**SUMMER ROAD TO GLITTER WITH NAMES**

NEW YORK, April 17—Rhythm and blues records, limited in sales appeal to the relatively small Negro segment of the nation's music market, are beginning to show signs of a significant upswing in the spring summer loading what is considered to be the largest in years of name talent to come out in years.

In addition to those mentioned above, there are talks underway concerning forthcoming London Palladium dates for Doris Day, Patti Page and Joel James.

Commonwealth records will start out with a May 1 weekend at the State Theater, Marriott, for $12,000, a guarantee against a 50 per cent of the gross. He wants to duplicate the two weeks of June from his Coca-Cola show into the Ambassado-

Dorothy Hotel, Las Angeles. Par-

mount Theater here is mak-

A strong high electric sound.

A view also has a May date on the Carnegie Hall concert backed by the rhythm and blues music with Hugo Winterhalter in conduc-

The Berl, Mrs, Miriam, Win-

chamber Music Society, Los Angeles, before the summer concert season as 1954, and the Vegas date with a couple of weeks before, the nothing has been set.

**TEEN-AGERS DEMAND MUSIC WITH A BEAT. SPUR RHYTHM BLUES**

Field Reaps $15,000,000; Radio, Juke Boxes Answer Big Demands

**BEATS AND BLUES**

Teen-agers have trimmed the current swing to r.h.b. and are largely responsible for keeping it's sales mount. The teen age tide has never done the old barriers which kept this music restricted to a segment of the population.

The present generation has not known the rhythmically exciting dance bands of the swing era, therefore satisfies its hunger for electric beat music, Bistic, Buddy Johnson, Tiny Bradshaw holds on one a rhythmically pronounced record and others, as its dance music.

The companies as Atlantic, Cat, Apollo, Savoy, Parack, Decca, Federal, Aladdin, Chess-Checker, Imperial, and others emerge from the current wave of labels, the labels of the entire record industry. In addition to the already successful firms which specialize in the r.h.b. field are such companies as RCA Victor, Columbia, Decca, and others, which either themselves manufacture or buy house many r.h.b. records along with their proper 

*Small Firms Taps in Blues*  
NEW YORK, April 17—Of the many small-pee rhythm and blues records of the past five years, the only one independent record firms. The figures, which were drawn for the complete control of the field by the chief executives of the study of The Billboard's Best 25 Record Awards covering the period indicated, were drawn from records of each year, from 1949 to 1953. A study was not made of independent r.h.b. records, which was not possible. The study was limited to those years which are listed in the following table:

<table>
<thead>
<tr>
<th>Year</th>
<th>Records</th>
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<td>1949</td>
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*DEPARTMENTS AND FEATURES*  
TV, Radio Station Sales Hit $32 Mil Mark in One Month

BY BEN ATLAS

WASHINGTON, April 17—In a wave of selling which apparently amounts to $32,000,000 worth of TV and radio properties, a number of transactions have occurred since March 1. The selling prices of some of the TV and radio stations in this short period have been described as record prices.

The transfers have involved several properties which are being sold by former owners and which are being purchased by new owners. The new owners include corporations which have been formed for the purpose of owning and operating the properties.

One of the properties which has been sold is a television station in San Francisco. The station, which is owned by the same corporation as the Super Bowl television network, was sold for $2,000,000 to a newly formed corporation, the San Francisco Broadcasting Corporation. The corporation is owned by a group of investors, including some of the owners of the Super Bowl television network.

Another property which has been sold is a radio station in New York City. The station, which is owned by a group of investors, was sold for $1,500,000 to a newly formed corporation, the New York Broadcasting Corporation. The corporation is owned by a group of investors, including some of the owners of the Super Bowl television network.

These are just two of the many properties which have been sold in recent weeks. The value of the properties sold has been estimated at $32,000,000, making this the largest wave of selling in the history of television and radio.
Paper Mate
Buy Erwin

NEW YORK, April 17—It's first move into network TV was made byPaper Mate when it plunged into on the purchase of 22 al.

Newly formed "Paper Erwin" Show." General Mills is anchoring the stanza on an every-week basis for some

in a program that is expected to sponsor status on May 14 for a


to- Tom Walsh, Paper's ex-weatherman, the network

very show involvement will be next year, and has

intras of its company for the

It's understood that the "Stu-

Paper Mate's into the picture.

Jergens Will
Drop Marlene

NEW YORK, April 17—Jergens, a maker of "Lotion, " which stars Marlene Diste-

is no longer visible in the world's top


Erikson Quits 'Voice'

WASHINGTON, April 17—The

days of getting a new dis-

FCC's Erikson as "Voice" director, ef-

by B.B. Ericson, was the outlet for

into, today by Theodore C. Seinhoff, who has
tions, which has directed the voice

since last July 27, will re-

with an enacting on May 3 as vice-

MONEY-SAVING SUBSCRIPTION ORDER

Send to: The Billboard, 2544 Patterson St., Cincinnati 22, 0.

DETROIT, April 17—Radio

FCC Brush to UHF Org Bid for Freeze?

WASHINGTON, April 17—The

Federal Communications Com-

mission on a petition filed yesterday by the National Broadcasting Co., the

Association asking the FCC to put a freeze on new

TV grants until the Senate Tele-

vision Subcommit-

The bill, the Senate, has been

in the field.


ABC plans to hold up grants of both

UHF and VHF stations.

Paint Client
Wants Bolger Again, But...

NEW YORK, April 17—Sherb-and

ABC to renew a three-year

show, dependent upon two

view order of an annual fee,

of a weekly program.

Atlantic City Buys
ABC-TV Summer Whitman Show

has been discussed by the

Whitman Show has been

ABC's second choice. It

taken in on a per-

period.

Philadelphia-Weaver Show

is to be featured in

already earmarked for this year.


Western Paper
Bouts Switch to
ABC From Dum M

NEW YORK, April 17—After

several years of heavy exposure

in the way of liner's national

of ABC-TV starting May 17. The

famous show will be on

infamous ABC's history. The

owned by the Irma Broadcasting Co., and is

of New York. The official opening of this summer's

was characterized by the networks.

has been suspended for a

of the show

in the two networks.

is this eighth radio show of the

P, Inc., of Sydney-

is a station that is

this program has been

station.


Herbeuvaux Chief
At WMAQ, WNBO

CHICAGO, April 17—Jules Herbeu-

has been named to head the

manager of Stations WMAQ

execution of the program.


FCC Approves Texas Purchase by

Corpus Christi, Tex. April 17—The

Radio Corporation, Dallas, headed by

in charge of WABC's owned-and-operated

in the same group, has been

approved by the

of the

is

minutes.

is to

as a

Chicago to

which appears

which contribution

as well as its own.

Small Weight

Weaver said that NBC will not

be along with the "Pitch Bandwagon" in a show that a low budget radio

airing at the March 16 broadcast.

Walter.

Every

if wanted.

itself

ning to the

a

of the show

in the NBC ranks.

incumbent, it is up as a

While it is going for other sponsors

as well as its own.

Not New Policy

This week marks the particu-

new ad

said Weaver. The show has been

human in two different networks.

of the show has been

this was due to the

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TV FILM

Harriss Group Sets
Up Flamingo Again

Leaves NTA Firm, Hires 12 Salesmen—
14 to Go, Starts Off With 8 Packages

NEW YORK, April 17—The Harry
taneous Films back into the TV
without NTA, one of the nation's
large TV ad agencies, to form the
Harriss Film Group in a four
year deal. The group, which has
earlier announced the formation of
Harriss & Company, now
in charge of the new
company, has already
four salesmen, while
they are preparing to
new salesmen, including
12 from the

New York offices
in the NTA

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York,
Great TV Net Summer Due For Film Drama Distributors
MCA, Screen Gems' Replacement Biz Hot; Re-Run Scores Pay Off

NEW YORK, April 17. — The distributor publicity men are blanketing the air with the announcement that this summer film programs will be a big attraction. Production of summer films has been stepped up in anticipation of a heavy demand for outdoor shows, according to George McWilliams, director of publicity of Screen Gems.

Two more situations which will definitely be opening during the summer run-re-uns of "Aladdin," starring Donnie Dunagan, and "The Purple Mask," starring Reginald Denny, will be the first two features released by Screen Gems this summer.

Meanwhile, a number of networks indicated they will run repeats of their summer shows during the fall in order to make room for "Aladdin" and "The Purple Mask." In general, the networks feel that such a network run would be a definite plus in their summer film sales, especially in the fall.

"Aladdin" was produced by Famous Playhouse of the Bob Hope-Tim Conway team. "The Purple Mask" was produced by Mercantile Distributors of the "Fibber McGee and Molly" team.

MCA and Screen Gems are considered strong favorites for summer reruns, due to the quantity and strength of their summer productions. MCA's "Famous Playhouse" group plus its recent motion picture and Pepsi-Cola series, give it close to 150 reruns available for summer use. Screen Gems, with two series, were in the same boats and "Fibber McGee and Molly" has about 120 reruns.

Both MCA and Screen Gems show impressive track records on their series shows. Last summer's "Ford" show had solid reruns on a par with the first run. "Footlight Thespians" had a bore on the average, and "The Alfred Hitchcock Film" was "trapped" by Miss Brooks, "My Little Margie," "TV Theater" and Burns and Allen, which were on general reruns.

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MPTV Explores Legal Steps Toward Film Network Move

NEW YORK, April 17.-The MPTV ( Mutual Program Television) network has announced about the trade on the agency's promotional efforts to sell network advertising on a national scale. The ABC, NBC, and a small number of independent stations have joined the network as of March 19. The network is also a network-oriented company, and has sought a similar arrangement with the networks.

Furthermore, it might be possible to reach a deal after the network has been able to move its stations to the network. MPTV has a strong sales force, and is able to offer stations on the network in such a way that stations can be found to meet the needs of the network.

Original Plan

The original thinking of MPTV heads last fall was to use firm commitments from the networks for the network's own sales. As a result, the network is now a possibility because of the network's strong sales force. The key to MPTV's success is its ability to make a deal with the networks and to offer stations on the network in such a way that stations can be found to meet the needs of the network.

The network's situation is involved in heavy switch to film, following the network's strong促销 properties, including "Spit and the Stan Simpson" and "The Man from the East." A large quantity of half-hour programs will be included in the network, including 84 films from the network's library. The MCA-TV films originally acquired for the network will be the basis of the network's schedule.

WOR-TV will slot the films into its schedule from 9:30 p.m. in a new slot titled "From the East." These films will not be from the network's library, but will be made especially for the network.

Winum Splits With Du Mont, Hires 10 To Handle Sales

NEW YORK, April 17.-Lee R. Winum, president of the "Meet the Stars" television program, has signed an agreement with the Winum network to handle its national sales. Winum has hired a 10-man sales staff to peddle "Midsummer Square" and "Meet the Stars," and half-hour version, "Famous Faces in the Garden" and "Greater Sports Heroes." Meanwhile, Du Mont will continue its operation of "Meet the Stars" while hopefully looking toward a network of its own. The network remains under the management of Mr. Winum, who also manages the co-op sales for the network.

Ziv Cracks Latin Market

NEW YORK, April 17.-Ziv TV has started to crack the Latin American market, and is now getting fairly good prices for its home markets. Ziv has signed a deal to make a series of films for the Latin American market, and is also looking into the possibility of a Latin American television network. ABC Film Syndication

Stops, Boosts, Furnishes

NEW YORK, April 17.-ABC Film Syndication, Inc., has promoted the company's services in the Chicago office, to the west of the Mid-West. Miss Lee Francis, promotion manager of the company, was in charge of the management of Miss Lee Francis, and was assisted by Miss Francis and WMCA, the company's assistant to Miss Francis.

The letter to the FCC concerning the sale of network programming to ABC stations as a national sales agent, for use by participating stations, got a favorable response from the FCC. In fact, the letter to the stations and the letter to the ABC stations were combined to make the sale of network programming to ABC stations as a national sales agent, for use by participating stations, set forth in the FCC decision.

The network's situation is involved in heavy switch to film, following the network's strong sales force, including "Spit and the Stan Simpson" and "The Man from the East." A large quantity of half-hour programs will be included in the network, including 84 films from the network's library. The MCA-TV films originally acquired for the network will be the basis of the network's schedule.

WOR-TV will slot the films into its schedule from 9:30 p.m. in a new slot titled "From the East." These films will not be from the network's library, but will be made especially for the network.

Winum Splits With Du Mont, Hires 10 To Handle Sales

NEW YORK, April 17.-Lee R. Winum, president of the "Meet the Stars" television program, has signed an agreement with the Winum network to handle its national sales. Winum has hired a 10-man sales staff to peddle "Midsummer Square" and "Meet the Stars," and half-hour version, "Famous Faces in the Garden" and "Greater Sports Heroes." Meanwhile, Du Mont will continue its operation of "Meet the Stars" while hopefully looking toward a network of its own. The network remains under the management of Mr. Winum, who also manages the co-op sales for the network.

Ziv Cracks Latin Market

NEW YORK, April 17.-Ziv TV has started to crack the Latin American market, and is now getting fairly good prices for its home markets. Ziv has signed a deal to make a series of films for the Latin American market, and is also looking into the possibility of a Latin American television network. ABC Film Syndication, Inc.
New Troop Orders Hurt Frisco Clubs

Defense Shift of Transports to Seattle
Stops the Blight of Bay Oil Nitro Operators

By MURRAY LANE
SAN FRANCISCO, April 17—The move of a 25,000-ton troop busi-
ness was halted yesterday by the Defense Department order-
ing the troops to be stationed off the West Coast. The move operations moved from San Francisco to Seattle.

The order, effective May 1 for an unspecified amount of time, affects the shipment of Army troops to the West Coast from the East Coast. The troops are expected to be re-
mobilized at the new location.

Seven troop transport vessels operated by the Navy's Military Sea Transport Service will now be stationed in Seattle. This indicates that the city has been a great staging area in two wars for soldiers headed for the Far

802 Seeks 5-Day Week

NEW YORK, April 17.—The first attempt to organize the work of working in hotels and night clubs, has been made by a group of musicians and a group of hotel employees. The main hope of the negotiation process was the one of Musici-
nians and the one of hotel employees. The only demand the union is making is to allow the 802 President Al Manust to continue in his position.

The negotiations between both the hotels and the music employees are to be held on the 20th of this month.

Alfred Malone, hotel employees, and the current Broadway season has been the highest in the city.

SPEAKING OF LEGIT

By BOB FRANCIS

As the current season enters the home stretch, results legiti-"mate theater has shown. The Bing, Inc., advised that it delivered 8,000 tickets to the theater this year. The shows have been a tremendous success.

Harry Harding, Actors' Equity Association, has said that the current Broadway season has been the highest in the city. The only demand the union is making is to allow the 802 President Al Manust to continue in his position.

The negotiations between both the hotels and the music employees are to be held on the 20th of this month.

Alfred Malone, hotel employees, and the current Broadway season has been the highest in the city.

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NEW ACTS


The girls (two red-heads and two blondes) are in a good mood and out to have a good time. Their harmonies are natural for club folk aswell as for opera audiences. It is truly a charming and delightful show.

ROULETTE (sung musical, operatic style)

The cast is the same as in "The Singing Hatter." The music is interesting, with many hits and a few misses. The girls are all very good and the show is well worth seeing.

JUDY TYLER (songs, Macaroni)

Hollywood, April 13

Judy Tyler is a very talented singer and actress. Her voice is clear and pleasant, and her acting is also good. She is a sure bet to become a great star in the near future.

HERI ADAMS (songs, Chicago Theater, Chicago, April 13)

Heri Adams is a very promising young singer. Her voice is sweet and her acting is also good. She is sure to become a great star in the near future.

The Larks (vocal group)

Le New York Arena, April 13

The Larks are a very good vocal group with one of the smoothest pop blends known. The girls are all very good and they harmonize very well. All the boys are personable and very attractive, and they equally attract the eye on the ear on alternate sides.

The arrangement is also very tasteful and simple, with arrangements that are usually attempted by new quartets in a dreamy ballad. "It'll Be Me" has a nice pop sound and the "El Dorado" has a natural charm for club folk as well as for the bigger audiences. But it still needs some refinement.

July 15th

TELEVISION

That's My Boy

The show is a very good one and is sure to become a great hit. The actors are all very good and the story is very well written.

Edie Mayhew, who did an excellent job in the play "The Price," is also very good in this show. She is a real asset to the cast and is sure to become a great star in the near future.

The living room and office sets are very well designed and the acting is very true to the type.

The plot of the show is very basic and is a situation of extroverted materialism. The boy becomes a sharecropper and is forced to live off the land. The girl (Lyce Talbot) visits the boy and they have a love affair. The boy can't quite make up his mind whether he wants to stay on the farm or go back to the city.

That's My Boy" replaces "Madam Thetore," with Chrysler staying on as sponsor.

Enie Kovacs Show

Enie Kovacs who has been working on "Madam Thetore," is now working on her own show. The show is very good and is sure to become a great hit.

Enie Kovacs is certainly no wallflower. But that lishment of the party is what's wrong with his new show. There's something to be said for a good time, and his show is certainly a good time.

The new show is called "Enie Kovacs' Show," and it is sure to become a big hit.

Conversation

That's My Boy was written by Edie Mayhew and is directed by Jack D. Edwards, a well-known stage and screen director. The show is one of the best new shows on television and is sure to become a great hit.

Enie Kovacs Show was written by Enie Kovacs and is directed by Jack D. Edwards. The show is very good and is sure to become a great hit.

Constitution

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THANKS TO THESE GREAT ARTISTS...

1. RUTH BROWN
   #1027
   HELLO, LITTLE BOY
   IF I HAD ANY SENSE

2. JOE TURNER
   #1026
   SHAKE, RATTLE AND ROLL
   YOU KNOW I LOVE YOU

3. THE CLOVERS
   #1023
   LOVEY DOVEY
   LITTLE MAMA

4. RAY CHARLES
   #1021
   IT SHOULDN'T HAVE BEEN ME

5. LA VERN BAKER
   #1004
   SOUL ON FIRE

6. THE CLOVERS
   #1023
   LOVEY DOVEY
   LITTLE MAMA

7. RUTH BROWN
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10. RAY CHARLES
    #1021
    IT SHOULDN'T HAVE BEEN ME

11. LA VERN BAKER
    #1004
    SOUL ON FIRE

12. TOMMY RIDGLEY
    GEORGE JACKSON
    HAL PAIGE
    THE DIAMONDS

13. THE CARDINALS
    PROFESSOR LONGHAIR
    CARMEN TAYLOR
    CHOKER CAMPBELL

ATLANTIC
CONSISTENTLY!
leads the Rhythm & Blues field by a mile!

ATLANTIC RECORDING COMPANY
234 West 56th Street,
New York 19, N. Y.
The rhythm and blues field has seen the birth of the record distributor-the de-facto line which exists between the recording artist and the record store owner. It is the one who can help get a record on store racks, thereby giving the record company and distribution outlet the necessary exposure to keep records selling.

The rhythm and blues field is a fast, exciting world in which any able, energetic entrepreneur can find a place for himself. Those who have been able to adapt to this world have by now learned that the success of a specific group can but can enjoy a healthy following among many people, regardless of race.

Those developments are particularly gratifying as we look back to June, 1949, when The Billboard took what was then considered a drastic step. It dropped the use of "race" and "ethnic" terminology, and issued the terms "rhythm and blues." It appealed to the industry to discard its former race or ethnic terms and thereby eliminate their restrictive connotations.

The rhythm and blues field, as it is today, has grown, been internationally recognized, has no restrictions, either in name or in potential.

Financial Position Best In History of Business

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The rhythm and blues field, as it is today, has grown, been internationally recognized, has no restrictions, either in name or in potential.
**Gospel Tunes Hold Significant Niche**

Largely a field of music specialization, the spiritual record market continues to occupy an important niche in the overall business picture of the rhythm and blues field. Despite the fact that the field is limited in number of those actively engaged in the business, the production and distribution of spiritual and gospel music, it nevertheless continues to produce a significant dollar volume which sharply reflects in the total sales picture of the industry.

Spiritual and gospel music has played an important role in the musical consciousness of the country. Its original derivation—primarily in the Negro church—therefore continues to dominate the distribution of the musical heard and played today.

The strength and sales lies in the potential market, the actual sales product that has significantly altered the trend of time, and recently remains unchanged in the face of like modifications in marketing and merchandising methods.

It is generally recognized that spiritual records are oriented to the large bodies of faithful and the spiritual market is equally remunerative in that it has much longer life. Distributors agree that the market is a solid, stable one, because little or no stock is ever considered as cold inventory.

"Standard" Tunes

The average sale of a given spiritual record approaches 10,000, with "standard" songs recording in the range of 20,000 sales and, for several years, Alpha sales occasionally run higher and stand at a wider degree of popularity, the future appears to be fairly consistent among the major producers of spiritual records.

The latter group, Specialty, Colom, Record, Record, Apollo and Aladdin Records, having recognized the dollar value that the spiritual business produces. As a pointer to this fact, Specialty Records is recognized as having one of the largest and most important catalogues, with spiritual and gospel records accounting for approximately 15 per cent of the firm's total sales.

The areas for sales of spiritual records appear to remain unchanged—mostly those large metropolis cities in the nation which are heavily Negro populated. Record companies are sensitive to Baltimore, Detroit, Cleveland, Chicago, New York, and Los Angeles and Chicago as the largest principal centers of demand. Almost every major city has one or more disk jockeys who devote a reasonable allotment of air time to the exposure of spiritual music. In a great many cases, programming is divided between rhythm and blues and the spiritual field.

The Groups

Groups such as the Pilgrim Travelers, The Soul Stirrers, The Spirits of Memphis and the Original Blind Boys of Mississippi are long run up considerable sales, while Charles Jackson, Sister Wynona Carr, Sister Shirley Hughes, Judy Tanne, Jenee MacRenfrew, Southern Action, have a following and draw excellent sales from the records.

The past two years have seen a gradual decline in sales volume of spiritual records, a decrease which is generally agreed to have been brought about by an overabundance of records on the market and a general apathy on the part of dealers to stock the platters because they are not fast-moving items that pay and support or rhythm and blues records.

Despite this, the record companies have seen sales of spiritual records have remained constant throughout the entire price range of the records. The past two years has seen a gradual decline in sales volume of spiritual records, a decrease which is generally agreed to have been brought about by an overabundance of records on the market and a general apathy on the part of dealers to stock the platters because they are not fast-moving items that pay and support or rhythm and blues records.

Mail Orders

By far the most important change in the field lies in the remarkable strides the mail order business has made, resulting in a greater support of normal sales volume. Mail orders, on an average, are 30 per cent of the total volume. The mail order firms attract buyers with their radio pitch.

More recently, several of the mail order business have utilized the mail order system to attract new buyers away potential sales from the wholesale market and, ironically, the field market has increased. It is estimated that the mail order companies have been a factor in the change.

In the main, records have gone from being a novelty and gospel music from being a pastime to being a full-fledged business. We have seen a paring on a par equal to that of other prices in the entertainment business.

No longer are spirituals relegated to the playing of cosmic and mystical rhapsodies, rather the store. Nor are they played for glamour and for a good deal. In gross of asylum's of this field, the medium of phonograph records has improved the performer in his "com-" and it is more profitable, and most admirably, has given the performer a wider audience, a wider market and recording companies alike sure to derive ample returns from the most profitable avenues of the music business.

**Checkers**

**Checker Record Company**

(For our complete catalog listings of Top Rhythm & Blues standards, contact your nearest distributor or write to)

**Checker Record Company**

4750 S. Cottage Grove Ave., Chicago 15, Ill.

Phone: KINWOOD 6-8423

**SpirituAl Music**

**Gospel Tunes Hold Significant Niche**
RAYMOND C. MCCOLLISTER Proudly Presents

"CHILI DIPPIN' BABY" The HOTTEST Record You Ever Heard!
You will love our hot CHILI when DIPPED out to you by our beautiful Southern GAL who will give it to you—HOT!

JUKE BOX OPERATORS AND DISC JOCKEYS
You fellows were wonderful and we want to thank you so much for praising our "CHILI" Song and Records so highly:

GREAT! TERRIFIC! VERY COMMERCIAL! SENSATIONAL!

Also, we want to thank the wonderful BILLBOARD and other music magazines for the excellent ratings they gave us on the commercial value of our "CHILI" Song and Records!

"CHILI DIPPIN' BABY"
Red Hot Vocal by MARY ANNE

"A BROKEN ENGAGEMENT" (Has Broken My Heart)
RAYMOR RECORDS, Wichita, Kansas

"CHILI DIPPIN' BABY" b/w "TEXARKANA WALTZ"
Vocals by BETTE CHOATE—Blue Hen Records—Harrington, Delaware

"TEXARKANA WALTZ" b/w "LOVE WORDS"
Vocals by MELODY MACK—Raymor Records

"CHILI DIPPIN' BABY" b/w "CRYIN' RIVER"
Vocals by MELODY MACK—Raymor Records

RECORDS AVAILABLE AT THE FOLLOWING DISTRIBUTORS:

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Warehouse Box 414
Texarkana, Ark., Tex.

TARA RECORDS AND MUSIC
Tara Bldg., Tara St.
Dublin, Ireland, Europe

KINI POPO RADIO SERVICE
Box 666
Kealakekua, Kona, Hawaii

SILVER BELL DIST.
839 Baldwin Ave.
Pontiac, Michigan

DISTRIBUTORS!
Territories still open. Write! Wire! Telephone! Phone 64-1114.

MODERN DISC-TRIBUTORS
4931 McCorkle Ave., S. W.,
South Charleston, W. Va.

RAYMOR RECORDS CO.
1901 No. Hillside
10. The Hucklebuck  
Paul Williams  
Savoy

1. Trouble Blues  
Charles Brown  
Aladdin

2. Saturday Night Fish Fry  
Louis Jordan  
Decca

3. Ain't Nobody's Business  
Jimmy Witherspoon  
Supreme

4. Little Girl, Don't Cry  
Bull Moose Jackson  
King

5. Tell Me So  
The Orioles  
Jubilee

6. Drinkin' Wine,  
Spo-Doot-O-Doot  
Jack McRae  
Atlantic

7. Hold Me, Baby  
Amos Milburn  
Aladdin

8. Chicken Shack Boogie  
Amos Milburn  
Aladdin

9. Boogie Chilhee  
John Lee Hooker  
Modern

10. The Spo-Hold Saturday Trouble  
The Amos Jubilee

1. Sixty Minute Man  
The Dominos  
Federal

2. Black Night  
Charles Brown  
Aladdin

3. Teardrops From My Eyes  
Ruth Brown  
Atlantic

4. Chains of Love  
Joe Turner  
Atlantic

5. Don't You Know  
The Clovers  
Atlantic

6. Please Send Me Someone to Love  
Percy Mayfield  
Specialty

7. I'm Waiting Just for You  
The Clovers  
Atlantic

8. Glory of Love  
Five Keys  
Aladdin

9. Rocket 88  
Jackie Brenston  
Chess

10. Rockin' Blues  
Johnny Otis, Little Esther, Mel Walker  
Savoy

**INTRODUCING PEACOCK RECORDS, Inc. and DUKE RECORDS**

RHYTHM and BLUES and RELIGIOUS MUSIC FOR MILLIONS

TER-SMASH-AFTER-SMASH-AFTER-SMASH-AFTER-SMASH-AFTER-SMASH-AFTER-SMA

**Coming SOON!!!!**

WILLIE MAE THORNTON'S record of "54"

"I Smell A Rat" b/w "I've Searched The Whole World Over"  
Peacock #1632

**BELLS OF JOY**

"Well, Well, No, No, No" b/w "Never Let It Be Said Too Late"  
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**SPIRITS OF MEMPHIS**

"When Mother's Gone" b/w "He's A Friend Of Mine"  
Peacock #1750

**CURRENTLY YOURS!!!!**

THE SULTANS

"Good Thing Baby" b/w "How Deep Is The Ocean"  
Duke #125

LOVEY LEWIS

"Take A Chance Baby" b/w "Alright Baby"  
Duke #126

SOUTHERN TONES

"The Dying Sinner" b/w "It Must Be Jesus"  
Duke #205

**"HOUND DOG"** by Willie Mae "Big Mama" Thornton

VOTED THE BEST R & B RECORD OF 1953

ORIGINAL FIVE BLIND BOYS

VOTED THE "MOST PROGRAMMED" SPIRITUAL GROUP OF 1953

BELLS OF JOY

DIXIE HUMMING BIRDS

SPIRIT OF MEMPHIS QUARTET

SISTER JESSIE MAE RENFRO

JOHNNY OTIS

MARIE ADAMS

GATEMOUTH BROWN

LITTLE RICHARD

Irresistable JOHNNY ACE—4 straight rated HITS in "4" BUES RECORDS—"My Song" (b/w "Cross My Heart," b/w "Angel," b/w "The Clock," b/w "Send My Love For You")

LITTLE JUNIOR "Can't Understand" PARKER

JUNIOR "Sad Story" RYDER

EARL "OH OH" FORREST

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RUSCOE GORDON

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THE SULTANS

America's Silver Tongued "Balladeers"
The Label to Watch for 1954!

**The King of the Blues**

**FATS DOMINO**

"YOU DONE ME WRONG"
"LITTLE SCHOOL GIRL"
"WHERE DID YOU STAY"
"BABY PLEASE"

**The SPIDERS**

"I DIDN'T WANT TO DO IT"
"YOU'RE THE ONE"
"I'LL STOP CRYING"
"TEARS BEGAN TO FLOW"

**The HAWKS**

"JOE THE GRINDER"
"CANDY GIRL"
"SHE'S ALL RIGHT"
"GOOD NEWS"

**Bobby MITCHELL and The TOPPERS**

"BABY'S GONE"
"SISTER LUCY"
"ANGEL CHILD"
"SCHOOL BOY BLUES"

**Smiley LEWIS**

"DOWN THE ROAD"
"BLUE MONDAY"
"I LOVE YOU FOR SENTIMENTAL REASONS"
"THE ROCKS"

**Watch for Future Releases by These Artists**

LIL' SON JACKSON
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Imperial Records
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**OF INFLUENCE AND POWER**

Program Ingenuity, a Keen Eye! DeeJays to Recognized Prominence

**BY IS HORIZON**

The methods used by disk jockeys working in the blues and rhythm and blues idioms to hold and increase the interest of their audiences is a subject which is as varied and ingenious as the styles and personalities involved. Their field is a solid one, and their devotion to record pictures and jockeys shows increasing interest and growing prominence in popularity and influence.

The use of promotions, contests and giveaways to improve relations with the public, and to increase the popularity and influence of the station, is another way in which the radio station can improve its position. One major record company sends out to radio stations 250 copies of each new release of a top artist's record. This is in addition to the constant traveling of a special artist to radio stations. Some stations even use the promotion of an artist's record as a means of increasing its popularity and influence.

Professional jockeys are also important in which the radio station can improve its position. One major record company sends out to radio stations 250 copies of each new release of a top artist's record. This is in addition to the constant traveling of a special artist to radio stations. Some stations even use the promotion of an artist's record as a means of increasing its popularity and influence.

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All Over the World...

Other UNIVERSAL ATTRACTIONS famous for Outstanding Artist Performance in R & B Field

The Midniters
The Congaroo Dancers
The Swallows
H-Bomb Ferguson
Anna Mae Winburn and Her Sweethearts of Rhythm

Mel Walker
The Checkers
Annistine Allen
Eunice Davis
Danny Overbee & His Orchestra

The Vocaleers
Johnny Otis & His Orchestra featuring Marie Adams
Todd Rhodes & His Orchestra
Jimmy Coe & His Orchestra

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2 Park Avenue
New York 16, N. Y.
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BEN BART
DICK BOONE
SAM BERK
NICK ZALE

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FABULOUS BOOKING BUSINESS

Enterprise of Placing R&B Talent
Turns Stars in Pop Field Green

The booking of rhythm and blues talent today in big business. Location dates, one-night stands, the jockey dances and shows, road packages and theater dates featuring rhythm and blues artists add up to a fantastic amount of bookings for r&b artists and orchestras during the year.

Many a pop artist would be happy to be booked at a constant and as steadily as most of the new talent, while many of which are booked up solidly for six months at a time.

Most of the dates played by r&b talent are booked by a limited number of national agencies which either specialize in r&b performers or have set up departments to handle this lucrative area of the business.

Among those agencies should be mentioned the Gale Agency, Shaw Artists, Universal Attractions, the Associated Booking Co, and the General Artists Corporation, Ben Waller Enterprises, and the Buffalo Booking Agency. These are the largest and most important rhythm and blues talent, the talent are a number of regional bookers who handle artists in their localities.

Special Difference

Rhythm and blues bookings, like those of any other field, place their talent and acts in the proper areas in which they may be best known and heard. But whereas the r&b agencies appear to have an edge on their competition in other fields in the booking in which they are constantly opening up new clubs in which to place their acts.

Bookers in all of the key locations are constantly seeking new locations where r&b artists can play. They often spend time in the road seeing cafe owners who have rarely heard more than a pianist to convince them that they need a r&b artist and an orchestra.

This activity on the part of the r&b agencies is probably one of the reasons r&b acts usually have more bookings than their pop counterparts. During the past year, when the demand for pop packages and artists was diminishing, the r&b bookers were increasing. There are probably more locations, even in the pop field, for r&b acts than for pop acts.

Another and perhaps more important reason for the great number of bookings lined up for r&b artists by the agencies each year is due to the one-nighter. Since no other field than perhaps the world-famous fields of gospel music, has as many artists booked for one-nighters as r&b artists. Usually in every section of the country as in the r&b market. Some artists can work a full year performing nothing but one-nighters.

Top r&b agencies are constantly sending out new material to their artists, either through the distribution offices in clubs and theaters, or by sending one-nighters to the artists. As a singer ends his one-nighter tour with one orchestra, he is met by another package with another orchestra, with perhaps, the same singer or an instrumentalist.

In the North, South, East and West are all good territories for one-nighter packages, and there is no question that the artists, as well as the agencies, find them lucrative tours.

There is also no question that those road tours do the artist good in many ways. They also play the music that the artist who stay with the agencies are the ones who find the most success in recording. They are the artists that have the most chance of staying on top with their records, for they have an opportunity to see and be seen by their record labels.

Agent-Disk Co-Op

And the agencies usually cooperate with the record companies by having the artist's records in the hands of the disc compilers in the key points of the larger unit in advance. Some of the record companies is a No. 1 rule for artists to book dates to keep the record handled by r&b talent. The artist is almost always on a label and has made certain impact or attained a certain amount of attention during the tour. Agencies are extremely reluctant to take a risk with the talent, whether the singer or instrumentalist has a record deal or not.

The reason for wanting record talent is simple. The clubs want record names and most record artists are booked by the agencies. This is not to say that the artist is booked by the agents because he has a record, and the same agencies may be handled by agents of Gale, Universal and other agencies.

This does not mean that only talent with hit records can get club dates, but it does mean that the clubs are not likely to book or artists who have no record contract.

When an agency runs across a new singer, they believe his possibilities, it will recommend them to a record company to get the record around. In order to get the record made, the artist will have to sell the record himself.

When new artists pop up, they usually seek to sign the hit-maker.

It is true that a record label is being followed by club-agency, and the artists, in fact, the same record is handled exclusively — in fact, there are many records made by one label and others, too many artists booked. Clubs and Discs

Agencies and record companies in the r&b field, have become hand-in-glove. Each needs the other, and, of course, each needs both. It is the record company which has in the art in public attention, and it is the agencies' good band, good artist in clubs and on tours. It is the leaguer who has the fixed record. It is the artist which has the well-made record and best bookings. It is the record label which has the best booking and most chance for talent, and the booking companies, as well as the record companies, are well aware of this today.
For R & B Artists
There's No BUSINESS like
SHAW BUSINESS!

SAW ARTISTS CORPORATION
BILLY SHAW, President
565 FIFTH AVENUE, NEW YORK 17, N. Y.

SHAK SPACER • ROB ASTOR • IRVING SIDERS • WALTER THOMAS

SHAW ARTISTS CORPORATION
BILLY SHAW, President
565 FIFTH AVENUE, NEW YORK 17, N. Y.

JACK ARCHER • ROB ASTOR • IRVING SIDERS • WALTER THOMAS

CHICAGO—BOB O'CONNOR • JIM FLEMING

HOLLYWOOD—MILT DEUTSCH • CLIFF ARONSON
HAVE YOU SEEN THEST?

SAWN RECORDS

R.E. B. and Jazz Labels

* Continued from page 29

DOOTONE
2544 S. Central Ave.
Los Angeles

DOT
2300 Martin St.
Tenn.

DUKE
1920 Carnton Drive
New York

EMarcy
1520 17th Ave., N.
New York

EPIC
920 Seventh Ave.
New York

FEDERAL
130 E. 57th St.
New York

FANTASY
2300 Seventh Ave.
New York

FEDERAL
870 A. Ave.
New York

FEDERAL
1450 W. 57th St.
New York

GOTHAM
1414 Wood St.
Chicago

COLUMBIA
507 W. 5th St.
New York

GREATAGE
2301 A. Blvd.
Cincinnati

HOLLYWOOD
216 W. Poinsettia Blvd.
Los Angeles

IMPERIAL
6425 Hollywood Blvd.
Los Angeles

JAZZ
441 N. Grove Drive
Beverly Hills, Calif.

JAY DEE
1519 Broadway
New York

JAY GIL
441 N. Grove Drive
Beverly Hills, Calif.

JAYS
441 N. Grove Drive
Beverly Hills, Calif.

JAZZ "KEL" STERLING CO.
68-12 Austin St.
Kansas, N. Y.

JAZZ "KEL"
131 South Woodland
Eugene, Oregon, N. J.

JAZZ "KEL"
250 S. Ellis Ave.
Chicago

JAZZ "KEL"
406 S. Division St.
Northfield, Minn.

JAZZ "KEL"
801 47th St.
New York

JAZZ "KEL"
310 47th St.
New York

JAZZ "KEL"
523

JAZZ "KEL"
690 S. Santa Monica Blvd.
Los Angeles

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JAZZ "KEL"
690 S. Santa Monica Blvd.
Los Angeles

National Talent Offices
Handling Rhythm & Blues Artists

Associated Booking Corp., 745 Fifth Ave., New York.

Buffalo Booking Agency, 2803 Erastus St., Houston.


Jolly Joyce Agency, 1001 Chestnut St., Philadelphia.

McConkey Artists Corp., Congress Hotel, Chicago.

Relav Navarro, 117 W. 46th St., New York.

Nat Nazarro, 1045 Broadway, New York.

Shaw Artists Corp., 655 Fifth Ave., New York.

Universal Attractions, 2 Park Ave., New York.

Ben Waller Enterprises, 8910 Melrose Ave., Los Angeles.

(INSTITUTE: Many of these agencies have branch offices in other cities.)

Regional Talent Offices
Handling Rhythm & Blues Artists

Boston:

Ford Theatrical Agency, 237 Tremont St.

Fred Petty Agency, 100 Boylston St.

Buffalo:

United Entertainment Service, 591 Delaware Ave.

New York:

Cosmopolitan Artists Representatives, 454 Fifth Ave., Rm. 412

Philadelphia:

Both Davies Theatrical Agency, 260 S. Broad St.

Shue & Rethfeld Theatrical Agency, Subaru Theater Building.

Keynote Amusement Agency, Jasper and Locust St.

Columbia, Pa.:

Columbia Merchandising Co., 141 S. Third St.

Pittsburgh:

Joe Hiller Agency, Century Blvd.

Detroit:

Amusement Booking Service, 1097 Fox Blvd.

Falk Park Agency, 1445 Book Blvd.

Val Campbell Agency, 504 Park Avenue

Don Williams, 5078 Main Ave., Studio C

Indianapolis:

Rose W. Christiansen, Marrott Hotel

Pitt Wayne, Ind.

Theatrical & Booking Agency, 1521 Wells St.

Chicago:

Marcus Gaster Agency, 203 N. Wabash Ave.

Jump Jackson Agency, 2517 La Salle St.

Washington:

Super Productions, Inc.

Michael Graham, 1224 Monroe St. N.W.

Richmond, Va.

Archi's Enterprises, 160 W. Broad St.

WRVA Service, WRVA Theater Building.

Charleston, S. C.

Henry Smith, 40 Center St.

Columbia, S. C.

Marcus & Weirberg, 205 Burnsville Drive

Dallas:

John Henry Branche, Empire Ballroom, 1716 Hall St.

New Orleans:

Rip Roberts, 4191 Mexico

Pubby McGlory, 5117 Rhythm Fields

Frank Pancio, 2828 Leele St.

Crescent City Booking Agency, 1833 Grove Groove

Los Angeles:

Herald Attractions, Inc., 4908 S. Central Ave.

Shue & Rethfeld, 1445 S. Leader St., Los Angeles

Reg Manoogian Agency, 1159 Grove Road of the World

in the Philippines, 141 S. Center Ave., Beverly Hills

Jack Kurtz Agency, 251 N. Cannan Drive, Beverly Hills

Furtland, Ore.

All-Star Attractions, 780 Dekum Blvd.

NEW JAZZ
401 Tennessee Ave.
New York

NEW ORLEANS JAZZ CLUB
423 Baronne St.
New Orleans

NORRIGAN
421 N. Car谶 Drive
Beverly Hills, Calif.

OREGON
250 S. Division St.
Portland, Or.

PACIFIC
4907 Santa Monica Blvd.
Los Angeles

PAX
7104 Byers St.
Union City, N. J.

PEACE
2800 Erastus St.
New York

PERIOD
894 Third Ave.
New York

PRESIDENT
464 W. 56th St.
New York

PROGRESSIVE
58 E. 52nd St.
New York

RAE
325 W. 42nd St.
New York

RAMA
300 W. 52nd St.
New York

RCA VICTOR
120 W. 52nd St.
New York

REGENT
52 Market St.
New York

RIVERSIDE
430 Granada Productions
1325 La Brea Ave.

ROBIN
231 W. 42nd St.
New York

ROCK
1518 Broadway
New York

RPM
1240 Leonard Blvd.
Beverly Hills, Calif.

RHYTHM AND BLUES
464 W. 56th St.
New York

(Continued on page 28)
**Rhythm and Blue Notes**

In this issue The Billboard is featuring the first "Spotlight on Rhythm and Blues" survey. The entire field from record companies to artists is covered in this issue. The object of the survey is to gain a better understanding of the industry as a whole and to provide a more complete picture of the market. As always, we encourage all those involved in the business to complete the survey to help us better understand the industry.

One of the best talked about aspects of the r & b field is the publishing side. As in the c & w field, practically every record firm has its own publishing company. In cases where this is not so, often the artist who owns a publishing firm and much of the material is recorded goes into his own firm. Some artists have their own firms. Artists usually write their own material and sell or license it to other firms, such as Atlantic, Aladdin and the various major firms. However, it is rare for artists to write their own material.

R & B firms did not start their own publishing companies because they were necessarily wanted. But because there were, and still are, few publishers who had material that could be used for r & b records. Only a handful of publishers, like Dave Draper with Domino Music, Aladdin with Aladdin Music, and Alonzo Music with Alhang Music, have attempted to write their own material, particularly suited to the r & b field.

Draper, today one of the top r & b publishers in the field, started his company about three years ago. He has written all of his company's songs, including "Got You On My Mind," and the current "Such a LAVER." He has also written several songs for other publishers, such as "Blue Monday," with Alonzo Music. The publisher, with Alonzo Music, and Alang Music, have attempted to write their own material, particularly suited to the r & b field.

R&B and soul records need more publishers. Most r & b firms would be pleased if they could find a publisher who specialized in music that would fit their r & b artists. It is important that such a publisher be found, so that the songs written by the musicians are written for their own artists.

This year 1956 saw an important precedent set in regard to "answer" tunes in the r & b field. Piccione Records, which issued the smash "Willie Mae Thornton's record of "Hound Dog" early in 1956, sued Piccione Records for the use of "Beaver Cat" released soon after. Piccione was not considered to be a publisher, and received a settlement from Sun. As a result, this r & b firm had used another publisher's material with impunity, under the assumption that the blues material was not the public domain and therefore not in the same copyright. However, since the "Hound Dog" decision, few record firms have attempted to "answer" smash hits by other companies, with the same tune sometimes used in different lyrics.

**Rhythm and Jazz Labels**

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<th>R&amp;B and Jazz Labels</th>
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**Great Sides**

BY THE EXCITING ERNIE ANDREWS

You're Gone For A Long Long Time B/W All Alone & Lonesome TR 2502
Make Me A Present Of You B/W Don't Make Me On TR 68

**Dimples Harris & Ducky Drake**

with DIMPLES HARRIS and Her Combo

Hey Mr. Jelly B/W 1992 TR 2500
Saint Or Sinner B/W Long Lonesome Juke Box TR 2501
**R & B Territorial Best Sellers**

Listings are based on daily sales reports received via Western Unionamentos services from top rhythm and blues dealers and jobs have options in the market.

1. *I Don't Want To Do It, Spiders, Imp.*
3. *The Things That I Used To Do, Martha White, Oven.*
4. *I'm Your Heyday Kitchen Man, Nat King Cole, Nat.*

**New Orleans**
2. *Uh-uh, B.B. King, You*.
3. *The Things That I Used To Do, Martha White, Oven.*

**New York**
1. *You'll Never Walk Alone, Frankie Lymon, SBC.*

**Philadelphia**
1. *Goodnight, Purple Hearts, SBC.*
3. *You're Never Alone, SBC.*

**Chicago**
1. *Listen Mr. Love, Lilacs, SBC.*
2. *You'll Never Walk Alone, Frankie Lymon, SBC.*
3. *The Things That I Used To Do, Martha White, Oven.*
4. *I'm Never Gonna Let You Go, Tootsie Roll Imagination, Imp.*

**Cincinnati**
1. *You're Never Alone, SBC.*
3. *The Things That I Used To Do, Martha White, Oven.*
4. * настоящ*.

**Detroit**
1. *You'll Never Walk Alone, Frankie Lymon, SBC.*
2. *The Things That I Used To Do, Martha White, Oven.*
4. *I'm Never Gonna Let You Go, Tootsie Roll Imagination, Imp.*

**Los Angeles**
1. *You're Never Alone, SBC.*
3. *The Things That I Used To Do, Martha White, Oven.*
4. *I'm Never Gonna Let You Go, Tootsie Roll Imagination, Imp.*

**Balti-Wash**
2. *I Don't Want to Be It, Spiders, Imp.*
3. *I'm Your Heyday Kitchen Man, Nat King Cole, Nat.*

**Teen-Agers Demand Music**

*Continued from page 1*

American radio stations frequently play rhythm and blues records along with standard commercial re-tail outlets which stock the records. These stations list the records in the number of broadcast, Juke box records on a daily basis on all over the country. In Los An-

gles there are a few pop jockeys who are already as popular as there were a year ago, and the pop jockeys are gaining more R&B records. About 23 of the R&B hits are played daily on eight Los Angeles station-

*Continued from page 1*

**April 24, 1954**

**Billboard Music Popularity Charts**

**RHYTHM & BLUES RECORDS**

**Chicago**
1. *Listen Mr. Love, Lilacs, SBC.*
2. *You'll Never Walk Alone, Frankie Lymon, SBC.*
3. *The Things That I Used To Do, Martha White, Oven.*
4. *I'm Never Gonna Let You Go, Tootsie Roll Imagination, Imp.*

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*Continued from page 1*

**In the Northwest**

WRITE SERVICE PHONE
NORTHWEST ONE STOP
2315 Western Ave., Room 485
Washington
Phone: Adler 8220

24-HOUR SERVICE on all labels to dealers in California
Oregon Idaho and Alaska

**RHYTHM & BLUES LEADERS**

**Louis Jordan**

"I'll Die Happy"

**Charles Brown**

"I Wanna Fool Around with You"

**Teen-Agers Demand Music**

*Continued from page 1*

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*Continued from page 1*
THE CHECKERS
Don't Sleep Now (Gay & Cee, BMI)—King 4710—The
Checkers flash their old form again with a driving
rendition of a wild new tear, that rocks all the way.
Solid fare for the market. Flip is "House With No
Windows" (Gay & Cee, BMI).

**Reviews of New R&B Records**

GUITAR BLUES

The most diversified Distributor
Rhythm and Blues Pops—Kiddie Classics
Country and Western

DIAMOND RECORD DIST. CO.
1819 W. Pico
Los Angeles, Calif.

LIVIEWIRE RECORD DISTRIBUTION FACILITIES

Top Promotion
Top Sales
Top Service

RECORD MERCHANDISE CO.
2580 W. Pico
Los Angeles, Calif.
Tel: DU 2-3027

THE HOUSE OF HITS

Central Records | L. A. Music Sales Company | Sales Company
2102-4 W. WASHINGTON BLVD.
LOS ANGELES 18, CALIF.
RE: 3-6177

**Review Spotlight on...**

THE SPIDERS

Tramp Song in Blue—**87**

IMPERIAL 1200—The group sounds like it has another number titled here. This
is good blues and the vocal blend which clicked before is much in evidence again.
Watch his (Continued, BMI).

KENNIE MOORE

He's a Winner But a Loser—**79**

SPECIALITY 466—Moore comes thru with a shining talking box of a
record. He has a good instrumental and an odd ball talkie. My opinion.

Huey Long—**75**

A promising blues comes forth from one of the up-and-comers. It
gives promise of a pretty good one, and it could pull itself all the way up with exposure. (Vanguard, BMI)

BIG THEODORE

I've Got a Feeling—**79**

CREAM 1005—The singer has location that something's lying to take
take up the place, and he is the way the record is. The arrangement is novel, with vocal
between a slide and piano. My opinion.

LITTLE MILTON

If You Love Me—**78**

SUN 203—The character sneaks across

LITTLE MILTON

Dance the Blues Again—**78**

SUN 203—The character sneaks across

LITTLE MILTON

Magic Stick—**78**

SHUGIE 401—Stick makes his first effort and does a

LITTLE MILTON

Magic Stick—**78**

SHUGIE 401—Stick makes his first effort and does a

LITTLE MILTON

Magic Stick—**78**

SHUGIE 401—Stick makes his first effort and does a

THE DIALECTICS

Audio and Video—**70**

Their pick of the week is a new adaptation by the group. A
very fine jazz song. Good for the ears. (Famous, BMI.)

MELVIN SMITH

No Baby—**74**

GROOVIN' 809—These are the kind of

ENRICO CARUSO

Going in Your Direction—**74**

TRUMPET RECORDS

"GOING IN YOUR DIRECTION" b/w "RED HOT KISSES" Tr. #216-78's and 45's
A SMASH HIT—BY THE GREAT
SONNY BOY WILLIAMSON

TRUMPET RECORD CO.
JACKSON, MISS.
MUSIC

DECCA TOPS MAJORS WITH MOST POP SIDES RELEASED

MPHC Leads Publishing Field With Greatest Number of Tunes Waxed

NEW YORK, April 17.—Of the
274 popular records issued by
the 
 
principal labels, the Major
Publishers of the record industry
had the greatest number of the
hits, with 192 tunes waxed by
Decca, of which Columbia
had 100, and Victor 95. The other
labels were: MGM, 89; Columbia,
Majestic, 88; and Mercury, 46.

Flanagan Splits With Hendler After 4 Years

NEW YORK, April 17.—A band
and music business association of
the General Strike that occurred
the week when Ralph Flanagan
bought his second journalism job,
manager, Herb Hendler, in the
Flanagan Publishing Corporation,
has made the announcement that
he has come out of the association
without his band. As a result of his
affiliation with the American So-
cialist Press, Publishers, Cobblets
and Clare, it has been decided
that Flanagan will continue in full ownership of his
band, but that his association
with Flanagan interests in the two
music business associations will
End.--See page 82.

RARE PALLADIUM SHOW RECORDED

LONDON, April 17.—Palladium
has made a little history this
week by making a record of the first
full performance of the show at the
Palladium for future use. The
event is the first time the fair
performers have been recorded
for future use, and it is the first
the vehicle is already drawn
by the Royal Ballet, and no
data has been fixed for the
record. The show will be the
for all the new groups, and the
members of the Royal Ballet will
put up a proper record of one of the
new groups. As Time Goes
On, the show is being
by the Mauclay
show, and directed by Ken
Rogers.

GERMANY LEADS WORLD IN GUITAR IMPORTS

NEW YORK, April 17.—Of the
24,000,000 guitars imported into
the United States last year,
Germany led the world in the
importation of guitars. The other
countries followed in the order
of: Italy, 2,000,000; Japan,
1,500,000; Switzerland,
1,000,000; and England,
500,000.

MARCH 26

COMMUNICATIONS TO 1564 BROADWAY, NEW YORK, N.Y.
APRIL 24, 1954

JARVIS SPINS MILLION DISKS

HOLLYWOOD, April 17.—
Jarvis Spins, a new staff writer
in his disk-poker career this
week, won a record on his
playlist of "My Beloved" via
WJSV in New York. Jarvis
reported from the air for the
second time in his career, and
brought in a whole batch of
his contract messages from
his contract stops through the
saturday.

GOLF BUG HITS

Music Director
Fault Tourney

NEW YORK, April 17.—Music
directors and music publishers
will be the main targets of the
next tourney in the music
field, with the directors and
publishers invited to appear
in the second annual tourney
of the Music Publishers
Contract Employers
and the American Federation
of Musicians.

BURRELL HEADS CAP-C W-SALES

NEW YORK, April 17.—His
appointment as president of
the Capitol Records Distributing
Company, this week, was
made by the board of
directors of Bob Burrell as
corporate sales manager.
Burrell fills the post recently
vacated by Gene Weiss, and is
expected to work closely with
Ken Wilson at the domestic
sales, and with Andy Smith at
the international sales
operations.

GAC Names Higgins V.-P.

NEW YORK, April 17.—Joe
Higgins was appointed a vice-
president of General Artists
Corporation, the agency
for the National Association of
Records Dealers. Higgins
will take over many of the
duties of the late Jack Haggan,
who was recently appointed
as assistant manager of the
records department of the
Brentano Agency. Higgins
will be succeeded in the
records department by
a new employee, Bob
Haggan.

Fisher Discoues 5-Day Week Pact

NEW YORK, April 17.—(SPINS
5-Day Week Pact

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Fault Tourney

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The Crows

with their great smash follow-up of "Gee"

singing

BABY

UNTRUE

B/W

Rama #29

Still Riding High
The Original Record of "Gee"
Rama #5

Just Released on the Great Tico Label

The Crows

singing

MAMBO SHEVITZ

B/W

Mamba #5

TICO #1082

Rama Records

220 W. 42d Street
(WI 7-0652) New York, N.Y.

Personal Management GEORGE GOLDNER

Exclusive Management: ASSOCIATED BOOKING CORPORATION

CHICAGO

BEVERLY HILLS

NEW YORK

BEVERLY HILLS

203 NORTH WABASH AVENUE

MEZZ FLOOR — BEVERLY WILSHIRE HOTEL

NEAL F., J. H.

MAMBA STREET

DISTRIBUTORS

Rama, Inc.

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NEAL F., J. H.

MAMBA STREET

DISTRIBUTORS

Rama, Inc.
Tony Martin's New Smash 'Here' RCA Victor 20-5665

MUSIC AS WRITTEN

ANSWER ME, MY LOVE

FLIRTATION WALTZ

Bourne, Inc. 136 w. clift street New York 13

Two Great New! "Guaranteed"

TIME AND AGAIN

Billy MURRAY

To 1954

Education Aids

Chicago

ABC TELECAST; BLASTS SOUND LONDON, April 17—Band leader Ted Heath, who heads the biggest and most popular English band in the world, has signed a contract for his group to appear in a TV show called "The British Band Show," which is being sponsored by the BBC. The show will be broadcast on the BBC's new color TV set this week and will be seen by millions of viewers throughout the country. The show will feature the talents of some of the best-known English entertainers, including Tony Martin, who appears as a guest star on the program.

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Chicoto Mercury to Send Hayman Band On 8-Wk. Tour

New York, April 17—Max Hayman, Mercury Record's president and manager of the Mercury Orchestra, will take his orchestra on a concert tour that will cover 8 weeks and will take him to 30 cities. The tour will start in New York on April 17 and will end in Detroit on May 9. The band will feature the talents of some of the best-known American entertainers, including Tony Martin, who appears as a guest star on the program.

Chicoto ASCAP Sues Miami Clubs

Miami, April 17—American Music Publishers, publishers of the hit song "The Great Pretender," filed suit in Federal District Court here this week after Miami's Rainbow Club and several other clubs in the city were found guilty of copyright infringement. The suit was filed by ASCAP (American Society of Composers, Authors and Publishers) and the suit was brought against the clubs, which ASCAP said were infringing on the copyrights of the song. The suit was filed by ASCAP and the song was written by Scotty Beal and was recorded by the Miami Express, a local band, under the name of "The Great Pretender." The suit was filed by ASCAP and the song was written by Scotty Beal and was recorded by the Miami Express, a local band, under the name of "The Great Pretender." The suit was filed by ASCAP and the song was written by Scotty Beal and was recorded by the Miami Express, a local band, under the name of "The Great Pretender." The suit was filed by ASCAP and the song was written by Scotty Beal and was recorded by the Miami Express, a local band, under the name of "The Great Pretender."
The Billboard... "Pretty New Ballad" — "Stewart Shows Off Well"

The Cash Box: "... real good juke box material..."

"STEPS OF ST. MARIE"
recorded by
BOB STEWART
MGM 11699
PAT LAIRD AND BOB CREWE ORIGINAL RECORD #507

Exciting Tango
"Desire'e"
recorded by
THE CORONET ORCHESTRA
conducted by Bruce Campbell
MGM 30845

Published By
LOWELL MUSIC CORPORATION
1619 Broadway, New York, N.Y.
Trade Concerned as 2 More File Suits for 'Unauthorized' Waxings

Allegro Label Sued for 50G By Opera Star

NEW YORK, April 17—Metropolitan Opera sopranos Beverly Sills and Leontyne Price, owners of the Allegro Record Corporation of America, this week charged an unlawful use of their works by the 50G record company, owners of the Allegro label.

The tapes of several Allegro records of operas, including Verdi's "Aida" and "La Traviata," were recorded by the Metropolitan Opera. The tapes were used by Decca Records.

The suit, filed in the U.S. Court for the Southern District of New York, seeks damages of $100,000.

LEGAL STRATEGY OF DISFIRMS

Gieseking Files $100,000 Suit Against Urania

NEW YORK, April 17—Pianist Jorge Gieseking filed a $100,000 suit against Urania Record Company charging the firm with misusing an unauthorized recording of his performances as Columbia Records.

Gieseking contends that the defendant record company, which made records of his concerts in 1943, is infringing his rights to the original recordings.

Pluggers Unit Meets Gale Re Part-Timers

NEW YORK, April 17—The Pluggers, a professional group that places workers and record companies, arranged to meet Gale, owner of Shelburne Music, in a series of promotional meetings to reach a solution to the Shelburne firm's demand for the right to contact disk jockeys in many markets.

Harry W. Davis is the attorney representing Miss Renkik.

Entre Issues New Material As Sales Aids

ORF, April 17—Columbia Records are putting out a special release for the big-screen box-office stars, and you can send for it even in your living room.

In addition the firm has issued a record of a 1929 live dressing table of the film, "Cleopatra." The record is in a special box with a special slip.

WPHN-Musical Program on Evens, Upstate, and Central New York.

PHONO DISK MATERIAL SUPPLIES PLENTIFUL

WASHINGTON, April 16—Under the drive of disk sales, the Columbia Disk Foundry and Paper Stock Management Co., in this city, say that they are in the market for paper stocks and other supplies.

The drive, they say, is for better paper stocks, which are in great demand.

The demand is being met by the Columbia Disk Foundry, which is now on the lookout for paper stocks and other supplies.

Under the drive, they say, there is a great demand for paper stocks, which are in great demand.

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ALL THE FIRE OF "JAMBALAYA"

felicia Sanders

"JOLLY JOHN"

"b/w "Love Affair"
COLUMBIA 40219

* From the Heart of the Cajun Country
**The Billboard Music Popularity Charts**

**INDEX TO CHARTS**

**Popular Records, Singles**
- 38 Country & Western
- 44 Pop

**Packaged Records, Popular**
- 50 Rhythm & Blues
- 23 Classical

**Packaged Records, Classical**
- 48 Other Categories
- 45

**The Music Corner**

There are many facets of the record business which are shrouded in mystery except to a limited number of people. Probably the area of the business that comes closest to this description concerns the activities and functions of the artist and repertoire man — those daring adventurers who create the records.

The job of an artist and repertoire man, commonly called an A&R man, is multifaceted. He has to hire and sometimes fire the artists for the label concerned. He has to select the songs to be recorded and then select the artist to sing the song, or the orchestra or combo to play the tune. He has to decide upon the manner in which the song is to be recorded and whether it should have flesh or soul.

There are all types of A&R men; pop, classical, country, rhythm and blues, international, etc. Some young, some older, others are egomaniacs. One of the questions often asked about these recording heads is one that is most difficult to answer. What are the Hallmarks of the great A&R man?

Actually, there is no single answer. The record company becomes necessary for an A&R man. He may select artists and songs no matter how many of those necessary to becoming a commercial success. There are A&R men who are musicologists; there are A&R men who are songwriters. Some are jolly, some studious, some rough and others pleasant. Some were well known in the business before they took over the A&R post; others were plucked out of the business to manage the major label. Some qualifications that appear to be necessary for the A&R position however include such things as leadership, knowledge of the record business, and self-confidence. An A&R man who consistently follows his competition in maintaining his own. And the A&R man who is not flexible in his ideas will also soon be out.

The A&R road is a rough one. But as one goes, there are always girls waiting to take his place. Sometimes it is due to the power interested in the position, or periodic personnel changes at the post. It certainly isn't due to any sort of lack of work to do. Everyone remembers Al Jo - long ago; he never remembered the A&R man who supervised his records.

**England's Top Twenty**

Based on compiled reports from England's top music tabloids, American publisher of such music tabloids as the Disc Jockey Weekly, American tabloids have published the reports.

Harry Wainwright — Bowmor (Ferdo)
I See the Moon — Fincan (Dorothy)
Don't Let the Moon Be a Fool — (Vita)
David Mill — Don't Be a Fool — (Vita)
Merrill — Michael Reine — (Sherman-Remo)
Brunies — Rodell — Elle — People
Oh, My Baby — John — (Val)
Tennessee Wriggle — Franck Day & Hunter (Villa)
The Book — Kansas (Kanata)
Secret Love — Henry — Cowboy — (Kendra)
Brisco — Long — (Brisco)
Heart of My Heart — Franck Day (Rohlin)
Wanderer — Conti (Couture)
Tangley — Rabil — (Shaw)
Two Easter Sunday Sweethearts — (Vinielle)
Luzembourg Polska — (Polska)
Jones — Bray — Bradbury Wood (Tours)
That's Amore — Victor — (Pavilion)
Cocky Least — Robson — (Robson)
Make Love to Me — Morris (Melrose)
Billboard Honor Roll of Hits Represents Culmination of Disk's Life on the Charts

The Honor Roll of Hits leads off The Billboard Music department's charts each week. Its prominent, dominating position is, of course, no accident, for it represents, in effect, the final accolade of a successful tune, and is, therefore, The Billboard's most important chart.

The long road which leads from the original inspiration and jotting down of a melody and, perhaps, ideas for lyrics, to its acceptance by the American public as a hit song comes to an end here. On an average, about 100 tunes each year successfully maneuver this slippery highway to fame and fortune, while several thousand competitors end up as casualties or, at best, moderately successful also-rans.

CULMINATION POINT: The Billboard's current series of articles explaining and exploring the purpose of its various charts ends with this dimension of the Honor Roll of Hits. All the other charts and indices of commercial acceptance that The Billboard publishes have been described first, because they keep the product of a record up to this point. The typical success story begins within a week or two after a tune has been recorded and sheet music issued. After initial play by disk jockeys, and possibly after being highlighted as a Billboard "Spotlight" record, the first impact of the promotion of a new disk is felt at the local level.

Before long, the Billboard's territorial charts will reflect regional acceptance, and when a record shows growing sales momentum, it will be picked as a "Best Buy." From there, a disk typically jumps on to the national disk jockey chart, followed by the chart of "Tunes With The Greatest Radio and Television Audience" compiled by John G. Peatman, the national retail and juke box charts, sheet music sales chart and authors at the very last but the Honor Roll of Hits.

SCIENTIFIC FORMULA: The Honor Roll of Hits is compiled by assigning a weighted value to the position of a tune on each of the charts listed above, in accordance with a scientific formula that gives appropriate emphasis to the relative merits of the tune's standing in the various fields just mentioned. Tunes which place highest on the Honor Roll of Hits are those which are found simultaneously in the higher positions of the national retail, juke box, disk jockey, sheet music and radio-TV performance charts.

When several recorded versions of a tune are selling well at the same time, like the recent "Stranger in Paradise," for example, the tune's position on the Honor Roll of Hits naturally will reflect this added strength, and rank higher on the list than a tune which had only one recorded version of it selling. The Honor Roll of Hits wraps up all the charts, and summarizes the results of the many different types of questionnaires returned voluntarily to us by our selected sources in all phases of the music-record industry.

TEN-YEAR HISTORY: The Honor Roll of Hits is now in its 10th year as a weekly Billboard feature. It ran for the first time in the issue of March 24, 1945 and has been a valuable, trusted business guide ever since. The No. 1 tune on that first Honor Roll of Hits was "Ac-Cent-Tchu-Ate the Positive" (remember?) which was doing well in a Bing Crosby and a Johnny Mercer recording. A lot of water has passed under the bridge between "Ac-Cent-Tchu-Ate the Positive" and today's No. 1 tune, "Wanted." Many tunes, hits and faves have come and gone; The Billboard's Honor Roll of Hits has been a faithful, impartial chronicler of these shifting tides of taste.

REGISTERED TRADE-MARK: Indicative of the importance of this feature is the fact that the Honor Roll of Hits is a registered trade-mark and its actual listings are copyrighted by The Billboard Publishing Company. Any use of either can be made only upon the written consent of The Billboard. The consent has been given freely by The Billboard to more than 700 disk jockeys who are specially licensed to use both the trade-mark and the listings as basis for their programs.

The Honor Roll of Hits also serves as the basis for "Today's Top Tunes," a sales promotional service made available to dealers. This lists 50 of the most popular tunes of the week and is made available to dealers for display purposes or in the form of mailings to their customers. The Billboard publishes more than 1,500,000 copies per year of "Today's Top Tunes" as a dealer service.

PERMANENT RECORD: The fact that the Honor Roll of Hits has been retained in its basic form is still based on essentially the same factors of popularity today that it was in 1945. Indicates that the music-record business had crystallized along its present lines. The Billboard's two charts—sheet music chart and "census" of the number of times a song was played on the radio networks (printed for the first time in 1945)—reflected much less complex business situation than exists today. Younger men may ask, "What kind of business was this without juke box or disk jockey charts and a couple of hundred record labels?"

At any rate, the dominant importance of both those charts has been overshadowed in the 20 years since they were first printed, 20 years which have seen the expansion of the record business to a point where its annual volume is approaching $250,000,000 and has institutionalized the disk jockey and the juke box. The Billboard has always been sensitive to these shifts and developments and has done its best to provide the kind of charts that businessmen in all phases of the trade need to guide their buying.

RADIO TUNE CENSUS: After introducing the "Radio Tune Census" and sheet music charts in 1934, The Billboard within the following five years came up with the National Retail and Juke Box Record charts. These first charts all were concerned with popular jockey. By 1944, however, these had been supplemented by national country and western, and rhythm and blues listings, in response to the tremendous gains those fields made during the war years.

As the music-record business continued its several expansions, the charts were filled with the 

Disk jockey charts, territorial charts, children's record charts, pop and classical album charts have all been added to bring The Billboard's present total of 81 tabulated charts, representing a comprehensive view of the field offered by no other publication or service.

The Honor Roll of Hits represents in summary one of the most impressive examples of trade consciousness which could be pointed out in any business field today. The voluntary, self-census of the hundreds of dealers, juke box operators and disk jockeys who return The Billboard's questionnaires every week has no parallel in any other industry to our knowledge. This demonstrates at once the accepted need for such a weekly survey, its increasing value as a gauge of taste and a modern, scientific merchandising tool — and the ability of dealers, operators and jockeys to co-operate in vital industry projects.

The strength of a tune on all of the Billboard's national charts (dealer, operator and disk jockey, as well as sheet music and Peatman charts) determines its final position in the Honor Roll of Hits. The Honor Roll of Hits listings also provide supplementary trade data on sales of songwriters, music publishers and artists in terms of hit performance. It is an excellent guide to direct-mail and drive-in TV promotion, and helps in the planning of future bookings, as well as the logical and musical picture, if any. Today's Top Tunes, an adaptation of the Honor Roll of Hits, is not published in The Billboard. It is a special Billboard service available to dealers for local sales promotion efforts. Dealers buy Today's Top Tunes in bulk, use them for various display and promotional purposes. Place is designed for direct-mail and drive-in TV promotion, and helps in the planning of future bookings, as well as the logical and musical picture, if any.
Cadence RECORDS

New Releases

ALFRED DRAKE
(Star of KISMET)
"THE HAPPY WANDERER"
B/W "DESTINY'S DARLING"
Cadence #1238

ARCHIE BLEYER
"HERNANDO'S HIDEAWAY"
(from PAJAMA GAME)
featuring MARIKA ALDA, Cadence Soloist
B/W "SIL VOUS PLAÎT"
featuring JAMES BURKE, FAMOUS TRUMPET SOLOIST
Cadence #1240

THE CHORDETTES
OF ROBERT O. LEWIS & ARTHUR GODFREY FAME
"TRUE LOVE"
B/W "IT'S YOU, IT'S YOU I LOVE"
Cadence #1239

Cadence RECORDS
40 East 49th Street, New York 17, N. Y.
"KNOCK ON WOOD"

a great up tempo release by

RUSTY DRAPER

COUPLED WITH

"It Ain't My Baby"
("AND I AIN'T GONNA ROCK IT")
MERCURY 70365 • 70345X45

This Week's Big News

THE CREWCUTS
SINGING

"CRAZY 'BOUT YOU BABY"

Breaking for a BIG HIT!
CLEVELAND, PITTSBURGH, CHICAGO, DETROIT AND NEW YORK
COUPLED WITH
"Angela Mia"
MERCURY 70341 • 70341X45

NEW RELEASES

JUNE WINTERS
MERCURY 70366 • 70346X45
"READING OLD LETTERS"
"I DON'T WANT TO BE WORSHIPPED"

DICK ISLAND
MERCURY 70369 • 70349X45
"THE GRASS LOOKS GREENER"
"WAS THAT THE HUMAN THING TO DO?"

RICHARD HAYES
MERCURY 70363 • 70343X45
"THE CONTINENTAL"
"MOVE IT ON OVER"

MARTHA RAYE
MERCURY 70364 • 70344X45
"THAT OLD BLACK MAGIC"
"CLOSE TO ME"

QUINTONES
MERCURY 70361 • 70341X45
"TELL ME WHY"
"The World Is Waiting For The Sunrise"

JERRY MURAD'S HARMONICATS
MERCURY 70360 • 70340X45
"LONG, LONG AGO"
"MY HAPPINESS"

BERNICE PARKS
MERCURY 70356 • 70356X45
"DO IT AGAIN"
"BEST PERFORMANCE OF THE YEAR"

JERRY MURAD'S HARMONICATS
MERCURY 70362 • 70342X45
"CAT WALK"
"HORA STACATO"
APRIL 24, 1954

THE BILLBOARD

MUSIC

IT’S A BEAUTY!

RICHARD HAYMAN
and His Orchestra

‘PORT OF SPAIN’

AND ANOTHER WINNER

“Spring is Here”

FEATURING HAYMAN ON HARMONICA

MERCURY 70313 • 70353X45

Watch for Details of Free Trip to Port Of Spain — Next Week!

Arthur PRYSOCK

“I’LL NEVER LET YOU CRY”

“TAKE CARE OF YOURSELF”

MERURY 70312 • 70355X45

JAN AUGUST

“CIRCLE IN THE SQUARE”

“NOBODY WANTS TO GO HOME”

MERURY 70317 • 70357X45

JACK FULTON

“TRUE BLUE SUE”

“If You Ever Get To My Home Town”

MERURY 70349 • 70349X45

FRANKIE RULLO

“I’M IN THE MARKET FOR YOU”

“SLEEP”

MERCURY 70344 • 70344X45

NEXT WEEK

Dick Contino’s

FIRST MERCURY RELEASE

ONE SIDE

Contino Sings
A GREAT NEW BALLAD

FLIP SIDE

Contino Plays
THE ACCORDION

BEST SELLING RHYTHM AND BLUES HITS

DINAH WASHINGTON

“Such A Night”

“Until Sunrise”

MERCURY 70316 • 70336X45

BUDDY JOHNSON

“Ain’t Cha Got Me Where You Want Me?”

“Let’s Start All Over Again”

MERCURY 70317 • 70371X45

ARTHUR PRYSOCK

“Take Care Of Yourself”

“I’ll Never Let You Cry”

MERCURY 70312 • 70355X45

MEL WALKER

“I’d Like To Make You Mine”

“Another Sad Night”

MERCURY 70378 • 70387X45

PEGGY SAUNDERS

“Don’t Rush Me”

“Things Done In The Dark”

MERCURY 70359 • 70359X45

(ARt BOUND TO COME TO LIGHT)

COUNTRY & WESTERN

Tibby Edwards

“Mine Forever”

“Cry, Cry, Darlin’”

MERURY 70347-70347X45

JAN AUGUST

“I’d Give Anything”

“To Be With You”

MERURY 70348 • 70348X45

Joe Carson

“I Could Love the Devil Out of You”

The Carlisles

“Shake A Leg”

“Let Me Hold Your Little Hand”

MERURY 70327 • 70327X45

Betty Amos

“Jole John”

“Yesterday’s Sweethearts”

MERURY 70354 • 70354X45

www.americanradiohistory.com

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### Best Sellers in Stores
For survey week ending April 14

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
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<tr>
<td>&quot;Wantin' to Make Love&quot;</td>
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For survey week ending April 14

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### Most Played by Jockeys
For survey week ending April 14

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### This Week's Best Buys

- **ISLE OF CATFISH** (T. B., Harris, ASCAP) - The Gaylords
- **THINGS GO TO TEARDROPS** (F. Starr, ASCAP) - The Gaylords
- **WE KNOW WHAT'S GOOD** (F. Starr, ASCAP) - The Gaylords
- **THINGS TO COME** (F. Starr, ASCAP) - The Gaylords
- **LOVE, LOVE, LOVE** (F. Starr, ASCAP) - The Gaylords

- **LOVE, WALKS ON WATER** (F. Starr, ASCAP) - The Gaylords
- **GOODBYE, MY DARLING** (F. Starr, ASCAP) - The Gaylords
- **SOFT AND WARM** (F. Starr, ASCAP) - The Gaylords
- **YOU AND ME** (F. Starr, ASCAP) - The Gaylords
- **I'LL BE TRUE TO YOU** (F. Starr, ASCAP) - The Gaylords

**THE BILLBOARD**

**Popular Records**

**April 24, 1954**

**Territorial Best Sellers**

- **Best Sellers in Stores**
  - *Listings*
  - *Popular Records*
  - *Most Played in Juke Boxes*
  - *Most Played by Jockeys*
look to Decca for Great Rhythm & Blues & Jazz

SISTER ROSETTA THARPE
sings
DON'T LEAVE ME HERE TO CRY
and
WHAT HAVE I DONE
DECCA 48311 (78 RPM) and 9-48311 (45 RPM)
FEED ME JESUS
and
SMILE IT THROUGH
DECCA 43301 (78 RPM) and 9-48304 (45 RPM)

LOUIS ARMSTRONG
and the All Stars
BASIN STREET BLUES (2 Parts)
DECCA 29102 (78 RPM) and 9-29102 (45 RPM)
with VELMA HENDERSON and the All Stars
BABY, IT'S COLD OUTSIDE
and
THAT'S MY DESIRE
DECCA 28372 (78 RPM) and 9-28372 (45 RPM)

MARIE KNIGHT
sings
I KNOW EVERY MOVE YOU MAKE
and
YOU GOT A WAY OF MAKING LOVE
DECCA 48325 (78 RPM) and 9-48315 (45 RPM)
GOD SPOKE TO ME
and
CALVARY
DECCA 48328 (78 RPM) and 9-48308 (45 RPM)

ELLA FITZGERALD
sings
HOW HIGH THE MOON
and
YOU TURNED THE TABLES ON ME
DECCA 24387 (78 RPM) and 9-24387 (45 RPM)
(If You Can't Sing It)
YOU'LL HAVE TO SWING IT (2 Parts)
with ST OLIVER and His Orchestra
DECCA 28774 (78 RPM) and 9-28774 (45 RPM)

RHYTHM AND BLUES
ONE O'CLOCK JUMP
Kisses All Night Long
Jack Parker and Elia Jones
LOLLYPOP
NORDBY KNOWS YOU WHEN YOU ARE DOWN AND OUT
Louis Jordan
WEEP MY HEART
LAST NIGHT I CRIED OVER YOU
Savannah Churchill

JAZZ SINGLES
I WILL
EASY COME, EASY GO LOVER
Joe Medlin
SNATCHIN' IT BACK
DO I (Look like a Fool to You)
Margie Ray
THE WILD ONE
BLUES FOR BRANDO
(Lath from the film "The Wild One")
Leith Stevens' All Stars

RELIGIOUS
WATCH YOUR STEP
LORD ANSWER YOUR CHILD THIS DAY
The Sisters of Song
Barbara Shaw & Sarah Scott
IM SO GLAD JESUS LIFTED ME
TRUSTING IN JESUS
Voices of Victory

JAZZ ALBUMS

Gene Norman Presents
A CHARLIE VENTURA CONCERT
Actually recorded at Gene Norman-Chalie Ventura Concert, Pasadena Civic Auditorium, Pasadena, California, 1949
Selections include: Theme of the Wild One • Lonely Way • Battle • Blues for Brando • Rhapsody • Swingin' • Aspiration • China
DL 5515 (33 1/3 RPM Long Play)
ED 6251 (Two Records 45 RPM Extended Play)

Decca Presents
JAZZ STUDIO ONE

Paul Quinichette, Tenor Sax; Benny Green, Tenor Sax; Frank Foster, Tenor Sax; Joseph Newton, Trumpet; Buck Jones, Piano; Kenny Clarke, Drums; Edmond Jones, Bass; Sir Jonathan Grant, Guitar.

TENDERLY & LET'S SPLIT
ON LONG PLAY "JAZZ STUDIO ONE"
DL 8838; also an Extended Play
ED 6124-6125.

Jazz Themes From "THE WILD ONE"
Leith Stevens and the All Stars
Selections include: The Wild One • Lonely Way • Battle • Blues for Brando • Rhapsody • Swingin' • Aspiration • China
DL 5515 (33 1/3 RPM Long Play)
ED 6251 (Two Records 45 RPM Extended Play)

Gene Norman Presents
JUST JAZZ
Recorded at the Audubon Ballroom, Pasadena, California, Aug., 4, 1947
Lionel Hampton and the All Stars
Selections include: Sinner's Draft • Lonely Way • Battle • Blues for Brando • Rhapsody • Aspiration • Wildin' • Swingin' • In the Mood • The Meaning of the Blues • Sinner's Draft (Blind Man's Bluff) • Theme of the Wild One • All Stars
DL 7912 (33 1/3 RPM Long Play) • ED 916 (Two Records 45 RPM Extended Play) • 3432-3433 (78 RPM Album)

Decca Presents
JAZZ STUDIO ONE

Paul Quinichette, Tenor Sax; Benny Green, Tenor Sax; Frank Foster, Tenor Sax; Joseph Newton, Trumpet; Buck Jones, Piano; Kenny Clarke, Drums; Edmond Jones, Bass; Sir Jonathan Grant, Guitar.

TENDERLY & LET'S SPLIT
ON LONG PLAY "JAZZ STUDIO ONE"
DL 8838; also an Extended Play
ED 6124-6125.

Gene Norman Presents
39
The Billboard Music Popularity Charts

POPULAR RECORDS

VOX JOX
By CHARLOTTE SUMMERS

Jox Trix

Gabe Miller, a nighttime radio disc jockey at WPRX in Philadelphia, has added the gimmick to his show, "Gabe Miller Plays the Hits." When the Philadelphia TV outlet, also owned by Westinghouse, is in the KVV building, so each night just before WPRX signs off, Miller has the engineer segue two or three records, while up upstairs and does a short live teaser on the TV screen to suggest to viewers who are staying up to join him on radio until 2 a.m. The gimmick is double-edged, since TV viewers who switch over are added to his radio audience and the record fans who tune in on TV tune in to WPRX. A case of curiosity or just what Miller listens to next on WPRX for the next day's viewing.

Tap Tappin', WBIR, Buffalo, just completed a week at the Master Street Armory in Buffalo during the Horse and Flower Show. Taplin spent his evenings handing out pictures of himself covered by an overlay of spots containing contest rules for the count of the spots... Dick Johnson, WCLO, Janesville, Wis., recently organized the "Nutritional Club" complete with membership cards... Jim Travis, WFPN, Findlay, Ohio, writes, "I wish to announce the station's 15-year-old deejay who has a regularly sponsored show "Little Dave," operates his own "board and tables" and writes his own commercials for his diary program. Building his show from radio shows, Dave Hammond programs by rehearsal and is reported to be packing in the small town at 6:10 a.m. for the Saturday night-hour show.

Dick Meyers, KFPO, Fargo, N. D., is featuring a "Baby Biker Bulletin Board." Bikers write while they list their names, addresses, ages and phone numbers for available girls. Meyers reports that the response is very good. Dick Clark, WFIN, Philadelphia, will originate an hour of music for dancing from the Tower Theater in Upper Darby, Pa., with invited listeners to the youngsters in the area to join him for the hour-long dance session in the foyer of the tower. In addition to confines top recordings on the Friday nights together, Clark will introduce various guest stars from the recording industry.

Norman Lee, KGB, San Diego, Calif., has been featuring some nominated for the Academy Awards. Marshall Barlow, WCGB, Denu, N.C., uses a guest deejay, "Slow Joe," on one of the surrounding high schools or colleges to promote his listening audience... Paul Chrest, WACN, Burlington, Mass., invited his listener to "Crazy Mixed Up Songs." The M.G.M. Records

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www.americanradiohistory.com
The Billboard Music Popularity Charts

**Popular Records**

*Reviews of New Pop Records*

**TONY BENNETT**

A well-known and versatile performer, Tony Bennett's latest release is a powerful testament to his versatility and depth as a singer. The album features a mix of classic and contemporary songs, showcasing his ability to deliver each performance with passion and emotion. Bennett's voice remains strong and engaging, making this album a must-listen for fans of all ages.

**LIBERACE**

Liberace is known for his unique and captivating style, and his latest album does not disappoint. The singer-songwriter's talent is on full display, with each track showcasing his ability to blend classical and pop influences into a cohesive whole. The album is a testament to Liberace's immense talent and is sure to be a hit with audiences.

**DON CORNELLE**

Don Cornelle's latest album is a collection of heartfelt ballads that are sure to touch the hearts of listeners. The singer's voice is clear and emotive, and the songs are well-written and thought-provoking. Cornelle has a unique ability to convey emotion through his music, making this album a must-listen for fans of soulful, introspective music.

**ALFRED DRAKE**

Alfred Drake is a talent to watch, and his latest album is a testament to his potential. The singer's voice is smooth and soothing, and the songs are well-crafted and engaging. Drake has a unique ability to blend different genres into a cohesive whole, making this album a pleasure to listen to.

**LU ANN JENNI**

Lu Ann Jenni's latest album is a powerful statement of her talent and creativity. The singer's voice is strong and emotive, and the songs are well-written and impactful. Jenni has a unique ability to convey emotion through her music, making this album a must-listen for fans of soulful, introspective music.

**FRANCISCO BANDERS**

Francisco Banders is a talented young artist, and his latest album is a testament to his potential. The singer's voice is strong and emotive, and the songs are well-written and impactful. Banders has a unique ability to convey emotion through his music, making this album a must-listen for fans of soulful, introspective music.

**RICHARD RAYMAN**

Richard Rayman is a talented young artist, and his latest album is a testament to his potential. The singer's voice is strong and emotive, and the songs are well-written and impactful. Rayman has a unique ability to convey emotion through his music, making this album a must-listen for fans of soulful, introspective music.

**KANDY KATZEN**

Kandy Katz is a talent to watch, and her latest album is a testament to her creativity and talent. The singer's voice is strong and emotive, and the songs are well-written and impactful. Katz has a unique ability to convey emotion through her music, making this album a must-listen for fans of soulful, introspective music.

**RALPH MONTARIE**

Ralph Montarie is a talented young artist, and his latest album is a testament to his potential. The singer's voice is strong and emotive, and the songs are well-written and impactful. Montarie has a unique ability to convey emotion through his music, making this album a must-listen for fans of soulful, introspective music.

**SUBSCRIPTION ORDER FORM**

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Cincinnati, Ohio 45227

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State
Zip

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**Tony Bennett with PERCY FAITH Orchestra**

sings

**UNTIL YESTERDAY**

b/w Please, Driver (Once Around The Park Again)

Columbia Record 40213

**Columbia 60 Records**


The Billboard Music Popularity Charts

**POPULAR RECORDS**

<table>
<thead>
<tr>
<th>Week</th>
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<td>The Court Jester</td>
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</tbody>
</table>

**Reviews of New Pop Records**

- Frank Siemon: "Nineteen Days" - (EMI) 70-79
- The Rolling Stones: "Satisfaction" - (Decca) 80-89
- Bob Dylan: "Like a Rolling Stone" - (Columbia) 90-99
- Bruce Springsteen: "Born to Run" - (Columbia) 100-109

**Other Pop Records Released This Week**

- Brian Wilson: "Good Vibes" - (Capitol) 110-119
- The Who: "Won't Get Fooled Again" - (Decca) 120-129
- Pink Floyd: "Another Brick in the Wall" - (RCA) 130-139
- The Kinks: "Lola" - (Reprise) 140-149
- The Beatles: "Hello, Goodbye" - (Epic) 150-159

**Ratings—Commercial Potential**

- 90-100: Tops
- 80-89: Excellent
- 70-79: Good
- 60-69: Fair
- 50-59: Poor
- 40-49: Bottom
Vox Jox

Today is controlled by businessmen rather than with an artistic sense. It is...now worse...?... Len Ross, KON, Las Vegas. Now, the record companies and... the people making decisions... are a bunch of... well, a bunch of... not much of anything... when I listen to the records they... produce... Now... I agree with... my old buddy from KOIL, Phoenix, Arizona, that record companies and... artists should forget about the running time of a record and concentrate more on producing good... and entertaining plat... the way, current discs are... getting better every day... Jack McNabinger, WXYL, Lynn, Mass., decided to let his audience decide whether to record his... 1964... "Such a Night," should be... After five days of sales... "the result was 170 letters for the play and only 100 for... the taking for the band..."... Bill Rhea, WLMY, Springfield, Ill.,... RCA Victor has the right idea in releasing LP albums with excerpts of songs included... been playing on 78 in a medley... He finds Eddie Fisher's version of "(E)motions To You" very good... for highly commercial shows... Change of Theme

Sandy Schneider, has joined WYNY, Trenton, N. J., as a staff disc jockey... Taylor has returned to radio after two years with the Army... Taylor does... disk show on WOKO, Albany, N. Y., and would like to... from his old friends in the music... business... Gene Shelton, WLMY, Atlantic City, has a new four-hour show called "Music Out of the Night..."

Maurice Taylor, who is "Jack of the... of the "Plot and Jack" Show on WYNY, Philadelphia, has joined the... miles staff of the station... Bill Harrington has replaced Williams... at WAFR, Morgantown,

THE TRUMPETEERS

sysen, New York, received high... and low for some... that "funicolo... air"... Wes Hopkins... WTYM, Trenton, N. J., has moved to... to the disc jockey at WJAR, Providence, R. I., has... his 16th year in radio... 1973... Joy Myers, KCID, Caldwell, Idaho, has something to say for

THE ZION Christian Choir

The Impressive.

Fran Fisher's... show... for the...有色 harmony. Spiritual... should... the... his... like... Harry Gabor.. KULM, Denver, clip... was..."... A few guests... and... his... of... Taylor... "The... "... His... Andy... Red... West's... to... sob..."... His... to... the... his... his... to... his... Don Ameche, St. Louis, has... promised... announcements...}

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**The Billboard Music Popularity Charts**

**COUNTRY & WESTERN RECORDS**

**Best Sellers in Stores for survey week ending April 14**

- SLOWLY... W. Pierce... 1.1 12
- I REALLY DON'T WANT TO KNOW... E. Arnold... 2.7 12
- YOU BETTER NOT DO THAT... T. Collins... 2.3 3
- I'LL BE THERE... R. Price... 3.1 2
- SECRET LOVE... W. Williamson... 4.6 1
- HANG ON BOOGIE... B. Everett... 5.9 1
- I GET SO LONELY... J. Smith & Jack... 6.3 1
- RELEASE ME... R. Price... 7.8 1
- WAKE UP, IRENE... H. Thompson... 8.3 1
- I LOVE YOU... G. Wright-J. Reever... 9.3 1

**Most Played in Juke Boxes for survey week ending April 14**

- SLOWLY... W. Pierce... 1.1 9
- I REALLY DON'T WANT TO KNOW... E. Arnold... 2.7 1
- YOU BETTER NOT DO THAT... T. Collins... 3.1 9
- I'LL BE THERE... R. Price... 4.6 7
- SECRET LOVE... W. Williamson... 5.9 1
- HANG ON BOOGIE... B. Everett... 7.1 1
- I GET SO LONELY... J. Smith & Jack... 8.3 1
- WAKE UP, IRENE... H. Thompson... 9.3 1
- RELEASE ME... R. Price... 10.1 1
- I LOVE YOU... G. Wright-J. Reever... 11.1 1

**This Week's Best Buys**

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

**JULIET (Shelton, B.M.)**

**PIN BALL BOOGIE** (Forest, B.M.) - Red Foley - Dec 29-30

"Julated" a tune that made the national pop chart this week in many markets, this one having a good chance of doing just as well in the country field. The Foley record was reported strongest on the West Coast, Atlanta, Birmingham, Nashville, St. Louis, Chicago, Los Angeles, Pittsburgh and upstate New York. The heavy appeal of the "Pin Ball Boogie" side to operators has created a tip-and-take situation in many of the territory's leading locations. A previous Billboard Spotlight "disk.

**C & W Territorial Best Sellers**

For survey week ending April 14

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- I REALLY DON'T WANT TO KNOW... E. Arnold... 2.7 12
- YOU BETTER NOT DO THAT... T. Collins... 3.1 9
- I'LL BE THERE... R. Price... 4.6 7
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- RELEASE ME... R. Price... 9.3 1
- WAKE UP, IRENE... H. Thompson... 10.1 1
- I LOVE YOU... G. Wright-J. Reever... 11.1 1

**Reviews of New & Recent Records**

**BANK SNOOK**

- Judd... April 13

**JU JU'S JU JU**

- Judd... April 13

**THE CARLISLES**

- "JULIET"... April 13

**ERNEST TUBB**

- "JU JU'S JU JU"... April 13

**SHARON BAYLEY**

- "I'LL BE THERE..."... April 13

**PARLOW, INNES & WILLIAMS**

- "I LOVE YOU..."... April 13

**MCKNIGHT & BONHAM**

- "I'LL BE THERE..."... April 13

**THE CARLISLES**

- "JULIET"... April 13

**HUNTER, MCMANUS**

- "WONDER TRICK"... April 13

**BRONSON**

- "I LOVE YOU..."... April 13

**JOHN CARPENTER**

- "YOU BETTER NOT DO THAT..."... April 13

**All records are ranked in order of the percent of total operators who reported playing the record for each record. Records are listed in alphabetical order by title, and the position number of each record is an index to the record's position on the country and western market.**

**THE BILLBOARD**

**APRIL 24, 1954**

**www.americanradiohistory.com**
**Folk Talent and Tunes**

**BY JOEL FRIEDMAN**

600 Sunset Boulevard, Hollywood

**HillBilly Picnic near Waoo, Tex., turned out to be a whipping success. Sonny James and Neal Jones, who were well known in Nashville, are from Dallas and were in town as guests also.**

The Hills, together with the Nashville Sliders, were there, and the group had a fun time playing "Blue Bonnet Barn Dance" and other numbers. After their performance, they all went to the Waoo Picnic to see the talent show which was the highlight of the evening. The main attraction was a young boy who sang "Old MacDonald Had a Farm" in a humorous way. The audience laughed heartily as he made up his own verses about different animals and their noises. The event continued with other music performances, including a band that played old country classics and a group of dancers who performed a traditional square dance.

**JIM EDWARD BROWN-MAXINE BROWN**

Looking Back in Tex. (Dandilion, BMI)—Fiber 107—

**The Ballad of John Denver (Acuff-Rose, BMI)**

Eddie liquor, 14 (Acuff-Rose, BMI)

**The HillBILLY BELLES**

Hollywood Records (Dandilion, BMI) —

**RECORDS**

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Diskeries Grapple For Tape Solution

NEW YORK, April 17—The issuance of pre-recorded tapes continues to present problems for the record manufacturer, who is now getting closer to the eventual solution when piracy is considered a major factor in the record industry.

This week, for example, it became known that all record companies will introduce a tape registration system, which will officially announce the issuance of pre-recorded tapes. These were only two of the more obvious signs that the record industry is getting closer to the solutions to some of its tape problems.

Jensen’s Speaker Production to Ia.

CHICAGO, April 17—The Jensen Manufacturing Company, Chica
go, in order to provide for its distribution, now employs speakers. A new product is being marketed under the brand name of "Jensen Hi-fi." The company is the first to make a tape recorder, and the Jensen Hi-fi is designed to interest both the casual listener and the present devotee of hi-fi.

The ARTISTIC TOUCH

Mercury Uses Paintings to Promote Pop Album Line

NEW YORK, April 17—Mercury now has several new items to add to its pop album line. These include a painting of the cover of the album "Madame Bovary," which was given to the French government. The painting is by the famous artist, Henri Matisse. The album is now available in the United States.

Offered for Sale

At the exhibition of the original artist’s works, 100 copies of this album have been sold. The album has been sold in France, Germany, and the United States.

Disk Material

Continued from page 9

which the government keeps no list of names, is also said to be ready for sale. There is no list kept of names, and it is only when a tape is recorded that it is added to the list. The tapes are read by a special machine, and the tape is then destroyed.

Infringements

Infringements are said to be a big problem in the recording industry. The government is now taking steps to prevent the infringement of copyrighted material. The government has set up a special task force to investigate the problem.

MILWAUKEE’S HOUSE OF MUSIC

Ochs Firm Opens Modern Store in New Location

MILWAUKEE—April 17—Great opening last week of the Velvet Record of Music, 4417 W. Ford Jac
derson Ave. A new store for the benefit of residents of the north
east. Planned with a lot of enthusiasm, it is expected to attract thousands of people into the new shop. Already the demand for the few items has been so high that it is expected to be a success.

The store is open from 10 A.M. to 6 P.M. every day, and it is expected to be a success.

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MITCHELL 3-D HIGH-FIDELITY record reproducer

"A CINCH TO SELL"

say leading dealers everywhere

Because 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 Hi-Fi Package

GET THE 3-D PROFIT FACTS TODAY

MITCHELL MANUFACTURING COMPANY, High Fidelity Division 5233 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

www.americanradiohistory.com
The Billboard Music Popularity Charts

**Classical Catalog Sellers**

- **ALFVEN: SWEDISH RHAPSODY, HIRED,** ANTRAS DANCE (Columbia, Decca)!
- **BOLCOM: POLONIAN DANCES, DE FALLA:** AMOUR (Columbia, Decca)!
- **BORDER: POLONIAN DANCES, DE FALLA:** AMOUR (Capitol)
- **DURUFLÈ: CHORUS, VARIOUS (Columbia)!
- **MOZART: SINFONIA, Puccini:** LA BOHEME SELECTIONS (Decca/Comedie/Orchestr)
- **ROSEN: OVERTURES (Columbia Symphony-Toscanini)!
- **ROSSINI: WILLIAM TELL OVERTURE, WOLFGANG,** SKATER'S WALTZ (NBC Symphony-Toscanini)!
- **BUCHANON: ON THE STEPPE OF THE OTHERS (Radio ORCHESTRA.)!
- **BUCHANON: RHAPSODY ON A THEME OF PAGANINI** (Kapell, Robin Hood Dell Orchestra-Reiner)

**INSTRUMENTAL**

- **BACH: BACH'S ROYAL INSTRUMENT VOL. 1 (RCA)
- **CHOPIN: POLONAISE IN A FLAT, DEBUTETE, CLAIR DE LUNE (Imperial)
- **CHOPIN: WALTZES (Imperial)
- **PIANO RHYTHMS AND PERCUSSION PIANO MUSICA (Edison)!
- **RACHMANNINOFF: RHAPSODY ON A THEME OF PAGANINI** (Kapell, Robin Hood Dell Orchestra-Reiner)
- **RACHMANNINOFF: RHAPSODY ON A THEME OF PAGANINI** (Kapell, Rochester Symphony)
- **DORÁDI: ROMANIANS RHAPSODIES NO. 1 AND 2 (Kontiki)!
- **MANTOVANI PLAYS THE IMMORTAL CLASSICS**
- **OPERA WITHOUT SINGING** (RCA Victor)
- **WAGNER: TOSCANI CONDUCTS TOSCANI** (NBC Symphony)

**INSTRUMENTAL**

- **BACH: LANDGROUW GIOVANI BACK**
- **BEETHOVEN: ODE TO JOY (NBC Symphony-Toscanini)**
- **CHOPIN: COMPLETE MAZURKAS**
- **GERHARD: RHAPSODY IN BLUE, CHAMBERS, ALL-AMERICAN**
- **KAPSEL: AND ANTHOLOGY OF BEETHOVEN**
- **RACHMANNILOFF, RACHMANNILOFF PLAYS RACHMANNILOFF**
- **RACHMANNILOFF: RHAPSODY ON A THEME OF PAGANINI**
- **ESTEY: VALENCIA CONCERTINA SIZE ORCHESTRA**
- **Los Angeles Philharmonic-Waiiteiffen**

**EPITOME No. 14 (A Roger Price "Brockad")**

- Lady Bug Playing a Flute
- Few records fully satisfy the "hit bug!"
- But Epic Records with amazing Radio Dial give your hit-minded customers the most dramatic, all-time, gold records on record. The easy-to-see combination of matches sound, artistry and harmony packaging makes Epic your customers' best value and your biggest money-maker.
- Stock and display Epic now.

**LINDA STONES**

**Prado Does 5G at Oasis; Set 2D wk.**

The battle for Glenn Miller supremacy is still undecided. After seven weeks, Prado's latest album, "Oasis," continues to dominate the pop album charts. The album has been in the top position for the past six weeks, with a slight drop-off last week. This week, Prado's "Oasis" continues to lead the field with 5G at Oasis, followed by Set 2D wk. trail. The album's success is due to its unique blend of swing and jazz styles, making it a favorite among radio listeners.

**CHART COMMENTS**

- The following week's charts will present a new appearance. With Prado's latest release showing no sign of relinquishing its position, the scene is set for another exciting battle in the pop album category. The charts will be released on the 15th of the month, with new entries set to make their mark. Be sure to check out the new releases and see how they stack up against the current favorites.

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COLUMBIA KEEPS SALES JUMPING

with 12-INCH HI-FI JAZZ in the Popular $3.95 "LP" Series

(3 New 12-Inch "LP's," 3 Double Extended "Play Sets, 3 Extended Play Singles)

WHEN THE SAINTS GO MARCHING IN

St. Louis Blues
I Wished I Was in Peoria
Tishomingo Blues
Down in Jungle Town
How Come You Do Me Like You Do?
Roll, Jordan, Roll

TURK MURPHY and His Jazz Band

Bill Bailey, Won't You Please Come Home
I Wish I Could Shimmy Like My Sister Kate
Santa Claus Blues
Baby, Won't You Please Come Home?
Evolution Mama
When the Saints Go Marching In

BUCK CLAYTON and Ensemble

When the Saints Go Marching In
The Hucklebuck
Robbins' Nest

JAM SESSION COAST-TO-COAST

EDDIE CONDON and His All-Stars

Beale Street Blues
Emaline
Don't Worry 'Bout Me
I Can't Give You Anything But Love
Riverboat Shuffle
Jam Session Blues
Ole Miss

RAMPART STREET PARADERS

Black and Blue
I Ain't Gonna Give Nobody None a This Jolly Roll
Jo-De
The Sheik of Araby
Squeeze Me
South Rampart Street Parade

COLUMBIA RECORDS

"Columbia" and © are Trademark Reg. U.S. Pat. Off. Messrs. Registrations Filed in U.S.A.
**Reviews and Ratings of New Popular Albums**

**YOUNG AT HEART**

(EP) Capitol

Yada Yada

In a year when Capitol has moved quickly to put together a number of small groups, now, perhaps at the same time that they have created a new Capitol, it has been necessary to make a new name for their records. Each of the titles has been specially chosen to fit the style of the typical Capito11.

Good balancing tone.

**THE MAGIC WORD**

(78) Coral

Not an original, but a pretty good second version. The Max Andriu version is better.

**THE CINEMA PICTURE**

(78) Columbia

This is a very good record.

**CHILDREN'S**

(78) Mercury

This is not a very good record.

**ROPE LIGHTS**

(78) Columbia

This is a very good record.

**THE CHORUS**

(78) Decca

This is a very good record.

**JAZZ**

(78) Decca

This is a very good record.

**SOLO VOCAL**

(78) Columbia

This is a very good record.

**SYMPHONY**

(78) Columbia

This is a very good record.
Semi-Flex 10" or 6" RECORDS RECORDS RECORDS RECORDS RECORDS PICTURE RECORDS INTERCORES CARDS, LABELS, CARTON COVERS, ETC. WRITE FOR PARTS LIST. 

WILLIAM H. O'NEILL & CO., 1540 Broadway, Uncle JimThe 24th 107th 168th 

RCA VICTOR 

WARM-INTIMATE 

Forte, Detroit 124, Cleveland 140, Chicago 283, 

MAY 24, 1954 THE BILLBOARD 

*Reviews and Ratings of New Classical Releases* 

*Continued from page 50*

BROADCASTING companies, this package will appeal to students and more advanced instrumentalists, for separate firsts and more studio included in the album. Performance and sound are excellent.

**ORGANICAL WORKS**

**Rimsy-Korsakov, Les Fauves, op. 21, Op. 31**

**Tchaikovsky, Capriccio Italian, Op. 45, Andante Cantabile** (414-1250 vinyl)

**Orchestra Eulenburg, Eugene Ormandy, Cond.**

**Rimsy-Korsakov and Tchaikovsky** are both familiar to all, and the former, "L'oiseau de Feu," was also included on the "Telets." These works are included on one side of this disk and not the other. Certainly the performance and sound are excellent.

**RAVEL**

**Daphnis et Chloe Suites Nos. 1 and 2**

**Maurel, Grain, Graziani**

**Radio Janus; Francis Chorale; A. Chayson, Cond.**

**Ravel** has been interpreted in many different ways, but certainly this version is a most interesting one. The performance and sound are excellent.

**WEBER**

**Scherzo de la Rose Baleiti, Minhun, Don Giovanni**

**McComb, A. Falletti, Cond.**

**Ludwig Van Weber** is one of the more celebrated composers of his day. This recording is certainly one of his most famous works and is performed in a most interesting way. The performance and sound are excellent.

**Ratings: Commercial-Potential**

Each record reviewed expresses the opinion of the reviewer only, and is not to be considered as the opinion of the editor or the magazine. 

-100 Top 101-100 Good 51-100 Limited 50-59 Poor

In determining the commercial value of the record, the following factors are considered: musical value, naturalness of reproduction, attractiveness, potential sales, etc.

**Flanagan Splits**

*Continued from page 70*

Right today, Flanagan and Settlement with Morrow will meet the latter in a 7000-10000, what appears to be a high jump. Final agreement may be made later.

Hendler said he will announce his place in the 2000-pound class in two weeks. Both the Flanagan and Hendler men are expected to be booked thru the General Artists Corporation.

**NEW RECORD**

**McKenny**

**17th Year for Agency In Midwest**

CHICAGO, April 17. - Next week McKenny Artists will continue their work in the Midwest. The artists are scheduled for May 11, 12, 13, and 14. They will be in Chicago, St. Louis, and Detroit.

**Coral Near on Eng. Wax Deal**

NEW YORK, April 17. - Coral Records has arranged for the release of their new single called "In the Battle for England." This record will be available in early May.

**Rahn on Reprise Deal**

NEW YORK, April 17. - Reprise Records has signed a deal with Rahn for the release of his new album, "The New Rahn." The album will be released in May.

**Pop Tune 'Wanted' Is Infringement, N. Y. Suit Claims**

NEW YORK, April 17. - A current pop tune claimed to be an infringement on an earlier composition of the same title in a suit filed this week in Federal Court here. The suit seeks $100,000 damages against Art Macy, a composer of the pop tune, and Floyd E. Long, a composer of the earlier composition of which Macy's claim is made.

**Press Releases**

**Preager Has Plan To Solve Anglo-US Band Swap Tangle**

LONDON, April 17. - Band leader Lou Preager due to the fact that the status on a triple-headed horn, in London around which might have far-reaching international implications. Preager is a leading exponent of the American band. His interpretation of the new band in a film about the band in the film about the band in which is currently being produced will be included. The plan is to have the band make available in Britain, in London and in the English-speaking world.
PERSONAL NEWS

Roch--Evelyn, baby daughter of Mr. and Mrs. John H. Roch, was born to them Aug. 4 in Topeka, Kan., a baby girl weighing 7 pounds, 4 ounces.

Rochester--Mrs. John C. Marland, 89, Rochester, died at her home Aug. 12. She was the daughter of the late Mr. and Mrs. John T. Tower, Rochester.

ROCHESTER--Mr. and Mrs. William B. Weis, of 101 S. Highland Ave., Rochester, have returned from a two-weeks' vacation in the south with their daughter, Miss Dorothy Weis, now teaching at the Rochester School of Commerce.

ROCHESTER--Miss Dorothy Weis, Rochester School of Commerce, returned Aug. 12 from a two-weeks' vacation in the south with her parents, Mr. and Mrs. William B. Weis.

ROCHESTER--Mrs. Mary Francis Root Moriarty, Rochester, died Aug. 10. She was born in Monroe Center, N. Y., May 20, 1885. Her husband died in 1946. She was a graduate of St. Mary's College, Rochester, and a lifetime member of the Rochester School of Commerce. She was a member of the Rochester Woman's Club, the Rochester Historical Society, the Rochester Women's Registry and the Rochester Club. Her survivor is a son, Mr. James F. Moriarty.

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SEAL BOOKING SOUGHT FOR DATE IN 1953

NEW YORK, April 17—(Con-
trary to a report published in this
paper on April 14, the seal presid-
ent of the fabled Bill Shilling's
racing stable has not been signed.

Fred L. Markel an-
ounced this week.

The locations are: Sparta,
Brooklyn, N. Y.; Pittsburgh, Pa.; Cinci-
ninnati (2); Cleveland, O.; Seat-
tle; Philadelphia; Boston; New York,
Circus, N. Y.; Baltimore, Md.; Chi-
cago, Ill.; Cincinnati, Ohio; Chi-
nicago, Ill.; Detroit, Mich.; Denver, Co.

A game of skill, Bullen was first intro-
duced at the outdoor con-
enations in Chicago last Decem-
ber. Completely autonomous, it de-
mands also nine cards for 10.

An automaticendorsement keeps a run-
ing score.

For additional units are ex-
pected to be commis-
sioned at the second page of the Ne-
w England Association of Amuse-
ments, held in Boston Thursday (22).

Deodog Sets 14 Bullpen Installations

KETTER, N. H., April 17—Con-
tract orders for Deodog Corporation's new
14 bullpens, totaling $71,900, have
been signed, Fred L. Markel an-
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cicano, Ill.; Detroit, Mich.; Denver, Co.

A game of skill, Bullen was first intro-
duced at the outdoor con-
enations in Chicago last Decem-
ber. Completely autonomous, it de-
mands also nine cards for 10.

An automaticendorsement keeps a run-
ing score.

For additional units are ex-
pected to be commis-
sioned at the second page of the Ne-
w England Association of Amuse-
ments, held in Boston Thursday (22).

Deodog Sets 14 Bullpen Installations

KETTER, N. H., April 17—Con-
tract orders for Deodog Corporation's new
14 bullpens, totaling $71,900, have
been signed, Fred L. Markel an-
ounced this week.

The locations are: Sparta,
Brooklyn, N. Y.; Pittsburgh, Pa.; Cinci-
ninnati (2); Cleveland, O.; Seat-
tle; Philadelphia; Boston; New York,
Circus, N. Y.; Baltimore, Md.; Chi-
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Allan Herschel Co. Preps New Adult Ride

NORTON TONAWANDA, N. Y. - Right in the heart of a major expansion of a new major ride is under way at the plant of Allan Herschel Co., here. It was revealed this week that Allan Tobler, works manager, is heading the project.

A company spokesman provided detailed specifications of the ride, which is designed with Hydraulic suspension, and is in an experimental stage, any season of the year! A lifetime steel panel exterior becomes a completely self-contained "boneyard-wheels." Suspension is telescopic, allowing 1,000 people, a complete wooden roller coaster, 2,600 seats, and roller coaster, a complete bath-room with shower, lavatory and men, seating on a well-equipped, plus free, major rides.

With the SAFARI's unique self-contained XP1000, advantages you're equally on the road or on the left. The SAFARI is being offered to amusement park operators for a December delivery.

Tobler said in discussion with the work. He also cited the fact that the Herschel company, with nearly 70 years of experience in the commercial rides business, the SAFARI's unique self-contained XP1000, has been able to produce progress.

Skip Schools, Kids to Catch 'Ice Capades.'

DENVER, April 17.—Novel production gimmick used by Howard Nash, local promoter, has made the Denver Arena Corporation's production of the "Ice Capades," show a success.

The show, which will continue for two months, has featured snow, ice, and skidding, and has been started on the midway of the Arena for dates in Denver and States to ice shows. The Hall, which has almost sold out, claims to be the highest.

Owner Manager Jack Dawson reports appearances in the state of Colorado, and has been trying to get the show to Fair, Des Moines. In addition to the 2,000 square feet of floor space, the Des Moines, Burlington, Cedar Rapids, Davenport, Rock Island, West Union, Clayton, and Audubon.

Build New Track At Missouri Spa

EXCLUSION SPRING, Mo., April 17.—The Missouri Business and Recreation Commission has started construction on a new horse race track which will be used for stock car racing, Harness, and horse shows. Track capacity will be 1,000, with an average of 2,000 feet wide on the race track. All the area was surveyed by the Jockey and will be completed at the end of the season.

Lethbridge Fair Sets Improvement

Lethbridge, Alta., April 17.—Lethbridge and District Exhibitors have announced that a number of improvements slated to be completed at the fair this year will be held on the fairgrounds between 9-11 a.m., Charles E. Purdy, secretary of the board, said.

A new agricultural building, electrically heated, will be built and completed in the fair season. The stock barn, which will be completed, will be re-wired, painted, and new pine-covered wood will be also painted, he said.

Allan Herschel Co. Preps New Adult Ride

TENTS

ALL SIZES—ALL TYPES

Materials on hard rubber, dyed in colors of "CHECK PLAINS." All covers are pressed flannel and mildew-resistant. Write today.

WARNER'S TENTS

Send us your sizes.

Send rough estimates of your needs to the East. Write for price list.

TENTS

ALL SIZES—ALL STYLES

Send for information.

LARGEST MANUFACTURERS OF
canvas and rubber Coatings. We stock and handle materials.

ARROWHEAD TENTS CO.

415 East 11th St., Kansas City, Mo., (Phone: 2-1685)

FIREFIGHTERS DISPLAYS

ATTENTION CIVILIZATION COMMITTEES

In the event that your fire department will need the following items, please call or write for a quote:

ARROWHEAD TENTS CO.
NEW DEVELOPMENTS

Offer Automatic Grill, Six-Gallon Dispenser

ST. LOUIS, April 17—A new automatic grill has been introduced by the Toastmaster Company for use in non-commercial establishments. It is equipped with an adjustable timer, which adjusts the thickness of the meat or sandwich to be cooked. The timer is set at a specific point in the cooking cycle and the timer will automatically regulate the temperature and cooking time. The timer is adjustable in 10-minute increments, allowing for precise control over the cooking process. The grill is designed to be used in conjunction with a six-gallon dispenser, which allows for quick and easy refilling of the grill. The dispenser is made of high-quality materials and is designed to withstand high temperatures. The grill and dispenser are easy to clean and maintain, making them ideal for use in busy commercial settings. For more information, contact the Toastmaster Company at 123 Main St., St. Louis, MO 63101.

Other Features include overhead light, slanted grates and compartments, and an electric hot water heater. You may click the Six-Gallon Grill, lists at $3,900 for a factory.

Menufacturers

More Profits, Too

- Popit Plus pop more cones complete—Eyer Dudes—Less Cost Per Bag
- Popit Plus is liquid in all weather—Easier to measure—No Preservation

AND local warehouse reunion your next order quickly, easy to handle and carry, easy to use elsewhere.

Write for Names of Distributors Along Your Route.

POPPING OIL SPECIALISTS TO THE NATION

Nuvalkae Faut Exe Co. Serving the Trade 30 Years

Mechanical Refrigeration

NOW Available—ROOT BEER BARREL

(45 Gallon Size Only)

24 to 30 days delivery.

Exclusive!

- 45 Gallon Root Beer Barrel (single faucet)
- 45 Gallon Barrel (for two faucets)
- Brass Ball Tap or Two Faucets
- Stainless Steel Drum

Write for sample catalog.

Manufacturers:

MULTIPLEX FAUCET CO. St. Louis 14, Mo.
KANSAS CITY. April 17.—Push Big Food Items, Drive-In Exec Urges

PROFIT-MAKERS

Barbecues sandwiches are good sellers in the larger markets of California, Idaho, and Montana. According to Tom Elliott, the drive-in manager of the downtown restaurant here, the demand for sandwiches is very strong and a good item to include in the menu.

Dale Stewart, of the Riviera Theater in Springfield, Mo., reported that his drive-in is doing very well and that the new menu items, such as hot dogs and hamburgers, are very popular. He plans to continue offering these items in the future.

SPokane Stadium

Available for any type of Outdoor Show.

Seating Capacity—30,000.

Well lighted Turf Field surrounded by race track for hard-top racing.

STADIUM OFFICE

City Hall, Spokane, Washington

WANTED

One or more old style B. E. Evans, Conklin or Atlon Buckets. Price no objection.

Write Box 727 care The Billboard, 126 W. Randolph St., Chicago 1, III.

“PITCHING ACE” $895.0 l.o.p.

American Tobacco company running a realistic modern model of “PITCHING ACE” with a life-size figure. The price is $895.0 l.o.p. A detailed description of the “PITCHING ACE” will be available at the next tobacco show.

How are you fixed for games better check Bowl

AND GET THE ONE—RIGHT NOW

• 70 games per hour at 5 or 10c
• 45 seconds completes a game
• Designed with operators in mind
• Trouble-Free—Easily brought to any location
• Geared for the family play
• Kids and Grandmum, too
• Warranted—Defect Free

$10 Federal Tax

14 FT. LONG
27 IN. WIDE
64 IN. HIGH
WEIGHT 517 LBS.
PRICE $659.00 F.0.B. PHILADELPHIA.

PHILADELPHIA TOBOGGAN CO.
130 E. DUVAL ST., PHILA., 44, PA.

Advertisement Date: 1934

INSURANCE

LIABILITY & FIRE

For the Amusement & Recreation Field

BROADWAY BROKERS CORP.
136 Broadway, New York 38

EL-2-5195

COFFEE PRICES

Boost Use of Synthetics

Demand for Chicory, Other Stretcheres Takes Sharp Rise

CHICAGO. April 17.—Skyrocketing prices of coffee, which by middle summer may hit all time high, are stimulating other coffee substitutes. This is being done in an attempt to keep up the coffee market, which has been dormant since World War II.

One of the top operators of food design specialists is Rupen Shugar, who is responsible for coffee substitutes. He is promoting a new brand of coffee substitute, which is being sold in grocery and department stores.

Coffee substitutes are another example of how the industry is coping with the high cost of coffee and the problem of finding substitutes.

National Council of Bagels, New York.

SPOKANE STADIUM

Events for the coming weeks:.

1. May 1—Outdoor theatre
2. May 8—Baseball game
3. May 15—Concert

Events for the coming months:

1. June 1—Dinner theatre
2. June 15—Outdoor concert
3. June 30—Baseball game

Events for the coming years:

1. July 1—Annual fair
2. July 15—Outdoor theatre
3. July 30—Baseball game
OUT IN THE OPEN

FOLLOWING extensive rehearsals for the world premiere of "Juliet of the Spirits," at the Repertory Theater of Lincoln Center, the "libretto" was selected for the 1954 Raton Opera. "Juliet of the Spirits," by Swiss composer, Robert Schumann, is the first opera to be performed in the new season. The libretto is being produced by the Raton Opera Company, and will be presented on September 17th and 18th. The opera is described as a "dark and mysterious" work, with a "rich" psychological drama. The cast includes Marianne Faithfull as Juliet, and Luigi Tenco as Romeo. The opera will be conducted by the renowned conductor, Arturo Toscanini. The production is directed by the noted director, John Houseman.

ROADSHOW REP

PREPARATIONS are being made at Boise City, Okla., for the opening of the new Roadshow repertory production of "Juliet of the Spirits," which will be presented on September 17th. The production is directed by the noted director, John Houseman, and will be conducted by the renowned conductor, Arturo Toscanini. The cast includes Marianne Faithfull as Juliet, and Luigi Tenco as Romeo. The opera is described as a "dark and mysterious" work, with a "rich" psychological drama. The production is directed by the noted director, John Houseman.

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State Fair Park Opens in April; Sponsored Free Acts Booked

BOSTON, April 17—The State Fair Park opened in beautiful weather yesterday afternoon (17). The park opened at 3:30 p.m., and the midway program will not get into high gear until early summer.

Free acts on the midway outside the pavilion include: Sixteen acts will play a week each, and sponsored by Pepsi-Cola. Acts are being booked on a circ- cular basis. Acts respond to the call of the State Fair Park in operation. Numerous large professional organizations and events have shown interest in State Fair Park this spring.

Advertisements' association for the season, and will be released in the next few days. Sixteen acts will be featured on the midway, with a different act each week.

PAINTER SHOWS 17 OIL VIEW OF PALISADES

NEW YORK, April 17—A huge oil painting, all made at Palisades, will be on display at Pennsylvania State Fair, opening next week. The painting is one of the largest ever done in the United States, and is expected to be a highlight of the midway during the season, having its esti- mate on records of previous years.

BALDWIN GROWS

Newkley Park Adds Rides; Molls Prices

NEW YORK, April 17.—The Newkley midway at Park Additions this year, and includes new rides, such as the addition of a Kiddie Ferris Wheel and Sky Fryer. A two-year-old Baldwyn Rink will be sold as a permanent ride for two rides on the same equipment, and will be run.

Newkley has added that the Counter occupies a space of 14 feet by 10 feet.

NAAPB Committee Eyes 1954 Membership Conference

NEW YORK, April 17.—The National Association of Amusements is forming plans for a conference with an aim to improve membership and stimulate sales. A 1954 Conference is being planned, and the majority of the members have already been notified.

The drive will reflect the feel- ing that the majority of the National Association of Amusements' members are willing to pay a reasonable price for a conference, and will take advantage of the offer. The drive is expected to be a success, and will be held in New York City.

In conclusion, it can be said that the National Association of Amusements is working hard to improve membership and stimulate sales. The drive is expected to be a success, and will be held in New York City.

New Eng. Association Members To Meet Thursday in Boston

BOSTON, April 17.—Annual meeting of the New England Association of Amusements Parks has been set for Thursday (17). The meeting will be held at the Hotel Statler and will be held in the Statler Room, under the leadership of Edward S. Sullivan, the circuit

Jeff Beach Bows

Detroit Season

DETOIT, April 17.—Detroit's amusement business has not opened under any less than the best conditions since 1920. The spot is featuring unusual attractions, such as the opening of a new roller coaster and the presence of major rides running for a time.

Cleveland Lakefront State Fair Park, opening April 17, has been scheduled to open Sunday on Short Street. It was opened, however, in early view in mild weather.

DIDE ROLERS WANTED

Boy and Girl Riders for 17-week park season.

Motor Drome

Highway Park

Boy and Girls

Chicago, Ill.

RENT

350 feet frontage on heavily traveled Jericho Turnpike, between Smithtown and Commack, Long Island, N. Y. Ideal playground, amusement, etc.

NICK'S RANCH

For Sale—Cruise

Vacation conditions, on Location, near

MANSFIELD, Conn.

SAM EDELMAN

1200 Ridge Rd., Macedon, N. Y.

Ad for 3-4-52

KIDDIE CAR RAILROADS

BOUGHT AND SOLD

The leading manufacturers of electric, gasoline and cable cars have cars in stock and will be glad to sell to you at the lowest possible price. We handle a complete line of cars and can arrange for delivery to any part of the United States.

KIDDIE CAR RAILROADS

1200 Ridge Rd., Macedon, N. Y.
Bloomburg Signs Centennial Talent
Hamid Lands $500,000-Plus Pact for Local O.K. and Fair Arts

NEW YORK, April 17—The Bloomburg (Pa.) Fair directors announced Saturday (16) a Centennial Talent scheme involving events. It is the first in a series of events to be arranged for Bloomburg’s 1954 centennial year.

The plan is to have a series of events involving all the major participating units. The plan will be provided by Phil Sipatno, head of the All-Civic Organization, and the Wolf, the Leafs Muster Display, Water Ballet, and the Rousey cheerleaders will be the first of these.

The fair will be the first appearance in 25 years for the horse act which has performed at the international Reel Pier at Atlantic City. Hamid said Bloomburg will be the only fair that has this act.

Separate Shows
Hamid will supply separate evening and night shows, as well as four free acts to the Fairday platform mounted on the grounds at the Bloomburg Fair. The plan will be announced later.

The Golden Age Fair will supply a 30-piece orchestra to play for both the evening and night shows, while the performances, but acts will play in each other one show.

Contracts
Arabian singers and dancers, and Count Ernesto and His Comedy Ford. Hamid described the package as a $200,000-plus show, and that the performances will be in the largest Eastern fairs contracts ever awarded.

The announcement was made at a meeting where Emir Young, Gus Sun, Frank Wirth, and H. Ward Barber, of the Wolf, announced that they were going to offer “Oklahoma.” It is believed that the $500,000-plus package more than doubles Bloomburg’s 1953 outlook for grandstand attractions.

Hagerstown Awards Cooke Show Contract
LANCASTER, Pa., April 17—The grandstand show contract for the Hagerstown (Md.) Fair has been awarded to the Cooke & Rose agency, it was announced here this week at the firm’s offices by Mr. Cooke.

Mr. Cooke said the show will be one of the Atlantic Board Exhibition, Richmond, Va., which will be presented at Hagerstown on September 28, 29, except for the mid-week Carnival of the Stars.

The fair here attracted 32,000 people last year.

CONCESSIONAIRES WANTED EASTERN ILLINOIS FAIR

Daville, Illinois

STEER SHOWS WIS VARIETY SHOWS MIDGET AUTO RACING

Walden, Aug 1-6

ATTENTION PARKS — SMALL FAIRS
In Pennsylvania, West Virginia and West Virginia by our advertisement a banner for your...
Groscurth Sets
Herald Mailings
For Still Dates

Plans to Send Out
3,000 Weekly, Also
Maps Cow Giveaways

GROSSETO, April 17—

Bulk mailings of a four-page

additional sheet for the newspaper

made this season to box-holders on

the route of Mr. Groscurth,

Grosses Grove, C., (Rippec)

Groscurth, who has always promoted

announced this week at winter

quarters.

Contracts have been signed with

Streets, in Tyrone, and the Gros-

which

curr

cert

ti

d

said that weekly mailings will

be continued.

The new

variety which, he said, would be

increased interest at all dates and

dates.

He indicated that he will also

include in the Walking paper,

radio and outdoor advertising.

As an attendance hypn in rural

area, Groscurth plans to start

giving away a milk cow and

Saturday, which the show is

a farm town.

his news

which recently moved into their

newly completed home here after

spending the winter months last

in Florida. Since the return to win-

ter quarters, Groscurth has been

busy reading equipment for the new

season which he has been

unmanned.

All of the rides have been

repaired and the new

upholstered. Show front, too, has

been extensively improved, and

a new canvas has been arriving.

United Route
Jelled, Preem
Set for April 25

FAWTUCKET, R.I., April 17—

United Amusement Company will

open its season April 25 in Fren-

dance, under the auspices of the

Clubs of Molly and the

Association of Catholic Blind.

The 70-year-old club, which has

always booked solid, allows four dates to

different teams. Some dates include

the Rhode Island

American, R.I.

starting May 25 and a

Fourth of July date into

Mass. The Dover (N.H.) Fair is also

set for 25 and the tab of the

dates will include Sun-

day.

Arthur (Illini) April is general

manager and has the Thursday

secretary, Aimee Willens is legal

secretary where a 12-year-old
tcher holds fireworks, six rides.

About 25 concessions will be

carried. Already signed are the

American, Will City, Gilbert,

Raymond Rabin with whom

sold during a recent

;er; and Johnny Mack and

M. E. McDonald, high wire act

has been booked for the season.

Metropolitan Preems,

Looks for Good Year

BIRMINGHAM, April 17—

and

Youth shows got under way at adjacent

hotels during the past week, generally

expected, a good season

warned meteorologists, and a

and a railroad show convoy

for a run in Glen Saint Mary.

Commissions in this area were good

and are expected to be

good start. The lowered tax rate

was cited.

The show was able to

a move in setting up for its

opening.

The show set close to winter

quarters.

of 70 men were reported busy

returning.
It's the new EVANS' JUMBO DICE WHEEL THE HITST EVER MADE

Great for horseshoe tournaments, bowling, buying a winner, deciding who shall have a meal, or for any purpose where a dice wheel is needed.

Carnival Usa, Hotel, and Park, 121 E. 7th St., Minneapolis, Minn.

WANTED

WANTED

WANTED

WANTED

RIDER SHOWS

CONCESSION CARNIVAL

AMERICAN TENT & AWNING CORPORATION

ATTENTION AGENTS

BIRDS - BIRDS

Carnival Birds

PARAKEETS

CANARIES

FINCHES

and CAGES

CONRIK BIRD FARM

8800 South Western Ave., Los Angeles 47, Cal.

Phone: Pleasant 8-5294

24-Hour Service

TENT'S

CONCESSION, CIRCUS, CARNIVAL

NEW YORK, April 17—It is expected that they will be a National Showmen's Association showmen's meeting in Chicago this week.

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Las Vegas, Nevada

20th Annual Elks Helldorado & Rodeo
MAY 13th-16th, Inc.

4 BIG DAYS & NIGHTS
UPTOWN LOCATION. 100,000 ATTENDANCE
NOW BOOKING — SHOWS & CONCESSIONS

Roy Shepherd can use Semi Drivers, Ride Foreman, Second Men, Women Ticket, Truck Mechanic for gas engines; must be first class, reliable and have tools.

CRAFTS 20 BIG SHOWS, INC.
7283 BELLARIE AVE. Phone: Poplar 5-0909 NORTH HOLLYWOOD, CALIF.

PRELL'S BROADWAY SHOWS

New Dates For Washington, D. C.
OPENING MAY 1st To 10th

Special Kiddie Matinees

Two Saturdays—Two Sundays

WANT—Photo, Derby, American Palanets, Stock Wheels.
WANT—Colored Revue with own equipment. Fat Show, Glass House, Fun House, Wild Life.
WANT—Ride Helpers; semi drivers preferred. Good Carousal.

All Answer SAM PRELL
NEW BERN, N. C., APRIL 19-24

LAST CALL—OPENING NORTH BIRMINGHAM, ALABAMA, MAY 3d
ALL PEOPLE CONTRACTED NOT LATER THAN APRIL 27th
SHOWS! Want red disposals, disposal and Kiddie Rides. Will book or lease Ferris Wheel.
HELP: Foreman for Merry-Go-Round, 5th—8th—12th, Twin Ferris Wheels. Second Men for all rides; must be licensed semi-trailer drivers. Want Man to take charge of Kiddie Rides. Men to operate Glass House.

ARTISTIC PICTURES WHO KNOWS HOW TO PRINT SHOWS SHOWN AT ONCE

CONCESSIONS: Penny Arcade, Hanky Panky, at all dates.

NORTHERN EXPOSITION SHOWS

NORTHEAST'S FITTEST MIDWAY

Opening May 13 with the finest rides of Stilt Bobs, Fallo and Celebrations in the Northwest. We play the ENTIRE MIDWAY! CIRCUIT of 16 Fairs. Also Wild Horse Stampede, Will Font, Reunion. Plus 5 BIG FAIRS & CELEBRATIONS in North Dakota after Labor Day

WANT: Can use B or D clean cart, urban, dependable ride foreman who can and will drive. Winter quarters now open.
WANT: Can use a few well-fleshed Hanky Panks. Do not need any other kind. Will place American Family.
WANT: MOTORCROPS with own transportation. The "E" crop has never had a chance. Can drive Rodeo, Fall Shows, Carnivals, Theme Shows or Glass House, Sprints, Mechanics, etc. 110-110 at.

Do not need any riders as we have plenty of our own.

OSCAR WILLET, DIRECTOR

FOR SALE: 2-ear Mangal Ridge Beta Yearling, newly registered and in 0-A condition. Sale 181/2 month old. Fully equipped for Pullover, Box and Appetite. Will work on show and give excellent.

PERMANENT WINTERQUARTERS: WORTHING, SOUTHER DAKOTA. TELEPHONE 2601.

MIKE SMITH, OWNER

LAWRENCE LA LONDE, MANAGER

GIL from Street, Rajole, Tarium He currently P.O.

Mr. and Mrs. Cash Willey were on hand for the recent opening of the King Bros. Circuit at Maria. Carl Cross was in charge. The outfit includes Brother Derry, Greer. An extra show was scheduled for this evening.

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North Star

ST. PAUL, April 17.—The show opened here May 10 under the manage-
ment of Leo Cibiter. It will be open Tuesdays, Thursdays, Saturdays,
and Sundays. A new go-round Round-Up, Sky Ride and a Bull Ring
will be featured.

New ticket booths with individual lights have been built and two
light towers and new canopies have been added.

Contestantes include—a new troupe of St. Paul, Minn., Jack Allen,
Leo Maggi, Al Allender, J. L. Haden, F. J. Hume, J. G. Pease, and
Arch McCallum. Address, St. Paul, Minn., May 11; North Carolina.

Stumbo Tri-State

GRATEFUL, Ark., April 17.—Mr. and Mrs. Fred Stumbo re-
turned to town after successfully completing a successful booking
trip which netted the show fair fees and touring shows through North
Dakota, Nebraska, and Arizona.

Work in quarters is well under

way. The Merry-Go-Round has been completely rebuilt, and
Stumbo purchased a Kastle Nickelodeon for the new show. Mr. and Mrs.
J. W. Osbourn in conjunction with Stumbo will be the scenic artist for the
show.

Staff includes Fred Stumbo, Stumbo’s wife, and the Stumbo
concession. Also with Stumbo is Olus In, in charge of charge of
quarters and other equipment.

Three of the quarter’s employees are—Mrs. R. Anderson and Mr. and Mrs.
Slim Parneal. Mr. and Mrs. Falts are in charge of the concession.

This show is scheduled to leave this week for Illinois, N. Dak., where
other equipment will be placed on the show in the road.

Mullins’ Royal Pine

BANGOR, Me., April 17—Work has been started on the show which
will measure about 60 feet. Work is being done on the new buildings,
Williams, show builder. Tommy Kaneland, Night Show op-
erator, and the show’s scenic and initial artist, are also here.

The show will also open on the Fun House.

A complete set of show trucks have been completely overhauled and
remodeled, and are ready to go with the show color, yellow and blue. The office
trailer has been remodeled to carry out the same color scheme. A new trans-
novator has been purchased to complete the show and is now being
supplemented by the Bioscope.

Mrs. Helen Ashley has arrived to take over the front of the new
show. She will join Mr. and Mrs. Werner of Wausau, Wis., who have
the all-city house P. W. S. and Mrs. Frank S. Werners have
many cans and Fries Fries and a show. Both Mrs. Frank and Mrs. Tom binary has
papercraft built on a Chevrolet truck.

Belle City

MILWAUKEE, April 17.—The show will go out April 36 in the
business district here. Six ride cars are making quarters in here.

A Tillie-White has been added, a new Merry-Go-Round, and a show.
The show will carry six major rides, two special rides, a Fun House,
Wild Life ride, 25 games of Skill, and 15 light plants on a truck.

A show of 18001 remains unchanged. It includes George and Dottie Pana-
man, Mr. and Mrs. L. S. Stumbo, and Charles Panan and the Joe Hawk advance.

FROM THE LOTS

Hale’s of Tomorrow

KANSAS CITY, Mo., April 17.—The April 2 opening for a five-
day run at Independence, Mo., went off without a hitch.

White streets drew a fine turn.

In the connection line-up were passenger, age and weight and
Green Line, and F. J. Hume, and Bernard B. Barber, of George Laster, airplane and ball
game, Jewell Garden, easy fast
Grant Alexander, high striker; Paterson, age and under
Salton Darby, skin fish and Coke
collection, and Elwoodfaction and pro-
Raymond Carter, youngest at one;
Campbell and Saggett, muck and
drug, and George Soll, who, with
George Santoro, two ball games,
G. E. Glendale, house and bottle ring;
Babe Davis, pin ball, Halt, C. M. Garret and Lester Roggini, all
and Bert Coy, all
Chow, pin till you win and
C. M. Garret, Cockie bottles;
Cary Gartham, buck and
day. Tage Cordy, bears and draw several
Johnny Daves, bear show;
Jim Kettlin, gondola and a show and A. J. Henry,
Atomic Attacker show.

Stumbo Tri-State

GRATEFUL, Ark., April 17.—Mrs. Stumbo purchased
a Kastle Nickelodeon for the new show. Mr. and Mrs.
J. W. Osbourn in conjunction with Stumbo will be the scenic artist for the
show.

Staff includes Fred Stumbo, Stumbo’s wife, and the Stumbo
concession. Also with Stumbo is Olus In, in charge of charge of
quarters and other equipment.

Three of the quarter’s employees are—Mrs. R. Anderson and Mr. and Mrs.
Slim Parneal. Mr. and Mrs. Falts are in charge of the concession.

This show is scheduled to leave this week for Illinois, N. Dak., where
other equipment will be placed on the show in the road.

Mullins’ Royal Pine

BANGOR, Me., April 17—Work has been started on the show which
will measure about 60 feet. Work is being done on the new buildings,
Williams, show builder. Tommy Kaneland, Night Show op-
erator, and the show’s scenic and initial artist, are also here.

The show will also open on the Fun House.

A complete set of show trucks have been completely overhauled and
remodeled, and are ready to go with the show color, yellow and blue. The office
trailer has been remodeled to carry out the same color scheme. A new trans-
novator has been purchased to complete the show and is now being
supplemented by the Bioscope.

Mrs. Helen Ashley has arrived to take over the front of the new
show. She will join Mr. and Mrs. Werner of Wausau, Wis., who have
the all-city house P. W. S. and Mrs. Frank S. Werners have
many cans and Fries Fries and a show. Both Mrs. Frank and Mrs. Tom binary has
papercraft built on a Chevrolet truck.

Belle City

MILWAUKEE, April 17.—The show will go out April 36 in the
business district here. Six ride cars are making quarters in here.

A Tillie-White has been added, a new Merry-Go-Round, and a show.
The show will carry six major rides, two special rides, a Fun House,
Wild Life ride, 25 games of Skill, and 15 light plants on a truck.

A show of 18001 remains unchanged. It includes George and Dottie Pana-
man, Mr. and Mrs. L. S. Stumbo, and Charles Panan and the Joe Hawk advance.

FROM THE LOTS

Hale’s of Tomorrow

KANSAS CITY, Mo., April 17.—The April 2 opening for a five-
day run at Independence, Mo., went off without a hitch.

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Johnny Daves, bear show;
Jim Kettlin, gondola and a show and A. J. Henry,
Atomic Attacker show.

WWW.AMERICANRADIOHISTORY.COM
Showmen’s League of America

54 West Randolph Street, Chicago, Ill.

CHICAGO, April 17 — Vice-President and Chairman Thursday’s meeting of the Showmen’s League of America was held at 4:30 p.m.

The meeting was called to order by President Fred Pierce, with President G. R. Gourley in the chair.

President Gourley announced that the Showmen’s League of America is now the Showmen’s Association of America.

The next meeting will be held on May 1 at 4:30 p.m.

Greater Tampa Showmen’s Association

TAMPA, April 17 — The final meeting of the season saw Presi- dent E. L. Rossman announce the adjournment of the season.

President Rossman announced that the Showmen’s League of America is now the Showmen’s Association of America.

The next meeting will be held on May 1 at 4:30 p.m.

Midway of Mirth Shows

WANT

Agents for the Ohio,READ, work shows.

BUD CLARK c/o Billboard Pub. Co.

330 Devon St. Bridge, Long Island, N. Y.

BINGO MANAGER

Experienced manicurist to manage 
Bingo. Contact

BEANS AND GREENS

Winder, Frome.

AMERICAN READER

On account of absence plans are now being made to hold a good show this spring at American Reader. The season will open on May 1.

A-1 Amusement Works

Running 3 1/2, No. 1, & 1/2 Gage. Contact A-1, 1010 N. Main St., St. Louis, Mo.

F. W. PAREL

647 N. 22nd St., St. Louis, Mo.

$500 PURCHASED

with the "Girl in Iron Lung"

P. DOHERY

5487 N. 10th Ave., Dallas, Texas.

CRACKER AMUSEMENT CO.

P.O. Box 127, Kansas, Kansas City, Mo.

J. W. MARAFFEE

St. Louis, Mo.

WANT AGENTS

Eager and ready for work. Opening April 27, Sun Spring, Ark. Contact J. R. BOWERS, 327 N. Main St., Nashville, Tenn.

WANT ACTORS

Eager and ready for work. Opening April 27, Sun Spring, Ark. Contact J. R. BOWERS, 327 N. Main St., Nashville, Tenn.

ADAM’S SHOWS

215 6th Ave., N. W., Los Angeles, Cal.

REGULAR ASSOCIATED TOUPEES

Los Angeles, April 17 — President G. R. Gourley announced that the showmen’s league will be held at the annual meeting of the league on May 1 at 4:30 p.m.

The meeting was called to order by President Fred Pierce, with President G. R. Gourley in the chair.

President Gourley announced that the Showmen’s League of America is now the Showmen’s Association of America.

The next meeting will be held on May 1 at 4:30 p.m.

MULLINS ROYALINE PINE SHOWS

Opening April 29 in Bangor, Maine. First Carnival to play a single date here in years: 10 days. Will be on lot April 26.

WANTED — Concessionaires. Can make a successful run. Contact Jimmy Scott, 114 West Main St., Kent City, Mich. For more information contact Joe Scirocco, 2102 W. Watts Ave., Tampa, Fla.

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Horvath Cats, Nine Malkos
Top Bill Gray's New Line-Up

TULSA, April 17.—Bill Gray's
Circus closed its 1954 season on the Fairgrounds Picture here Sunday (17). Show gave another
and six night show. Date is shrouded.

Performance includes Joe Horvath's Lions and Tigers, the only one purchased last fall from Bill Babbin, elephants, worked by George King and Geo. Ellis Engi-


The Flying Elephants have expanded to nine performers for their flying return act. Show's top elephant is Mickey Mouse. Donald, the other Mickey Mouse. Donald, is included Ed Raymond, Paul Jung, Billy Burke, Billy Tale and Jack and Randy Sandera. Opening

map is "Arabian Nights." Band for show is directed by Chas. Plunkett is back as equestrian di-

rector. Tracks are well padded and all personnel is uniformed.

Langhorne Readies for Lower The Ring

Langhorne, Pa., April 17.—
Langhorne Speedway will open its one-mile oval May 3 with its feature event to be a 150-mile late-model attack race.

PERSONNEL

King Roster of the Tent office

MACON, Ga., April 17.—Staff
members, department heads and additional personnel for this circus this season include, Assistant Manager: Charles Chamberlain; Assistant Manager: Frank M. George; General Manager: Guy M. Perry; Office Manager: F. B. Shackleford; Booking Manager: Mrs. Robert Shackleford; Booking Clerk: Leola Tucker; Booking Clerk: Mrs. John Tucker.

English Shows in Telecasts

LONDON, April 17—Five tele-
casts were made of Chipperfield's shows. Two telecasts were on Monday (4) and the other three on Tuesday (5). All were seen locally on the ABC and IT Sharpe. Shows are: "The Great Bilton (Henry) wire act"; "The Great Mephisto (Mephisto) wire act"; "The Great Hanley (Hanley) magic and clown show"; "The Great Yarwood (Yarwood) magic and clown show"; "The Great Hardy (Hardy) magic and clown show.

Rodeo Stadium to Open May 2

NEW YORK, April 17—
Canadian Rodeo Assn. has been
opened by the President of the Assn. for the first time. The first rodeo was held in 1917 at the Illinois State Fairgrounds. The event was held in May, 1917. The first rodeo was attended by a small crowd of people. The second rodeo was held in 1918 at the Illinois State Fairgrounds. The second rodeo was also attended by a small crowd of people. The second rodeo was held on May 2, 1918. The second rodeo was attended by a small crowd of people. The second rodeo was held on May 2, 1918.

3 Indoor Units in Cal. Area

SAN FRANCISCO, April 17—
Three indoor circuses have played this area in recent years: The Raye Bros.' Circus, at Oakland Assembly, Oakland, included Wally Wallace, emcee; Yorthy, horitonal bar act; the Collegiate Primrose, act; and the Paramount, act, which included Warren and George. The Paramount, act, included the Paramount, act, which included Warren and George. The Paramount, act, included the Paramount, act, which included Warren and George.
King Bros. Opens
With 3 in Macon
New Top, 13 Bulls, Bigger Parade, Heavy Performance Spotlight Show

MACON, Ga., April 17.— A heavy crowd gave the reputation-tested King Bros. Circus a favorable start Saturday night. C. E. Owners Floyd King and Arnold Maloney are looking for a 10 per cent increase in the gross over the previous year.

Features of this year’s show include: clown, seal and sea lion; Conti Family, harlequin riders and in- genuity; the Ringling Bros. and Barnum & Bailey school horse; the Great Mogul, horse and elephant; the Tiger Sisters; and the flying LaFarras.

The street parade was a charmer with a revival of old-time hippodrome music and a big madcap appearance, carrying 13 elephants with P. J. Jones and Bert Petus in charge.

Show is using a new big top, Canadian-made, with a diameter of 45 feet, that has a double row of aluminum quarter posts, all of which are trimmed in red and green and give the show a setting of color.

The street parade has been enlarged to include a team of several home-built and self-propelled vehicles, and 130 men and boys are included among the first-day parade in downtown Macon. The Cotton Bowl and Lyceum could run onto the sidewalks but there were no injuries.

Despite threatening weather, a good performance was given by capacity, mainly children. The 2,000 spectators packed the and the night performance estimated 2,000 people on the side.

The gross take, despite heavy rain, was $9,800, but $1,000 would be added to that figure after the show was over.

Mayor R. B. Merritt Jr. presided at the show opening ceremony, and the owner of special ceremonies on the stage during the day and continued with a message delivered in the offer wagon included a wreath from Limekiln, King’s former partner, Ralph Haddon and other members of the Bailey Bros. & Cristianis;

Circus City.

An hour or two before the show began and more than a crowd was expected.

The Ringling Bros. Circus tried its second 7:30 to 9:30 p.m. show and came out of it as poorly as in the previous year.

The second straight Saturday there was no turnover made. A 3 p.m. show of the same day of the turnover business can be expected. But the profit on the business, but the lack of attendance was noted.

The show was not a success of the rodeo, and was not the only one trying an earlier show to boost attendance.

Good Easter Sales

The Easter show give heavy performance after the move to new quarters and the pictures in the show have been moved to the new quarters. The pictures in the show have been moved to the new quarters.

Articulation was a percentage comparison with previous years not in offering. It was noted that Ringling probably will not go out of business in New York with a better take than in 1952, but the price per head has been increased 10 cents.

For instance, he said, were two full houses at Malver, Ark. (1), and a number of other shows.

The rings were in continuation of the show put on by the ring leader and a number of other shows. The rings were in continuation of the show put on by the ring leader and a number of other shows.

Show has been moving on time and making good on its announcements.

Program includes Felix Moline, Fumette, artist; horse; Bird; Larry Hogs; Redhead; Black; Jack of Diamonds and the Swifts. The rings were in continuation of the show put on by the ring leader and a number of other shows.

Richard’s” Ring

Opens Season; Has Cristianis

Pennsylvania, PA., April 17.— Franco Richardi’s Ring Bros. Circus is back with the same-tired season that includes a three-storied stand which is headed by the second "Ring" (seen at the Ringling Bros. and Barnum & Bailey Circus.

Show is moving on about 14 trains and one large rig and has eight grandstand chairs plus 600 seats.

Business for the show has been brisk in the last two weeks in Arkansas. The show has been a success and has been well received.

The show is on its way to St. Paul, Minn., where it will open May 15. The first performance will be at 1:30 on May 15.
From Ringling's Madison Square Garden run Mary Jane McLaughlin, 16, and Jimmy McLaughlin, 13, the children of Rosa McLaughlin, who joined her infant daughter, Clarissa, in the animal show. Clarissa McLaughlin is pregnant by her husband, Thomas McLaughlin, the show's chief animal trainer.

Chantelle McLaughlin, age 4, is staying at home in Sarasota, Florida, with her parents, Ernest and Mary McLaughlin, and their baby, Scott. She will join the circus in about two months, according to her mother.

April 14, 1951

WANTED

CIRCUS SIGN PAINTER

Who can do lettering for a professional sign firm.

Contact

Terry Diano

Circus Artists

Chris

Wanted by Illinois Artists, etc., to letter signs for a professional sign firm based in Illinois.

KRIEL FAMILY Circus Acts

Costume Changes—Night

Kriels have extensive costume changes in their acts, according to a recent report.

PHONE MEN—Two

Telephone Salesmen

WANTED

MRS. BERNETA HAYES

380 West 88th Street

New York, N. Y.

For a well-known lost and found agency.

PHONE MEN—Two

Two telephone men are needed by a well-known lost and found agency on West 88th Street, New York, N. Y.

KRIEL FAMILY Circus Acts

Costume Changes—Night

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PHONE MEN—Two

Two telephone men are needed by a well-known lost and found agency on West 88th Street, New York, N. Y.
Al Wagner Fatally Shot

resulted from an accident on the over pass. Burke maintained that he drove over the guard rail, struck into a ditch, and went to the wagon which was pulled across the road with the back pay. He said Wagner's secret ary told him that the wagon was empty and that he would not wake Burke. Burke said he tried to get the wagon and said again asked for his money. He said that Wagner's reply was: "I'll give it to you," and that Wagner then went ahead with the job.

Bell to Walled Lake

DETROIT, April 17—Jennie E. Bell, 27-year-old mother of three who has lived in the Detroit area for two years, who was killed in the crash which occurred at Walled Lake (Mich.) Park today. The accident occurred at 10 a.m., and the driver of the car, a young man, who was also killed in the accident, is not a relative of Bell. The driver was attempting to make a turn at the intersection of the park and was hit by a car which was coming down the road. The driver of the car was taken to the hospital, but his condition is not known. The accident occurred at the intersection of the park and the street, and the driver of the car who was killed was not a relative of Bell. The driver of the car was taken to the hospital, but his condition is not known.

Ground Broken at Don's

BEDFORD, O., April 17—Don's new Bedford Roller Rink, which opened a little more than a month ago, and prospects for the period of the next season were even brighter because of the good upward turn of events.

SEASON STARTS TODAY

The rink floor, said to be an innovation in roller skating in this area, is the first of its kind to be installed in the entire country. The rink floor is said to be durable, good for the catching and making the usual power, unnecessary. Day said that several vacationers thought the rink floor was "an expression of surprise at the surface's smoothness and reliability."

Day is not using clamps skates in the rink, but is using skates in the rink. Rink professional is Mr. Raiche, who has been in the business since 1948, and is President, R. Svec. Day said he is contemplating using the Electric Rink Operating Association.

Ocean Beach Spot Set

HARFORD, Conn., April 17—The Ocean Beach spot in the Park Rink, New London, Conn., will be opened on Saturday. The Ocean Beach spot will be opened on Saturday. The Ocean Beach spot will be opened on Saturday.

Maple and Fibre Wheels

Rock Hard Maple 875 Standard No. 677 Figure

No. 865 Racing—68 Fig. One piece. Full length stake shoe. Full length stake shoe. Full length stake shoe. Full length stake shoe.

Birch Natural Maple 875 Standard No. 677 Figure

Date. Full length stake shoe. Full length stake shoe. Full length stake shoe.

Oiled Maple 875 Standard No. 677 Figure

One piece. Full length stake shoe. Full length stake shoe. Full length stake shoe.

Laminated Maple 875 Standard No. 677 Figure

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America on Wheels Girds for Contests

The first AOW championships were held in 1961, covering skate moving only. In original form it was a round robin contest but in 1963, America on Wheels changed the format of the championship to a three round robin contest. In 1961 the championships were held in Michigan, and the participants were limited to 100. In 1963 the championships were expanded to include 100 skaters. In 1963 the championships were expanded to include more than 100 skaters. In 1963 the championships were expanded to include more than 100 skaters. In 1963 the championships were expanded to include more than 100 skaters.

Cite Danger of State Taxes

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SKATER'S FAVORITE

WHITEHORSE

Sugar Snail

PRO Tekt-Tec

www.americanradiohistory.com
ATTENTION! ALL HAT OPERATORS

Men's Full Size
BLACK FELT DERBYS

$5.00 DOZ. $54.00 GROSS

OSCAR ACADEMY AWARDS
24 St. Gold {Plated

GORGEOUS 6-PC. JEWELRY SETS
Gift boxes $15.00 Doz.

HARRIS NOVELTY CO.

THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED ILLUSTRATED IN OUR NEW '54 CATALOG

FREE CATALOG: Professional, Commercials, Schools, All Clubs & Associations. Send your name and address to:

Photo-Dups, 1077 W. Van Buren St.
PHOTO-DUPS, INC. CATALOG

FRISCO PETE

275 W. Wells St., Chicago 6, III.
All Photo-Phone 2-1597

To Order Classified or Display-Classified Ads
USE THIS HANDY FORM NOW

1. Type or print your copy in this space:

2. Check off the heading under which your want is placed:
   - Ad Size
   - Advertisement
   - Display
   - Classified
   - Display-Classified
   - FREE CATALOG

3. Indicate below the type of ad you wish:
   - REGULAR-CLASSIFIED AD—$1 is a word. Minimum $2.00.
   - DISPLAY-CLASSIFIED AD—$1 per apace. One half $14.00.
   - CASH WITH COPY

4. Complete this authorization block and mail promptly. Classified ads must be received by 4:00 p.m. to be in the Friday issue. Display-Classified Ads will be billed if credit has not been established.

The Billboard
203 W. 37th St.
Cincinnati 1, Ohio

Please insert the name of:

Name:
Address:

LUCY YOU!
You can get all your barrage, saucers and cups from

THE BILLBOARD
203 W. 37th St.
Cincinnati 1, Ohio

Lucky You! You can get all your barrage, saucers and cups from

THE BILLBOARD
203 W. 37th St.
Cincinnati 1, Ohio

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Cincinnati 1, Ohio

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THE BILLBOARD
203 W. 37th St.
Cincinnati 1, Ohio
OPENING SPECIALS FOR MOTHER'S DAY

Every Mother will be proud to receive these beautiful and unique gifts!

Glittering Abalone Costume & Evening Jewelry at a limited time! Gold and silver rhinestone jewelry in an exquisite package.

Sky Tipton "Stardust" series jewelry is exclusively for this season. Each piece is a masterpiece of elegance and style.:

- $12.50 each on display.
- $10.00 each in a package.

FREE Jewelry with purchase of $30.00 or more.

BAKE & CO., INC.

Sensationally New

AT-A-GLANCE

PHOTO & CARD PAK

For

Salesmen

PITCHMEN

Demonstrators

Concessions

Ideal for Credit

Determining

Motors

Collectors

FOUR-BOX RACK

PREMIUM RACK

FREE PICTURE

FREE BRIDE'S BASKET

FREE LOOT BAGS

FREE LAMINATED DISPLAY CATALOGS

FREE PEG RACKS

“Snow Drop” Mink & Lambskin

809 Spring Garden Street

Philadelphia 6, Pa.

480-7/260

AL WEISMANN

ENTREPRISES

F. B. Dee 4725

North Hollywood, Calif.

Phone: Stanley 1-6959

OTHER HOT SPECIALS

Solid Nickel Silver Stamped

MEN'S IDENTS

Henry.

$4.25

DOZ.

CUFF LINKS

NEW STYLES

JEWELRY

NEW STYLES

Large. Write for Prices.

WRITE AS YOUR OWN LETTERHEAD

FOR CORPORATE PROMOTIONS.

AL WEISMANN

ENTREPRISES

F. B. Dee 4725

North Hollywood, Calif.

Phone: Stanley 1-6959

IMMEDIATE DELIVERY

WIN THE PRICE OF A SET OF FREE JEWELRY.

Stamps:

SILVER BLACK

DOZ.

$5.00

ACCOUNTS-GENERAL

WRITE AS YOUR OWN LETTERHEAD

FOR CORPORATE PROMOTIONS.

AL WEISMANN

ENTREPRISES

F. B. Dee 4725

North Hollywood, Calif.

Phone: Stanley 1-6959

HOTTER THAN EVER!

Fuller Fully Automatic Pocket Lighter

Cigarettes

$7.50

40 Backpacker

$8.40

Freight Postpaid.

B加快建设

Blight. In a Field.

Blight. In a Field.

SILVER MUSK CONCENTRATED

STATE PENNANTS,

4" X 7"

At 48 States. Full Penants in bright 4-color print with the State name and flag. Price: $2.50 per 100, $2.00 per 500.

JOHN P. JONES & CO.

Franklin 3, Pa.

P. O. BOX 146

SWEETENED COTTON CANDY/ALL FLAVORS/FRUIT FLAVORS

Budweiser Dassler, 192nd Street, Indianapolis 25, Indiana.

STÉRIL JEWELERS

BE 1st WITH KIPPS CLIMBING BOZO!

KIPP BROTHERS

30" GRIZZLY BEAR

$28.50

30" WOLF BEAR

$28.50

42-42 SOUTH MERRITT ST.

INDIANAPOLIS 25, INDIANA

EARRINGS

NEW DESIGNS WEEKLY

$3.50 each—Assorted

KENDRICK EARRING MFG. CO.

Warren, Indiana.
Canada Drops 15% Excise Vender Tax
Cuts Levy to 10% on Games, Jukes; Ops Get Lower Prices, Put Down

By HARRY ALLEN
TOKYO, Japan—Japan's new government last week dropped 15% excise tax on vending machines and cut the tax to 10% per cent on coin-operated machines.

**Keeney Names**
**Georgia Distrib**

ChICAGO, April 17.—J. H. Keeney, president of the Variety Distributing Company, Alameda, Calif., resigned his post here Wednesday (14) and announced he will move to Elmont, Long Island, last week. Keeney is currently shipping its exclusive Double Banker, Mainliner Bowler, and its Deluxe cigarette vendor.

---

**SET UP EASTERN COIN OF GROUP**

9-Month-Old Association Has 22 Members Who Operate 2,000 Units

FREEDOM, L. J., April 17.—The Automatic Coin-Operated Vending Association of Long Island, an organization of owners of coin-operated machines and kiddy ride operators in Suffolk County, has been formed.

Genco Appoints Steibel in Ind.

CHICAGO, April 17.—Genco Products, Inc., has appointed S. L. Steibel, Steibel Products, Inc., as a new distributor.

---

**1953 COIN EXPORTS TOP**

$11 Mil; ALL-TIME HIGH

58,650 Units Total $11,370,188; Games, Venders Up; Jukes Soar

BY ROBERT DIETMEIER
CHICAGO, April 17.—For the fourth straight year coin machines

spent a new record in 1953.

The Billboard estimated 56,174

units, totaling $11,370,188 in the

January 23, 1953, issue.

While official U. S. Department

of Commerce figures are not yet

available for the year, reports indicate that the foreign coin

machines has never been healthier.

The stage is set for 1953's tremendous record of $11,076,186 to

total this year under new stepped-up demand for coin machines.

Canada's 15% Excise Vender Tax

---

**Grandpa's Arcades**

**Take On New Look**

(Continued from page 1)

---

**Chi Coin Adds New Home Run Game Model**

CHICAGO, April 17.—Chi Coin Machine Company, a national

manufacturer of coin-operated machines and free play models,

has announced that aspects of its new model

---

**Bert LANE PLANS NEW MIAMI PLANT**

To Manufacture Rides; Blueprint Other Types Coin Equipment

---

**Arcades, Parks**

**Order Bull Pen**

EXETER, N. H., April 17.—The Dodge Corporation, manufactur-

ers of coin-operated machines and small game models, has

announced the purchase of a new building to be built in.

(Continued on page 15)
**MUSIC MACHINES**

**1953 Juke Exports Up 50%; 14,089 Units at $6,317,533**

Venezuela Tops $1 1/4 Mil Mark, Twelve Countries Hit 6 Figures

By JIN WICKMAN

Chicago—Juke box exports hit a staggering total of 103,917 in 1953, up 50 per cent compared to 1952's 69,245. This was an increase of over 100 per cent compared to 1951's 47,139.

In just a few short years the Juke has grown from a comparatively small fad in 1948 to a major music business with annual sales of $350,000,000. Juke boxes were shipped from here.

Another significant factor in the rapid growth of new machines being shipped each year is that, in 1952, the average price of a machine leaving the country was about $300. By 1953 the average had climbed to about $350 and it is hit $400. This increase in average price shows a definite increase of high-priced machines.

A record number of only a few countries bought the Juke in 1953. In last ten or twelve dozen countries imported Juke boxes. (See chart elsewhere on page.)

Venezuela, top Juke importer since 1949, skyrocketed to $1,303,994 last year, putting it in a new record position, with the rest receiving $1,330,313, act in 1949.

Of the top twelve countries importing the Juke, eight reduced their amount. All others increased shipments.

Moving into second place for the first time, came Canada. Canada got 413,118 units in 1953, compared to 1952, Canada, Colombia, and Mexico, in that order, make up the rest of the top five importers.

Top 500 Market at Coven's

**Top 600 Mark at Coven's Chi Wurlitzer Shopping**

CHICAGO, Ill.—Juke box operators from across the country gathered at Coven Distributors' offices last week, making the event one of the most successful showings in Coven's history.

Over 600 operators and guests attended the showrooms during the two-day (60) buffet lunch/look/look of America, sponsored by the Chicago Distributors. On hand at the showings were James W. Allen, president; Dr. P. C. Holton, vice-president; and Frank N. Johnston, manager.

Host for the event was Ben Coven, owner of Coven Distributors. Attending the show were Bob Johnston, First Edmond, Chuck Smiley, B. G. Gilbert, Bob Arno, Bob Arno, and Mr. and Mrs. Paul Allen.

Touring the showrooms was Jimmy Nelson, ventriloquist; Jodi Miller, singer; Valerie Weather, pianist; and Donny O'Day. Next was Betty Butcher, pianist.

Hirsch said that the event was to be held early in the New Year. At the last gathering 1,500 patients attended the show over the radio hospital station.

**1953 Juke Exports**

<table>
<thead>
<tr>
<th>Country</th>
<th>1951</th>
<th>1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venezuela</td>
<td>$718,781</td>
<td>$1,303,994</td>
</tr>
<tr>
<td>Belgium</td>
<td>$600,867</td>
<td>$1,092,402</td>
</tr>
<tr>
<td>Canada</td>
<td>$420,041</td>
<td>$620,171</td>
</tr>
<tr>
<td>Colombia</td>
<td>$254,000</td>
<td>$360,950</td>
</tr>
<tr>
<td>W. Germany</td>
<td>$100,650</td>
<td>$504,900</td>
</tr>
<tr>
<td>Portugal</td>
<td>$59,150</td>
<td>$145,650</td>
</tr>
<tr>
<td>Salvador</td>
<td>$37,971</td>
<td>$75,321</td>
</tr>
<tr>
<td>Guatemala</td>
<td>$2,584</td>
<td>$38,571</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td>$1,906,749</td>
<td>$3,617,533</td>
</tr>
</tbody>
</table>

**Hirsch de La Vizc Promotes Show At Army Hospital**

WASHINGTON, D.C.—Hirsch de La Vizc, operator and vice-president of the National Operators of America, is promoting a series of entertainment shows for the patients of the Walter Reed Army Medical Center at the request of the local Variety Club, Tenn. 11.

At last count Hirsch de La Vizc had 1,500 patients attending the show over the radio hospital station.

**Wurlitzer Distrib Operator Showings Pull Record Crowds**

Heavy Interest Sparks Events

In Cities From Coast-to-Coast

CHICAGO, Ill.—Wurlitzer distributors thronged the corners of offices and showrooms to watch the pulling of operator showings of the two new Wurlitzer features. Heavy interest and attendance was reported in separate areas as San Francisco, Chicago, Cincinnati and Jacksonville, Fla.

For the past two weeks operators saw Wurlitzer's new showings. The shows were held in all cities, selected by operators, with either a permanent or temporary location. A collection of the displays is shown here.

Following are spot reports from around the country. (See Billboard April 17 for additional showings.)

**Over 250 Ops Attend Cleveland Show**

The Cleveland Office at the new Wurlitzer Phonograph was held over to host over 250 operators and their guests during its showing of the new Wurlitzer phonographs, April 5.

H. E. Wewdeman, manager Northern Music, Inc., said, "Every operator and his guests came over from the towns to see the display." (See chart elsewhere on page.)

**Evans Appoints Juke Distrib**

In E. Georgia

CHICAGO, Ill.—Les Evans has named Sales and Service Manager, George Hunter, Inc., Inc., to serve the Georgia territory. George Hunter, Inc., has been appointed the Evans Juke distributor in E. Georgia.

Hirsch said that operator showings were already under way at the New York office. "E. B. Allen, who heads the music department, has Evans with over 20 years' experience in the Juke box," Hirsch said.

**AMOA Sponsors Local Vocalist**

MIAMI, Fla.—The Amuse-O-Matic Operators Association here, this week decided to sponsor Mrs. Elaina Gray in a promotional campaign designed to help operators gain initial A.M.O.A. recognition in Dade County's

First in the promotion was to advertise Mrs. Gray's "Love Box" by AMOA members. In addition, AMOA members have been invited to purchase the Deluxe records, a King show, and AMOA 明星 Willie Price is mapping a program of national radio and television appearances, supplemented with an advertising campaign run by AMOA members through Miami's major and surrounding territory.

Mrs. Gray will be used as the vehicle for the campaign, "Love's" backed by "Deed Secret"—both her own compositions.

**Info in Other Departments**

Among the stories of general interest to the radio industry, a story in The Billboard is bringing a lot of attention to the AMOA and its activities in this area.

**SCOREBOARD OF RECORDS RELEASED**

Decca tops majors with 246 selections on the Billboard top 100, and RCA Victor is second with 241 selections. (See chart elsewhere on page.)

**TEEN-AGERS DEMAND RHYTHM AND BLUES**

Juke box operators are first to recognize growing trend (General-Music department).

**DISK SUPPLIES PLENTIFUL**

Canons of Dance Department shows plenty of jive operators for use in juke boxes.

**HAWAIIAN MUSIC CATCHES FORD**

Surge of activity auspices of record firms to promote music (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.
Sound reasons for sound leadership with Model "E" true-tone fidelity in low notes—and high!

**Sound Playing Base**
Unvarying gravity alone brings needle and tone arm into firm, even contact in the Model "E." Gently does it with horizontal play on every high and low spot on the record.

**Sound Electronics**
Not wizardry. No magic. Just relentless research by sound engineers produces the AMI amplifier, that is distinguished for its simple circuitry, fewer parts and ability to get the most out of every record—new and old.

**Sound Pickup**
The single tone arm, single needle, does the job on the Model "E," gives high quality reproduction for long periods of continuous operation without the need for replacement.

**Sound Single Speaker**
The big, 15 inch Alnico permanent magnet speaker used by AMI brings out bass and treble in fully rounded reproduction, acts in simple, unified response with the AMI sound system.

**Sound Dispersion**
The ingenious open-end color cube doors on Model "E" transmit sound at front and sides, spread music evenly throughout the location. There's no need for extra loudness in front to get sound around when "E" plays.
BOY! A BUY!

ROCK-OLA
1422
$55.00

Clean — All Plastic Intact
Ready for Location

First Come... First Serve

Wire—Write—Phone

MUSIC SYSTEMS, INC.

DETROIT, MICH. 10217 Woodward
TOLEDO, OHIO 1302 Jackson
Main 6192

HEINIE ROBERTS...
asks and get ready for the greatest development in music ever conceived!

COMING VERY SOON

COINMEN YOU KNOW

New York.

Irving Holzman, Flushing, N.Y., bought Elks Rockola's op-
teration, National Novelty Company, Merrick, L.I., Joe Green is asso-
ciated with Holzman in the ven-
ture. The route consists of 80
games, juke boxes and kiddie
rides. Bob's own machine distri-
bution business was also in-
cluded in the deal.

Edward J. Sullivan, Parkvay
Announcement Company, Flushing,
joined the Associated Announcement
Machine Operators of New York,
and the Coin-Machine Employers
Union.

Paul Levin, office manager for
Herman Distributors, and the en-
tire sales force and a large representate-
ive, will be on hand
at the 10th Avenue show-
next week at the first local show-
ing of the Elmora Holiday, a 100
penny bid unit. Invitations have
been sent to 600 operators. Levin
reports that orders for Shuttle-
board plus have been coming in
from all over the country and the
conversion business is good.

Visitors to 10th Avenue this
week included Mrs. Anna Kenney,
Kington, N. Y.; Mrs. Louie Mar-
crissi, Catkill, N. Y.; Pie Halsey,
Middletown, N. Y.; Joan Olahol-
Albany, N. Y.; Harold Siedel,
Kington, N. Y.; Jerry Basil,
Brooklyn, and Hy Rosen, Bing-
haven.

Mrs. Robert Kahn, daughter of
Benny Kahn, manager of
Martin Dunoff, Runyon service-
ment, bought this week.... Perry Lowengrub,
Runyon salesman, was at home
this week.

Ralph Smith Dies
Of Heart Attack

PEKIN, Ill., April 17—Ralph
Smith, 49, well-known Illinois
operator, died here Tuesday (13)
of a heart attack.

Smith, who headed Automatic
Music Corporation for five
years, is survived by his
widow, Betty, and two
children, Sharon Louise and Harald.

Funeral services were held at
the Funeral Home.

Tops in Design!

BOTH INSIDE AND OUT

Bill Gould and Chasly Gures, of-
officials of Local 1146, Automatic
Coin and Vending Machine, 30
Brooklyn Avenue, Brooklyn, N. Y.,
were here last week.

Tony Vassilakos of the Electric
Music Company, told his route
to Joe Braun, S.M. Music
Company, that Joe Madsen's fighter, Joe
Benda, scored a recent one-round
KO over Billy Smith.

Detroit

Carlton Gardiner, who founded
the Metered Service Company in
partnership with his wife, Edith
Gardiner, six years ago, running
the principal service and head of
the firm following a recent in-
corporation, Berman Tomerson is
accountant for the company.

Anthony Swara, head of Nu-
Way Pop Corn Confections
Company, specializing in popcorn
machine operation, is on a month's
vacation in California, leaving the
business operation under the di-
rection of his mother-in-law, Mrs.
Florence Blake, who is a partner
in the enterprise. Swara has also
offices and service depart-
ment of Nu-Way, formerly in the
Northwest section on Puritan
Avenue to West Warren Avenue,
but will maintain this firm as a
separate entity from the American
Popcorn Company at Bessar
address, which he also
required last week.

Robert C. Douglass, who operates
a soda vending route, is operati-

ing the week with his son, out of
school for Easter vacation, on a
fishing trip up to the second
sleeping corner of Northern Michi-
gan. A cousin, Anit, goes with
him on this trip.

Eugene Greenfield, veteran serv-
erman for the International Ice
Cream Vending Company, is convales-
cing following the extraction of all his
teeth at one big bite.

Vital Statistics

Deaths

Ralph Smith, Pekin, Ill., oper-
ator of Automatic Music Corp.,
was buried at the Pekin
Funeral Home last week by
his widow, Betty, and two
children, Sharon Louise and Harald.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

MUSIC MACHINES

Detailed and priced below are
the latest additions to the Billboard
issue... Advertising and machine
prices are listed. Where there are
not one firm price, the
operator reports a wide
range of prices. These
may be considered
indications of prices.

Where prices are advertised,
they are listed at the
price advertised, and
are not necessarily
indicative of what
the machine or equip-
ment may be
sold for. Machine
prices are in-
cluded.

Base price is
the price
that
the machine
or
equipment
is
listed
at. Other
prices
are
addi-
tional charges or
prices as
shown.

The usual
price, as
stated by
the
operator,
may
be
on
a
spec-
ific
basis, or
on
a
frequent
basis.

For example:
A
price of
$400
on
a
specific
basis
is
$400
for
the
machine
or
equipment,
as
the
operator
merely
sold
a
specific
machine.

A price of
$400
on
a
frequent
basis
is
$400
as
a
usual
price
for
the
machine,
and
the
operator
does
not
sell
a
specific
machine.

For
example,
if
the
operator
sold
many
machines,
the
usual
price
would
be
$400
for
each
machine.

For
prices
on
installation,
see
Installation
prices.
THE GREATEST PHONOGRAPH OF ALL TIME WON THE GREATEST RECEPTION IN THE HISTORY OF THIS INDUSTRY. THOUSANDS OF OPERATORS SAW IT—HEARD IT—BOUGHT IT—AND QUICKLY LEARNED IT IS IN A CLASS BY ITSELF IN EARNING POWER.

ONLY

The Fabulous High Fidelity Wurlitzer 1700 HF

OFFERS YOU ALL THESE MONEY-MAKING FEATURES

NEW... ALL New—Phonograph
NEW... Carousel Record Changer
NEW... Gorgeous Cabinet Design
NEW... Ultra Simplified Mechanism
NEW... Full High Fidelity Sound
NEW... Color Styled Selector Panel
NEW... Size for All Locations
NEW... Weight—308 Pounds
NEW... Increased Earning Power

SEE IT, HEAR IT AND BUY IT AT YOUR WURLITZER DISTRIBUTOR

THE RUDOLPH WURLITZER COMPANY • North Tonawanda, New York
### COINMEN YOU KNOW

**• Continued from page 89**

In west, $35,000 president, William J. Burke, West Hartford. Treasurer, Irving B. Keesen, North Haven, and J. Stanley Sutherland, North Haven.

Allen L. Burton, formerly with the Radio Corporation of America, specializing in new product administration, has joined Veder-Root, Inc., of Hartford, manufacturers of counters and counting devices for coin machines, to carry on market research and electronic development.

**Portland, Ore.**

Budge Wright, of Western Distributors, concentrated on contacts with the production end of the industry.

**Washington**

Mrs. C. L. Sinacle, of the Northern Virginia Music Company, is pleased that her company has been chosen to handle the outlook for Summer Collectors in brighter. Kevil E. Williams, head of James Bowin, is busy finding for the planned decline which warm weather will bring. Bowin's firm plans to produce a daily machine, and business is holding as well. Most recent installation was at Andrew Force Air Base.

Hirth de La Vire, of Hirth Machine, is active in the local Variety Club, and he shows a few days at the Chicago Radio Show.

**NEW EVANS’ PHONOGRAPH**

Now available for export

Abroad, as well as in the United States, Evans’ Coin-Operated Automatic Phonographs are enjoying a sensational swift rise in popularity.

Back of their phenomenal success stands our truly enviable reputation for matchless Quality and Reliability. Beginning in 1922, the year in which the first Evans Phonograph was manufactured and only the finest equipment for the commercial operator of amusement devices. These six decades of experience and the lessons of every day partnership are your assurance of dependability in Evans’ Phonographs.

Here are but a few of the many advantages offered by these superior instruments.

- **rugged, trouble free mechanism**
- **unfailing true-to-life Tone Reproduction**
- **freedom from excessive service calls**
- **low operating overhead.**

In your country, as elsewhere, it is profitable to distribute and operate Evans’ Phonographs!

**FOR COMPLETENESS WRITE**

H. C. EVANS & CO.

1556 W. Carroll Ave., Chicago 7, Illinois, U.S.A.

---

**FOREIGN BUYERS, PLEASE NOTE!**

- **New EVANS’ PHONOGRAPH**
  - **NOW AVAILABLE FOR EXPORT**

**Music Machines The Billboard**

APRIL 24, 1954

**ONLY THE BILLBOARD**

- among overall entertainment titles — a member of the

**Audubon Bureau of Circulations**
Wurlitzer Distributor Operator Showings

Continued from page 13

and Mrs. Jack Brock and Danny Kerns.

Operators and guests from 20 other Ohio cities attended the showings. Some of these present were: Roy Geesney, Newark; Roy Green, Valentia; Erol Everhart, Glen Specialties; Mr. and Mrs. Case Johnson, Howard Page and Mr. and Mrs. Leonard Ross, all of Canton; Roger Doerger, Akron; William Korns, Mr. Nielson, Wallace Prie, Mr. Varas, and M. F. Halihan, M. L. Pol- lard, Lloyd and Roy Stricker; George Flatley; Mr. and Mrs. George Trudel and Mr. and Mrs. M. G. Thompson, all of Mansfield.

Robert E. Stewart, Bellfontaine; C. S. Hofmann, Maynard Hopkins, Howard Klifman, Mr. and Mrs. Larry Goettl, Mr. and Mrs. Harry Moore, and Will Court of Gallion; William J. Ellis, Groene Bilt of New Lexington; George Waters, New Straitsville; Joe Plum, Predmore; Pete J. Moran, N. Alexander, Joe Alexander, P. Alexander and E. Munson, of Youngstown.

Mr. and Mrs. B. Green, Mr. and Mrs. L. J. Hix, Mr. and Mrs. D. E. Tinsley, Middleburg; Mr. and Mrs. Joe J. Myers, Marysville, and Robert Kornelius, Chandron.

Jacksonville Distributor Showings Record Crowd

Columbiaphia, the first of the new Wurlitzer models made by the Wurlitzer Company, when the distributing company opened its doors on early Sunday morning, April 7. Over 550 persons attended the two-day showing, designated "Columbiaphia." The new Wurlitzer Davis, D. J. Barton, president of the Bd. office of distributor company, was on hand for the event.

Wurlitzer Distributor Operator Showings

The Billboard's "Best Selling Singles" Chart

Spotted as a Billboard Best Buy

Convenient Order Form

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average cost $20.00 delivered weekly for a period of 1 month).

Available in 2 models for either 78 RPM or 45 RPM records

HOME of the ORIGINAL 120 SELECTION PHONOGRAPH

WRITE TODAY FOR FREE BOOKLET

MANUFACTURING CORPORATION

800 N. Kedzie Ave. - Chicago 51, III.
**Vender Exports Continue Climb: $1,093,474 for 1953**

$ Increase, Lower Unit Figure Show Demand for Major Equipment

By FRED AMANN

CHICAGO, April 17.—With vending machine sales building up to new dollar peaks over the past 11 years and breaking the $1 million mark for the first time, 1953 was a record year of $1,093,474 in automatic merchandising industry.

The record high dollar volume of a lower unit figure. This indicates that the vending industry is demanding the more costly, especially electrically operated machines.

According to U. S. Department of Commerce statistics, 1953 sales of 15,666 vending machines exported for $1,093,474 revealed that 15,666 units were exported for $1,093,474 and in $100,000 units went to foreign countries.

As indicated by an earlier report, NABV appoints '54 Convention Comm. Heads

CHICAGO, April 17.—National Automatic Merchandising Assn. announced its convention for the years of 1954 and 1955, in anticipation of planning with the appropriate committee of two special committees.

The convention, held in conjunction with NABV members, directors meetings, was an outstanding success. NABV's Ball-Gem, Inc. conducted this committee. Other committee on the convention is the Convention Committee, Roy & B & S Vending, Chicago, and W. S. Vending, Chicago.

Heading the NABV Convention (Continued on page 92)

Times May Launch Vending Program

NEW YORK, April 17.—The New York City council is in the verge of launching a major drive to dispense newspapers from street machines. The paper has been experimenting with the idea for a long time, and the council has been interested in doing something about it. The project is likely to be launched in the New York subway system.

According to W. F. Kline, the Times' assistant city editor, the council is considering the installation of automatic vending machines in the subway system. The proposal is to provide a concrete sidewalk to circulate the newspapers. The Times has found that a vending machine unit has been successful in other cities.

The current model holds 84 papers, more or less, depending on the size of the edition. However, Kline said that the Times is not satisfied with the way the machine is functioning. He said that the machine does not always dispense the newspapers, and that the machine is expensive and good will is lost when it happens.

However, the Times has found that more people are using the vending machine areas. (Continued on page 52)

Gibbs Named to DuGrenier Post

HAVENHILL, Mass., April 17.—Richard R. Gibbs this week was named manager of the DuGrenier company, manufacturers of vending equipment, as did Gibbs to the company a number of years ago.

Gibbs has been an assistant sales manager and director of the D. Emil Klein company, manufacturer of vending equipment. Gibbs has been with the company since 1946.

Gibbs' first assignment will be to seek out new markets for the company. Then he will work on the development of new vending machines. Gibbs will be responsible for all sales activities in the United States and Canada.
Profit Margin Narrows For Orange Juice Ops

NEW YORK, April 17. — The margin between that which an operator pays for his orange juice concentrate and the selling price has narrowed to an extent with indications that the differential will grow still smaller.

The villain in the piece is the law of supply and demand, which is a simple matter of less leverage on hand than is in the public wheel, a complete turnaround from the situation that existed a month ago. The Minute Maid Corp., the Standard Oil Co. of Indiana, Kraft Foods, etc., which this week increased prices in the west as well as in the east, figures can now bring $1.43 to $1.50 a pound, with others expected to follow suit. At the retail level, this will add a cent or two a can to the cost.

Up 20 Cents

Paul Sullivan, sales manager of Snively Groves, Inc., manufacturer of a juice vendor and supplier of vendor juice, said that prices have gone up 30 cents in the last three weeks, 15 cents of which increase being tagged on this week.

He added, that the Snively operators are covered by the firm's price protection plan, which assures them of paying a uniform price for their juice, despite marked fluctuations.

Sullivan explained that Florida orange packers prepared a million cans last week and shipped 1.3 million cans, the inventory is already low, he added, and it is getting lower.

The price of a box of $1.50 a Box

According to the Florida Alligator, since the producer has increased the price of concentrate beginning this week, there are now no hope for prices to fall, since the increase is about 40 cents more than they were paying three weeks ago.

Alto totality production is expected to show a 40 percent gain this year, compared with 84 million dollars in 1954-55, packed concentrated consumption is currently 52 percent of the total, with the demand topping the supply.

Last December, at the start of the orange concentrating season, packers cut their warehouse prices from $2.11 to $1.58 for a dozen six-cents cases. In February, the price dipped to $1.58, then to $1.43. Before today's boost, the average per-case retail price was 13.3 cents, compared with 13.6 cents a year earlier.

D. C. Firms Appoint Advertising Agency

WASHINGTON, D. C., April 17. — The Music Box and the Hollywood Record Shop appointed Dave Herman Association, the city's advertising and promotional agency, to handle their accounts.

SUGGESTIONS

IDEAS FOR OPERATORS!

Money-Making, Money-Saving

SMALLS

IDEAS FOR OPERATORS!

SMALLS

IDEAS FOR OPERATORS!

SMALLS

IDEAS FOR OPERATORS!

SMALLS

IDEAS FOR OPERATORS!

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SMALLS

IDEAS FOR OPERATORS!
No Dip in Coffee Prices Seen Until July, 1955; Supplies to Remain Short

Ops Face Paradox; Decreased Consumption Would Lower Tar, But Would Hurt Gross

NEW YORK, April 17. — The price of coffee is on the way up and industry and coffee experts, it isn’t likely to go down much within the next few months. April 15, 1955.

The prediction is based on the current situation and demands, coupled with the physical use of the past and civil. Here’s how it works:

By the end of 1954, the total output of coffee was approximately 15.000,000 tons, which is below the lowest for the previous year. In the first quarter of 1955, most of the crop had already been harvested, with about 1,400,000 tons left.

Coffee prices were already lower than expected, due to the harvest, and the supply was still high enough to affect the market.

The coffee industry is in a state of flux due to the harvest. The demand for coffee has decreased due to the economic situation, but the supply is still high enough to affect the market.

Mandell Named N. Y. Distrib. for Andico Vender

LANEILE, Pa., April 17—(AP) — The Andico Company has appointed North American Weighing Company as its exclusive distributor for the United States.

The company, which produces the Andico line of scales, will now be handled in the United States.

The Andico line of scales is a complete line of products, designed for the consumer market, and is marketed under the name of the company.

Funding for the Andico line of scales has been increased to $5.00 in June, and the company has added a new product, the Andico Weighing Scale, which is designed for the home market.

Brand New Victor Model H & M $16.50 each $16.50 each

Available in several sizes:

and styles, including:

VENDOR TODAY

Order today.

it’s a MITE MIX

CABINET

PROFIT MAKER

The modern Bill and Crewor for Biggest Profit—

ATLAS MASTER KITCHEN

Easy to operate, easy to maintain, easy to sell.

Bydly, Blue, with the best of the West.

ATLAS MASTEr

Warren, S. C.

VENDOR SPECIALS:

$15.00 each

$25 DOWN

Balance $10 Monthly

ALL WEATHER SCALE

TURBINE CABINET

BASE, CAST IRON TURBINE ANTIQUED, FOR OUTSIDE LOCATIONS.

WRITE FOR PRICES.

Invented and Made Only by

WATLING

Manufacturing Company

351 W. Fulton St. Chicago 64, Ill.

SALES OFFICE:

211 East Washington St., Chicago 111, Ill.

Greatest Time-Saving

PENNY WEIGHTING SCALE

MARKET IN TIME

SPRING AND FALL

GUISE AND FALL

ящ 1110, c= 1110, c

NOW AVAILABLE

$18.50

A SAVINGS

ATLAS VENDORS

Product of the World

INC

1331 Market St.

PENNY KING COMPANY

2263 Million St.

Pittsburgh, Pa.

It is a MITE MIX

CABINET

PROFIT MAKER

The modern Bill and Crewor for Biggest Profit—

ATLAS MASTER KITCHEN

Easy to operate, easy to maintain, easy to sell.

BYDLY, BLUE, WITH THE BEST OF THE WEST.

ATLAS MASTEr

Warsaw, S. C.

VENDOR SPECIALS:

$15.00 each

$25 DOWN

Balance $10 Monthly

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Product of the World

INC

1331 Market St.

PENNY KING COMPANY

2263 Million St.

Pittsburgh, Pa.
Grandpa's Arcades Take On New Look

Continued from page 17

looking back on 10 years a saw a change in the 1950s, the 12-year-old was there three years later. Civic tax, "Our Coney Island," Kruze said. "That was about six inches of retro." The Coney Island made appearances in the comic strip, with its own series of 35 per cent. But the last two years of the '50s, a 

There was a change in the arcade business, too. The old days of the '50s were gone, and the '50s were a new era. The '50s were a time of prosperity, and the '50s were a time of change. The '50s were a time of change, and the '50s were a time of change.

Kruze attributes the success of the arcades in the large part to the attraction of the heavy traffic at night with people returning to the entertainment in the Loop.

Fenn was intrigued by the success of the arcades, and the '50s were a new era. The '50s were a time of change, and the '50s were a time of change. The '50s were a time of change, and the '50s were a time of change.

He believes that the arcades were successful because of the heavy traffic at night with people returning to the entertainment in the Loop.

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Canada, Latin

- Continued from page 73

top quartiles of American vending equipment during 1953 were the United Kingdom, Japan, Portugal and West Germany. Best export month of 1953, for the U. S. was J anuary, with 1952

THE MARKET PLACE for the COIN MACHINE INDUSTRY

J. Kehoe Honored at NACI Dinner

New York, April 17—John B. Kehoe, vice-president of the Union Coin Company, was honored Thursday (8) at the annual banquet of the National Association of Coin Merchants and Newspapers at the Hotel Commodore. In a key part of the program, Union President John Henry Tava, president of the Metropolitan Tobacco Company, was chairman, and Norman Ciarle, editor of the Saturday Review of Literature, was guest speaker. John Henry Tava, president of the Metropolitan Tobacco Company, was chairman, and Norman Ciarle, editor of the Saturday Review of Literature, was guest speaker. Union President John Henry Tava, president of the Metropolitan Tobacco Company, was chairman, and Norman Ciarle, editor of the Saturday Review of Literature, was guest speaker.

Coffee Break

- Continued from page 82

to discuss the widespread loss of time and efficiency. "Employees will take their 'coffee break' right in the office or plant without leaving their work area, just to show their disdain for the minimum." An advertisement going on to explain that coffee may be dispensed automatically, at no cost to management. A coupon may be attached to the advertisement. The reader may request information for his company to obtain a Kard-Meshkind franchise.

ADVERTISING RATES

- DISPLAY CLASSIFIED

Regular ad rates apply to advertisements intended for display, with or without insertion.

Per line: 8.00, $12.00

Per inch: 32.00, $72.00

Per column: 28.00, $90.00

Per half-page: 45.00, $125.00

Per page: 72.00, $300.00

- IMPORTANT INFORMATION

When ordering an insertion, please figure in your name and address when computing your total cost. If a box number is wanted, please figure in your number, and add it to the total cost. Insertions, per inch, are figured at 22 cents minimum.

All orders and inquiries must be addressed to the Coin Machine Publishing Company, 188 W. Randolph St., Chicago, Ill.

ADVERTISED USED MACHINE PRICES

VENDING MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issue including those from newspapers, magazines, and trade shows. Most prices are listed. Where more than one item is offered, the same equipment at the same price frequency with which the price occurred. Advertising rates vary widely, so that the cost of each unit is listed. In addition, a single machine price is listed. Any price depends on condition of the equipment, age, time in service, location and other factors.

LADDY

- Continued from page 84

Publicity Committee is Tom King, New York, Chicago, Philadelphia, and downtown offices in Detroit, St. Louis, Chicago, Philadelphia, and downtown offices in St. Louis, Chicago. The NABY convention and exhibition will be held July 11 at the Congress Hotel in Chicago, will feature a number of business-program and diversified events. The NABY convention and exhibition will be held July 11 at the Congress Hotel in Chicago, will feature a number of business-program and diversified events.

Non-member firms will be able to exhibit for the first time, with equipment in kind, vending equipment. Service-type coin machines will also be displayed.

A convention feature will be a contest for the largest number of drawing back vend items (chairs and bail purses). Prizes will be presented to winning operators.

Another first will be a report of the latest trend information, supervised by Mrs. Hollis Leboe.
STEALS $181, LEAVES TV SET

NEW ORLEANS, April 17—Pancho Villa, a bandit who broached the news with a laugh, has escaped from the scene of an attempted hijacking of a cigarette vendor, judge hold-up, and pistol fight.

Rodriguez, who was not broken, slipped away as his partner, who surrendered to the local police, said he left a valuable tobacco on the street, making for his getaway.

SHUFFLE GAMES

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CIRCUS HOLIDAYS

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GROWTH OF GAME EXPORTS

1951-1953

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<td>1951</td>
<td>$1,510,422</td>
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<td>$2,013,007</td>
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‘53 COIN EXPORTS TOP $11 MILL

Continued from page 77

made tremendous gains the past five years. Since 1949 exports of coin-operated machines have almost doubled. For the 1949 model year, the total value of the coin-operated machine was $91,000,000. For the 1952 model year, the total value of the coin-operated machine was $150,000,000.

High school clubs, did not have a coin-operated machine before, but now they do. This is because of the high cost of a coin-operated machine. Coin-operated machines are now the most popular type of machine in the United States.

In 1950, the year the coin-operated machine was introduced, the total value of the coin-operated machine was $91,000,000. This was about $20,000,000 more than the value of the coin-operated machine in 1949.

In 1951, the total value of the coin-operated machine was $150,000,000. This was about $20,000,000 more than the value of the coin-operated machine in 1950.

In 1952, the total value of the coin-operated machine was $205,000,000. This was about $50,000,000 more than the value of the coin-operated machine in 1951.

In 1953, the total value of the coin-operated machine was $261,800,000. This was about $56,000,000 more than the value of the coin-operated machine in 1952.

In 1954, the total value of the coin-operated machine was $315,049,000. This was about $54,000,000 more than the value of the coin-operated machine in 1953.

In 1955, the total value of the coin-operated machine was $365,000,000. This was about $54,000,000 more than the value of the coin-operated machine in 1954.

In 1956, the total value of the coin-operated machine was $415,000,000. This was about $54,000,000 more than the value of the coin-operated machine in 1955.

In 1957, the total value of the coin-operated machine was $465,000,000. This was about $54,000,000 more than the value of the coin-operated machine in 1956.

In 1958, the total value of the coin-operated machine was $515,000,000. This was about $54,000,000 more than the value of the coin-operated machine in 1957.

In 1959, the total value of the coin-operated machine was $565,000,000. This was about $54,000,000 more than the value of the coin-operated machine in 1958.

In 1960, the total value of the coin-operated machine was $615,000,000. This was about $54,000,000 more than the value of the coin-operated machine in 1959.

In 1961, the total value of the coin-operated machine was $665,000,000. This was about $54,000,000 more than the value of the coin-operated machine in 1960.

In 1962, the total value of the coin-operated machine was $715,000,000. This was about $54,000,000 more than the value of the coin-operated machine in 1961.

In 1963, the total value of the coin-operated machine was $765,000,000. This was about $54,000,000 more than the value of the coin-operated machine in 1962.

In 1964, the total value of the coin-operated machine was $815,000,000. This was about $54,000,000 more than the value of the coin-operated machine in 1963.

In 1965, the total value of the coin-operated machine was $865,000,000. This was about $54,000,000 more than the value of the coin-operated machine in 1964.
Oregon Court Rules: Games Under Cities
Portland May Enact License Ordinance; Ops to Consider Fee Higher Than $20

By: RUFORD SOMMERS

SALEM, Ore., April 17—The Oregon Supreme Court (6) ruled that cities may pre-
hibit or operate, according to the skill of the game, games under 50 cents.
A high court uphold validity of a 1961 Portland city ordinance banning games under 50 cents.
It ruled a Multnomah County Cir-
cuit Judge had held the Portland ordinance to be in con-
travention of state laws requiring licenses and taxation of machines.
The ruling was a defeat for Stan.
ley W. Terrill, Portland oper-
ator, who, on behalf of himself and other operators, had challenged the Portland ordinance, contended the court.
The ruling upheld part of Portland ordinance, and last May, the number of businesses was the only business that is legal.

Alexander Brown, Portland city
assistant, said games would be
banned in Portland upon receipt of the Supreme Court mandate "within several days..."

During the three years of the litigation, games have operated in Portland without payment of city license fees.

The Supreme Court opinion found the Portland City Council, based on an intention announced earlier of enacting an ordinance providing for city licensing of games.

May License
City Commissioner Stanley
Earl, who had made one attempt to introduce such an ordinance, opined, it is now up to the high court ruling that he "might" again introduce a similar provision, but that he had not definitely decided to do so.

They have made the large public service to prevent leaving themselves without a clear understanding of the business.

The end result is that not a single machine is sitting in the custom of being sold, or being employed, as a substitute for the talons of criminals.

The new attitude definitely slowed the game, but there were still many operators who thought they were entitled to see the Supreme Court case with the hope that a favorable decision would preclude any city or county

Play Ball!
HERE'S THE PITCH!
EVANS’
BATTLE-SCORE
10 BALLS PER GAME
5c or 10c PLAY

ANIMATED MANIKIN ALL BASEBALL
AN AMUSEMENT GAME permitted ANYWHERE!

- Midget Movies
- Pin Up Movies
- Prize Fight Movies
- 3D Movies
- 3D PIX Automatic Viewers

Send for free catalog of morris equipment and Kiddie rides.
Toy Agencies Wanted.

CAPITOL PROJECTOR CORP.
556 W. 5TH STREET
NEW YORK 14, N. Y.

Leader of the Industry Over 10 Years

"MEN! YOU GLAD YOU WAITED FOR THE NEW WURLITZER 1100...THE NEW STANDARD IN COIN AUTOMATIC PHONOGRAPH."

WURLITZER
SEEBURG

$595
$650

$65.00
$79.50
$95.00
$105.00
$110.00
$125.00
$130.00
$150.00
$165.00
$180.00

$400.00
$450.00
$500.00
$550.00

$395
$455
$500
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$700
$750

WURLITZER
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$180.00

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EVANS
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WURLITZER

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$180.00

$350
$400

EXCLUSIVE DISTRIBUTORS OF RUDOLPH WURLITZER PHONOGRAPH.

SLEEK DUO-旅游景区
COIN-OP Decoration Vendors & KENNY SUPPLY CO.

RC GROFF COIN COUNTERS • COVEN CAR RACK • CAPCO CLEANERS.

when answering ads... SAY YOU SAW IT IN THE BILLBOARD!
New Supplies in Brief  
Continued from page 83

Cigarette Department estimates that by 1955 there will be 154,000,000 Americans over 18 drinking coffee, and recommended a five-year cooperative technical aid program to boost world coffee production.

Tobacco Sales

Wholesale sales of tobacco products amounted to $282,000,000 in April, the same as in January, while inventories of tobacco products increased from $150,000,000 in January to $141,000,000 in April, according to the Department of Commerce. Wholesale sales in the first quarter of 1953, were $285,000,000, while inventories were $162,000,000.

Fibber McGee Board

Orders for the Fibber McGee Control Board, which sells the supply of in-shelf editions to the public, have been taken, according to the Department of Agriculture. Growers' members selected are: H. M. Birkett, Chicago; W. A. Bosley, New York; H. E. Davis, St. Louis; C. E. French, Boston; H. H. Boring, Kansas City; W. E. Ray, Denver; H. W. Park, Des Moines, Iowa; and E. A. Gregory, St. Louis. No change in the six members of the group was selected.

Tobacco Planting

Farmers' March intentions indicate that 1,027,000 acres will be planted to tobacco this year, a decrease of one million of one percent from last year's 1,389,000 acres, also intended acreage of cigar tobaccos is expected to total 75,000,000 acres, according to the Department of Agriculture. Practically all of the 1,167,000 acres of burley tobacco is expected to be harvested for Maryland tobacco auctions. This will be followed around May. Pictures of tobacco sold at fair this year were generally a year ago, with high quality and medium price tobacco expected at the Maryland tobacco auctions.

Imprints of unmanufactured tobacco are holding steady with 193,000,000 pounds in 1953 and 195,000,000 in 1955. The Department of Commerce reported.

Times May

(Continued from page 84)

This week he feels that these may be the answer to the mechanical difficulties. While the maker is not in the vending machine manufacturing business, Pike and his team are equipped to turn out enough units to satisfy the newspaper needs. While no figures are available, it is felt that New York's morning newspapers lose considerable circulation because of their availability in the late time and early a.m. hours.

Only a few subway stations maintain newspaper stands on a 24-hour basis, and it is impossible to buy a paper in most subway stations after dark.

Thus, when a suitable newspaper vendor is developed, it appears likely that hundreds of locations in the New York area will open up.

Distributors, Needed in a Few States

Phone, wire or come in. The personal contact will be worth the trip.

Taylor and Co.

4448 W. 25th Street  Phone: Bishop 3-1312  CHICAGO 50, ILLINOIS

LARGEST SUPPLIERS OF EVERYTHING FOR THE CASINO

ATTENTION, FOREIGN BUYERS!

Let our years of expert experience serve you now on all types of coin-operated games, commercial and amusement equipment. Recently recommended, improved and prepared.

NEW GAMES

Bingo Deluxe

All-Star Baseball

Horse Race

World Wide

DELUXE C 

BINGO SPECIALS

All-Star Baseball

Horse Race

World Wide

BINGO SPECIALS

UNITED CLOVER  

BINGO SPECIALS

FOR SALE

(Continued)

SPECIALS

We want to talk shop with foreign buyers.

"Shop" in this case, is where the Jones Boys built a used coin-operated equipment is a new base on life. The shop in the photograph is in our Salt Lake office, but they are four months old and it is in San Francisco, Denver, Portland and Seattle. Every piece of used equipment is guaranteed to be top working order. They are fast and expert. So far, we only sold used equipment are the best in the world.

If you're a foreign buyer, shouldn't you be doing business with the Jones Boys?

SPECIALS

Want to know more?

Call for our "How the Jones Boys Built..." 50 years without obligation. Write or call R. F. Jones, 1533 Fillmore St., Dept. F, San Francisco 3, California.
C&C Names Odquist-P V

ENGLEWOOD, N.J., April 17—

Alice V. Odquist was named by the Cantrell & Cochrane Co., Inc., as vice-president in charge of national sales of C&C Superglo Soft Drink's in top-rank bars. Odquist recently joined the firm as director of national sales promoting and merchandising.

Before taking on C&C, he was vice-president in charge of merchandising at the Hilton & Nagle Advertising agency, before he was active for White Rock, Pepsi-Cola and Pils' Beer.

C&C is currently promoting its line of Superglo beverages in vending machines.

Cig Prices Up

Washington, April 17—Primary wholesale prices for cigarettes in March were 2.4 per cent higher than in the same month last year, while prices of other tobacco products remained steady, according to the Bureau of Labor Statistics.

The experience of the International Trade Mart, currently slated for extensive expansion, Zetzman recalled the days when ice refrigeration machines were the only few locations when cigarette machines are used.

"It is while to do this," Zetzman said, "not far into the future, 90 per cent of all soft drinks will be by vendors. It is quite within the possibility that within a few years untapped location sources will be realized."

SPRING SPECIALS SALE!

WURLITZER 1500's .................. $595
WURLITZER 1400's-1450's ....... 495

CHICAGO COIN ROUNDS THE WORLD TRAINER .......... WRITE

LARGE STOCK of

KIDDIE RIDES —the new & improved
LOW UNITED ALLIATES
BALLY DUDE RANCH

WE WILL TRADE ABOVE for

SEEING M-100 A, B, & C

DISTRIBUTING CO. INC.

BALLY—UNITED

exclusive distributors for

This advertisement is for a general audience.

ADJUST-A-PINS

JUMBO PINS especially designed to fit ALL SHUFFLE ALLEYS

^ Insert On Location

Set of

in 15 Only

Use Original Wire Hangers

$17.95

EXACT ORDER Quantity

KINGS AMUSEMENT CO.

This advertisement is for a general audience.

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

Established 1923

1201 W. North St., Chicago 10, Ill.

1500 Broadway, Cincinnati, Ohio

173 W. North St., Indianapolis, Ind.
Rule Alberta Bell Act Does Not Hit Games

EDMONTON, Alta., April 17- Alberta may change its Bell Machine law as a result of a court decision which allows the use of coin-operated machines which offer no prizes but involve an element of chance.

This possibility follows a ruling by the Supreme Court of Canada March 31, stating that such machines, used for amusement only, are not "slot machines" under the definition in the Alberta act.

An official of the Alberta attorney-general's department said the Alberta act was intended to prohibit operation of any coin-operated game or device which has an element of chance, and that there will be no decision on whether changes must be made in the act until the judgment is studied.

Rakes Form Mdes. House

PHILADELPHIA, April 17— Nathan Rake and Emantick Rake, partners in the Rake Coin Machine Exchange, have organized Rake & Company, Inc., with Bill Fender, George Stern and John Kustius. The three last named had been associated with the A. Zelickson Company, merchandiser house.

The new firm will carry jewelry, watches, gifts and appliances. It will maintain offices and showrooms at 740 Rattlesnake Avenue, with an open house Saturday (20) from 8 a.m. until 5 p.m. Warehouse will be at the Rake Coin Machine Exchange, 660 Franklin Street, with orders being taken from the address until the opening.

Correction

In the last issue of The Billboard (47), the directors of the Coin Machine Company were inadvertently reprinted in the new distributor for the new portable coin counter manufactured by F. J. Kohl Engineering, Inc., Tavonia, Mich.

Cohen is actual distributor for all of Illinois and Indiana as well as Chicago.

Let's Look at the Record!

Even the best has to be sold. Here's how The Billboard does this job—

By SUBSCRIPTION SALES—Every week an average of 65,435 buyers in 45 states get their own copies of Billboard through the mails.

BY NEWSSTAND DISTRIBUTION—On 2,000 newsstands in big cities and small towns where many operators first try Billboard.

BY DIRECT MAIL—The Billboard will send out more than 2,000,000 pieces of direct mail in 1954. Some will solicit advertising...some will answer inquiries....others are press releases going to thousands of newspaper editors, radio and TV stations.

BY "HOUSE" ADS—In Billboard and Vending prom-oting special issues, editorial features, reference listings, etc., to an average weekly readership of 195,991.

THROUGH McGRAW-HILL INTERNATIONAL—our subscription agency for foreign buyers.
**Regular, Match or Match Replay**

**BASKETBALL**

**REGULAR** for Novelty Play in Every Location

**DELUXE** (MATCH) — Has Changing Value Match Feature

**SUPER** (MATCH REPLAY) — Match Feature with Replay Feature (1 to 16 Replays)

---

**3 Popular MODELS!**

**GENCO’S ONE OR TWO-PLAYER**

---

**STILL IN PRODUCTION**

Genco’s "INVADER" and "SKY GUNNER"

(2 Terrific All-Location Gun Games!)
GEORGETOWN'S
JOCKEY CLUB

DOUBLE AWARDS!

Inserting 2 coins at start of game doubles all Replay Awards!

5 DROP-THRU HOLES!

Represent famous Derby Winners, 1 ball in each hole awards 1 Replay—4 balls in any one hole awards 3 Replays—5 balls in any one hole awards 8 Replays!

ROTATION SEQUENCE!

Completing 1 to 7 sequence lights traveling light targets for Replay!

HIGH SCORE!

Ball-Over buttons turn Pop Bumpers "on" and "off" for points!

POINT SCORE!

Making "A" and "G" Ball-Overs lights bumpers for Super-High Score!

EXCLUSIVE DISTRIBUTORS FOR
CHICAGO COIN MACHINE CO. IN NORTHERN OHIO

New Delivering—Homerun Baseball Game
Super Frame Bowler
Cross Cross Match Bowler

SPRING CLEARANCE SALE ON ALL USED SHUFFLE ALLEYS. WE NEED THE ROOM.

WHOLESALE PRICES

<table>
<thead>
<tr>
<th>PIN GAMES</th>
<th>SHUFFLE GAMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pin Futures</td>
<td>Williams Bowling</td>
</tr>
<tr>
<td>Rudy 12.00</td>
<td>176.00</td>
</tr>
<tr>
<td>Bullet Bowler</td>
<td>Baby Bumpers</td>
</tr>
<tr>
<td>65.00</td>
<td>55.00</td>
</tr>
<tr>
<td>World Class</td>
<td>175.00</td>
</tr>
<tr>
<td>65.00</td>
<td>85.00</td>
</tr>
<tr>
<td>95.00</td>
<td>115.00</td>
</tr>
<tr>
<td>115.00</td>
<td>115.00</td>
</tr>
</tbody>
</table>

NEW GAMES

Joker $100.00

doubles

UNITED ALLEYS

$95.00

WANTED TO BUY

$100.00

All Types of Ancient, Old, New, etc.

REPLACEMENT PARTS

$15.00

WANTED TO BUY

$25.00

All Types of Ancient, Old, New, etc.

WANTED TO BUY

$35.00

WANTED TO BUY

$45.00

MONROE COIN MACHINE EXCHANGE, INC.

Your key to
SALES RESULTS—
the advertising columns of
THE BILLBOARD!

HERE IT IS—
The New 1954 Model of our Original Famous "FLASH JOKER"

This is the machine that has been cleared by the Department in Washington, D.C., as not coming under the Johnson Act, and can be shipped in Interstate Commerce.

The "Joker" is not coin-operated, therefore it doesn't require either the $10 or $250 Federal Stamp. The "Joker" is not a conversion. Both units are constructed of all new parts made solely for us.

This unit fits any standard Bell-type Cabinet or Stand. Thoroughly located tested, it doesn't have so-called "peak play"... it always gets better. Some Joker units have been in continuous play in some locations since 1950. COMES EQUIPPED WITH 25 FT. CONNECTING CABLE.

DISTRIBUTORS

Zell Wright, Box 777, Anchorage, Alaska

T & P Enterprises, Inc., 1211 L Franklin, South Bend, Indiana

Miller Music Co., Minneapolis, Ohio

Cherrywood Sales Co., 436 East 72nd Ave, Anchorage, South Carolina

Power Amusement Co., 1201 N Dakota Ave, Sioux Falls, South Dakota

Cohn Amusement Co., 120 Valley Rd, Williamstown, Pa.

Cherrywood Music Co., Cheyenne, Wyoming

PHONE, WIRE, or WRITE, Several States Still Open: Box 608, Phone 700, Lenex, Wyoming

P & M ENTERPRISES, INC.
**NEW! THE ONLY AUTHENTIC TYPE BASEBALL GAME**

with the

**ANIMATED BASE RUNNING UNIT**

an exclusive Williams feature!

**TRIPLE MATCH FEATURE**

<table>
<thead>
<tr>
<th>NUMBER</th>
<th>STAR</th>
<th>PENNANT</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 9</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Match Number and Star with Pennant Lit**

- Balls go up the ramps and over the fence for Home Runs!
- Balls hit into ramps actually FLY THRU THE AIR!
- **BONUS SCORES**: Hitting Home Runs after 2nd out is made in each inning scores 2 runs for each man on base plus 5 Bonus Runs. Hitting Home Run in last inning scores 2 runs for each man on base plus 5 Bonus Runs throughout the entire inning!
- **MANUALLY CONTROLLED ELECTRICAL PITCHER.**
- **PLAYERS ACTUALLY RUN THE BASES IN 3-D LITE BOX.**
- **LITES ON PLAYFIELD BASES INDICATE MEN ON BASES.**
- **OPPOSING TEAM IS ON LOWER BACKBOX SET OFF IN REALISTIC THIRD DIMENSION!**

3 OUTS PER INNING

Adjustable to 1 to 5 INNINGS!

**Order Your Williams ALL-STAR BASEBALL GAMES TODAY!**

CREATORS OF DEPENDABLE PLAY APPEAL

4242 W. Fillmore St. CHICAGO 24, ILL.

---

**FOREIGN BUYERS**

- Cable for Special Price Lists
- Parts and Service Manual Available

**INTERNATIONAL AMUSEMENT CO.**

1423 Spring Garden Street

**SCOTT-CROSSE COMPANY**

Rittenhouse 6-7712

PHILADELPHIA 30, PA.

Borough: 819-821 W. Philadelphia Avenue, Trenton, N.J.

It's smart to do business with THE firm that

does the most for YOU

At International Amusement and Scott-Crosse foreign buyers receive the world's most complete coin machine service. We understand how to solve your problems from personal experience... know what equipment you need to meet your particular requirements and know how to get it to you on time in perfect working condition. That is why we have satisfied customers everywhere.

---

**fun n' profits**

**COIN MEN**

**DON'T JUNK THAT GAME...**

It may be worth money to someone... You can offer it for quick sale in the Billboard

**WHITE ELEPHANT SALE ISSUE**

Dated: MAY 15 Ad Deadline: MAY 6

---

**EXPORT**

WE HAVE 20 YEARS' EXPERIENCE IN

- EXPORT SALES
- SHIPPING
- EXPORT FINANCING

CIF Prices quoted on new and used Wurlitzers, Rockolos, AMI, Seeburg, Gottlieb, Williams, Genoa, etc.

For complete information, prices, catalogs, write:

BADGER SALES COMPANY, INC.

2251 W. Pico Blvd., Los Angeles 6, California

---

**ELECTRIC SCOREBOARDS**

- Western Electric: $125 ea.
- American: $175 ea.
- High Quality: $300 ea.

**Tickets**

- $10.00
- $25.00

**MID-STATE COMPANY**

1760 N. Illinois St., Chicago 9, Ill.

---

Attention, Music Operators in Southern Ohio

We want you to see the 1954 Rock-Ola Comet 110 Selections. OPEN HOUSE SUNDAY, APRIL 25. BRING YOUR FRIENDS, REFREMENTS WILL BE SERVED.

You have seen the rest, now own the best.

UNITED DISTRIBUTING CO.

1409-14 CENTRAL PARKWAY Phone: Main 4109 CINCINNATI 13, OHIO
APRIL 24, 1954
THE BILLBOARD
COIN MACHINES
99

REVOLUTIONARY

Keeneys DIAMOND BOWLER
6 PLAYERS - MULTIPLY PROFITS!

SKILL ADJUSTMENT FEATURE:
- Numbers appear on backglass as player starts the game. It's a real come-on play stimulator!

DISAPPEARING TOLD-AWAY KNEE ACTION MAMMOTH PINS!

HINGED LITE INSERT FOR EASY SERVICING!

NEW SERVICING INNOVATIONS!

COVERED CASH BOX PLUS EXTENSION FLOORLITE WHEN DOOR OPENS

IF not obtainable from your distributor, contact factory direct for name of nearest distributor.

ATTENTION, ALL DISTRIBUTORS

WANTED

200 SEEBURG M100A

1954 30th ANNIVERSARY

CALL, WRITE OR WIRE

2124 117th Street

Cleveland 15, Ohio

Double your Profits with Double - U - Sales

Evans' "SADDLE & TURF"
Reconditioned like new $350.00

Binks' "ZIPPER"
Miniature Bingo Counter Game, pennies, nickels, dimes, quarters $79.50

$20.00 trade-in allowance on your old counter games, or what have you?

1/2 Deposit

Double - U - Sales Corp.
1101 CATHEDRAL STREET
Baltimore 1, Md.
Telephone 84-way 7-6750

WE EXPORT

- PIN GAMES
- MUSIC MACHINES

Joe Ash

WASHINGTON, D.C.

ACTIVE AMUSEMENT MACHINES CO.

We are exclusive WURLITZER DISTRIBUTORS in Delaware - S.E. Pennsylvania

FOR IMMEDIATE DELIVERY

1000's 2000's 3000's 4000's

FOR SALE

WE EXPORT

CIGARETTE MACHINES

Cobra Cartridges

CALIFORNIA DENTAL SUPPLY CO., INC.

COBRA CARTRIDGE SUPPLY CORP.

COLUMBUS 2, OHIO

COLUMBUS 1, OHIO

4021 10TH STREET

BOSTON 18, MASS.

1101 CATHEDRAL STREET

Baltimore 1, Md.

PHONE 84-way 7-6750

Cleveland Coin Exchange, Inc.

M. I. ASHER

28-31-3325 Prospect Ave., Cleveland 15, Ohio

All Phones: Tower 1-4113

"THERE IS A DIFFERENCE"

Our Used Merchandise is the Finest

UNITED BOWLERs

ARCADE EQUIPMENT

ENCOUNTERS

P.O. Box 300

Baltimore 2, Md.

MUSIC MACHINES

WANTED FOR CASH

United Circus, Red Sox, Show Boats.

Advance Automatic Sales Co.

3350 Howard St., Phone: WEmlick 1-1750
San Francisco 3, Calif.

Copyrighted material
chicago coin's Sensational 6 PLAYER BASEBALL GAME

HOME RUN

with the GRAND STAND "Home Run" Feature for Extra Runs... Plus The Thrill of Hitting a Ball Over the GRAND STAND Roof for Additional Runs!

- Game can be set to operate at 1, 2 or 3 innings per game.
- Each inning constitutes 3 outs.
- Single player continues at bat until game is over—Multiple players alternate as in bowling games after 3 outs are made.
- Player hitting ball into Lower Grand Stand gets a HOME RUN plus RUNS for every man on base!
- Player hitting ball into Upper Grand Stand gets a HOME RUN plus RUNS for every man on base... plus 3 EXTRA RUNS!
- Designed for easy play for BOTH "Right Handed" and "Left Handed" Batters!
- Balls Hit onto Ramps Actually Fly Through the Air!
- AVAILABLE IN STRAIGHT 10c OR 10c. 3 FOR 15c PLAY!

### IN BUSINESS SINCE 1901—

...and we're here to stay!

**For the very best in money-making KIDDIE RIDES...buy**

- **BIG BRONCO**
- **TRIGGER**
- **RUDDOLPH**
- **SPACE PATROL**
- **PETE THE RABBIT**
- **TANDEM RIDE**

### WALL BOXES

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>*Mechanism, overloaded</td>
<td>$8.00</td>
<td></td>
</tr>
<tr>
<td>*Worn parts replaced</td>
<td>$12.00</td>
<td></td>
</tr>
<tr>
<td>*Amplifier, reconditioned</td>
<td>$15.00</td>
<td></td>
</tr>
<tr>
<td>*Optical inspected</td>
<td>$18.00</td>
<td></td>
</tr>
<tr>
<td>*Trenchcoated</td>
<td>$21.00</td>
<td></td>
</tr>
<tr>
<td>*Cabinet professionally refinished</td>
<td>$24.00</td>
<td></td>
</tr>
</tbody>
</table>

### WALL BOXES—WANTED TO BUY

Seeburg...$100.00
Wurlitzer...$125.00
ROCK-OLA...$150.00
WING-OLA...$175.00

### WHAT'S NEW IN COIN MACHINES?

- **What are they getting for used equipment?**
- **What are your friends in the business doing?**

Find out every week in The Billboard!

### ORDER NOW AT LOW SUBSCRIPTION RATES!

Fill in and Mail Coupon Today!

- The Billboard, 1160 Putnam Ave., Chicago 22, Ill.
- Please send me The Billboard for six year at $10.00, through rate, one year, 50c.
- Name:
- Address:
- City:
- State:
- Occupation:
**June 24, 1954**

**COIN MACHINES**

---

**Chicago Coin Scoops the Industry!**

**NOW! A game with the Added Excitement of a Super Frame Score!**

**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 Tested" actual 1-9 Pin Scoring.

Featuring Single — Double — Triple — Quadruple Scoring!

---

**Chicago Coin's CRISS CROSS BOWLER**

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

---

**NEW FEATURES!**

- Trouble Free Double Stacked Pin Reset Motor!
- "Complete the CRISS CROSS" Feature!
- Adjustable "Spot Number 5" Feature!
- "Mystery or Skill" Adjustment Play!
- Light Up Numbers to be Matched at Start or End of Game!
- Simplified Adjustable REPLAY Feature!
- Featuring PROGRESSIVE ADVANCE SCORING PLUS TRIPLE-MATCH SCORING

---

**COIN MACHINE COMPANY**

1725 West Diversey • Chicago 14, Ill.
Operators say: "Never thought they'd top BEACH CLUB ... but the real Ace of CLUBS is the new Bally SURF-CLUB"

SURF-CLUB earns MORE MONEY for operators because SURF-CLUB gives players MORE FUN for their money. New DOUBLE-HOLD gives player opportunity to "hold and draw" twice during one game. 2 SUPER-CARDS are lit by Hitting ROLL-OVERS or advancing arrows. SELECTABLE SUPER-LINE gives player thrill of 2-IN-LINE Scores that Score 4-IN-LINE ... 3-IN-LINE Scores that Score 5-IN-LINE. Other famous Bally features in SURF-CLUB are CORNER-SCORES, SELECT-A-SPOT, ADVANCING SCORES, EXTRA BALLS. Step up your earnings with SURF-CLUB. Order from your Bally Distributor today.

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois
UNITED'S MEXICO

WITH NEW
DOUBLE-SELECTION
FEATURE

1. Select-a-number

2. Sensational Super-selection

PERMITS CHOICE OF
EXTRA BALL
4-IN-LINE SCORES 5-IN-LINE
BOTH SUPER CARDS
BOTH SPECIAL CARDS

Simply Press Buttons for Choice

PLUS

Lite-A-Name
ADVANCING SCORES
4-Corners Score 5-in-Line
ALL BALL RETURN FEATURE
Extra Time Feature
UP TO 3 EXTRA BALLS PER GAME

Equipped with
United's Modern
E-Z SERVICE
Features

See your Distributor NOW!

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

APRIL 24, 1954
THE BILLBOARD
COIN MACHINES 103
Most Complete Music Systems
America's First and

... to the high fidelity speakers
Remote fidelity dual speakers in the phonograph

... to the high fidelity amplifier
From the

... all the way... from the spring tension
Magnetic pickup

HIGH FIDELITY

To records... that's because these modern music systems are

100 Selecto-matic

music systems give new tonal realism and presence