, increases your net operating profit.

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Market listings, month after month, year after year, prove that, model for model, Bally games consistently command highest used prices.

Newest Bally game, ICE-FROLICS combines the attraction of 3-cards play with profit-proved features of recent Bally games, plus brand-new money-making features. See ICE-FROLICS at your Bally Distributor today. Get ICE-FROLICS on location to increase your in-line earnings in a hurry.
UNITED’S HAVANA
WITH FASCINATING NEW

return all balls feature

SCORELESS FIRST GAME ENTITLES PLAYER TO EXTRA FULL GAME
by simply pressing button, holding all advantages gained in first game.
Extra coins can also be played for extra advantages in second game.

SPELL HA-VA-NA
FOR EXTRA IN-LINE SCORES—CAN ALSO SPOT NUMBERS 2-5-8

TWO SPECIAL CARDS
( FOR EXTRA IN-LINE SCORES)

5 SELECT-EN FEATURES
SPOT A NUMBER
EXTRA BALL
2 in Line Scores 4 in Line
BOTH SUPER CARDS
BOTH SPECIAL CARDS

FOUR CORNERS SCORE
EXTRA TIME FEATURE
UP TO 3 EXTRA BALLS PER GAME
NEW, EXTRA LARGE CASH BOX

E-Z SERVICE FEATURES:
BACK GLASS SLIDES OUT EITHER SIDE
BACK-BOX MECHANISM TILTS FORWARD
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