Can B'dway Have Class With Fleas?

Some Say Yes; Some, No; Main Problem Is Finding and Saving Street's Glamor

By PAUL ACKERMAN

NEW YORK, April 24. - The changes that are being brought about in the glamour of Broadway—whether to enhance the Penny Arcades, Sea circuits and auction moves or to色调 the teller elements of the show business—nurture the street's business and improve the environment. The element of class appeal, as against the more picturesque element of open fruit juice and hot dog stands, is not the subject. Ranking large in the minds of devoted patrons of the souvenir trade—the volume of which is of vital importance to the area—are the matter of importance to the entire city.

"Tourists visiting New York City always go to Broadway and the Times Square area is even more crowded annually, according to the New York Times. However, this year's rush of tourists, many of whom take in the gentle activity at the Times Square, has not been occurring, according to the source.

At the New tourist season gets under way, the scenes and runs to Thanksgiving, the Broadway Association fear that there is a change. The organization has always been on the alert to prevent any change in the tourist trade, and has taken every opportunity to prevent such a change.

The Broadway Association considers the mid-town amusement area as extending from Herald Square to Columbus Circle, and from Sixth to Eighth Avenue. This area, which covers approximately 30 blocks of business houses, is the center of the amusement trade. In the past few years, various types of operations and Arcade type amusement centers have been opened and closed.

Two of the leading Arcade operators are William F. Schrock and Max Schaffer, who between them control at least five Arcade-type amusement centers, including the Uptown Film Circus on 11th Street, the Amusement Center on 11th Street, and Broadway. There are also a number of smaller establishments, such as the Broadway Film Center on 11th Street, and the Amusement Center on Broadway.

Despite the pressures which are being brought about in the Broadway area, the Street's business is still not affected. The Regent, a long-established stand on Broadway, is still one of the few Broadway arcades which can still be found.

Sunday morning, the Broadway Association held a meeting, and a part of the general meeting of the mid-town amusement area was attended. There were a number of speakers, including Mr. Schaffer, who gave an impromptu speech.

**NEWS OF THE WEEK**

Sen. McCarthy is Costing TV Millions, It is Worthwhile, and Government is Paying for It

Senator McCarthy's bid for Secretary of the Treasury of the Senate's permanent investigatory committee is not worth the money, but the interest is worth millions of dollars. The committee was formed to look into the matter.

Howard Hughes Exit Film Festival

Follow the story of Howard Hughes' departure from the film industry in this classic musical. The story of his rise to fame is told through the lens of the motion picture industry.

Network Hollywood Bottles

A tie-up is being made between the networks and Hollywood producers over control of filmed TV shows. First indication of the deal is that NBC is planning to make a movie of the story of Tijuana's own movie director.

Pepsi Film Spot Deal

Radio and TV spots of Pepsi-Cola commercials will be made to coincide with the coming of the Pepsi-Cola products. The commercials will be made to coincide with the coming of the Pepsi-Cola products.

*Voodoo Drum, Bouncing and the Hula Hoop Has Hit Broadway.*

If you're looking for a new and exciting way to liven up your routine, look no further! Voodoo Drum, Bouncing and the Hula Hoop Has Hit Broadway! Join the fun and be part of the newest trend in entertainment. Tickets are available now.

Milk Vendors Help Solve Dairy Industry's Problem

The government, agriculture officials, and the Dairy Industry have formed a committee to solve the problem of declining milk sales. The committee is made up of experts from various fields and aims to find a solution to the declining sales.

**Sales Force Against Itself**

This week, sales forces from all over the country are working together to ensure the success of their products. The sales force is made up of professionals who work together to achieve the best results for their companies.

**Guns and Beer Mugs Pack Sales Wallop On TV Film Series**

Growing gimmick industry matches muscles with the play's sales punch

By GENE PLOTNIK

NEW YORK, April 24. - The play is still the thing, but in selling TV film series, it's the sales punch procedure with the top-notch resources. They don't sell just film, or just programs. What most of them have to offer is a wealth of opportunities for their merchandising efforts. There are many of them that have their share of the market and are doing well. Many of them are doing well. Many of them are doing well. Many of them are doing well.

But the point for merchandising is that the play has not been apparent. Unfortunately, very few of the many who saw the show and were impressed with its potential did anything about it. Today, one of the few who has turned the show into a successful merchandising agent is a company that is associated with a complete line of products, sunglasses, toys, record labels, and many others. This company is called *Potato Fries*.

It is now in the realm of premium items that the play is really starting to be felt. The premium items are being directed, and the merchandising is being handled. The results are very promising for kids, as well as for adults. The company is now being held by the show's producers, and their office has made a very good move.

**Soda Venders Push TV Film**

NEW YORK, April 24. - Canada Dry has enrolled the first soft drink film in its premier promotion with the help of the TV network. The film is available to all Canada Dry soda machines. The soda firm, which sponsors the soft drink on all Canada Dry soda machines in 380 markets, is offering an Airline ticket to any customer who can successfully get a machine manufacturer to make more milk available to more people.

*DEPARTMENTS AND FEATURES*

**Bureaucracy**

- Management: The problem with management is that it is not always clear who is in charge.

- Finance: The finance department is responsible for managing the company's finances.

- Sales: The sales department is charged with finding new customers and selling products.

*Profiles*

- The Joker: A comedic character who always gets into trouble.

- The Clown: A character who loves to make people laugh.

*Departments*

- Research and Development: This department is responsible for developing new products and processes.

- Quality Control: This department ensures that products meet the company's standards.

*Features*

- Consumer Reports: A publication that provides information and advice for consumers.

- Parenting: The challenges and rewards of raising children.

*Profiles*

- The Entrepreneur: A person who starts and runs a business.

- The Inventor: A person who creates or discovers new tools or products.

*Departments*

- Human Resources: Responsible for hiring and training employees.

- Marketing: The department responsible for promoting products and services.

*Features*

- Product Innovation: How new products are created and brought to market.

- Sustainability: The role of businesses in protecting the environment.

*Profiles*

- The Visionary: A person who has a clear idea of the future and works towards achieving it.

- The Maverick: A person who operates outside of the norm and is willing to take risks.

*Departments*

- Production: The department responsible for creating the final product.

- Innovation: The process of creating new and improved products.
**NEW YORK, April 24—NBC-TV this week drastically altered its fall schedule, with 8 of its 10 prime-time series (daily) going \nfor the door in some form or another. The move, which has been brewing for weeks, was made in an effort to shake up the hit-and-miss \nplan for next fall. The switch is expected to give NBC a chance \nto develop one or two major new programs for the fall, thereby \nassuring the network a more solid schedule of its own.

Max Liebman, the first producer to sign a long-term \ncontract with the network, was the driving force behind the decision. Pro- \

vocatively, Liebman was asked to produce a new "Shake-Up Special" \nfor the fall season, which would feature Steve Allen.

Going into the Saturday night time period, NBC will offer \nthe new show, two programs which have been away from \nother time periods and a Saturday night station time being \nused for "Another World.

The 3 p.m. time will house a radio show which has been \nlaunched by NBC, "The New Tapestry," under the guidance of \nCharles Ogas. A half-hour time period under the heading of \n"The Tapestry" is also set up on the current network schedule.

The Saturday afternoon shows of the second \ntwo major TV sport packages in as many weeks (April 17), \nlocal and with lots of coin being thrown around, are \nset to open with baseball and football.

ABC in Drive For Major TV Sports Shows

**NEW YORK, April 24—A big push for big time sports pro- \ngrams may be underway at ABC, with two packages \nunder consideration. The only thing missing is \nthe usual coin towards the idea.

Last week, ABC-TV hired the "Speaker of the House," \nNieman-Marcus, as a consultant in the field of \nSport, in an effort to aid with the program's efforts in \nthe network's program.

As part of its deal with Nieman-Marcus, ABC is \ncreating a brand of radio shows, on a daily \nauthority, and to be produced in the spring and fall, which will \nprofess itself to be an "all-sports" network offering and \nto the role that college athletics and other \nvenues of America's youth. Twelve \nSaturday afternoon afternoon football games \nand one or more Thanksgiving Tin- \nge, will be broadcast over ABC's \nservice. The game is anticipated \nand the number of stations is increased.

2,500 Attend BMI Clinics

**NEW YORK, April 24—More than 2,500 broadcasters \nattended the recent annual meeting of the \nseries of clinic programs held by the \nBroadcast Music Institute, in Canada, Hawaii and Key West. The \ntimelines of three speaking travelers \nand music publishers also were presented at the clink.

Three significant impression programs were offered. \nThe "American Bandstand" \nBMX quiz, was a keen interest in America and abroad. The \ntrue program, which was shown in the hinterlands \nand throughout the known universe as music programs, was aided by a professional conviction by \nAbercrombie. All of the programs, which have been presented as \n"promotion" of programming ideas as pro- \ned by BMI was beginning to mid- \n

Washington's NBC TV in Major Shake-Up Of Fall Program Schedule

**Show of Shows** Dropped Others; Liebman to Mount Spec's

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**Television in Los Angeles gets more different every day—and the difference is KTTV**

Until you read this you won’t believe what an independent television station can do in a 7-station market.

1. KTTV not only leads in quarter-hour firsts—but has more than the next two stations combined!

2. Of all programs seen in Los Angeles five times a week—network or local, live or film—all of the top five are on KTTV!

3. KTTV leads all Los Angeles stations in national spot accounts.

KTTV gets ratings like these:

<table>
<thead>
<tr>
<th>AAR HOPPER</th>
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</thead>
<tbody>
<tr>
<td>BADGE 714</td>
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<tr>
<td>LIFE 256</td>
</tr>
<tr>
<td>WATERFRONT</td>
</tr>
<tr>
<td>ANNIE OAKLEY</td>
</tr>
</tbody>
</table>

Add to audience facts such as these, the merchandising and promotion leadership you’d expect from the Los Angeles Times station, and you get a partial picture of KTTV’s amazing position. Knowing the whole story is worth your while—and Blair-TV, like anyone with real news to tell, is bursting with information. Make a date now with the Blair-TV man.
Webster Tells AAAA 'Magazine Concept' Will Dominate Color

WHITE SULPHUR SPRINGS, W.Va., April 4—AAAAs 'Magazine Concept' of programing, a current subject of some concern among viewers with some stations will be carried over into the next season from the start. Apparently there'll be no talk of "chanel hopping" or "switch- chace" in color TV to face spon- sorship. "Said ABC President Webster, pres- ident of the NATVNA, to members of NBC, "We are making good progress in terms of the annual" which means the NBC station held here during the annual meeting of the American Ass- ociation of Advertising Agencies. Webster adds, "Our goal is to have a program each week developed especially for color and replacing regular programming on a "right of way" premise that TV is too great and too powerful to be switched with chains of custom and usage from radio." TV must serve all segments and all inter-

Upcoming Hearing May Decide Rules For Tele CP Bids

WASHINGTON, April 4—What is the approval for an applicant for a permit for a new television station can be determined by the Federal Communications Commission, which has the authority to balance the interests of the public with the need for new television stations. The FCC is expected to make a decision in the next month.

Sponsors of the new station, which is planned for station WTVN-AM-FM in Columbus, Ohio, have already filed the necessary applications with the Commission.

Guides Signs Connie Haines

NEW YORK, April 4—Guides for the next season will be assisted by Connie Haines, a former model and actress. The guides will be produced by the American Broadcasting Company, which is planning to expand its operations in the next few years.

All Want To Be Heard At Senate UHF Hearing

WASHINGTON, April 4—More than 100 people have testified before the Senate Interstate and Foreign Commerce Subcommittee that they want to testify in opposition to the FCC's proposals for UHF television broadcasting. The FCC has proposed a series of changes to the current UHF system, including changes in the number of channels and the allocation of frequencies.

Ford't Facts Eye New TV Film, AM

Summer Shows

WASHINGTON, April 4—FILE—Forum, which has recently been purchased by ABC, will start an attack on its ambitious "Wide World of Sports" series. The new show will star a new host, and will be shown on Saturday nights.

Crosby and NBC Enter 2-Way Spot Sale Deal

WHEELING, W.Va., April 1—The Crosby Broadcasting Corporation and NBC have entered into a reciprocal agreement which will allow NBC to sell spots in Crosby's television stations, and Crosby to sell spots in NBC's television stations.

GE Budgeting $4,000,000 for All-Star Series

NEW YORK, April 4—The GE budget for the All-Star Series this year has been announced. The budget is intended to support the series, which is televised on NBC, and to help finance the production of the program.

Sponsors Buy Into Martin Block

NEW YORK, April 4—Merri Gold, a new company, has been formed to take over the operations of Martin Block, a radio station owner. The company will be controlled by David Swanson, who is the owner of the station.

Breakfast Club's Nielsen Rate Rises As TV's Added

NEW YORK, April 4—Strong evidence that the TV industry is catching up with the radio industry is shown by the recent increase in the Nielsen ratings for the Breakfast Club show. The Nielsen ratings for the show, which is broadcast on NBC, have increased sharply in the past year, and are now higher than those of any other show on NBC.

Colonel Puck Gets New Du M. Slotting, Five New Markets

NEW YORK, April 4—The Colonel Puck show, which is broadcast on CBS, is switching to slotting on Sunday mornings, beginning May 1. The show will be broadcast in five new markets, including New York, Los Angeles, and San Francisco.

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year ($2) at the rate of $10 (a saving of $3 over single copy rates). Foreign rate $20.

Name ___________________________ Address ___________________________

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.
**New Telefilm Series to Star Jack Carson**

**HOLLYWOOD,** April 24—A new company was formed here today to produce a science-fiction comic strip series that would be an extension of the “Kukla, Fran and Ollie” show. The new company, known as Warner-Johnson Productions, is a joint venture between Israeli-born television producer and financier A. Allen Johnson and movie producer and financier Howard Warner, who are known as Warner-Johnson Productions, is a joint venture between Israeli-born television producer and financier A. Allen Johnson and movie producer and financier Howard Warner.

**SATIRE SERIES FOR MAE WEST**

**HOLLYWOOD,** April 24—First steps have been taken toward production of a proposed 36-episode telefilm series starring Mae West in satires of famous romantic heroes of the screen, it was announced today. Miss West has been completed by the actress for the last two years, and she will produce. The latter is due in New York for next week to conduct negotiations for the deal. The series will allow Miss West to explore the film market in time for the fall season.

**BBC-Buy 11 Of U. S. Pic Series**

**ENGLAND,** April 24—The British Broadcasting Corporation has bought 11 of the 19 "Orient Express" episodes John Hiatt made in Europe last year. The show is currently screening in New York, and the series has been purchased by the BBC. The series will be screened in the BBC's studios and transferred to national distribution.

**TELEVISION ADVERTISING BUREAU FORMED**

**NEW YORK,** April 24—An advertising agency formed a partnership to handle the advertising for television programs. The agency, known as the Television Advertising Bureau (TAB), will be based in New York City.

**DU Mont Sets Bow of Color Film Scancer**

**NEW YORK,** April 24—Du Mont Laboratories will enter the television industry with the opening of a new television studio. The studio will be located in New York City and will be used to produce television programs for Du Mont Laboratories.

**Volcano Begins Rooney Series**

**HOLLYWOOD,** April 24—Volcano, a new television series, is under way at General Motors Studios on the Sunset Strip. The series will be directed by Robert Alden and will star Dick Powell and Gene Tierney in the leading roles. The series will be broadcast on NBC.

**TVC FILM**

**Trade Sees Hughes Releasing 355 RKO Features This Year**

Factors Deterring Other Studios

*Are Not Applicable to New Owner*

**Burl Sam Chase**

**NEW YORK,** April 24—The possibility of Hughes releasing more than 355 RKO features this year for television shows has been considered. However, Hughes is planning to release about 350 of the total number of features for television distribution. These 350 features will be available over a period of time, possibly in a two-year period.

**WCPD CLAIM**

**First to Buy 12 MPTV "Homes**

**CINCINNATI,** April 24—When a claim made by a Chicago television station that it was the first to buy an MPTV program was published, the four television stations in the Cincinnati area were quick to deny the claim. The four stations, WCPD, WOUB, WEVE, and WBUG, were quick to deny the claim.

**STANDARD GETS 2 Fix**

**HOLLYWOOD,** April 24—David Selznick, head of Selznick International Pictures, has joined with Standard Television to produce two films. The first film, "Seasons," will be directed by Selznick, and the second film, "Whispers," will be directed by George Cukor.

**Heller Puts $3 Mil In TPA Production**

**CHICAGO,** April 24—Chicago Investment Co. Made Biggest TV Film Loan to Finance 4 New Series

**Autry Plans 2 Westerns**

**HOLLYWOOD,** April 24—Gene Autry's Flying A Productions plans to produce two Westerns this year. The first film, "The Old West," will be directed by Gene Autry, and the second film, "The Apache Trail," will be directed by Bob Hope.

**TRADE FILM**

**Communications to 1524 Broadway, New York 36, N. Y.**

**THE BILLBOARD**

**May 1, 1954**
General Teleradio
Adds Film Division

Pete Roblek Heads Up New Operation; 
Film Loaded with 30 Hot efects

NEW YORK, April 24.—General Teleradio has formally introduced its new TV film operation at the National Association of Radio-TV Broadcasters convention, opening May 23. The official title that has been applied to the division is Film Division of General Teleradio. 

Tom O'Neil, head of GT, this week named Pete Roblek as general sales manager of the Film Division. Roblek will make his headquarters in the West Coast. He will be here for at least two weeks to handle initial personal and production problems. 

As far as is anticipated at this time, Roblek will be the top executive in the division, reported directly to O'Neil. Roblek was with NBC's radio and TV offices in New York, Chicago, the Southeastern, and the Northwest.

In moving into General Teleradio, Roblek inherits a package of 30 of the hottest films of the networks in TV at this moment, pictures that GT recently acquired from the Bank of America. Sales efforts on the films as far as have been pieced together, and as far as is known at this time, have not been consummated.

The GT Division.

In addition, production has plans the halfway mark on in its new "Gangbusters," the rights to which GT recently acquired from the Biltmore of New York. The series, which has 20 segments of the II-F, will be produced at the Cinerama Center in Toronto, Canada, which it produced in co-operation to distribution at Technicolor.

Roblek will head the GT Division.

Initially GT will paddle only 30 films, of which 40 in 30 cities by General Teleradio, parent firm of General Teleradio. It has been released by "General Teleradio, Sports Time" with Harry Warner, which is produced by Harry Warner Pictures and distributed by General Teleradio Service.

In addition, GT will definitely put "Counterpunch" before the current in the near future. It has not yet got place on "Bing the People," which it also acquired in the Leder takeover.

Roblek will be the proud for all further product. GT has been reported to be in negotiations for "Music of the Master," a series of eight half-hour films originally produced by Rudy Polk and Paul Lewis for sponsorship by Lee Carpets on NBC-TV about two months ago. The series, which is in no way related to the series by ABC, are now being syndicated by the Leder operation.

The "Film Division" banner was sequenced last year after some 20 different titles were billed, including everything in the "Non-

senal" tag with which the "General" Labeled titles were in their several ventures. But advice of O'Neil is that any other titles would take too long to clear.

Robek & Roblek

Robek is general sales manager of Gateway's Film Division sales for two years. He resigned his position as assistant to the president of Continental Combination and Consolidated to Shull of General Teleradio.

Before moving into Consolidate, Roblek was manager of Chandler's Los Angeles station.

(Needed to be continued.)

MOVIELAB

TV FILM

FOR THE BEST FINISH PROCESSING

IN THE EAST—FILM MEN WHO KNOW

SAY "IT'S MOVIELAB"

Here at MOVIELAB—efficiency and perfor-
mation are the rule. Producers, directors and

tech-

nicians have at their fingertips the very best

time-saving film processing techniques.

MOVIELAB FILM LABORATORIES, INC.

619 West 54th Street, New York 19, N. Y.

MAY 1, 1954

• TV FILM COMMERCIALS IN PRODUCTION

since March 1

Advertisers (and their ad agency) 
Product Description 
How Many Length 

ACADEMY PICTURES, INC., 588 Fifth Ave., New York 

Royal Crown Cola 

Pepsi-Cola 

Lever Brothers 

500 

Pan Am 

30 

5 min. 

4 min. 

2 min. 

ACLA COMMUNICATIONS, INC., 155 Fifth Ave., New York 

Jingle Jangle 

Tone and Style 

20 

30 

15 sec. 

20 sec. 

10 sec. 

ALL SCOPE PICTURES, 8949 Sunset Blvd., Hollywood 

Showman Jingles 

Tale Products Corporation 

Dacron D prevalent fonts, Cons & Bolding, etc. 

30 

Live Action 

ANIMATED PRODUCTIONS, 1600 Broadway, New York 

Pro-Fresh 

Pro-Fresh Cola 

May 20 

30 

10 sec. 

20 sec. 

10 sec.

BENTON & BOWLES, INC., 1320 S. Broadway, Los Angeles 

Curtis 

Curtis Howie 

June 1 

20 

10 sec. 

3 sec. 

10 sec.

BENGAL PICTURES, 3102 Quincy St., N.E., Albuquerque, N. M. 

Robie Paul 

Robie Paul 

June 1 

30 

10 sec. 

10 sec.

BOYCHUCK 

SALES CORPORATION, 1518 S. San Pedro St., Los Angeles 

Khetl 

Khetl 

June 1 

10 

10 sec. 

10 sec.

CROSBY FILM SERVICE, INC., 164 N. Wacker Drive, Chicago 

Dr. A. 

Beverage 

June 1 

90 

10 sec. 

90 sec.

Faul P. FENNEL CO., 404 N. La Cienega Blvd., Los Angeles 

Campbell Soup Company 

Campbell Soup Company 

June 1 

40 

40 sec. 

1 min.

Curtis Howie 

Khetl 

June 1 

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10 sec. 

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D. 

Beverage 

June 1 

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10 sec. 

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CROBB FILM SERVICE, INC., 164 N. Wacker Drive, Chicago 

Beverage 

Beverage 

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Beverage 

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HARTLEY PRODUCTIONS, 29 W. 47th St., New York 

Brown 

Brown 

June 1 

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HARTLEY PRODUCTIONS, 29 W. 47th St., New York 

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June 1 

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10 sec. 

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Ts

Fabulous

Teller

of

Western

Tales!

TIM McCoy's stories of the West's Golden Days ring with drama and excitement no fiction writer could surpass...because McCoy's stories are true...historically accurate...authentically documented...and excitingly filmed.

These stirring tales are narrated by the real McCoy—one of the West's most colorful and genuine heroes. TIM McCoy was a working Wyoming cowhand and ranch owner until he became "the movies'" leading technical consultant on Indians. He rose to stardom with MGM and Paramount...fought in two World Wars...and led TIM McCoy's Wild West Show during its sensationally successful run with Ringling Brothers Circus.

"TIM McCoy" (39 brand new quarter-hour programs custom filmed for TV) is ready for immediate airing. It's a "natural" for local, regional and national spot advertisers who want a high caliber program packed with strong viewing appeal for children and guaranteed to excite adult interest—plus a corral full of new merchandising opportunities!

THESE MPTV SHOWS ARE AVAILABLE NOW:

DUFFY'S TAVERN • FLASH GORDON • JUNIOR SCIENCE
DREW PEARSON'S WASHINGTON MERRY-GO-ROUND
JANET DEAN, REGISTERED NURSE • TIM McCoy • more to come

For "first crack" at Tim McCoy's great new TV show...write, wire or phone your nearest MPTV Film Syndication Division.

VERNE RENKIE
613 Madison Ave.
New York 21, N. Y.
(212) 751-6000

MAURIE GRESHAM
404 Western Ave.
Los Angeles 46, Calif.
(213) 681-1422

GORDON WIGGIN
316 Fourteenth St.
Boston 11, Mass.
(617) 426-6097

ED RENWIT
606 Market Street
San Francisco, Calif.
(415) 989-3146

FRANK O'DRISCOLL
221 Woodrow Ave.
Detroit, Michigan
Woodward 1-1500

AL GOWIN
Mortgage Guaranty Bldg.
Cantonway Way & Ellis St.
Atlanta, Georgia
Alma 3-0312

ALEX METCALF
MPTV Cananda Ltd.
277 Victoria St.
Toronto, Canada
Empire 8-6821

JACK McGUIRE
130 E. Ohio St.
Chicago, III
(312) 787-2800

BRUCE COLLIER
3109 Bath St.
Dallas, Texas
Stirling 4400

THE BILLBOARD TV FILM

MAY 1, 1954

www.americanradiohistory.com
**ABC Jumping With Film Buys and Sales**

NEW YORK, April 24.—All stops were pulled at ABC Film Syndication this week on the newly-formed company, headed by George Roach, to add the first of several new TV film properties to its roster. As if in further publicity stunt, ABC Film wrapped up two major sales deals on its “Playhouse” series.

The new property is “Passport to Adventure,” one of the Hal Roach series which has been under option to the ABC-TV network all week. The show is owned by Repco, Inc. in which Roach and ABC and William Morris are partners.

ABC Film Syndication’s sales staff, meanwhile, pulled a major coup by closing a deal with Kent cigarettes for 13 "Playhouse" episodes to replace for this summer the "Firetide Theater" films Kent is currently showing in close to 40 markets as "Kent Theater." Screen Gonna up to this point had not signed contracts with Kent for 10 of the latest crop of "Ford Theater" titles. It’s understood that Kent will put the "Playhouse" in seven or eight markets at first and will gradually increase to other stations as the old "Firetide" finish their run.

Green Watch

In addition to its deal with Kent, ABC signed Green Watch for the fall and fall alternate week sponsors of 63 "Playhouse" shows to the Canadian Broadcasting Corporation and CHCH-TV in Hamilton.

Production on "Passport to Adventure," which stars Cesar Romero in the role of a diplomatic agent, will begin shortly in Hollywood. A pilot film of the series is now available.

Negotiations for the acquisition of additional new properties are in progress. One of them is understood to be "Gnease of Pittsburgh," another Roach series which ABC is interested in.

** Play’s Still the Thing, But Premium Business Gains TV Film Sales Power**

**Continued from page 1**

Try and stationary bearing the "Looney Wolf" symbol. It is also trying to prepare a gasoline line to go in with Waterfront.

Just how much such items will be distributed will be determined by discussions with the show’s sponsors. A beer mug presents a distribution problem distinct from a candy container. However, the Looney Wolf premium can be distributed in the same manner, and the same type items will be used in the same manner. They are usually cheap enough.

TV network has been pitching network advertisers with no success. 

ABC Film Syndication is empowered to sell its properties to national advertisers for use on any network. George Roach is president and Don Keenser is vice-president in charge of sales and distribution.

**FOR TV FILM COMMERCIALS**

**Service as near as your phone**

by RKO PATHÉ professionals!

RKO PATHÉ does it right! RKO PATHÉ is equipped to do it that way through successful film-watching experience 31 years with facilities as modern as tomorrow...by combining today's most advanced advertising practices...

**RKO PATHÉ** on the ball with showmanship from story board to screen!

RKO PATHÉ, INC.

The Professional Company

651 Madison Ave., New York 21, N. Y. PHONE: FLEX 3-1600

**TOP COMMERCIALS**

**COMMERCIALS**

LEWIS & MARTIN FILMS, INC., 218 South Wabash Ave., Chicago

Cranes Watch Company

Full Animation

LEWIS & MARTIN FILMS, INC., 218 South Wabash Ave., Chicago

Kraft Foods Company

Full Animation

Helm Cuts Industries

Full Animation

Budweiser Brewing Company

Full Animation

FLETCHER SMITH STUDIOS, INC., 321 E. 44th St., New York

(Eaves Dropper) (Budweiser)

Best Animation

Warren E. Smith, Inc., 137 Fourth Ave., Pittsburgh

(Mystery Men)

Full Animation

BILL STURM STUDIO, 727 Seventh Avenue, New York

Radio Corporation of America, Inc., 350, New York, N. Y.

"The Shadow" and the RCA 2. Walter Thompson & Son. 

(Dawn of the Dead)

Full Animation

TELEVISION SCREEN PRODUCTIONS, 17 E. 5th St., New York

Faycart, Inc.

"Perry Mason"

Television Animation

VOLCANO PRODUCTIONS, 1440 N. las Palmas Ave., Hollywood

Continued

1. Jerry Copp, Baseball Cigarettes

2. "Playhouse" Series

3. "Playhouse" Series

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**SILENT MOVIE SERIES FOR TV**

**BROACH JUNIQ CBS FILMS**


**BROACH JUNIQ CBS FILMS**


**BROACH JUNIQ CBS FILMS**


**BROACH JUNIQ CBS FILMS**


**BROACH JUNIQ CBS FILMS**


**BROACH JUNIQ CBS FILMS**

AFTRA Action May Touch Off Hollywood, TV Net Battle

Okay on Kine Re-Run Raises Issue
Of Primacy; Tape Age Nears

BY LEON HORSE

NEW YORK, April 24—What may be a battle between TV networks and the Hollywood film industry began to take form yesterday when AFTRA (American Federation of Television and Radio Artists) announced that it would strike against the movie industry. The deal by which the American Federation of TV and Radio Artists has been placed the union in a difficult position. AFTRA has provided the means for a single re-run of "Tales of Tomorrow" kinescope. (The Billboard, April 24) placed this plan in the uninviting position of supporting the networks. The action has resulted in a number of confusion within the industry, but others are not sure how the strike will go, as to whether New York City or Los Angeles will have the showdown TV program producing center.

But whatever action the networks take, it is thought they should be completely free to make a million-dollar investment in film

TV FILM PURCHASES

Handy-Andy, Inc., local super-market chain, will sponsor "All Star Theater," a Screen Gems package, on WQAI-TV, San Antonio. The Gulf Brewing Company, thru its agency, Foye, Cone & Belting, has purchased "Duffy's Tavern" from MPTV to be shown on WTAM, Cleveland.

The Encore Theater, an hour-long drama program presented over WATV, New York, by the American Federation of Television Artists, has sold its last available participation and is now completed. The program is in its second season.

The NBC Film Division is producing a new series, "Physical Agreements," for NBC. They are WINK, Knoxville, for the U. S. Laundry; WHAR, Savannah, Georgia; WHRB, a new city, for WHBO, Dayton, Ohio; WOKO, New York; WKBW, Buffalo; WTBS, Atlanta; and KDKA, Pittsburgh; KFN, Detroit; KTVI, St. Paul; KJTV, Kansas City; KDKA, Pittsburgh; and KTVI, Denver. Other NBC Film Division packages include "Captured," WHBN, Buffalo, for the O'Keefe Brewing Company, and to the Shearer Oil Company for the Youngstown, Ohio, market.

WINK, Chicago, has acquired a large group of first-run features which are being rented for early viewing. The package includes "Debut to Danger," starring Coast Marine's Decker; "Mainstream Air Fair," starring Gregory Peck and Joan Bennett; "Heartbeat," starring Ginger Rogers,制作了和"The Iron Man," with Douglas Fairbanks.

McWilliams Quits Screen Gems Post

NEW YORK, April 24—Harry E. McWilliams, a former advertising and public relations director of Screen Gems, effective May 1. He has not yet announced plans for the future.

McWilliams was exploitation manager for "The Rocks" in Screen Gems' parent company, for eight years prior to his assumption of the Screen Gems post in January. He also worked with Bennton & Bowles, Ted Bates and other agencies. It was learned that Screen Gems has named William Harris, a U. S. Treasury Department, as its new advertising promotion chief.

NBC READY WITH 35-MM. COLOR KINE

Engineering Lab Perfections Triniscopic Technique, Will Demonstrate It April 30

NEW YORK, April 24 — The coming next two to five years, color kinescope recording method on film form has been perfected by NBC and will be placed in operation shortly. This is expected to be the first of a new demonstration which will be made by R. D. Goodale, of the NBC engineering development group, when he addresses the Society of Motion Picture and Television Engineers convention next Friday (April 29) in Washington. The use of the triniscopic technique, on the color monitor was found capable of providing sufficient brightness and registration that was not great a problem as originally anticipated. However, the color kine method is regarded by most technicians as being far more advanced than the present color film stock. Three times the price of black and white, costing 12 cents per foot, as against 4 cents for monochrome. Color print costs, like black.

(The Continued on page 11)

ABC FILM SYNDICATION, INC.

The Playhouse: price "package" at a down-to-earth price!

Script, too, are top-notch, including famous tales by such writers as F. Scott Fitzgerald and Sonoran Maugham. You couldn't duplicate an array of talent for many times the price. And this is just the start of the promotions you can build around names like these! Reserve the market you want... call one of these offices right away.

ABC FILM SYNDICATION, INC.

www.americanradiohistory.com

Copyrighted material
Court Okay Spurs Two New Shows

NEW YORK, April 24 - The Federal Communications Commission has okayed the roll of two new shows, "Strange Cisco" and "Top Opp." according to Madison Avenue continues to study the FCC's decision. Following "Strange Cisco" is an unlisted title. "Top Opp." is a drama series with a young romantic lead that is expected to do well in the prime time period.

Warren Stahl, previously a merchandising executive for East West Productions, has been appointed as the new producer for "Strange Cisco." Stahl brings a fresh perspective to the series, bringing more focus on character development and storyline. The show is scheduled for a fall premiere.

Hughes to Release Features

John Fettner, WOKO-TV, Kalamazoo, Mich., Norm Gifffen, WYMT-TV, Providence, Payson Hall, Meredith Publishing Company, owners of the popular series "Strange Cisco" and "Top Opp." have committed to making more feature films in the future. The companies are looking to expand their reach into the theatrical market with a goal of releasing one film per year.

Hughes has an excellent track record in the film industry, having produced a string of hits over the past decade. The company's latest release, "Strange Cisco," has been well-received by critics and audiences alike, and "Top Opp." is expected to follow a similar trajectory.

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TV Ad Bureau

General Telerado

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Commercial Units To Do Army Shows
Philip Morris to Sponsor First Troupe; Abramson Hopes to Employ 600 People

NEW YORK, April 24—Philip Morris, the tobacco giant, plans a $100,000 advertising campaign to promote the first of its "Units," a group of Army entertainers. The campaign, known as "All for the Army," will feature the tours of four units, each of which will be based at a different Army post and will consist of 150 performers. The campaign will run from May 1 to July 1.

The first unit will be called the "Philip Morris Show Open Air," and the second will be the "Philip Morris National Guard Show," both of which will be based at Presidio in San Francisco. The third will be the "Philip Morris Victory Show," and the fourth will be the "Philip Morris Country Show," both of which will be based at Fort Dix in New Jersey.

"The idea is to provide an injection of activity and excitement for our troops," said Mr. Abramson. "We have been told that there are many people who are not enthusiastic about the war, and we want to give them something to look forward to."

"The units will be equipped with all the latest equipment, including lights and sound systems, and they will have their own cookhouses and quarters," Mr. Abramson added. "We hope that they will be a real morale booster for our troops and that they will help to keep them fighting fit.

The officers and men of the Army have been very enthusiastic about the idea, and we have already received many offers of help from various organizations. We are confident that we will be able to provide a first-class show for our troops, and we hope that they will enjoy it."

The units will be under the direction of Mr. Abramson, who is a former entertainment executive. He has been a visiting professor at the University of California and has written several books on the subject.

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Success of $5 Meal Spreads Over Country

Clubs From L. A. To Miami Resist Higher Prices

LOS ANGELES, April 24—The Los Angeles Times reports that the $5 meal, which was introduced in New York City last week, is spreading to other parts of the country. The meal, which includes a main course, a salad, and a dessert, is priced at $5.00 and is being offered in a number of restaurants.

The meal has been well received by customers, who have praised the quality of the food and the value for money. The meal is particularly popular among families, who say that it is a good way to save money.

"The meal is a great value for the money," said one customer. "I have been eating at this restaurant for years, and this is the first time that I have seen a meal priced at $5.00. It is a great deal, and I will be back soon." 

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Easter Week Good in N. Y.

NEW YORK, April 24—Easter is expected to be a good week in New York City, with people flocking to the city to see the Easter parades and to shop for Easter gifts.

"The weather is expected to be sunny and warm, which will be a great boost for the economy," said one business owner. "People will be out and about, and they will be spending money on goods and services."

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Vegas Passes First Test of Talent Deal

LAS VEGAS, Nev., April 24—The first test of a new talent deal between several hotels and Las Vegas hotels has been successful.

"The deal is a great opportunity for the hotels," said one hotel owner. "We have been able to attract a lot of talent to our hotels, and we have been able to make a lot of money."

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300% SALARY HIKE IN MONTH

NEW YORK, April 24—A 300% salary hike in one month has been announced for a leading entertainment executive.

"The raise is a well-deserved increase," said the executive. "I have been with the company for many years, and I have worked very hard."

"The raise is a well-deserved increase," said the executive. "I have been with the company for many years, and I have worked very hard."
Ice Shows

RCA Boosts Prices

on 10, 12-Inch LP's

Classical Sets to Sell for $5 and $6;

Firm Revives Summer Stocking Plan

NEW YORK, April 24—In a

big move, RCA Victor has

announced that prices on its 10-

and 12-inch long playing char-

ges will be increased by $2.50 on

April 28 to $5 and $6, respectively.

The increase, which will raise the

total by 2.5 per cent, is said to be

prompted by a similar move by

the other big companies. The rising

cost of cutting discs is said to be

the factor in the higher prices.

The new prices will be effective

in all retail outlets, both music and

department stores.

The increase, which is the first in

several years, is expected to raise

sales at the smaller stores, where

prices are still below those of the

department stores.

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MAY 1, 1954

THE BILLBOARD

MUSIC

THE

FOUR ACES

sing

THREE COINS AND WEDDING BELLS

IN THE FOUNTAIN

(Are Breaking up that Old Gang of Mine)

[Decca 29123 (78 RPM) and 9-29123 (45 RPM)]

America's Fastest Selling Records

Copyrighted material
Pianists Cover 111 Pages, But What's a Bouzouki?

NEW YORK, April 24 — Any one of 15 different instruments can be played by one of the 30,000 members of the American Federation of Musicians. This is the group of instrumentalists who play the vioin d'ampes, tarogato, flugel- horn, euphonium, cornet, trumpet, trombone, tuba and cornet. The group also includes the drummers and saxophone players. They have written a book of music, "The American Federation of Musicians, " which contains 111 pages of music for ten different instruments. The book is being distributed by the American Federation of Musicians, and can be purchased at any music store for $5.00.

Odd Instrumentalists

Some of the odd instrumentalists are: Tony Arden, who plays the drum, and John Mitchell, who plays the tuba. They are members of the American Federation of Musicians, and are part of the "The American Federation of Musicians" orchestra. They have written a book of music, "The American Federation of Musicians," which contains 111 pages of music for ten different instruments. The book is being distributed by the American Federation of Musicians, and can be purchased at any music store for $5.00.

KLC 'Big S'

Huge Party To Fete Its Key Jockeys

NEW YORK, April 24 — Music and radio industry executives, along with radio personalities, will get a chance to meet the KLC Key Jockeys on Hollywood Station Thursday night. The KLC Key Jockeys, including Mortimer W. Hall, president and general manager, will attend a cocktail party and dinner at the Waldorf-Astoria Hotel.

The KLC Jockeys were selected by the KLC Radio Station and are part of the "The American Federation of Musicians" orchestra. They have written a book of music, "The American Federation of Musicians," which contains 111 pages of music for ten different instruments. The book is being distributed by the American Federation of Musicians, and can be purchased at any music store for $5.00.

COASNF Opens Ohio Branch, Plans Others

NEW YORK, April 24 — Coasnf, a national organization which covers the radio, television, and newspaper industries, has opened an office in Columbus, Ohio. The office will be the first in the state and will serve as a center for the promotion of coasnf's activities.

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BIMI Issues Background Music Tone

NEW YORK, April 24 — Broadcast Music, Inc. has released a new background music program, "The American Federation of Musicians," which contains 111 pages of music for ten different instruments. The book is being distributed by the American Federation of Musicians, and can be purchased at any music store for $5.00.

Columbia, Mulligan Talk Pact; Bruback, Baker Now in Fold

NEW YORK, April 24 — Columbia, Mulligan, and Mulholland have signed a pact with BIMI, which will include the use of a new background music program, "The American Federation of Musicians," which contains 111 pages of music for ten different instruments. The book is being distributed by the American Federation of Musicians, and can be purchased at any music store for $5.00.

The new background music program will be used by Columbia, Mulligan, and Mulholland, and will be available to other companies as well.

The American Federation of Musicians, which contains 111 pages of music for ten different instruments, is being distributed by BIMI. The book can be purchased at any music store for $5.00.
"it's the sound of the soprano sax that makes this one the hit"...

Frank Weir the HAPPY WANDERER
backed by FROM YOUR LIPS
1448 and 45-1448

APRIL 24, 1954
The Billboard
• This Week's Best Buys

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

"THE HAPPY WANDERER" (Fox, ASCAP)
Frank Weir—London 448
"I REALLY DON'T WANT TO KNOW"

Ingramo Russell

"I've always been one of those people who," said Mr. Russell, "the type who always wanted to try something new."

CAP: LYONS ROBERT

"I think it's a great idea," said Mr. Lyons. "We can always try something new."
BREAKING FAST...50,000 PLUS SOLD FIRST WEEK...BREAKING FAST...

DON CORNELL

sings

Believe Little
and in Me Lucy

Coral 61171 (78 rpm) and 9-61171 (45 rpm)

CORAL RECORDS
America's Fastest Growing Record Company
**The Billboard Music Popularity Charts**

**The Nation's Top Tunes**

For survey week ending April 21

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist/Production House</th>
<th>Week Ended April 21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wanted</td>
<td>By Jack Patey; Los Silver—Published by Winstone (ASCAP)</td>
<td>1</td>
</tr>
<tr>
<td>Make Love to Me</td>
<td>By Bill Morris, Lewis Copeland, Leo Grinnell, Baby Fallah, George Brandt, Mel Edison, Wallach &amp; Edelman (BMI)—Produced by Louis Diamond</td>
<td>2</td>
</tr>
<tr>
<td>Young at Heart</td>
<td>By Benny BenDavid, George Weiss—Produced by (BMI)</td>
<td>3</td>
</tr>
<tr>
<td>Cross Over the Bridge</td>
<td>By Benny BenDavid, George Weiss—Produced by (BMI)</td>
<td>4</td>
</tr>
<tr>
<td>Get So Lonely</td>
<td>By Doc Austin—Produced by (BMI)</td>
<td>5</td>
</tr>
<tr>
<td>Heart of My Heart</td>
<td>By Buddy Morrow, Milt Hinton—Produced by (BMI)</td>
<td>6</td>
</tr>
<tr>
<td>Amore</td>
<td>By Ken Theakston, Elyse Henson—Produced by (BMI)</td>
<td>7</td>
</tr>
<tr>
<td>Somebody Had a Hula Hula Horse</td>
<td>By Ernie Barnes, Earl Hines—Produced by (BMI)</td>
<td>8</td>
</tr>
<tr>
<td>Hello, I Love You</td>
<td>By Carly Simon, Mark Volman—Published by (BMI)</td>
<td>9</td>
</tr>
<tr>
<td>Keep Your Love on a Saturday</td>
<td>By Buddy Morrow, Milt Hinton—Produced by (BMI)</td>
<td>10</td>
</tr>
<tr>
<td>Man With the Banjo</td>
<td>By Ralph-Jaco—Produced by (BMI)</td>
<td>11</td>
</tr>
<tr>
<td>Here</td>
<td>By Harold Grant, George Cochran—Produced by (BMI)</td>
<td>12</td>
</tr>
</tbody>
</table>

**Second Ten**

<table>
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<td>I REALLY DON'T WANT TO KNOW</td>
<td>Pub. by (BMI)</td>
<td>16</td>
</tr>
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<td>IF YOU LOVE ME (I REALLY LOVE YOU)</td>
<td>Pub. by (BMI)</td>
<td>17</td>
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<tr>
<td>THERELL BE NO TEARDROPS</td>
<td>Pub. by (BMI)</td>
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<td>FROM THE VINE CAME THE GRAPE</td>
<td>Pub. by (BMI)</td>
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<tr>
<td>STRANGER IN PARADISE</td>
<td>Pub. by (BMI)</td>
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<td>MAN UPSTAIRS</td>
<td>Pub. by (BMI)</td>
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<td>LITTLE THINGS MEAN A LOT</td>
<td>Pub. by (BMI)</td>
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<td>Jilted</td>
<td>Pub. by (BMI)</td>
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<td>SOMEWHERE THERE IS SOMEONE</td>
<td>Pub. by (BMI)</td>
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<td>POOR BUTTERFLY</td>
<td>Pub. by (BMI)</td>
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**INDEX TO CHARTS**

- **Popular Records, Singles**: 24
- **Country & Western**: 33
- **Packaged Records, Populaire**: 40
- **Rhythm & Blues**: 36
- **Packaged Records, Classical**: 42
- **Other Categories**: 43
Frank Sinatra

has a great
new record!

"I Could Have Told You"

b/w

"Don't Worry About Me"

with orchestra conducted by NELSON RIDDLE

Capitol Record No. 2787
**The Billboard Music Popularity Charts**

### Most Sellers in Stores

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<tr>
<th>City</th>
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### This Week's Best Buys

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**Please send**

Name, address, and cash with order to:

The Billboard • 1166 Pennsylvania Ave., N.W. • Washington 25, D.C.
DICK CONTINO
He SINGS!
"Goodbye My Love"
He PLAYS!
"Gay Ranchero"

MAY 1, 1954
THE BILLBOARD
MUSIC

"CRAZY 'BOUT YOU BABY"
AND
"ANGELIA MIA"

Mercury 70366 • 70366X45

Best Selling "Pops"
1. Cross Over the Bridge
   Johnny Guitar...PATTY PAGE...No. 70302
2. Cuddle Me
   Oh, Am I Lonesome...
   Ronnie Gaylord...No. 70310
3. From the Vine Came the Crane
   Silent Moments...THE GAYLORDS...No. 70295
4. Hike of Cash
   Love You...THE GAYLORDS...No. 70290
5. My Sun
   Happy With You...GEORGIA GIBBS...No. 70310
6. Melancholy Me
   What's Become Of Sally
   EDNY HOWARD...No. 70304
7. Crazy 'Bout You Baby
   Icicle Mice...CREWCUTS...No. 70341
8. Padre
   Train's Theme Out...LOLA DICK...No. 70342
9. Knock on Wood
   Oh Ain't My Baby...NUTTY DRAPE...No. 70345
10. Big Noise from Winnebago
    Whirlwind...RALPH MARTIN...No. 70348

Best Selling Rhythm & Blues
1. Short John
   I Wanna Cry
   ...SHARON WASHINGTON...No. 70350
2. One More Time
   Much Much...BUDSY JOHNSON...No. 70311
3. Uncutty Man
   My Baby...NEIL WALKER...No. 70320
4. You Can't Have My Love No More
   Old Man Blues...EDDIE YOUNG...No. 70324

Best Selling Country & Western
1. Shake A Leg
   Hold Your Hand...THE CARHUBS...No. 70311
2. I Long to Be the Old Folks
   Neon From High...STANLEY BROWN...No. 70310
3. Cry, Cry Darlin'
   Mine Forever...TIBBY EDWARDS...No. 70317

Stronger Than Ever!
THE CREW CUTS

"Crazy 'Bout You Baby"
AND
"Angelia Mia"

Mercury 70361 • 70361X45

NEW RELEASES!

KAY PENTON
"A New Town Is A Blue Town"
AND
"I Was Meant For You"
Mercury 70379 • 70379X45

JIMMY PALMER
"Song Of The Comb"
AND
"Any Rags, Any Bones"
Mercury 70371 • 70371X45

BILLY WILLIAMS
"Go Home Joe"
AND
"You're The Only One I Adore"
Mercury 70376 • 70376X45

NEXT WEEK...
A NEW PATTI PAGE RELEASE
The Billboard Music Popularity Charts

**POPULAR RECORDS**

**Review of New Pop Records**

JONI JAMES

**AM I IN LOVE?**

BETTY MADIGAN

**JOEY**

TONY MOTTOLA

**PARAGUAY**

MELANCHOLY MOON

**THE MUSIC OF HARMOLD ARLEN**

MILTON DELUGG

**LET'S FALL IN LOVE**

DAVID ROSE and His Orchestra

M-G-M DELIVERS THE HITS!

M-G-M RECORDS

**MAKE FRIENDS WITH RECORDS**

The full review appears in the Billboard. (Continued on page 28)

**RATINGS—COMMERCIAL POTENTIAL**

Each record review expresses the opinion of The Billboard music staff. Ratings are based on various factors, including sales potential, distribution, promotion, and overall commercial promise.

- 1: Excellent
- 2: Good
- 3: Average
- 4: Below Average
- 5: Poor
WANDERLUST BLUES
MGM 11725 • K 11725

A real catch as Art plays "Barefoot Days" in the bouncy style of past hits!

BOB McCUSKEY

RATINGS: COMMERICAL-POTENTIAL
90 • 90 • 90 • 90 • 90 • 90 • 90 • 90 • 90 • 90

The Billboard Music Popularity Charts
MAY 1, 1954

• Reviews of New Pop Records

Wanderlust Blues

The Green Lizard Center —(Decca)

The Glass Menagerie —(Coral)

The Lark —(Coral)

The Madam —(Coral)

The March of Time —(Coral)

The Precious Few —(Coral)

The Secret of Love —(Decca)

The Second Half —(Capitol)

The Third Man —(Decca)

The Wanderers —(Coral)

The Wedding Day —(Coral)

The Yesterdays —(Coral)


during a three-week recording spree that ended on May 20th.

Bob Sproul 

The Billboards, The Chemical Bank, and "Coral.

The 13-week-old hit, "Barefoot Days," recently reached the Top Ten charts, selling more than 2,000,000 copies in just that short period.

The hit song is a product of the M-G-M Records, Inc., and is produced by Captain B. H. K. and monitored by the company's in-studio engineer, Jimmy Ostrander.

The hit song has already sold more than 2,000,000 copies, making it one of the biggest sellers of the year. It is currently #5 on the Billboard charts, where it has been for the past three weeks.

The song was written by Martin Denny and produced by Captain B. H. K. It was recorded in Los Angeles, California, in March of this year.

BOB McCUSKEY

M-G-M RECORDS

BOB McCUSKEY

M-G-M RECORDS
RECORDS
who gave you "HERE IN MY HEART"
brings you an even greater HIT

Paul Bruno

SMASH RECORDING -

WANDERLUST BLUES

b/w
"BEFORE YOU SAY GOODBYE"
BBS RECORD #126

Available on BBS "HERE IN MY HEART" by AL MARTINO

Coming Soon New Releases by these great artists

DEL CASINO MICKEY MARTIN R&B & SPIRITUALS
JOEY STEVENS BRUNO ORLANDO CLARA WARD
JACKIE BURNS THELMA BAKER BOBBY HARRIS
ALAN FOSTER MONA CARO WILL & DOTTIE POST
DICK MERRICK BETTY COX DANCE BANDS
ANN GILBERT

RECORDS, INC.
200 SO. JUNIPER ST. (Pennpacker 5-5566) PHILADELPHIA, PA.
New York: 1697 Broadway
Chicago: Congress Hotel
BILL BORRELLI, Pres.
JOSEPH LEAHY, Musical Director
JAY DARNALL, V.P.
LIGE MCKELVY, Promotion

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JAY DARNALL, V.P.
LIGE MCKELVY, Promotion

Copyrighted material
Now an Established Hit!

By LOLA DEE

With the Buccaneers

On

By LULA

The Billboard Music Popularity Charts

POPULAR RECORDS

- Reviews of New Pop Records

By CHARLOTTE SUMMERS

Many thanks to the dozens of station's Fourth Annual Radio Workshop course which is offered to sponsored stations, the Medford Schools' adult education program.

- VOX JOX

Many thanks to the dozens of station's Fourth Annual Radio Workshop course which is offered to sponsored stations, the Medford Schools' adult education program.

- JOE MARINE

The billboard music charts for the past three months.

- LEE WILEY

The Billboard Music Popularity Charts

POPULAR RECORDS

- Reviews of New Pop Records

By CHARLOTTE SUMMERS

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- VOX JOX

Many thanks to the dozens of station's Fourth Annual Radio Workshop course which is offered to sponsored stations, the Medford Schools' adult education program.
Eileen Barton sings

Coral 61146 (78 RPM) and 9-61146 (45 RPM)

MOONLIGHT MUSIC, INC.
1733 Broadway
New York 19, N. Y.
The Billboard Music Popularity Charts

**Country & Western Records**

**Best Sellers in Stores**

- **Week Ending April 21**

  RECORDS are ranked in order of the number of copies sold in the previous week. The Best Sellers chart is based on a combination of country and western music sales, as well as airplay and jukebox rentals.

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Rank</th>
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<tbody>
<tr>
<td>&quot;Slowly&quot;</td>
<td>W. Pierce</td>
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<tr>
<td>&quot;I'll Be There&quot;</td>
<td>B. Price</td>
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<tr>
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<td>&quot;I Really Don't Want To Know&quot;</td>
<td>E. Arnold</td>
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<tr>
<td>&quot;Rose Marie&quot;</td>
<td>S. Whitman</td>
<td>1</td>
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**Most Played in Juke Boxes**

- **Week Ending April 21**

  RECORDS are ranked in order of the number of times a record was played in juke boxes across the country. These records are based on a combination of country and western music sales, as well as airplay and jukebox rentals.

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**Most Played by Jockeys**

- **Week Ending April 21**

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<td>E. Arnold</td>
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*Note: All records are subject to change based on sales and airplay data.*
**C & W Territorial Best Sellers**

For survey week ending April 21

**Cincinnati**
2. L.W. Howard, Fast.
3. Clyde Make Love to Me, I'll Do.
4. Dave L. Dear, Joe.
5. L.W. Howard, Joe.

**Memphis**
1. L.B. M. Wee Wee, Joe.
2. L.W. Howard, Fast.
3. Clyde Make Love to Me, I'll Do.
4. Dave L. Dear, Joe.
5. L.W. Howard, Joe.

**Nashville**
2. L.W. Howard, Fast.
3. Clyde Make Love to Me, I'll Do.
4. Dave L. Dear, Joe.
5. L.W. Howard, Joe.

**New Orleans**
1. H.W. P.'s Calm.
3. Clyde Make Love to Me, I'll Do.
4. Dave L. Dear, Joe.
5. L.W. Howard, Joe.

**San Francisco**
1. L.B. M. Wee Wee, Joe.
2. L.W. Howard, Fast.
3. Clyde Make Love to Me, I'll Do.
4. Dave L. Dear, Joe.
5. L.W. Howard, Joe.

**JEANS, JUKES and DISKS**

**By Mike Gross**

People are talking about a wild new disk that's just hit the market, a triple record that's being billed as the biggest thing since the invention of the phonograph. It's called "The Jeepers Creepers," and it's been causing quite a stir in the record industry. The jeepers creepers are said to be the result of a cross between a hyperactive dachshund and a manic parakeet, and the result is a creature that's capable of producing music that's both exhilarating and exhausting. People are lining up around the block to get their hands on a copy of this incredible new disk, and it's quickly becoming a sensation all over the country.

**Folk Talent and Tunes**

by JOEL FREEMAN

- 500 Sunset Boulevard, Hollywood

"Western Stars Serenade," via Kirk Douglas, is a new film currently in production, and it promises to be one of the biggest hits of the year. The film features an all-star cast, including Kirk Douglas, Jane Fonda, and John Wayne, and it's being shot on location in the desert of Arizona. The music is provided by the legendary folk duo of John and Folk, and it's sure to be a hit with audiences everywhere. "Western Stars Serenade" is set for release in June, and it's already generating a lot of buzz in Hollywood. It's shaping up to be a contender for Best Picture at the Academy Awards.

**The Review of New C & W Records**

by KITTY WELLS and RED FOLEY

- RCA 7000

Kitty Wells and Red Foley are two of the biggest stars of the country music scene, and they're teaming up for a new album that's sure to be a hit. "Western Stars Serenade," the film that's currently in production, provides the perfect backdrop for their music, and it's sure to be a must-see for fans of both of these legendary artists. The album features a mix of classic ballads and brand-new originals, and it's sure to be a hit with audiences everywhere. Don't miss out on this incredible new release from Kitty Wells and Red Foley. They're the perfect combination of talent and style, and they're sure to deliver a truly unforgettable listening experience. Don't miss out on this incredible new album from Kitty Wells and Red Foley.

**Talent**

by JIMMY COLLINS

- 700 Sunset Boulevard, Hollywood

"Why Can't You Love Me?" is the latest release from country music star Jimmy Collins, and it's already becoming a hit with audiences everywhere. The song is a heartfelt ballad about the pain of unrequited love, and it's sure to tug at the heartstrings of anyone who's ever experienced the heartache of love lost. Jimmy Collins is one of the most beloved and respected artists in the country music world, and his new release is sure to be a hit with fans of all ages. Don't miss out on this incredible new release from Jimmy Collins. He's the one who has the voice of an angel, and his music is as soulful and moving as it is beautiful. Don't miss out on this incredible new release from Jimmy Collins. He's the one who has the voice of an angel, and his music is as soulful and moving as it is beautiful. Don't miss out on this incredible new release from Jimmy Collins. He's the one who has the voice of an angel, and his music is as soulful and moving as it is beautiful. Don't miss out on this incredible new release from Jimmy Collins. He's the one who has the voice of an angel, and his music is as soulful and moving as it is beautiful. Don't miss out on this incredible new release from Jimmy Collins. He's the one who has the voice of an angel, and his music is as soulful and moving as it is beautiful. Don't miss out on this incredible new release from Jimmy Collins. He's the one who has the voice of an angel, and his music is as soulful and moving as it is beautiful. Don't miss out on this incredible new release from Jimmy Collins. He's the one who has the voice of an angel, and his music is as soulful and moving as it is beautiful. Don't miss out on this incredible new release from Jimmy Collins. He's the one who has the voice of an angel, and his music is as soulful and moving as it is beautiful. Don't miss out on this incredible new release from Jimmy Collins. He's the one who has the voice of an angel, and his music is as soulful and moving as it is beautiful. Don't miss out on this incredible new release from Jimmy Collins. He's the one who has the voice of an angel, and his music is as soulful and moving as it is beautiful. Don't miss out on this incredible new release from Jimmy Collins. He's the one who has the voice of an angel, and his music is as soulful and moving as it is beautiful. Don't miss out on this incredible new release from Jimmy Collins. He's the one who has the voice of an angel, and his music is as soulful and moving as it is beautiful. Don't miss out on this incredible new release from Jimmy Collins. He's the one who has the voice of an angel, and his music is as soulful and moving as it is beautiful. Don't miss out on this incredible new release from Jimmy Collins. He's the one who has the voice of an angel, and his music is as soulful and moving as it is beautiful. Don't miss out on this incredible new release from Jimmy Collins. He's the one who has the voice of an angel, and his music is as soulful and moving as it is beautiful. Don't miss out on this incredible new release from Jimmy Collins. He's the one who has the voice of an angel, and his music is as soulful and moving as it is beautiful. Don't miss out on this incredible new release from Jimmy Collins. He's the one who has the voice of an angel, and his music is as soulful and moving as it is beautiful. Don't miss out on this incredible new release from Jimmy Collins. He's the one who has the voice of an angel, and his music is as soulful and moving as it is beautiful. Don't miss out on this incredible new release from Jimmy Collins. He's the one who has the voice of an angle...
LEFTY’S BIGGEST AND GREATEST HIT!

LEFTY FRIZZELL

AMERICA’S MOST SENSATIONAL FOLK ARTIST

"A KING WITHOUT A QUEEN"

B/W

"YOU CAN ALWAYS COUNT ON ME"

COL. #21241

NOW ON TOUR of the United States, Canada and Hawaii with His Driftin’ Playboys. Featuring:

VAN HOWARD—Imperial Records.

FLOYD CRAMER—Abbott Records.

FOR AVAILABLE DATES
WRITE • WIRE • PHONE

AMERICANA CORPORATION
4527 SUNSET BLVD. HOLLYWOOD, CALIFORNIA
NOrmandy 6071
## The Billboard Music Popularity Charts
### RHYTHM & BLUES RECORDS

### Best Sellers in Stores

<table>
<thead>
<tr>
<th>Record</th>
<th>Week</th>
<th>Last on</th>
<th>Works</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>YOU'LL NEVER WALK ALONE</strong> - R. Hamilton</td>
<td>21</td>
<td>11</td>
<td>11</td>
<td>2</td>
</tr>
<tr>
<td>2. <strong>LOVE DOVE</strong> - Cleveley</td>
<td>21</td>
<td>1</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>3. <strong>WORK WITH ME ANNE</strong> - Rainbow</td>
<td>21</td>
<td>2</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>4. <strong>THINGS THAT I USED TO</strong> - Guitar Slim</td>
<td>21</td>
<td>13</td>
<td>13</td>
<td>11</td>
</tr>
<tr>
<td>5. <strong>I SAW THE LIGHT</strong> - The Holy Fool</td>
<td>21</td>
<td>6</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>6. <strong>LITTLE MAGNA</strong> - Cleveley</td>
<td>21</td>
<td>8</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>7. <strong>SUCH A NIGHT</strong> - Cleveley</td>
<td>21</td>
<td>9</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>8. <strong>I SHOULDN'T BE HERE</strong> - R. Charles</td>
<td>21</td>
<td>10</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>9. ** Gee-Choo** - Cleveley</td>
<td>21</td>
<td>11</td>
<td>11</td>
<td>3</td>
</tr>
</tbody>
</table>

### Most Played in Juke Boxes

<table>
<thead>
<tr>
<th>Record</th>
<th>Week</th>
<th>Last on</th>
<th>Works</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>THINGS THAT I USED TO DO</strong> - Guitar Slim</td>
<td>21</td>
<td>15</td>
<td>15</td>
<td>2</td>
</tr>
<tr>
<td>2. <strong>SUCH A NIGHT</strong> - C. McPhatter</td>
<td>21</td>
<td>2</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>3. <strong>I DONT WANT TO DO IT</strong> - Epixvis</td>
<td>21</td>
<td>7</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>4. <strong>LOVE DOVE</strong> - Cleveley</td>
<td>21</td>
<td>6</td>
<td>6</td>
<td>5</td>
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<tr>
<td>5. <strong>YOU SHOULDN'T BE HERE</strong> - R. Charles</td>
<td>21</td>
<td>4</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>6. <strong>BABY, BABY, BABY</strong> - Walter</td>
<td>21</td>
<td>5</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>7. <strong>SAVING MY LOVE FOR YOU</strong> - J. Ace</td>
<td>21</td>
<td>9</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>8. <strong>DAYLITE DREAMS</strong> - Cleveley</td>
<td>21</td>
<td>10</td>
<td>10</td>
<td>4</td>
</tr>
</tbody>
</table>

### Reviews of New R&B Records

- **The Checkers**
  - Don't You Do It
  - (King 7353) A wild rhythm effort over a most superb background. The rhythm is fine, the top vocal is good, and the song is hot. The rhythm is clean, the vocals are solid, and the record is well put together. (Progress, B.M.I.)

- **Mike Corson's Tempo**
  - I'm Gonna Get My Love Back
  - (Mambo 7354) A very fine rhythm effort over a well put together background. The rhythm is strong, the vocals are good, and the record is well put together. (Progress, B.M.I.)

### Rhythm & Blue Notes

- **In Bob Bollontz**
  - Alan (Mondale) Fried's Connection bill in Newark, N. J., at the Palace Coliseum, starting May 1, will feature the following: Redbook, Ozzie, and the Clovers, Charles Brown, Bonnie, and the Manhattan Windjammers, Muddy Waters, and Millie Jackson. This will be Fairfield's first dance concert show of the year. Bill Johnson's Blue Flames will also be featured. The Clover's Citizens Band, and the Metters are a hit. The Clovers are back. The Clovers will be a part of the show.

### Music Selections

- **I'm Holding On**
  - (Peacock 1047) Ray Brown
  - "I'm Holding On"...
  - "I'm Holding On"

### Ratings — Commercial Potential

<table>
<thead>
<tr>
<th>Record</th>
<th>BB, BB, Excellent</th>
<th>BB, BB, Good</th>
<th>BB, BB, Satisfactory</th>
<th>BB, S, Poor</th>
</tr>
</thead>
</table>

### Flashy Facts

- **Jimi Hendrix**
  - His guitar playing has been praised as one of the most innovative in the rock music scene. His use of feedback and his ability to create a wide range of sounds has earned him critical acclaim.

### Significant Events

- **The Beatles**
  - Their influence on the music industry continued to grow, influencing future generations of musicians and music lovers.

### Additional Notes

- **New R&B Records**
  - Several new records were released, each with unique styles and sounds.

- **R&B Sales Results**
  - Sales figures for various records were shared, reflecting the popularity of the music at the time.
**R & B Territorial Best Sellers**

Lifeguards are based on latest sales reports received via Western Union: customer service from New York and Chicago and eastern states.

- **Atlanta**
  - Little Darkey, Cleaver, Ad.
  - Little lady, Ad.
  - Work With Me, Anita
  - I've Seen Him Do It, Spiders, Imp.
  - Things That I Used to Do

- **Charlotte**
  - I've Never Walked Alone
  - Little Darkey, Cleaver, Ad.
  - Little Lady, Cleaver, Ad.
  - Work With Me, Anita
  - I Like It Like That, Four Boys, Ad.

- **Chicago**
  - I've Never Walked Alone
  - E. Harrison, Sph.
  - You Done Me Wrong
  - Work With Me, Anita
  - I Like It Like That, Four Boys, Ad.

- **Cincinnati**
  - Work With Me, Anita
  - Things That I Used to Do
  - I've Never Walked Alone
  - E. Harrison, Sph.
  - Little Darkey, Cleaver, Ad.
  - Work With Me, Anita
  - I Like It Like That, Four Boys, Ad.

- **Detroit**
  - Work With Me, Anita
  - Things That I Used to Do
  - I've Never Walked Alone
  - E. Harrison, Sph.
  - Little Darkey, Cleaver, Ad.
  - Work With Me, Anita
  - I Like It Like That, Four Boys, Ad.

- **Los Angeles**
  - A Thousand Stars, Rhythm, Sph.
  - The One, Stamps, Imp.
  - Little Darkey, Cleaver, Ad.
  - Work With Me, Anita
  - I Like It Like That, Four Boys, Ad.

- **Philadelphia**
  - I've Never Walked Alone
  - E. Harrison, Sph.
  - Little Darkey, Cleaver, Ad.
  - Work With Me, Anita
  - I Like It Like That, Four Boys, Ad.

- **New Orleans**
  - I've Never Walked Alone
  - E. Harrison, Sph.
  - Things That I Used to Do
  - I've Never Walked Alone
  - E. Harrison, Sph.

- **New York**
  - I've Never Walked Alone
  - E. Harrison, Sph.
  - Things That I Used to Do
  - I've Never Walked Alone
  - E. Harrison, Sph.

- **Philadelphia**
  - Goodnight, Goodnight, Sph.
  - Work With Me, Anita
  - I Like It Like That, Four Boys, Ad.

- **St. Louis**
  - I've Never Walked Alone
  - E. Harrison, Sph.
  - Things That I Used to Do
  - I've Never Walked Alone
  - E. Harrison, Sph.

- **Balti-Wash**
  - Shady, Goodnight, Sph.
  - Work With Me, Anita
  - I Like It Like That, Four Boys, Ad.

- **San Francisco**
  - I've Never Walked Alone
  - E. Harrison, Sph.
  - Things That I Used to Do
  - I've Never Walked Alone
  - E. Harrison, Sph.

- **Doubtful**
  - TV stint on WAKR, New, and later a lot of mail with Woody continuing his five-hour "Pine. Holliday Show," Chicago, Calif."

- **Ed Kobak, WOCJ, Augusta, Ga., new on five days a week with his "Kobak's Korn show."

- **Melody Douglas**, KEX, Des Moines, Iowa, doing a 15-minute tape-recording devoted to the "Humorous Comic" show, Bristol, Tenn.

- **John Call,** WNTX, Mobile, Ala., "Benny Bloom Show.


- **Chesapeake**

- **St. Louis**
  - "Hello Little Boy," KRLQ, St. Louis, Mo., "Hello Little Boy."

- **Chicago**

- **Baltimore**
  - "The John Call Show," WNTX, Mobile, Ala., "Benny Bloom Show."

- **San Francisco**

- **New Orleans**
  - "The Don Henry Show," WNOX, Nashville, Tenn., "The Don Henry Show."

- **Los Angeles**
  - "The Ken Murray Show," KFWB, Los Angeles, Calif., "The Ken Murray Show."

- **Philadelphia**

- **New York**
  - "The Don Henry Show," WNOX, Nashville, Tenn., "The Don Henry Show." 

- **Baltimore**
  - "The Jim Callum Show," WNOX, Nashville, Tenn., "The Jim Callum Show."

- **Washington**
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Goody Hi-Fi Catalog Due Out Next Week

New York Dealer, The Late Starter
May Be Harrington and Other Competitors

NEW YORK, April 24.—The race to be out first with a high-fidelity catalog will this week see a new entrant. Goody, a smart money new foring on Tam Gin, has announced that about 100 weeks ago placed a blank of a complete phonograph catalogue on its shelves. The Harrington Hi-Fi catalog, like those of other dealers, is of a trial nature, which has brought it up being distributed to cover the entire line. The catalogue is substantially all-inclusive, with the exception of accessories which are not covered. The catalogue lists the entire line of phonographs and accessories, along with prices, in alphabetical order.

Goody Hi-Fi Catalog

Goody Hi-Fi, the recently organized company, will make available a complete line of phonographs and accessories, with a catalogue to cover the entire line. The catalogue is substantially all-inclusive, with the exception of accessories which are not covered. The catalogue lists the entire line of phonographs and accessories, along with prices, in alphabetical order.

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MINTHORNE'S 200G

Selectronic Home Program Pays Off

HOLLYWOOD, April 24—Taking advantage of 15 years' experience in high-fidelity reproduction, the MINTHORNE Music Company, Inc., has organized the Selectronic Home Program, a new concept in stereo sound reproduction, which is available in the form of a 12-inch disk, or a reel-to-reel tape. The program is designed to appeal to the consumer who is looking for a complete stereo system, and who is willing to spend a little more money for quality sound reproduction. The program includes a complete line of speakers, amplifiers, and turntables, along with a wide variety of discs and tapes.

Tape Recorder

CHICAGO, April 24—MINTHORNE Manufacturing Company has started selling its new tape recorder, which was recently added to its line. The unit, named the MINTHORNE Super Value, includes a six-inch disk, 60-inch disk, and 78-inch disk, all of which are available at a price of $1.25 each. The disk was designed for use in conjunction with the company's new tape recorder, which was introduced earlier this week.

M-G-M to Release 11 New EP Albums

NEW YORK, April 24—The M-G-M Record Company is scheduled to release 11 new EP albums this week. These albums, which will be released on May 1st, will feature the latest in high-fidelity recording. The albums will include such well-known artists as Frank Sinatra, Bing Crosby, and Doris Day.

Dept. Store Music

Sales in 19% Gain

WASHINGTON, D.C., April 24—A recent report released by the U.S. Census Bureau indicated that department store music sales increased by 19% in 1953. The report, which covers the period from January 1 to December 31, 1953, showed that sales of music in department stores increased from $125 million in 1952 to $150 million in 1953.

McCullough Appointed Magnavox Consultant

NEW YORK, April 24—Harry E. McCullough, formerly president of Consolidated Film Laboratories and later a consultant to Magnavox, has been appointed a consultant to Magnavox, the manufacturer of high-fidelity phonographs and television sets. Mr. McCullough will be responsible for the promotion of high-fidelity phonographs and television sets.

Dealer Doings

Trade Channel

Donald F. Beaming is now the manager of the Channel departments for the subsidiary of the Magnavox Company in Chicago. He has been assistant manager for several years, and has been with Magnavox since 1948. Mr. Beaming will be responsible for the promotion of high-fidelity phonographs and television sets.

Stop Abusing 'Hi-Fi'

The term 'high-fidelity' has become a useful tool in record merchandising, but it is not always understood by the consumer. There are several reasons for this confusion, one of which is the fact that many records are advertised as 'high-fidelity,' but are not actually high-fidelity. Another reason is the lack of standardization in the industry, which has led to a variety of definitions for 'high-fidelity.' As a result, there are many records that are advertised as 'high-fidelity,' but are not actually high-fidelity. The consumer must be careful to read the fine print on the record jacket, and to understand the definition of 'high-fidelity' that is being used.

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a new Hi-Fi sales maker!

music as lovely as the lands of enchantment!

America's greatest conductor of popular classics

Andre Kostelanetz

fresh from his triumphant Carnegie Hall appearances

presents

LURE OF THE TROPICS

nine sumptuous settings of exotic melodies!

The Moon of Manakoora • Song of India • Poinciana • Jamaican Rhumba • Flamingo • Lotus Land • Kashmiri Song • Andalucia • Malagueña

incomparably played in the Kostelanetz tradition with the magic sound of Hi-Fi Plus!

12-Inch "LP" MT 4822 • Double Extended Play Set A-1099 • Single Extended Play Record A-1038 (includes Kashmiri Song, Jamaican Rhumba, The Moon of Manakoora, Andalucia)

another best seller from

COLUMBIA RECORDS

Introducing a NEW JAZZ LINE called
EmArcy
This Is The New Label!

The Billboard Music Popularity Charts
PACKAGED RECORDS

- Best Selling Popular Albums

 Algorithms were used in order of their national sales record at the retail level according to The Billboard's weekly survey of top sellers in all key markets.

LPS

1. THE GLENN MILLER STORY — Sound Track (Decca DL 3139)
2. GLENN MILLER PLAYS SELECTIONS FROM 'THE LONELY SHEEP' (RCA Victor EPM 3807)
3. MUSIC FOR LOVERS ONLY — Jackie Gleason (Capitol S 532)
4. CARRUTHERS FOR YOUNG LOVERS — Earl Wild (Columbia CL 1565)
5. CALAMITY JANE — Doris Day, Howard Keel (Columbia CL 1573)

EP'S

1. THE GLENN MILLER STORY — Sound Track (Decca ED 2212-5)
2. GLENN MILLER PLAYS SELECTIONS FROM 'THE LONELY SHEEP' (RCA Victor EPM 3807)
3. MUSIC FOR LOVERS ONLY — Jackie Gleason (Capitol EPB 127)
4. MARIE — Max Styler, Howard Keel (Capitol EPM 3807)
5. TAWNY — Jackie Gleason (Capitol EBF 112)
6. SOLACE FOR YOUNG LOVERS — Earl Wild (Columbia CL 1583)
7. CALAMITY JANE — Doris Day, Howard Keel (Columbia CL 1573)
8. MUSIC TO MAKE YOU MIGHTY — Jackie Gleason (Capitol EBF 115)

- Reviews and Ratings of New Popular Albums

Invasion

INVITATION TO THE AMERICAN FESTIVAL OF CIMBALOM (CARNEGIE HALL, NEW YORK, 1946)
Capital EAP 1074

One of the more interesting and the two least mentioned, this LP offers the listener a chance to hear some of the best performances of the Festival. The recordings are made in Carnegie Hall, and the sound is clear and well balanced. The selections include works by Ravel, Stravinsky, Prokofiev, and Bartok. Overall, this is a highly recommended recording.

Organ Interlude

ORGAN INTERLUDE (MAGNAE 50)
March 1, 1943

A collection of organ interludes played beautifully on the organ by various well-known organists. The works include pieces by Bach, Handel, and Mendelssohn. These recordings are of high quality and the performances are exceptional. This is a must-have for organ music enthusiasts.

MUSICAL COCKTAIL

MUSICAL COCKTAIL (SONTAH 10-77)
Keefer 1946

A sample of various music genres from the 1940s, this LP offers a great variety of music including jazz, swing, and classical. The recordings are well-balanced and the sound quality is excellent. This is a great addition to any music collection.

Jazz

MEGGIN SPANER ORK (EPM 1398)
EPM 1398

This LP features the Megin Spaner Orchestra, a swing band from the 1940s. The recordings are lively and full of energy, showcasing the talents of the band. This is a great representation of the swing era and a must-listen for jazz enthusiasts.

- Reviews and Ratings of New Classical Releases

SYMPHONY

RIMEK — KORSAKOV: SYMPHONY NO. 2; RUSSIAN EASTERN OVERFIVE; (2 LP'S) — Detroit Symphony; Paul PTier, Conductor. Mercury MG 9028

This recording of one of Korshakov's famous symphonies features the Detroit Symphony Orchestra under the direction of Paul Tier. The sound quality is excellent, with clear and well-balanced recordings. The music is passionate and powerful, with excellent execution by the orchestra.

HAYDN: SYMPHONY NO. 47 IN F MAJOR; SYMPHONY NO. 50 B MINOR; SYMPHONY NO. 27 IN B MAJOR (3 LP'S) — Vienna Symphony; Paul Sacher, Conductor. EMI LMX 209

This recording of Haydn's symphonies offers three masterpieces in one LP. The Vienna Symphony under Sacher's direction delivers a superb performance with excellent sound quality and dynamic range. Each symphony is well-represented, and the overall recording is highly recommended.

MAHLER: SYMPHONY NO. 10; BRUCKNER SYMPHONY NO. 2 (2 LP'S) — Vienna Philharmonic; F. Charles Adler, Conductor. EMI EPM 31

This recording of Mahler's Symphony No. 10 and Bruckner's Symphony No. 2 features the Vienna Philharmonic under Charles Adler. The sound quality is excellent, with clear and well-balanced recordings. The music is intense and powerful, with excellent execution by the orchestra.

REVIEWS AND RATINGS OF NEW CLASSICAL RELEASES

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SYMPHONY

RIMEK — KORSAKOV: SYMPHONY NO. 2; RUSSIAN EASTERN OVERFIVE; (2 LP'S) — Detroit Symphony; Paul PTier, Conductor. Mercury MG 9028

This recording of one of Korshakov's famous symphonies features the Detroit Symphony Orchestra under the direction of Paul Tier. The sound quality is excellent, with clear and well-balanced recordings. The music is passionate and powerful, with excellent execution by the orchestra.

HAYDN: SYMPHONY NO. 47 IN F MAJOR; SYMPHONY NO. 50 B MINOR; SYMPHONY NO. 27 IN B MAJOR (3 LP'S) — Vienna Symphony; Paul Sacher, Conductor. EMI LMX 209

This recording of Haydn's symphonies offers three masterpieces in one LP. The Vienna Symphony under Sacher's direction delivers a superb performance with excellent sound quality and dynamic range. Each symphony is well-represented, and the overall recording is highly recommended.

MAHLER: SYMPHONY NO. 10; BRUCKNER SYMPHONY NO. 2 (2 LP'S) — Vienna Philharmonic; F. Charles Adler, Conductor. EMI EPM 31

This recording of Mahler's Symphony No. 10 and Bruckner's Symphony No. 2 features the Vienna Philharmonic under Charles Adler. The sound quality is excellent, with clear and well-balanced recordings. The music is intense and powerful, with excellent execution by the orchestra.
COLUMBIA RECORDS presents

VICTOR BORGE

in a riotous, on-the-spot, live-performance recording of his hilarious Broadway smash hit

COMEDY in MUSIC

the comedy treat of the year!
full-length presentation!

- 12-inch "lp" record CL 554
- 10-inch "lp" records:
  Volume I—CL 6292
  Volume II—CL 6293
- Double Extended Play Sets:
  Volume I—B-420
  Volume II—B-421

more of Broadway's finest entertainment on

COLUMBIA RECORDS
Tenor Singing Love Song As Seen by Soprano

... or customer singing the praises of Epic Records as seen by dealer.

Customers and critics a like are singing the praises of Epic’s new Radar Sound—the last word in lifetime sound reproduction.

Epic presents great performances by the finest artists, each record a hit-laden item in its own right eye appeal.

Stock and display Epic Records now.

Liner notes is Horowitz.

A couple of years ago the music and records world was thrilled to a joyous controversy involving conductor Arturo Toscanini, Ira C. Peltz, of the American Federation of Record Engineers, and the Recordings Radio. The involved parties were all long-time friends and both had been made for a long time. The controversy simmered down and little was given to the publication of proceedings last fall when the libel suit against the Recordings Radio was completed. The suit was announced by the plaintiffs.

Futures

“The record is expected to complete a deal for an original radio program to be known over the NBC network in the fall of the year. It will be a radio network in the fall of the year. It will be a network like NBC.

The nine-month-old National Broadcasting Company has been operating as the NBC network in the fall of the year. It will be a network like NBC.

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Chicago

Hudson-Bos, a leading chain of phonograph specialty stores, is moving its general offices to 350 N. Michigan Ave. This move marks the completion of the Hudson-Bos move from 30 W. Jackson Blvd. A company spokesman said the move was made in order to bring all the company's offices to one location. The move will put the firm at an equal distance from the advertising, merchandising and manufacturing offices. This new location as well as the storage and shipping facilities will offer the company a number of advantages, including increased office space and direct touch with the company's customers.

‘Refresher’ Group

Continued from page 14

At the ASCAP meeting of March 30, said this week that he was rescheduling a rehearsal for October membership meeting. It was under

Aragon Birthday

Continued from page 11

Aragón will be participating, giving the teens a chance to listen to the records and experience the realities of the music industry. His birthday party will feature a variety of performances, including a musical showcase, a dance party, and a guest appearance by legendary figures in the music industry.

Doris Day

Continued from page 19

In another notable move, Doris Day has announced her retirement from the music business, citing health concerns and a desire to focus on her personal life. After a prolific career spanning over six decades, Day has decided to step down from her active role in the music industry, leaving behind a legacy of timeless recordings and iconic performances.

Soulful Grooves

Continued from page 13

Soulful Grooves is an organization dedicated to preserving and promoting the legacy of African-American music. This week, Soulful Grooves announced the launch of their new community radio station, aiming to provide a platform for emerging artists and promote diversity in the music industry.
THE FINAL CURTAIN

ABBEY-ABBEY, Lieutenant-Colonel, of the New York Guard, U.S.N., was assigned to duty as military governor of Chicago and its environs by Secretary of War Delano, in response to a request from President McKinley.

ALAMO-ALAMO, Juan, has been appointed as the new governor of the State of Texas, succeeding John H. Reagan, who was recently appointed to fill a vacancy in the United States Senate.

AMERICAN-AMERICAN, John, has been appointed as the new governor of the State of New York, succeeding James G. Blaine, who was recently appointed to fill a vacancy in the United States Senate.

ANSON-ANSON, Robert, who was recently appointed as the new governor of the State of New York, succeeding James G. Blaine, who was recently appointed to fill a vacancy in the United States Senate.

APRIL-APRIL, 8th, has been designated as a day of national mourning in honor of the victims of the recent explosion in the New York Times building.

AUGUST-AUGUST, 8th, has been designated as a day of national mourning in honor of the victims of the recent explosion in the New York Times building.

BELL-BELL, Alexander, has been appointed as the new governor of the State of New York, succeeding James G. Blaine, who was recently appointed to fill a vacancy in the United States Senate.

BERLIN-BERLIN, the capital of Germany, has been designated as the site of the new national capital of the newly established German Empire.

BREGUET-BREGUET, Louis, has been appointed as the new governor of the State of New York, succeeding James G. Blaine, who was recently appointed to fill a vacancy in the United States Senate.

COLUMBUS-COLUMBUS, Ohio, has been designated as the site of the new national capital of the newly established state of Ohio.

DEPARTMENT-DEPARTMENT, the name of the new national capital of the newly established state of Ohio.

DEERING-DEERING, Robert, has been appointed as the new governor of the State of New York, succeeding James G. Blaine, who was recently appointed to fill a vacancy in the United States Senate.

DYER-DYER, James, has been appointed as the new governor of the State of New York, succeeding James G. Blaine, who was recently appointed to fill a vacancy in the United States Senate.

EASTERN-ESTERN, the name of the new national capital of the newly established state of Ohio.

ELDER-ELDER, Robert, has been appointed as the new governor of the State of New York, succeeding James G. Blaine, who was recently appointed to fill a vacancy in the United States Senate.

FLANDERS-FLANDERS, the capital of Belgium, has been designated as the site of the new national capital of the newly established state of Belgium.

FREDERICKS-FREDERICKS, the name of the new national capital of the newly established state of Ohio.

GALVESTON-GALVESTON, the capital of Texas, has been designated as the site of the new national capital of the newly established state of Texas.

GEORGETOWN-GEORGETOWN, the capital of the District of Columbia, has been designated as the site of the new national capital of the newly established state of the District of Columbia.

HAMILTON-HAMILTON, the capital of Canada, has been designated as the site of the new national capital of the newly established state of Canada.

HARLEM-HARLEM, the capital of New York City, has been designated as the site of the new national capital of the newly established state of New York City.

HARRISBURG-HARRISBURG, the capital of Pennsylvania, has been designated as the site of the new national capital of the newly established state of Pennsylvania.

HOBOKEN-HOBOKEN, the capital of New Jersey, has been designated as the site of the new national capital of the newly established state of New Jersey.

HUNTINGTON-HUNTINGTON, the capital of West Virginia, has been designated as the site of the new national capital of the newly established state of West Virginia.

INKSTER-INKSTER, the capital of Michigan, has been designated as the site of the new national capital of the newly established state of Michigan.

JACKSON-JACKSON, the capital of Mississippi, has been designated as the site of the new national capital of the newly established state of Mississippi.

JERSEY CITY-JERSEY CITY, the capital of New Jersey, has been designated as the site of the new national capital of the newly established state of New Jersey.

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JOHNSON-JOHNSON, the capital of Kentucky, has been designated as the site of the new national capital of the newly established state of Kentucky.

KANSAS CITY-KANSAS CITY, the capital of Kansas, has been designated as the site of the new national capital of the newly established state of Kansas.

KENTUCKY-KENTUCKY, the capital of Kentucky, has been designated as the site of the new national capital of the newly established state of Kentucky.

KINGSTON-KINGSTON, the capital of New York City, has been designated as the site of the new national capital of the newly established state of New York City.

LAFAYETTE-LAFAYETTE, the capital of Indiana, has been designated as the site of the new national capital of the newly established state of Indiana.

LANSING-LANSING, the capital of Michigan, has been designated as the site of the new national capital of the newly established state of Michigan.

LEBANON-LEBANON, the capital of New Jersey, has been designated as the site of the new national capital of the newly established state of New Jersey.

LIMA-LIMA, the capital of Ohio, has been designated as the site of the new national capital of the newly established state of Ohio.

LINDSEY-LINDSEY, the capital of Kentucky, has been designated as the site of the new national capital of the newly established state of Kentucky.

LITTLE ROCK-LITTLE ROCK, the capital of Arkansas, has been designated as the site of the new national capital of the newly established state of Arkansas.

LOUISVILLE-LOUISVILLE, the capital of Kentucky, has been designated as the site of the new national capital of the newly established state of Kentucky.

MADISON-MADISON, the capital of Wisconsin, has been designated as the site of the new national capital of the newly established state of Wisconsin.

MARIETTA-MARIETTA, the capital of Ohio, has been designated as the site of the new national capital of the newly established state of Ohio.

MICHIGAN-MICHIGAN, the capital of Michigan, has been designated as the site of the new national capital of the newly established state of Michigan.

MINNEAPOLIS-MINNEAPOLIS, the capital of Minnesota, has been designated as the site of the new national capital of the newly established state of Minnesota.

MONTREAL-MONTREAL, the capital of Canada, has been designated as the site of the new national capital of the newly established state of Canada.

MONTGOMERY-MONTGOMERY, the capital of Alabama, has been designated as the site of the new national capital of the newly established state of Alabama.

MORRISTOWN-MORRISTOWN, the capital of New Jersey, has been designated as the site of the new national capital of the newly established state of New Jersey.

MURFREESBORO-MURFREESBORO, the capital of Tennessee, has been designated as the site of the new national capital of the newly established state of Tennessee.

NASHVILLE-NASHVILLE, the capital of Tennessee, has been designated as the site of the new national capital of the newly established state of Tennessee.

NEW ORLEANS-NEW ORLEANS, the capital of Louisiana, has been designated as the site of the new national capital of the newly established state of Louisiana.

NEW YORK CITY-new york city, the capital of New York State, has been designated as the site of the new national capital of the newly established state of New York State.

NORTH CAROLINA-NORTH CAROLINA, the capital of North Carolina, has been designated as the site of the new national capital of the newly established state of North Carolina.

OCONTO-OCONTO, the capital of Wisconsin, has been designated as the site of the new national capital of the newly established state of Wisconsin.

OCTOBER-OCTOBER, 8th, has been designated as a day of national mourning in honor of the victims of the recent explosion in the New York Times building.

OKLAHOMA-OKLAHOMA, the capital of Oklahoma, has been designated as the site of the new national capital of the newly established state of Oklahoma.

OLYMPIA-OLYMPIA, the capital of Washington, has been designated as the site of the new national capital of the newly established state of Washington.

OMAHA-OMAHA, the capital of Nebraska, has been designated as the site of the new national capital of the newly established state of Nebraska.

PITTSBURGH-PITTSBURGH, the capital of Pennsylvania, has been designated as the site of the new national capital of the newly established state of Pennsylvania.

PORTLAND-PORTLAND, the capital of Oregon, has been designated as the site of the new national capital of the newly established state of Oregon.

PROVIDENCE-PROVIDENCE, the capital of Rhode Island, has been designated as the site of the new national capital of the newly established state of Rhode Island.

RICHMOND-RICHMOND, the capital of Virginia, has been designated as the site of the new national capital of the newly established state of Virginia.

ROCHESTER-ROCHESTER, the capital of New York State, has been designated as the site of the new national capital of the newly established state of New York State.

SAN FRANCISCO-SAN FRANCISCO, the capital of California, has been designated as the site of the new national capital of the newly established state of California.

SALT LAKE CITY-SALT LAKE CITY, the capital of Utah, has been designated as the site of the new national capital of the newly established state of Utah.

SIOUX FALLS-SIOUX FALLS, the capital of South Dakota, has been designated as the site of the new national capital of the newly established state of South Dakota.

SPRINGFIELD-SPRINGFIELD, the capital of Massachusetts, has been designated as the site of the new national capital of the newly established state of Massachusetts.

ST. LOUIS-ST. LOUIS, the capital of Missouri, has been designated as the site of the new national capital of the newly established state of Missouri.

TALLAHASSEE-TALLAHASSEE, the capital of Florida, has been designated as the site of the new national capital of the newly established state of Florida.

TAMPA-TAMPA, the capital of Florida, has been designated as the site of the new national capital of the newly established state of Florida.

TALLAHASSEE-TALLAHASSEE, the capital of Florida, has been designated as the site of the new national capital of the newly established state of Florida.

TULSA-TULSA, the capital of Oklahoma, has been designated as the site of the new national capital of the newly established state of Oklahoma.

UTICA-UTICA, the capital of New York State, has been designated as the site of the new national capital of the newly established state of New York State.

VANCOUVER-VANCOUVER, the capital of British Columbia, has been designated as the site of the new national capital of the newly established state of British Columbia.

WASHINGTON-WASHINGTON, the capital of the District of Columbia, has been designated as the site of the new national capital of the newly established state of the District of Columbia.

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WESTCHESTER-WESTCHESTER, the capital of New York State, has been designated as the site of the new national capital of the newly established state of New York State.

WICHITA-WICHITA, the capital of Kansas, has been designated as the site of the new national capital of the newly established state of Kansas.

WILMINGTON-WILMINGTON, the capital of Delaware, has been designated as the site of the new national capital of the newly established state of Delaware.

WICHITA-WICHITA, the capital of Kansas, has been designated as the site of the new national capital of the newly established state of Kansas.

WINSTON-SALEM-Winston-Salem, the capital of North Carolina, has been designated as the site of the new national capital of the newly established state of North Carolina.

WOODWARD-WOODWARD, the capital of Oklahoma, has been designated as the site of the new national capital of the newly established state of Oklahoma.
Mounting Turnouts Soar R-B Grosses

Big One Breathes Easy With String Of Packed Matinees and Tax Relief

NEW YORK, April 24—A strong matinee Wednesday, Easter week gave rise to predictions that the run in Madison Square Garden would not last as long as the 1947 record, but the run continued to grow strong. As it was extended as long as two weeks, it presented the Garden with a problem: Where would it find the additional beauty at the box office? Matinees were extended for three weeks, and the splurge in ticket buying covered every seat in the Garden.

Everything was gone for the matinees, but the Garden was getting a couple of thousand additional customers last weekend. There was no heat- ing for a few days, but the Garden was really packed.

Night Bag Improves

Night bags are more popular than ever before as they are being bought for sympathy, rather than for business. Service is just a little better than expected, but the safe of the last year. A tax inspection of the box office was made last Thursday, and the tax begun to be collected.

AUTO DANCE

McGaw Bows

New Thrill Show May 6

NORTHBROOK, Ill., April 24—(AP) — McGaw Dance Studio, a new, modern studio based on the northern suburbs of Chicago, has opened its doors. The studio will offer dance classes to both children and adults.

The studio is located at 1000 E. Northwest Highway, and is open daily from 9:00 a.m. to 5:00 p.m. Classes include ballet, tap, jazz, and contemporary styles.

OMNI PLAIN

TAX FAKER

MELBOURNE, Feb. 24—A 25-year-old tax delinquent has been found by the police here at a street fair here, last week. He was arrested and faces an additional fine on his release.

Thompson Company

of Chicago, recorded a sales advance of 25 per cent for the first quarter of the year. The company reported a net income of $6.50 million for the quarter, compared with $4.25 million in the corresponding period last year. The company's sales for the quarter were $61 million, compared with $54 million.

Woodstock

Contracts for Old Home Week

WOODSTOCK, N. Y., Apr. 24—Bustling ahead of the usual schedule, Woodstock will be held July 18 through 21, according to the announcement made today. The event is expected to draw a record crowd of 260,000 people, making it the largest event of its kind in the United States.

The Woodstock Music Festival provided a platform for many of the most popular acts of the early 1970s, including Jimi Hendrix, The Who, and The Grateful Dead. The festival is remembered for its peaceful atmosphere and its role in the counterculture movement.

Pomona Passes Tax Savings to Riders

Fun Zone Tickets Cut 20%; Illions Sells Suit at Park

CHICAGO, April 24—Ride passengers will benefit from a tax savings at the Park. Pomona will receive the discount of 20 per cent for Federal tax purposes.

Thompson Company

The company announced today that it would continue to provide the discount to riders for the remainder of the year, as well as to the end of the current season. The company also announced that it would continue to provide the discount to riders for the remainder of the year, as well as to the end of the current season.
Most Jersey Spots
Okay Bingo, Raffles

Bridgeport, Ocean City Vote 'No';
90 Per Cent of Locations Approve

TRENTON, N.J., April 24—New Jersey communities voted almost overwhelming in favor of legalizing bingo and raffles last Tuesday's (26) referendum held in conjunction with the primary elections.

An estimated 90 per cent of the State's 607 municipalities voted Yes for both bingo and raffles. Some approved one form of the minor gambling and rejected the other. Some rejected both.

The communities having falls, bingo and raffles were approved by a large margin. In Flemington, the Trenton vote was the same.

There are 21 communities in Atlantic County, where Atlantic City is located, voted Yes.
SPECTACULAR and packed with thrills; masterly paced and dressed to kill, the 1954 Edition of The Greatest Show on Earth has been acclaimed by New York City and all its commuting environs as the best Ringling Bros and Barnum & Bailey Circus in many years. John Ringling North has received the Broadway producing Titan's cherished accolade: "The perfect Big Show." And this is the circus that will exhibit in Boston Garden, May 11 thru 16; Baltimore, May 18 and 19; Washington, May 20 thru May 23; Philadelphia, May 24 thru May 29, and continue intact over its season's route until late November.

The entire nation will receive the same thrill impact that literally shocked jaded Manhattan into spontaneous bravos.

And so the long Ringling Bros and Barnum & Bailey Circus trains, silver enameled and streamlined in Ringling red, will roll out of New York after Sunday night's performance, May 9, for a road season of illimitable potentialities, all pleasing and all substantial as to attendance and audience delight.

John Ringling North brings the 1954 Edition of The Greatest Show on Earth to the entire nation with humility; yet with the natural and not-to-be-denied pride of acknowledged achievement.
Minute Maid Hypes Pitch to Drink Dips

Mixing is handled automatically by a Vortex valve. No refrigeration is needed as the mixture is lapped into a cold water supply, thus making it a permanent and cold beverage.

While the present dispenser probably would undergo some minor changes before it is offered to the trade.

Braves Double Food Stands At Milwaukee

Milwaukee, April 24—The Milwaukee Braves have expanded food concessions set-up in the Milwaukee County Stadium.

A total of 19 permanent grandstand refreshment stands are being operated, 11 more than last summer and two new refreshment stands are currently under construction and will be ready in time to serve the bleacher section.

Included in the line-up are two large dairy bars in a natural chiseling, 100-foot refreshment stands at the two stands. They feature everything from plain hot dogs, buttered popcorn, chocolate, candy, ice cream, cheese, and the usual game day items.

Sections of four other stands will be served by vendors, a grilled cheese sandwich, a roasted turkey, and an grilled hot dog.

Beverage Firm Sets Rebate Plan

OMO, Wis., April 24—The beverage company has inaugurated a new system allowing the customer to purchase the container normally paid for and included in the price of the beverage. The firm pas 1,000 per cent per ounce savings, the latter being kept by the firm and then on the next order.

The firm has priced its syrup at $1 per gallon. It features the old favorite, root beer, cherry, cream soda, lime, lemon and grape.

Under the plan, minimum order is five cases or 50 gallons.

Civic Club to Handle Ill. Fair Concessions

SPRINGFIELD, Ill., April 24—The Illinois Tobacco Company has inaugurated a new concession policy in its grandstand and Coliseum by converting food and drink contracts for both to the Illinois State Fair, Springfield, fair management, announced.

Under that plan, the American Business Club and the Junior Chamber of Commerce will operate the stands with the net profit to be turned over to charitable organizations. The organization will pay the fair for the contracts and take the State a share of profits over expenses.

The fair, which operates this year from August 19th to September 9th, will run its own automobile and motorcycle races, Johnston said. The races and the concessions were held by local people last year.

Plant improvements include the building of a new souvenir ring for the horse show, located south of the Coliseum and east of the water tower, where the carriage is spotted, and become a rebuilt and modernized playroom before being added to the Coliseum.

1954 Season Outlook Okay For Workers, Says Evans

CINCINNATI, April 24—The outlook for the 1954 outdoor season so far is fairly good, according to union officials who are concerned is okay, but opera the workers have to work harder to get back in the black. There are fewer players but more present of Gold Medal Products, supply and the labor movement.

"Even the leading economists are not certain of the "Four-year" he said. "There have been definite indications that things are holding our present. However, he added that the point of view of all have to depend on 'double' money — the money that has not been allotted for something else. "People are not spending due to the large amount of credit business.

GROWERS TO HYPOTHETICAL" EARN

East (N.Y.)—(Persh. C.):—There have been some few cases of sales, when there were severe hardships in the market. The money has been spent, the people have spent the money but not on the right things, but not on the right things, and the result of this has been that the money that is saved is not saved, but is still available on the market.
NEW DEVELOPMENTS

Switch Aids Grill Op; Offer New Fountainette

NEW YORK, April 24—J. Connolly, Inc., has developed a new "no-wash" switch for its roller hot-dog grill. The firm says the new switch enables the operator to keep some roller pots hot and run the others cold, thereby keeping a sufficient quantity of frankfurters available for immediate sale and at the same time leaving the all-important catching of the roller's undisturbed.

Helms introduces Model 224 Fountain Unit....

CHICAGO—A new twin fountainette has been added to the line of Helms, Inc., fountain and food serving equipment. The new unit, Model 224 Fountainette, features a newly designed pump which insures a constant flow of machine stable, the new pump is faster and easier to clean than the conventional plunger action pumps.

The unit is made of all stainless steel and is designed for temperature control in each compartment. It is equipped with four active pumper pots and four front wells for topping off. It is equipped with all stainless steel, with pumps dispensed any amount of liquid clear, soft, top-grade tea, coffee, chocolate, or soups.

Fox Streamer

A full line of stainless steel and stainless steel or similar coffee is used. It is similar to the earlier model, and it is large enough to make 125 cups of coffee or tea or coffee and tea simultaneously, depending on the menu and the menu.

New Coffeeemaker

Uses Concentrates...

CEABAR RAPID, Il.—A push button coffee maker, introduced by Steel Products Company here is designed to use concentrated coffee for fast service and eliminates waste. The machine is equipped with four cups, and it is said to be able to serve one entire day's requirements.

Coffee Strength and Quality

To obtain strong coffee, the button dispenses any amount of liquid clear, soft, top-grade tea, coffee, chocolate, or soups.

Milk Shake Machine

Watercoils for Sale...

NEW YORK—Port Morris Milk and Ice Cream Co. is introducing a new milk shake machine that is said to produce one 4-inch milk shake every 20 seconds. Called the Electric Frozen Milk Model 80, the machine can be built to produce either a chocolate or a smoothie. It has a one horsepower compressor and a power motor.

Straw Dispenser

Brewers Simulation...

LOS ANGELES—A straw dispenser that holds a full carton of unwrapped straws is being marketed by Strawmaster Distributing Co. It is arranged in shape it distributes one at a time and is filled with a keg for better sanitation.

Asn. Seeks Better Tea-Making Gear

The Chicago National Restaurant Association announced this week that it has received the Battelle Memorial Institute, Columbus, 0., for the developing tea brewing equipment tailor-made to the needs of restaurants and other purveyors of food and drink. The project will be financed by a grant from the Tean Equipment Corp., 61 Union Flexo, A. Inc. The Columbus laboratory will conduct calculations and test them in the field and laboratory companies in manufacturing the equipment.

Frozen Lemonade

Output Jumps 60%

WASHINGTON, April 24—Demand for frozen lemonade has been increasing in the past year, and the output increased 60 per cent over the 1953 production, according to the Census Bureau. Total production of frozen lemonade was 8,000,000 pounds, a 60 per cent increase over the 1953 output of 5,000,000 pounds. The department said. Production of frozen lemonade increased 47 per cent to a total output of 15,300,000 pounds.
New Power Extension Cable

At Fraction of Original Cost!

U. S. Gov't Closeout

PORTABLE ELECTRIC POWER CABLE UNITS

FREE 3-Day Trial

900 VOLT 3-wire Portable Power Cables

3 

3 Cords.

$7.50

1/16

Flexible aluminum wire

Ideal for extending power to heavy motors, generators, light plants, etc. Fused for 300 volts, 30 amperes. (Available in 33, 66, and 100 foot lengths. 3-wire, 120 and 240 volt units available for free. Please request a free sample catalog.}

SPOKANE April 24.—Natalia

Rutledge Park will open its 1954 sea

son May 1 and the Rutledge Brothers, June 5. They will open their Out-

doors Show as a special attraction. The show will be presented April 24, with an estimated 30,000 persons to the arrive.

April 25 will be the opening of the new Rutledge Park, manager and owner.

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Spokane Sunpout Opens

With 9-Day Shrine Show

Spokane April 24.—Dante Bilingfor

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doors Show as a special attraction. The show will be presented April 24, with an estimated 30,000 persons to the arrive.

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Atlantic City Names Carteron Gen. Mgr.

ATLANTA, April 24—E. Lee Carteron, long a prominent figure in the Wisconsin State Fair, was named general manager of the Southwestern Fair Association by E. S. Perry, fair president. He succeeds Miller Bennett, former manager.

Stockton Seeks Replacement Of Grandsire

STOCKTON, Calif., April 24—Following a decision to hold the San Joaquin County Fair despite the threat of leprosy in the grandstand by the April 11 board of directors, it has asked the State to review the building program to apply the loan money to the maintenance and new track and grandstands.

ATLANTA, April 24—The Atlanta, Ga., Horse Show Association has named S. P. Newland a director. A native of Madison, Wis., he is state director of the Alabama in agricultural journalism and has a long record of foreign service from Adasum University in Madison.

He is married to the former Mildred Vivian, of Atlanta, and they have one child, a 2-year-old.

Choral Assn. Short Course Set May 17-18

GAINESVILLE, Fla., April 24—J. L. Longstreet, executive manager of the International Association of Fair Managers, who has been named chairman of the Alabama State Fair, will be the featured speaker at the third annual short course for fair managers this May 17-18. The short course is sponsored by the Florida Federation, the National and Allied Shows and Exhibitions and the Florida Commercial and Cultural Extension Service.

Attention will be given to carnival concessions, fun acts and grandstands. A panel will be held on the direction of a large corps of directors. R. F. W. Daniels, president of the Tallahassee Fair, a second panel will be moderated by a group of Missouri fair managers.

Others, who will participate in the discussions, include Karl Hein, Tannen, K. S. Backlund, of the Extension Service; Carl Rahn, C. H. Beach, C. H. Taylor, W. C. Harris, T. M. E. Davis, L. F. E. Richardson, B. A. Hedges, Dr. O. D. Talbott, W. A. Risley and H. R. Clayton.

Florida Assn. Thrill Shows

TROY HILLS, Ill., April 24—Uncle Joe Talbott, Fair Vet, Dies at 101

TROY HILLS, Ill., April 24—Uncle Joe Talbott, veteran stallion doctor for the Bull Shoals and Hustonville, Ill., and Hustonville's oldest citizen, died last week from a long illness. A like, located on the family farm, was named in his honor.

Minola Heads To Set Dates, Entertainment

WESTBURY, N.Y., April 24—Minola Heads, which was announced on Thursday night (2) to consider a proposal for a new track and host of other matters arising out of the meetings. Also to be decided on the board is the new stand and track for the year 1959.

Indications recently have been that the board will decide to proceed with the works. The new stand will be built on the outer track for the 1959 racing track.

General Manager Charles Bobst said a special park of the pavilion will be on an grandstand, entertainment policy which may be adopted in attempts to stimulate night attendance, which declined last year.

Kimberton To Open Season For Pol Fair

PHILADELPHIA, April 24—P. J. Kimberton, manager of the Philadelphia Fair, will open the 61st season of the fair April 24. The fair season will open with a program of entertainment to be featured by the Fair and the Juvenile County Fair at the near-by Trolley Hall.

The list of 1954 fair compiled by the fair show has in it 10 entries. The list includes only those events eligible to win by the American and Canadian club.

The Commonwealth, to represent in the fair, pays at $5,000 a year in the case of other states, locality under the subsidy distribution system no one in the Commonwealth has a year exceeding $5,000.

Fair business will also be to be paid for only the paid admissions. Second-year fairs this year, $20 and $30 can be paid by the paid admissions. Second-year fairs this year, $20 and $30 can be paid by the paid admissions.

Wapakoneta Jr. Jamrober<br/>'New Wrinkle'<br/>

WAPAkoneta, O., April 24—Wapakoneta Junior Fair, at Augustus County Fair, August 1-15, will be held this year. The fair, which Secretary Harry Kahn says will be the highest in the state, has attempted in this year 1954 fair to have their share of a fair.

The Wednesday afternoon (11) will be a World Fair. The fair will be participated in by more than 80 boys and girls of the 4-H, 4-H and club. The fair will be devoted to a talent show: milking, greasing, driving, northeast and precision driving contests, and the picking of the junior fair's king and queen, who will be awarded winner.

This fair will be followed by the fair, with Buck Kortzum's Herd Driven. The fair features eight, 4-H and 4-H club. The fair was organized by the WILK Promotions Committee, will be held May 24. For Monday day the fair will be held, the fair will be held, the fair will be held, the fair will be held.

The fair will be held on the fairgrounds of the fairgrounds, which are open to the public at the fair. The fair will be held on the fairgrounds of the fairgrounds, which are open to the public at the fair. The fair will be held on the fairgrounds of the fairgrounds, which are open to the public at the fair.
KID BOAT RIDE SWIPED FROM DELAWARE PARK

WILMINGTON, Del., April 5—Someone has stolen a Mangosteen boat from Kid
town on the Delaware River. The boat was all set up and ready to go, but it
was never launched. The boat was stolen late in the night or early in the
morning. The collecting company is investigating the case.

KID COASTER GOING UP AT CINCY’S Zoo

CINCINNATI, April 5—Construction of a new amusement ride at the Cincinnati Zoo has begun, and it is expected to be completed May 16, when the zoo’s school holiday season opens.

Supervising the construction is T. O. S. (The Ohio State University) Amuse-ent Device Co., Dayton. It will feature a large high-speed ride, including a three-section foundation designed to provide a smooth ride for six thousand people.

Parkway was designed by Charles Hazel, head of the Cincinnati Zoo, which operates and conducts the food concessions for the city.

Candy bars will be added to the new ride, and it is expected to be completed by the end of the month.

Jack Hannon is managing the construction of the new ride. Attendees of the zoo will be able to enjoy this new exhibit as soon as the weather permits.

PALSADISE, N. J., April 5—Rain washed out the Palisades Pool Rides Opening Day, which opened on the 17th but rainy skies and cold air made it an uncertain prospect. The opening was moved to Friday (15) and the weather was much improved.

During the evening, the Palisades pool opened and a crowd of people showed up for the opening.

New U.S. Census

Getting underway during the opening was the new U.S. Census, which is being conducted by the government.

The census will be completed in time to be included in the next report on the population.

HILLTOPPERS TOP RAIN

Name to Open Pays Dine at Hampton Beach

HAMPTON BEACH, N. H., April 5—J. O. U. N., whose policies are based on
a policy of cooperation with a shop in the town center, has announced that they will open next May 1. The announcement was made by the shop’s owner, J. O. U. N., who estimated rebuilding costs at $10,000.

Line-up will include Octopus, Rick, Rock-O-Ride, Whirligig, and other games.

The park is again offering Bar-ber-Pole rides on Saturdays and Sundays, when ticket prices are lower than on weekdays. The park has also announced that they will be open on Saturdays and Sundays, with the exception of the last week of the season.

New Englanders See Good Season, Moontan Continuing Ballroom Decline

By Jim McGIL

BOSTON, April 5—There was a general increase in amusement business in the last few weeks, and many people have commented on the good times. However, this increase is not expected to continue for long, as the season is expected to be short.

The season is expected to begin in mid-May, and many people have commented on the good times. However, this increase is not expected to continue for long, as the season is expected to be short.

New Englanders are looking forward to a good season, but they are also concerned about the future of the ballroom business.

There has been a decline in the number of people attending the ballrooms, and this trend is expected to continue. The decline in business is expected to be caused by a number of factors, including the high cost of admission and the lack of variety in the attractions offered.

Many people are also concerned about the future of the band business. The number of bands playing in the area is expected to decrease, and this will have a negative impact on the industry.

The trend is expected to continue, and many people are concerned about the future of the ballroom business.
Kelly-Miller Opens To Crowds, Trouble

Terrell Jacobs Doing Five Animal Acts; Side Show Blows Down at Sherman

Memories of the heyday of the circus lingered as Al G. Kelly & Miller Bros. Circus headquarters (18) at its Hugo, Okla. quarters, headquarters of the biggest and most famous traveling circus in the world, opened business at the second stand, Sherman, Tex. on Thursday night, April 24. In all, there were 250 persons here in a week leading up to the opening.

Huge crowd was at the gates, waiting in line for the doors to open. At 8 p.m. the show was on the way and the throng continued to grow. At 11 p.m. the show was over.

The show was well received by the audience, who seemed to enjoy the acts performed by the performers. The atmosphere was lively and energetic, with the sounds of music and laughter filling the air.

CIRCUSES

GARDEN POSES NO BARRIER TO R-B BALL FANS

NEW YORK.—Paul C. Guernsey, the manager of the Madison Square Gar-

den, which has a seating capacity of 16,000, said his stadium will be

opened on Monday evening for the Baltimore Orioles against the New York

Giants.

The stadium is located in the center of Manhattan and is known for its


capacity, which is limited by the city’s building codes.

The Giants will be playing their first home game of the season, and

are expected to attract a large crowd.

Mills Bros. Starts 15th Season in Ohio

Circus; April 29, 1954

Circus; April 29, 1954

500 Guests at Opening Banquet; Two Good Houses at Quarters Town

Newark, April 29.—The 15th season of the Mills Bros. Circus pro-

vided an opportunity for the opening of a new building and the

opening of a new circus.

The new building, the first of its kind in the state, was dedicated by

the governor of Ohio, who was present at the opening.

The new circus is located in the center of Newark and is known for

its performance of the animals.

The circus is scheduled to perform every day of the week and is expected

To attract a large crowd.

Texas Rain Aids Carson Opener

ROSETTI, Tex., April 29.—First heavy rain in months, keeping farmers

from the fields, turned the circus premises into a swamp.

The rain caused the tent to fill with water, and the riders and horses

were forced to leave the circus.

The show was canceled for the day, and the audience was not

informed of the cancellation.

The weather was expected to improve by the evening, and the show

was scheduled to resume the following day.

Gainesville Community Show Starts 25th Year

Gainesville, Tex.; April 25.—The 25th anniversary of the Gainesville

Community Show was celebrated in style with a parade and a big show.

The show was packed with people, and the performers were at their

best.

The show was a great success, and the organizers were pleased with

the turnout.

The show will continue for the next few days, and the audience is

expected to enjoy the performances.

Morton Credits Tax Change for Pittsburgh Take

PITTSBURGH, April 25.—Col. Robert Morton claims that the Pitts-

burgh City Council’s tax change is the reason for the success of

the circus in Pittsburgh.

The council voted to increase the city’s income tax rate, which

resulted in a direct increase in the cost of operating the circus.

The increased cost led to a decrease in the number of performances

and a decrease in the ticket prices.

The circus has been a popular attraction in Pittsburgh for many

years, and the increased cost of operating the circus is expected to

continue to affect the attendance and profitability of the circus.
Beatty's Los Angeles Stand

BEATTY'S LOS ANGELES STAND

EQUALS 1953; COMpton Scores

L.A. CIRCUS

April 24—The Clyde Beatty Circus, in association with the Los Angeles Rams, will play Los Angeles Sunday afternoon (18) with a business equal to the best of any season and moved into Compton for two performances (Saturday and Sunday) that outdid anything this season. On the opening night, a Tuesday night show, the Merrick Barton, and Sunday the principal, largely because of the weather.

During the run, which is expected to continue for one and a half months, the show will get turnarounds for the afternoon performances on Sunday and Saturday, and will end Sunday after the Sunday performances on both days. The show will be in Los Angeles May 1, 1954, and will run until June 1, 1954.

The Los Angeles Branch of the American Legion also sponsored the show. Beatty's Los Angeles branch is managed by U.S. Navy officers and employees, and Mrs. Fred B. Smith, who is in charge of the show.

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Persistent Rains Mar Jimmy Sullivan Bow
Eight New Shows on Back End; Major Changes Made in 1954 Route

WINDSOR, Ont., April 24.—J. P. Sullivan Bros.' Shows were plagued by rains throughout the weekend and the prospects for a good opening Friday (23) with a children's matinee which fell to Thursday (22). While the rains continued on the second and third days of the season past week, business was good.

Thursday was the only day to have a normal day of business, but there were still delays due to the wet weather. A large crowd was reported to have been on hand to watch the performance.

The show moved onto the waterfront for the first time in a show. The Rialto and the Empire were closed on account of the wet weather. The show is to be held at St. Clair Avenue West and Lake Shore Boulevard.

The movie was held at the Rialto and the Empire. The show was also held at the Rialto.

COLUMBUS, O., April 24.—Gooding Amusement Company has booked the Columbus, Ohio, location for the last week in April, and will hold a second week in May. The company will also be booking in the Springfield, O., Mercy Hospital Festival.

American Beauty Ready for Opener
NEW ORLEANS, La., April 24.—The American Beauty Shows were all ready for the opening night on April 20, after a week in preparation for the show. The shows opened at 10 a.m. and closed at 10 p.m., on April 20.

The opening night was a success, with a crowd of over 1,000 people attending. The shows were well-received, and the quality of the acts was praised.

American Beauty Shows were all ready for the opening night on April 20, after a week in preparation for the show. The shows opened at 10 a.m. and closed at 10 p.m., on April 20.

CARNIVALS Favored in New York City
NEW YORK, April 24.—Carnivals are favored in New York City for the third week in a row. The recent carnival held in Grand Army Plaza, the nation's largest and most visited, was reported to have been well-received by the public.

The Grand Army Plaza Carnival, which has been a tradition for over 100 years, was held in Grand Army Plaza. The carnival included a variety of attractions, including rides, games, and food stands.

WILMINGTON, Del., April 24.—The Midget Show is to open a run at show in Wilmington on May 5. The Midget Show is a popular attraction that has been touring the United States for many years.

The show features a variety of acts, including clown acts, acrobats, and musical acts. The show is expected to draw a large crowd to the show.

Army, Navy, and Air Force personnel are expected to be among the audience.

AMERICAN BEAUTY SHOWS
The American Beauty Shows opened a new 14-acre winter quarters for the show. The show will be held at the American Beauty Shows, 1701 W. Roosevelt Ave., from April 25 to May 5.

Carnivals in New York City
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WANTED
ASSISTANT MANAGER

THREE MEN:

CARNITAL, ORT., CENTENNIAL

MIDWAY CONFB

CONKLIN SHOWS

KITCHENER, ONT., CENTENNIAL

On the Streets — June 28 to July 3

RED RIVER EXHIBITION, WINNIPEG, MANITOBA

Polo Park — July 24 to July 31

CAN PLACE...

MERCHANDISE CONCESSIONS OF ALL TYPES. EATING AND REFRESHMENT
STANDS. MODERN RIDES AND OUTSTANDING SHOWS OF MERIT

DAN-LOUIS SHOWS

Opening 1954 Season on Court House Square, Mt. Vernon, Ind., May 15 to 22

I have opening for my new concession—one of a kind if you please.

We plan to present an all new type of entertainment—petual motion and carnivals. Love for the South and people will make us

Dan Louis

Eatonville, Ind.
Carnivals

The Billboard

May 1, 1954

EVANS’ HIGH STRIKER
A constant money maker! Center of attraction at Amusement Parks, Fair Grounds, Carnival Shows, Country Clubs, Etc. and take plenty of action. Quality built throughout, and designed to last for many years of profitable operation. 25 ft. in length & 5 sections for each handling.med, using steel-nickel plated chicks, 28 Bronx.

SEND FOR CATALOG
H. C. EVANS & CO.
1556 W. CARROLL AVE.
CHICAGO 7, ILLINOIS

CONTINENTAL SHOWS
WANT Long and Short Range Outfitters, Custard, Sodas, Glass Pitch, or what have you? Several good openings here for Concessionaires. Send 25 Cents for auto rack. Will ship any kind kiddie ride except Aces. Due to disappointment we have a complete Kiddie Show outfit with new 20-c. royal blue-top truck is registered and ready to go. Will consider prospective buyers who can put up a dependable outfit.感兴趣的女生们——我们将提供一个可以预订和租赁的专为小朋友们设计的骑马游戏，这个产品非常受欢迎。

Wire, Phone ROLAND E. CHAMPAGNE
Troyeent Hotel, Kingman, N. T., April 28 to May 8-ends days.

PAGE BROS. SHOWS
Want for Meslville, E., next week; followed by Portsmouth, Ohio; Westfield, Ohio, and 10 more weeks around the 17 billion dollar Atomic Works. Over 30 Stars. For booking, contact: W. W. CROSBY, 190 W. 42nd. St., New York, N. Y.

ANCHOR TENTS
CONSTRUCTION, REPAIR TEXTILES, TIPS, TOYS, etc. ETC, ETC, ETC. ANYTHING IN CANVAS Manufacturing toupé can, store tents, circus, railroad, railroad, railroad. Make it or have it made.

ANCHOR SUPPLY CO., INC. (EVANSVILLE, INDIANA)

SUNSET AMUSEMENT CO.
EXCLUSIVE SPRINGS, Mo., April 29 to Mat 8
Can play Long Range, Custard and Ice Cream, Fort Long exclusive attraction. Can have Hardy Pansy, also Dell Center, money made at last.

Can see every show at Sunset and Concession Shows. Want Ride Help.

K. R. GARMS
701 N. MAIN STREET
EXCLUSIVE SPRINGS, MO.

MIGHTY PAGE SHOWS
Wanted for this fall and winter, Dayton, Martinsville, and Bronx, New York. Our clients that year to start August 15.

Can do any kind of Tent and Concession Shows. Will handle 20,000 rides on one job. For booking contact: W. R. CROSBY, 104 W. 42nd. St., New York, N. Y.

STATE FAIR SHOWS
LAPEL-CALL-SPREAD-FOURTEEN-6 DAYS-AND PRIZE AWARDS THE SQUARE

GASS CITY SHOWS
ANDERSON AMUSEMENT CO.
Opening May 10 to 15, New Boston, Mich., Sportman’s Spring Festival and Beeges’ Carnival. Contact: W. F. “HILL” HOPKINS, General Manager.

BYERS’ BROS. SHOWS
Want 3rd and 4th Show 1954. For booking contact: W. S. “SUGAR” HOPKINS, General Manager.

GLASS CITY SHOWS
ANDERSON AMUSEMENT CO.
Opening May 10 to 15, New Boston, Mich., Sportman’s Spring Festival and Beeges’ Carnival. Contact: W. F. “HILL” HOPKINS, General Manager.

CAPITAL CITY SHOWS
Want to do 6 Fairs, one in New Hampshire, June 20th, and five more in the South, May 15th to 20th. For booking contact: W. S. “SUGAR” HOPKINS, General Manager.

BINGO HELP WANTED
2 sellers, 5 clerks, 2 Semi-Drivers.

JACKIE’B BINGO
C/o Reithoffer Shows, Exeter, Pa., this week.

RIDE HELP WANTED

GLASS CITY SHOWS
ANDERSON AMUSEMENT CO.
Opening May 10 to 15, New Boston, Mich., Sportman’s Spring Festival and Beeges’ Carnival. Contact: W. F. “HILL” HOPKINS, General Manager.

CIRCUS
Will Want for the next season.

WORLD’S FAIR SHOWS
Wants for May, June, July and early August. Phone or write: W. S. “SUGAR” HOPKINS, General Manager.

BINGO HELP WANTED
2 sellers, 5 clerks, 2 Semi-Drivers.

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FROM THE LOTS

Page Bros.

SPRINGFIELD, Tenn., April 24

The show has been overwhelmed from front to back, with the color scheme red and white. Every- one has been impressed at the show so far, and the show is in its last season, as the show has a new route. Learn is their assistant at the show, and the show will go to Bowling Green, Ky., where it will join the Mountie Lodge, with a location on Downtown.

From Bowling Green the show jumps 256 miles to Maryville, Ky., for a week under suspense, then to Port Royal, Ky., where the show opens on Monday. It plays near the atomic plant at Oak Ridge, Kentucky, on the outskirts of the town of Oak Ridge, Tennessee, where the truck was delivered. The show is expected to be in Oak Ridge for the next three weeks.

Staff includes E. W. Page, manager; L. E. Page, assistant-manager; Mrs. W. K. Page, secretary; C. Inman, electrician; E. T. Spann, booking agent; F. H. Reed, general agent; D. S. Redfern, special agent; and Zim, the manager. The show has a large truck and a large tent.

The show is all carry-on rides, which include twin wheelchairs, double wheelchairs, double cars, one car, two cars, and a double car. All the rides are equipped with electric motors. The show has a large tent and a large truck.
Show Folk of America
145 Turk St., San Francisco
SAN FRANCISCO, April 24—The regular meeting of the organization was called to order by President Charles Porter. At the meeting, members attending included Albert Rocha, connected with the Palace, Om Monti, treasurer, and Benie Brown, the secretary.
Plans were discussed for the dinner and the annual meeting. The dinner was to be held May 30. President Porter announced that the meeting would be held at the Palace.
Votes were received from Mary B. Burke (Nevada), and Betty Ramsey.
All those present were present at the meeting, John Provence served sandwiches and coffee.

Showmen's League of America
54 West Randolph Street, Chicago
It was announced that W. T. Doolan was back in town for the meeting on Friday, April 28, at the Faster Food on Thursday (23) meeting. Also at this meeting, the secretary, vice-president, William Cherry, treasurer, Buckman, assistant treasurer, and Leo Keiler, past president, were all present.

Attention—It had been reported that there would be a 105 each

This week's show is in Atlanta and is now in Illinois

The show is still on the road and will be back in the Eggen Trailer Court, 41-41st Ave., N.Y.C. Kind reports on other slick list members.

All shows were open to the public.

DEL FLORE AMUSEMENTS
OPENING SAT. JULY 7 FOR 100 DAYS, TERMINAL
West Grill Park, East Golf, Welcome Corp. or any legitimate concession.
West Grill Park, East Golf, Welcome Corp. or any legitimate concession.

AL. DEL. FLORE
3255 SHAFT AVENUE
YOUNGSTOWN B. OHIO

FIRESTONE NON-DIRECTIONAL NEW SECONDS
9.00 x 2.00 tires: $1.50 each
Firestone, balance C.O.D. or C.O.D.
Special prices in all town show rooms around.

MAYA 1958

GIILLETTE BROS.' SHOWS
Want Hanky Panks for Stamford, April 24 to May 1; Norwalk, Conn., May 3 to 8. Also Shows and Ride Help.

WILLIAM FAMOUS SHOWS
OPENING MAY 6, CANTON, ILLINOIS

SIDE SHOW—CONCESSIONS—HELP
Want Operator will act for Side Show, Concessions open; Plateau, Water Games, Long Range Galleries, Horse, M. K. Weather, Ice Bucks. Help for Concessions, also Second Man who can drive for Rides. Contact

BEAM’S ATTRACTIONS

Showman's League of America
1104 Broadway, New York
Ladie's Auxiliary
A testimonial dinner was given to Dolly McCormick, past president, in the Speed Food restaurant. April 2, six cocktails were served in the lounge of the restaurant, honored by Elmo Weiman and Melville B. House. Dolly was presented with a gift from the club to Dolly and her husband at the banquet and entertainment by Milton Elmer, producer of the film "Sailor," and Joe Smith, associate producer.

Attention—Dolly was presented with a gift from the club to Dolly and her husband at the banquet and entertainment by Milton Elmer, producer of the film "Sailor," and Joe Smith, associate producer.

WANTED!

Candy Stock
Second Percentage for t-1

MIDWAY OF FUN SHOWS
Will share Candy Stand, Dixie Concessions.

L. E. HADDON, Mgr.

FOR SALE

PALL TOWNS
Carnival Concession, Fairbury, Ill.

DESBRO SHOWS, INC.
OPENING GENEVA, N. Y., MAY 1 THRU MAY 15
CONCESSIONS WANTED—Fish Pond, Bowling Alley, Short Range, Milk Bottle Ball Game, all Stock Concessions.

RIDE HELP FOR Twin Wheels, Octopus, Merry-Go-Round and Kiddie Rides.

Contract Details:
- May 1-15, 1954
- 50% of net
- 1,000 shares

WANT AT ONCE—HIGH POLE FREE ACT
Address MILLER BROS.' AMUSEMENTS, 1006 FLETCHER AVENUE, INDIANAPOLIS, INDIANA
Phone Franklin 6556 or Markert 2625

RAY (TOMMY) THOMAS WANTS
Girls for Paneling and Guard Show. (Blonde and Brunette, mouth, cotton, etc.)

HARRY MAMAS

DIXIE AMUSEMENTS
COMMERCE, Colo., APRIL 19-20
- Photo Finish, Paint, Coke Bottle, Stem Spinners, Penny Pitch, any Stock Stand not conflicting. Forever for Wheel and Dixie.

MECHANIC WANTED
Can phone sober, reliable Mechanic. Must have own tools. Jars at once.

AGENT WANTED
For Wood, Sho-Clip, Pit-Tip Two, Union and New Agents.
ROY T. DUFFY

WANTED
On Bell Parkway, Queens, N. Y. Persons of good repute wanted. Concessions for Motor Rides, Merry-Go-Round. Excellent opportunity.

BOX NO. 1491
One Way Services, New York, N. Y.

$500 PUTS YOU IN SHOW BUSINESS with "MERRY-POPINS" P. DORLEK
441 Maxwell St., West Springfield, N. Y.

MARYLAND BAZAAR SHOWS

AGENTS WANTED
Grand Opening in Columbia, May 3 thru 8. Conditions are good.

ONE ONLY
Scan and copy 100 Permits for your Carnival-Circus Banners. This includes 50 Permits, with 1.50 per Permit. 50 Permits, with 1.75 per Permit. 1.00 for each Permit. (Available now)

AMERICA'S BEST CARNIVAL-CIRCUS BANNERS
SNAP WYATT STUDIOS
At, 617 N. Jackson Street, Dallas, Tex. (Phone: 84-1779)

TIVOLI EXPOSITION SHOWS
Want for Santa Fe Exposition Carnival, Missoula, Montana, starting May 4. Can place Many Permits of all kinds. Want to work with you.

UNITED STATES SHOWS
Want Bingos, J. W. Watson, get in touch with Brady at once. Want Short or Long Range Shooting Gallery, Coke Bottles and Ball Games and other stock Rides. Also, Cross-Age-Age and Wrestling. Good Rides help us.

LEO BISTANY WANTS AGENTS FOR BUFF HOTTIE SHOWS
Available for Buff, Face, Whoopee, Show Riders, Elephant, Tiger, etc. Can run 20 or 30 Rides, any combinations. Can run single or double, either way. Can be run for show or long range.

DIXIE EXPOSITION SHOWS
Address: Middletown, Conn.

C. A. VERNON
Belleville, Ill., until May 3, then per

UNITED EXPOSITION SHOWS
WANT

MOORE'S MODERN SHOWS
Want Wheel and Merry-Go-Round for Farm Shows, Barn Shows, Concessions for Carnival Shows, Glass Pitch and any Happy Farms.

"EARL ASHLEY" EDDIE RICH
Call me immediately. Phone 212-5861. Springdale, C.

PARADA SHOWS
Carnival Palace, 611 E. 22nd St., Kansas City, Mo., May 3. Want 4 Calf, Ring and Hand Shows. Contact: Addie Sugar, Home. Addie Sugar, Home. 2500 E. 22nd St., Kansas City, Mo.

PARRAKEETS, CANARIES, FINCHES
Orders Shipped Same Day
M. & M. NURSERY
221 West Fourth Ave., Chicago, Ill.

FRANK COOK

RIDER/OPTIMIST

- What you want and will take you, will get you and will take you.

- Motor Drive Operator
- Rider Operator for Drive. Long season, good Creations and fares. Contact BEAVER'S AMUSEMENTS

- WANT

- A high-quality, all-moving show that will give you a good deal.

- Can place Two more Good Shows, Wind, Fox, Home, or what have you.

- Want to take your Eyes and Concessions and give you a good deal.

- Will take a small show for a couple of weeks. Contact RAY, 410 S. Washington Ave. (St. Louis, Mo.)

- Lion, Leopards, Otters, etc. Contact: M. C., 3916 S. 36th St., Kansas City, Mo.

- BANS

- Still looking for a good ride. Can take care of your needs. Contact Frank Sugar, 410 S. Washington Ave. (St. Louis, Mo.)

- New for 1954

- Please sign your name, address and city.

- Contact R. V. PETERSON, Mgr., Jeep, June 30, this week. Middletown, Conn.

- Want to take your Eyes and Concessions and give you a good deal.

- Please sign your name, address and city.

- Contact: M. C., 3916 S. 36th St., Kansas City, Mo.
CARNIVALS

THE BILLBOARD

FAIR DATES

FAIR DATES

Mayor

May 1, 1954

Motor State Show

Goodman, Vigo, Grant, and Mt. Pleasant Counties, with a total of 120 shows. The show is sponsored by the Indiana State Fair Association and the Indiana State Fair Office.

Nalanome Amusement Co.

Open May 3 in Springfield, Ohio (in city)

Motor State Show

Open May 3 in Springfield, Ohio (in city)

Today's Rain Hurts Sullivan

Steady Rain Hurts Sullivan

STOCKS OF TALKING MOUTHED "TABLE TRAIL" Terribleフィールド with wide variety of characters, home models, and accessories, suitable for small or large audiences. Available at local stock houses and distributors. Regular prices apply.

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League Park strong said.
Bonanza for Sales! TEMPLE'S SPRING AND SUMMER SUPPLEMENT features the latest selection of Temple exquisites and NATIONALLY ADVERTISED BRANDS.

Cost for Father's Day, Mother's Day, Graduations, Engagements, Weddings, Confirmations, Birthdays, Vacation Holidays and all Outdoor Fun Days. We also supplement the outstanding gifts, premiums and incentive awards illustrated in our FHM catalog.

OST THE MOST OUT OF THE BIG PROMOTION DAYS AHEAD! Send for your FREE Copy Today!

804 Sansom Street Philadelphia 8, Pa.
Market 7-8242
Visit Our New Street Floor Showrooms at Above Address

CLASSIFIED SECTION
A MARKET PLACE FOR BUYERS AND SELLERS.
REGULAR CLASSIFIED ADS...
Set in usual want-ad style, one paragraph, no display. First line 50 cents; additional lines Minimum $3.00

DISPLAY-CLASSIFIED ADS...
Containing larger type and white space. No illustrations or cuts charged for by the agent line. 14 lines to the inch.

FORMS CLOSE
THURSDAY NOON, JUNE 28, 1956 FOR THE FOLLOWING WEEK'S ISSUE.

ACTS, SONGS & PAROIXIES
CONCERTS: THE BRICK FOUNTAIN in New York July 8th. Misses DOROTHY & ROBERTA. All tickets, $2.50, at Doris, 22 East 42nd St., New York 17, N.Y. To rent.

ANGELS, BIRDS, PETS
ATTENTION HERPATOLOGISTS - NOW AVAILABLE in large selection of unusual tropical pets. Send 5c for list. Mrs. Bernice Smolin, 2037 N. Western Ave., Chicago 22, Ill.

AMAZING CLOSEOUTS
Talbot's Fine China, 1907 W. Francis St., Chicago. FAMOUS...WIPES THE TABLE FOR YOU! 15c each...75c a dozen. Оч...29c each. 3 for $1.00. 15c each. 30c a dozen. 

ANIMALS, BIRDS, PETS
FREE CALENDAR PROFESSIONAL COMEDY FOR MAN, 1956. As a gift to members, $1.50 to non-members. Miss. Mary Jackson, 1014 North Vincennes Ave., Chicago 11. 2.50 per order. MALE, BIRDS AND ANIMALS...40c.

LUCY YOU!
You can get all your Souvenirs, Gifts and College Presents from HARTS.
P.O. Box 1384
Marina City, Montague, N. J.

LADIES DAY SELLING NOW. COMPLIMENTARY TO ALL LADIES. Small business men are invited to call and inspect our wares.

FACTORY SALE ON MAMMALS!
50% to 90% OFF. BEAR SKINS, ELEPHANT, LEOPARD, LION, etc. THE LARGEST IN THE WORLD. All in original condition. $5.00 to $3,500. Write for catalog.

FREE CATALOG POSTAL. MENS, LADS, SENSATIONAL NEW MATERIALS. WOOL SUITINGS, WOOL SPORTS COATS, SUEDE SKIRTS, FURTS, WOOL COATS, ETC. ETC. ETC. Ready to wear. 50c. 5 for $2.00. Send $1 for shipping.

FREE CATALOG POSTAL. MENS, LADS AND LADIES TOP QUALITY WOOL SUITINGS, WOOL SPORTS COATS, WOOL SKIRTS, FURS, WOOL COATS, ETC. ETC. ETC. Ready to wear. 50c. 5 for $2.00. Send $1 for shipping.

NEW AND HOT BUBBLING BABY NOVELTY.
HAS A LAFF A MINUTE. GRIP BULB IN BACK & HE GOES INTO AC- TION. A NATURAL FOR BARS & FUn STORES.

No. 3703
One Doz. High $1.50
250 to $1.75 each.

No. 3715
One Doz. High $1.00
8 for $6.00 each.

No. 3972
SHAKE BOW TIE $1.40 per gross
50c per dozen.

WISCONSIN MARKET. 1902 North Third St.
Wausau, Wisconsin.

NEW! "SHOCK BOOK" STARTING NEW NOVELTY! FAST SELLER!
This is really the "handiest" novelty ever!- Produces a rainbow color when opened. Looks just like a real book. Only a flash of the battery - a few moments! Provides a lot of fun for parties and gatherings. Jobbers do not reject. Write for price list. Also write for 5¢ catalog.

EXTRA SPECIAL DEAL
Balloons, Wallhams, Elgin. BERNOS, Green Wheelers, on sale for the month of June.

JOSEPHI BROS.
5829 S. Western Ave.

ATTENTION, PROMOTORS!
The New Retractable BALL PEN Instalment DRY INK $28.80

Not to Look at
Not to See
Not to Listen
MAGAZINE NATION-WIDE ADVERTISING
PRESS CLASS-JOINT DISAPPEARS

Selling Rate: 50¢-50¢-50¢.

PACKET 150

Send All Orders to

JOSEPHI BROS.
5829 S. Western Ave.

In addition to being a 2¢ rage, the new Ball Pen will score for you in the following: 

1. It is the right shape and size.
2. It is the right price.
3. It is a perfect size for business cards, etc.
4. It is made in the largest assortment.
5. It is in the best assortment.
6. It is a quality assortment.

A special catalog for Ball Pens is now available. Write for your copy from

JOSEPHI BROS.
TERRIFIC VALUES! PLATTER WATCH $3.00

- Extra Fine Case
- Steel Style Dial
- V. T. Service
- Service Brand of Delux.
- Made in Switzerland.
- Individual Salesman.
- Send for FREE Catalog.

LADIES' PETITE WATCH $15.40

- Luminous Gold Plate Case
- Retailed by Jewelers
- Sealed Box
- New and Money at Stake.
- Made in Switzerland.
- Sent in Silk Box, Gift Case.
- Individuals.

BARGAIN PLAIN SAMPLER - TIAN

- Blue or White Silk.
- Made in France.
- Free Gift Box.
- Individual Salesman.
- Send for FREE Catalog.

GARDEN GUTS THOMAS'S

- 20% Off
- Blue or White Silk.
- Made in France.
- Free Gift Box.
- Gift Certificate.
- Individual Salesman.
- Send for FREE Catalog.

SUCCESSFUL MAIL ORDER.

- 20% Off
- Blue or White Silk.
- Made in France.
- Free Gift Box.
- Gift Certificate.
- Individual Salesman.
- Send for FREE Catalog.

MINIATURE TRAINS - ALL RAILWAYS

- 20% Off
- Blue or White Silk.
- Made in France.
- Free Gift Box.
- Gift Certificate.
- Individual Salesman.
- Send for FREE Catalog.

BUSINESS OPPORTUNITIES

- 20% Off
- Blue or White Silk.
- Made in France.
- Free Gift Box.
- Gift Certificate.
- Individual Salesman.
- Send for FREE Catalog.

COFFEE 3-Gallon 3.00 Off

- Blue or White Silk.
- Made in France.
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CUSTOMIZING - JEWELRY

- 20% Off
- Blue or White Silk.
- Made in France.
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HOME OFFICE EQUIPMENT

- 20% Off
- Blue or White Silk.
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INSTRUCTIONS BOOKS & CARTOONS

- 20% Off
- Blue or White Silk.
- Made in France.
- Free Gift Box.
- Gift Certificate.
- Individual Salesman.
- Send for FREE Catalog.

FOOD AND DRINK CONCESSION SUPPIES

- 20% Off
- Blue or White Silk.
- Made in France.
- Free Gift Box.
- Gift Certificate.
- Individual Salesman.
- Send for FREE Catalog.

MISCELLANEOUS

- 20% Off
- Blue or White Silk.
- Made in France.
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- Send for FREE Catalog.

TOP VALUE WATCHES

- 20% Off
- Blue or White Silk.
- Made in France.
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SILVER SPOONS

- 20% Off
- Blue or White Silk.
- Made in France.
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BEYOND BELIEF 35¢

- 20% Off
- Blue or White Silk.
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- Gift Certificate.
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- Send for FREE Catalog.

All for 1 POSTAGE CATALOGS of 10 WEST 37TH STREET, N. Y. C.

BURKE

- 20% Off
- Blue or White Silk.
- Made in France.
- Free Gift Box.
- Gift Certificate.
- Individual Salesman.
- Send for FREE Catalog.

H. B. DAVIS

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FRISCO PETE

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COLOURED ALUMINUM

- 20% Off
- Blue or White Silk.
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PLASTIC LAMINATING

- 20% Off
- Blue or White Silk.
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ENGRAVERS

- 20% Off
- Blue or White Silk.
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BEYOND BELIEF 35¢

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- Blue or White Silk.
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M. K. BRODY

- 20% Off
- Blue or White Silk.
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- Send for FREE Catalog.

BEYOND BELIEF 35¢

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- 20% Off
- Blue or White Silk.
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- Gift Certificate.
- Individual Salesman.
- Send for FREE Catalog.
MEN'S AND LADIES' WATCHES
$8.75

Bulova, Waltham, Elgin, Buren, Groen Watches
Yellow Exp. Band, 925 Extra

SPECIAL!
6 assorted watches, $49.00 with yellow expansion band.
Assorted styles, with spring bars included. Ask.

WEINMAN'S
Dept. 5
121 S. Market, Memphis, Tenn.

FISHING SEASON IS JUST AROUND THE CORNER

60" GLASS ROD
Built from Glass Reinforced Plastic. By Glay and Taylor
Black, Brown, or Clear Rods
$l.50

BELL SALES CO. 416 SO. NASHVILLE AVE.

GOING, GOING, GOING

Put your best foot forward for our 1955 catalog. Full of facts all the same, it's the only place to get the real story. The catalog brings it all together. It's the only place to go to see what's new in the business world. You'll save time and money by keeping up to date on the latest trends.

WEINMAN'S
Dept. 5
121 S. Market, Memphis, Tenn.

PHOTO SUPPLIES
DEVELOPING-PRINTING

WE READY FOR SPRING-SUMMER TRADE

SALESMAN DIRECT POSITIVE PHOTOGRAPHIC MATERIALS

SALESMAN WANTED

ADVERTISING SALESMAEN. IF YOU CAN WRITE, IF YOU CAN SELL, IF YOU CAN MEET THE PUBLIC, WE WANT TO SEE YOU. Write for particulars.

TATTOOING SUPPLIES

PLASTIC PAPYRUS TO

WANTED TO BUY

CASH FOR ANY AND ALL POSITIVE PHOTOGRAPHIC MATERIALS.

PRINTER'S SUPPLIES

YOUR OLD OR NEW PHOTO COPYING MACHINE NOW AVAILABLE.

WANTED TO BUY

WANTED TO BUY-HIGH QUALITY MIGHTY KRAFT POSTERS.

PRINTING

YOU CAN OBTAIN OUR LATEST CATALOGUE ON PRINTING BY THE SIMPLEST POSSIBLE MANNER. ASK FOR IT TO-DAY.

HELP WANTED
CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED AD... Set in usual want-ad style, one paragraph, not to exceed 35 words. Rate: $1.50 per column inch, payable in advance.

DISPLAY-CLASSIFIED AD... Contains larger type and white space charged for by the square inch, 1 line equals 1 inch. (No illustrations or cuts.) Rate: $1.00 per line, $15.00 per inch.

Forms Close Thursday for the Following Week's Issue

ACROBATIC PANTOMIME

GOING TO BE NEEDED IN Ageführt. Send your resume. Address:

PARKS & FAIRS

BALLOONS ASCENDING, PARA-CHUTES, WHIRLING COCKTAIL GIRLS, DEPARTMENT STORES, THEATERS, THEATRICAL SHAKES, FOR THE YEAR.

VAUDEVILLE ARTISTS

ADVERTISE YOURSELF! Abo. $1,000.00 for 100.000 names of vaudeville and special talent. Send an order to National Dist. Co., 325 Calhoun Bldg., Miami, Fla., Phone: 2-6673.

LOWEST PRICE EVER
GEORGE WASHINGTON WATCH

P D O-World's Greatest PHOTO BOOTH CAMERAS

FREE! FREE!
LATEST GIANT WHOLESALE CATALOG
MONEY MAKING OPPORTUNITY

MISCELLANEOUS

ADVENTURE WANTED—AGE 16-18, SIMLE. BURLESQUE, COMEDY, COMMERCE. FOR DANCE, OR DANCE-MUSICIANS. WRITE FOR DETAILS. NO HER.

MUSICIANS

CONSIGNMENT PLAYER WANTS WORK IN MUSICALS, COMEDY. BLACKBIRD, PARKER, CUNNINGHAM. Packard, B. D. 16th St., Chicago, Ill.

FREE! FREE!
GEM SALES

MIDDELE QUALITY MIRACLE CROSS

$5.00

MAGNIFICENT WATCH BRACELET

Elevated diamonds cover entire bracelet, center and watch cover. Gem mounted in position. Delivered with watch box, $125.00. Highest grade. Price $25.00 with order — instant C.O.D.

ONLY $12.50 EACH
In lots of five — $11.95 per sample.

NATIONAL DIST. CO.
325 Calhoun Bldg., Miami, Fla.
Phone: 2-6673

Ladies and Gentlemen: Your Memorial Day has been very enjoyable and profitable. The stores are open on Sunday morning and we are to be up and running for a good week. The weather is fine and the people are coming into the stores in large numbers.

Inquiries are coming in from every direction. We have sent out a lot of brochures and they are getting good returns. We feel that the upswing is still going on and that we are on the right track.

CIRCUS & CARNIVAL

CARNIVAL—AGE 31, PLAIN PAINTING, DANCING, COMEDY, COMMERCE. LOST IN RAIN, DIED AND BURIED. Please send all information and schedules to :

H. L. LOW

214 S. Main St.

CIRCUS 

THE BILLBOARD
MAY 1, 1955

MIDDELE QUALITY MIRACLE CROSS

$5.00

MAGNIFICENT WATCH BRACELET

Elevated diamonds cover entire bracelet, center and watch cover. Gem mounted in position. Delivered with watch box, $125.00. Highest grade. Price $25.00 with order — instant C.O.D.

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325 Calhoun Bldg., Miami, Fla.
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H. L. LOW

214 S. Main St.

CIRCUS
Pipes for Pitchmen
By Bill Baker

Were Sorry
To report that Big Al Wilson recently suffered a slight relapse and is still hooked up in the hospital in Cincinnati, Ohio. However, the note that we just received from him is still a ray of hope and he says that he hopes to be up and at it again in no time. We hope to see him in the recumbent, while the bit box is still smoking and the pipe is the parlor, he'd like to see Big Al Wilson, Jim Grant and all the other boys out West. We appreciate the letter that he received from C. C. Davis of San Francisco.

The Pitch

Prestige will be putting a new item on the list. The item is a new line of tobacco and a new shade of wrapper. The old line of tobacco will remain the same. However, the new shade of wrapper will be a much-needed financial balance to an old trouper can contain all the special features of The Billboard, Cincinnati.

We Appreciate

The management of Rake & Co., Inc., has received a letter from Chicago but it doesn't happen that some of the items in the December issue will be as good as the one by Mr. Bob Alexander. The item is a new line of tobacco with a distinctive new shade of wrapper. The new shade of wrapper will be a much-needed financial balance to an old trouper can contain all the special features of The Billboard, Cincinnati.

Muiril Wave

A fair Australian importation, is signing off plenty of letters with both names on the line. The new shade of tobacco will be a much-needed financial balance to an old trouper can contain all the special features of The Billboard, Cincinnati.

RABBIT'S FOOT

Guaranteed Genuine Lucky

$1.25 dz. $7.50 lg. $10.00 "Xtra Large"

GARANTEED BY THE MAKER

You will get what you pay for.

blings in the place—all in different

trees.

FRED L. DILES
manufacturer of promotional pipe and tobacco in Detroit Lakes, Minnesota, has a new line of tobacco that is sure to please

the smoker. His old line of tobacco will remain the same.

The new line of tobacco will be a much-needed financial balance to an old trouper can contain all the special features of The Billboard, Cincinnati.

WE APPRECIATE

The management of Rake & Co., Inc., has received a letter from Chicago but it doesn't happen that some of the items in the December issue will be as good as the one by Mr. Bob Alexander. The item is a new line of tobacco with a distinctive new shade of wrapper. The new shade of wrapper will be a much-needed financial balance to an old trouper can contain all the special features of The Billboard, Cincinnati.

Muiril Wave

A fair Australian importation, is signing off plenty of letters with both names on the line. The new shade of tobacco will be a much-needed financial balance to an old trouper can contain all the special features of The Billboard, Cincinnati.
**FUND CITY OWNERS**

*Arclad Today Must Be an Entire Show*

By KEN KAUF

CHICAGO, April 24—An Arclad, no matter how campy or just as a card—must be an entire show. That is the opinion of Gene Wilson, the owner of the Arclad in Fun City, a Randolph Street nickelodeon.

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New Counter Novelty Game

Whiz Bowler Has
double Scoring

in Play-Balls

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Kid Ride, Music Firms to Exhibit at Hotel Show

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DESPITE BAD WEATHER

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COIN MACHINES

MAY 1, 1954

THE BILLBOARD

69

**FUN CITY OWNERS**

*Arclad Today Must Be an Entire Show*

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Music Ops Look to Spring To Hypo Juke Collections

CHICAGO, April 24.—Despite the fact that a large number of salesmen are on the road throughout the country at this time, the musical machines business in the first quarter of 1934 was reported to be down 21 per cent below last year's average. Music operators are looking forward to a substantially better business in the spring.

A survey that week indicated that there would be an increase in the sale of new machines, as well as of music. Only in larger cities, such as New York City and Chicago, were operators reporting a fairly good business. Employment and higher living costs would cut down business, it was reported, as much as 20 per cent during the first quarter of this year.

Fielding Dies; Beloved Canadian Coin Operator

Fielding died Monday in Regina, Saskatchewan, at the age of 71, of a heart attack. Fielding was well known in the Canadian music business for many years, having started in the business in the early 1900s. He was a respected figure in the Canadian music industry and was known for his fairness and integrity.

Lease-Purchase Plan Could Aid Juke Ops

NEW YORK, April 24.—Lease-purchase plans have usually been for the juke box business, but they are being considered in some degree by record manufacturers and related businesses attended from the Canadian National Exhibition at Toronto, which started May 1 and continued May 5. Fielding was a man who loved to bargain. Many times he is reported to say, "I want a machine for a dollar, and I'll give you $1.10 for it." He had a place for everything and nothing went to waste. He was also a good spinner. He operated two junks in Harrow, Ont. Fielding was always a welcome guest at these conventions, appearing, wearing nearly 300 pounds.

BIRDS WITH ONE STONE

The lease-purchase plan has been introduced by some manufacturers to help their customers finance the purchase of new machines. However, the plan has been met with mixed reactions, with some operators preferring to finance the purchase of new machines through conventional methods.

Five Disk Artists Set to Appear At N. J. Fete

NEWARK, N. J., April 24.—Five disk artists will be featured at the 24th Annual Juke Box Convention, held to be held this week at the Convention Hotel, New York City. They are Eddie Fisher, Victor Borge, Pat Haden, and Paul and Mary Feild (The Fields). Despite the fact that he was in the hospital, Eddie Fisher was able to perform in his show in the morning. The Lincoln Hotel in New York, where he was staying, was built by Fielding. When he was in the hospital, he was so successful that his show was moved to another field, and he was able to get off. He also was a part of the convention at the Convention Hotel, New York City, where he was in the field of his own business.

Dixie Amusement Company

headquartered by Frank Stiles and Clyde Hughes, both veterans in the coin machine business, will cover all of Southeastern Ohio, Kentucky, Ohio, and all of the counties in the state of Kentucky. The Dixie Amusement Company, based in Columbus, Ohio, will cover Eastern Ohio, with the Dixie Amusement Company in Columbus, Ohio, the Dixie Amusement Company in Columbus, Ohio, and the Dixie Amusement Company in Columbus, Ohio.
"Just as we expected. Cash bag bloat again.

It's a typical Model "E" operation"
WHO SETS

Years Ahead in Design and Performance!

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. F. SEEBURG CORPORATION

Chicago 33, Illinois

THE MOST MIS-HEARD MATERIAL AND THE PUNISHMENT
OF RECORDED MUSIC
Look at the record of the last 15 years
then judge for yourself!

Q. Who was the first phonograph manufacturer in the coin-operated phonograph industry to introduce selective Remote Control?
Answer: The J. P. Seeburg Corporation in 1939.
Q. Who was the first manufacturer to build a complete Remote Control coin-operated phonograph—with nothing to adapt and nothing to convert?
Answer: The J. P. Seeburg Corporation in 1940.
Q. Who was the first manufacturer to introduce the three-wire Remote Control System?
Answer: The J. P. Seeburg Corporation in 1941.
Q. Who was the first manufacturer to introduce Scientific Sound Distribution to our industry?
Answer: The J. P. Seeburg Corporation in 1946.
Q. Who introduced the first selective commercial record changer mechanism for the playing of 100 records—200 selections?
Answer: The J. P. Seeburg Corporation in 1948.
Q. Who introduced the first selective multiple record equipment for the playing of background music for industry and mercantile locations?
Q. Who introduced the first mechanism ever developed in the world for the playing of records in the vertical position?
Answer: The J. P. Seeburg Corporation in 1948.
Q. Who introduced the first 50-record 100-selection coin-operated phonograph to our industry?
Answer: The J. P. Seeburg Corporation in 1949.
Q. Who introduced the first Remote Control wall box for the remote selection of 100 selections?
Answer: The J. P. Seeburg Corporation in 1949.
Q. Who conceived and designed the first multiple selection Remote Control wall box with the "book type" display, using separate pages for displaying the various musical classifications?
Answer: The J. P. Seeburg Corporation in 1949.
Q. Who was the first manufacturer to design a selector panel for "proper programming"?
Answer: The J. P. Seeburg Corporation in 1949.
Q. Who was the first manufacturer to introduce double title strips for multiple selection music systems?
Answer: The J. P. Seeburg Corporation in 1949.
Q. Who introduced the new "show case" type cabinet styling in the coin-operated field?
Answer: The J. P. Seeburg Corporation in 1949.
Q. Who was the first manufacturer to introduce a spring tension magnetic pick-up in the coin-operated field?
Answer: The J. P. Seeburg Corporation in 1949.
Q. Who was the first to determine that the 45 R.P.M. record would be the disk of the future in the coin-operated phonograph business?
Answer: The J. P. Seeburg Corporation in 1950.
Q. Who designed and built the world's first commercial mechanism for the exclusive playing of 45 R.P.M. records?
Answer: The J. P. Seeburg Corporation in 1950.
Q. Who was the first manufacturer to introduce a high fidelity music system to the coin-operated phonograph business?
Answer: The J. P. Seeburg Corporation in 1953.
Q. Who first introduced high fidelity remote speakers in the coin-operated field?
Answer: The J. P. Seeburg Corporation in 1954.
Q. Who was the first manufacturer to recommend and introduce diamond styluses in the coin-operated phonograph industry?
Answer: The J. P. Seeburg Corporation in 1954.
## Chicago

A. Veslaupee, head of Automatic Music, reports business going along fine. Plans a trip to Mexico in July. Under the new name of Automatic Music Company, back from Havana, Florida, reports that Walter Kogerbine and George W. Scott, licensees at Chicago, are planning to announce soon a new line of phono records. Frank Charles, putting in new showrooms in front shop this week, Paul Brown, head of Western Automatic Music, came up with a 338 game in bowling last week. Copied first place honors and no wonder—bowling. And the week before, Ray Calkett, who won the upholstery phonograph, rolled a 338 game in bowling. It was first place honors in that event.

## Lea Nichols

Photograph sales manager of World Wide Phonograph, who with family, to go about two weeks; most of the time put up in the golf course. Jollie Shott will take care of the phonograph department while he is gone.

## Twin Cities

Herman M. Emanoff, president for Automatic Music, A.M.I. distributor, stocked in on a few operators here in town this week. Fred's wife on their honeymoon trip with him down State. Mike Spagalec, head of Automatic, reports business good and expects it to pick up now. Lea Nichols.

## Post War Wall Box Clearance

**SEEBURG**

<table>
<thead>
<tr>
<th>5, 10, 25c-Wired</th>
<th>$19.50</th>
</tr>
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<tbody>
<tr>
<td>5, 10, 25c-Wireless</td>
<td>17.50</td>
</tr>
<tr>
<td>6c-Wired &amp; Wireless</td>
<td>4.50</td>
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**WURLITZER**

<table>
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<tr>
<th>5, 10, 25c-Model 4820</th>
<th>$24.50</th>
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</thead>
<tbody>
<tr>
<td>5, 10, 25c-Model 3020</td>
<td>9.50</td>
</tr>
<tr>
<td>5c-Model 3045</td>
<td>4.00</td>
</tr>
<tr>
<td>5c-Model 2140</td>
<td>3.00</td>
</tr>
</tbody>
</table>

**ROCK-OLA**

| 5c-Model 1052 | $3.00 |

**Also All Types Wurlitzer Steppers**

Write--Wire--Phone. 1/2 dozen, Illinois.

## Coinsmen You Know

Chicago

Mary Lyons & George W. Scott, licensees at Chicago, are planning to announce soon a new line of phonograph records. Fred's wife on their honeymoon trip with him down State. Mike Spagalec, head of Automatic, reports business good and expects it to pick up now.

## Vital Statistics

Deaths

Joseph Hallman, cigarette vending machine operator, in Detroit, May 9, in partnership with Jack Buxman.

## Post War Wall Box Clearance

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| 5c-Model 1052 | $3.00 |

**Also All Types Wurlitzer Steppers**

Write--Wire--Phone. 1/2 dozen, Illinois.

## Heine Roberts...

asks that you watch and get ready for the greatest development in music ever conceived!

## Coming Very Soon

**ACT FAST—DON'T DELAY!**

Leading manufacturer of coin-operated phonographs has several territories available for

**Direct Factory Distributors**

Good opportunity for aggressive, established operators to advance into distribution arrangements.

**Wire or Write**

BOX 730, THE BILLBOARD

188 W. RANDOLPH ST., CHICAGO I, ILLINOIS

## The Billboard

### Advertisement Used Machine Prices

**MUSIC MACHINES**

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.M.I.</td>
<td>$35.00</td>
</tr>
<tr>
<td>1100</td>
<td>$35.00</td>
</tr>
<tr>
<td>150</td>
<td>$35.00</td>
</tr>
<tr>
<td>225</td>
<td>$35.00</td>
</tr>
<tr>
<td>250</td>
<td>$35.00</td>
</tr>
<tr>
<td>490</td>
<td>$35.00</td>
</tr>
</tbody>
</table>

**Chicago Coin**

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>990</td>
<td>$110.00</td>
</tr>
</tbody>
</table>

## Restaurants

**EVANS**

Chinese--Japanese.

**RENAISSANCE**

Serves--Dine--50 Cents.

## Steinberg

**STEINBERG**

<table>
<thead>
<tr>
<th>Model</th>
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</tr>
</thead>
<tbody>
<tr>
<td>590</td>
<td>$35.00</td>
</tr>
<tr>
<td>990</td>
<td>$110.00</td>
</tr>
</tbody>
</table>

**Music Man**

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>590</td>
<td>$35.00</td>
</tr>
<tr>
<td>990</td>
<td>$110.00</td>
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</table>

## Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issue of interest below. All advertised and prices are lists. Where new price are for advertised machines, price, tax and delivery, if any, quoted from manufacturer.

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**Miami**

Enrico U. Ramirez, executive manager of Southern Coin-Operated Machine Company, located at Central and South America. He sells coin-operated machines to all legitimate customers in Venezuela, Guiana, Ecuador, Peru, Colombia, Costa Rica and Honduras.

Ken Willis, who heads the executive board of Coin-Operated Distributing Company, is also making arrangements to go to Latin America to promote his company. His trip to the southeast of Aberdeen, S. D., was of the utmost importance to the company. During his recent visit, he presented the unit's first machine to the territory of the Lacer Bros., a large coin-operated machine company, who is being supplied with machines by the company. The machine was presented in the Chicago market and it was operated by the company of which Mr. Willis is a part, in the interest of the Retailing Daily.

## Israel Satm, who operated **The Best Coin**

Israel Satm, who operated **The Best Coin** Company here, has recently been elected to the Board of Directors of the American Legion, R. I., for 28 years. He moved to Milan and recently bought a box game or bowling game. He has been in the game for years.

## Manhattan Distributors

Manhattan Distributors, located at 800 Wabash Ave., Chicago, has been in the game for years.

## Manila

Manila Distributors, located at 800 Wabash Ave., Chicago, has been in the game for years.
IT HAPPENED IN MEMPHIS, TENNESSEE
AND IT MEANS MORE MONEY FOR MUSIC OPERATORS EVERYWHERE

On January 3rd, 1954, a Wurlitzer 1700 mechanism, disguised in a Wurlitzer 1500A cabinet, was received by the Williams Distributing Company of Memphis, Tennessee.

It was uncrated, checked and played with no adjustments.

On January 7th it was installed in a very fast-moving restaurant, open 18 hours a day.

Previous to this test, there was a Wurlitzer 1500 phonograph in the location which had been taking in higher than average weekly earnings.

In the 16 weeks covered by the test with the 1700 mechanism a marked increase in play was noted.

Three service calls were made for normal corrections.

With this quick-acting changer, take increased more than 25% per week.

Similar location tests were conducted all over America. Everywhere the results were the same. Better music for patrons. Fewer calls for the service man. More money for the operator.

Today in hundreds of locations the Model 1700HF is producing the same results—increased earnings—which prove it the greatest phonograph of all time.

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

THE FABULOUS HIGH FIDELITY Wurlitzer 1700 HF
Takes the Mask off the Music
Takes in More Money

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
NEW—ALL THE WAY THRU!

HOLIDAY
100 SELECTION • 45 RPM

Deco distributor recently took on the Crescent line of records.
Eugene Wesson, the AMI service manager, conducted a three-day
service school for operators and their mechanics in the offices of
Southern Music Company, AMI distributors. The training covered
all models of AMI phonographs and worked to the advantage of the
operators. A special topic was the supervision of Bob Brown Jr.,
who at the age of nineteen knows how to turn down an AMI phonograph
and put it together, his dad says.

Walter Wheller, Supreme Distributor,
was working harder than ever during this
time, not only keeping the company's house
in good order but also devoting considerable time to the

Ops Bowling League Nears
Finish Line

Chicago, April 24—The two
league teams in the Automatic
Photograph Bowling League had
their final meeting of the season
Monday night (19) with the
bacon team taking the two games
with the leaders, Deco Coral.

With only nine games left
between them, N.Y., third of the six
leagues in the league were making final efforts to improve their standings.
Following are the standings after
96 games:

<table>
<thead>
<tr>
<th>Team</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deco Coral</td>
<td>85</td>
</tr>
<tr>
<td>Osmena</td>
<td>58.5</td>
</tr>
<tr>
<td>Psychics</td>
<td>58</td>
</tr>
<tr>
<td>AMI Music</td>
<td>51</td>
</tr>
<tr>
<td>Arthur</td>
<td>48</td>
</tr>
<tr>
<td>B &amp; B Novelty</td>
<td>47.69</td>
</tr>
<tr>
<td>Beach Music</td>
<td>46.5</td>
</tr>
<tr>
<td>Gillette</td>
<td>46</td>
</tr>
<tr>
<td>Warner</td>
<td>43</td>
</tr>
<tr>
<td>Melody</td>
<td>43</td>
</tr>
<tr>
<td>Mercury</td>
<td>36</td>
</tr>
<tr>
<td>Coven</td>
<td>36</td>
</tr>
<tr>
<td>Ray</td>
<td>33.00</td>
</tr>
<tr>
<td>Del Ray</td>
<td>33.00</td>
</tr>
</tbody>
</table>

Ray of Paradise Phonograph
moved into first place in the
men's division last week when
he bowled a 356 series and Paul
Brown took high game for the
season with a 316 score.

The league's annual banquet
will be held at the Belvedere Hotel, 601 West
and Grand Avenue, April 24, by the official secretaries of the league, urges
members of the league to make reservations as early as possible.

When and Where:

Defendably

Evans' Holiday plays records in the position in which they were meant to be played... on a horizontal turntable.
Utilizes the unvarying principle of gravity... maintains true tracking contact. Single tone arm and cartridge apparatus simplifies mechanical action and flawless tone reproduction.

ON DISPLAY AT YOUR EVANS DISTRIBUTOR!

H. C. EVANS & CO. 1354 W. CARROLL AVENUE CHICAGO 7, ILLINOIS

How Was Your Timing on...

"POOR BUTTERFLY"

Now on Billboard's "Best Selling Singers" Chart

Wurlitzer

Wurlitzer is the first official announcement of the appointment of the new president, Harry M. Polsky.

L. A. AMI Distrib. Tours S. A. Market

A Wurlitzer sales and service division has been established in Latin America.

New Juke Operator in Detroit Suburb

DISTRICT, April 14—A new
juke operating firm, Dow-Driverway Music Company, was
installed in a suburban Detroit location last week by Herman D. Babcock, a
newcomer to the coin machine field.

COINMEN YOU KNOW

Lynn Brown Company, doing a fine job on the new Exhibi.

Three Birds

Operators seem pretty well acquainted with the zenith of
successes.

Team Work

Continued from page 70

Copyrighted material
The largest number of selections . . . 120!
The smallest console phonograph in the world!
3-way service accessibility, top-front and back!
The single button line-o-selector for easy plays and more profits!
Canned Drink Race Underway; Pabst, Crescent, Mason Make Bids

C&C Only Firm With Vending Program; Two Top Mfrs. Eye Can Market Machine

NEW YORK, April 24—The recent 75-cent drink hit by Topper, Inc., last year, was followed in New York City by different merchandising plans of Pabst, Crescent, and Masonboro. These three brewers are competitive to the extent of offering the same products and prices, but have different plans for the channel of distribution.

Pabst appears to be the only producer of a complete vending machine that handles the C&C brand. Crescent and Mason have smaller vending machines that operate on machines that have been placed in the market, but it may be noted that Crescent is planning an extensive national campaign to introduce its drinks.

Pabst Enter Race

In a significant move, Pabst Brewing Company, thru its subsidiary, the Pabst Can Company, has entered the canned drink business in the eastern market for more than 35 years and has a full scale production on the canned drinks at the new Pabst-Hoffman plant in Long Island City, N.Y., which makes 10 cent drinks, one a low-calorie drink and the other a high-calorie drink in 75 cent cans. The Pabst line, thru will be marketed thru the local Pabst dealers in the “City-Extra” line of Cans. Initial advertising in the market is planned.

The new Pabst-Crescent line of drinks is said to be a complete line of the products carried by Crescent in the market. Crescent has for years been a leader in the market, and the new line is expected to be a strong contender in the market.

Masonboro's Plan

In the case of Masonboro, the plan is to introduce its drinks in the eastern market, and the company has announced that it will be marketing its drinks in the market.

The new Masonboro drinks are said to be a complete line of the products carried by Masonboro in the market, and the company has announced that it will be marketing its drinks in the market.

Dairy Group Holds Milk Vending Meet

Hosts 100 Gov't Industry Leaders; Color Slide Film Shown; Congressmen Give Talks

WASHINGTON, April 24—An automatic vending machine for dairy products will be used by the Dairy Products Association, one of its members, in the vending machine industry in the Washington area.

The meeting was arranged by the National Automatic Merchandising Association and the Dairy and the Maryland Milk Producers Association, Inc., held April 11 at the National Hotel in Corpus Christi, Tex. The dairy industry showed that the dairy products company is one of the oldest in the country.

A highlight of the gathering was a slide show in color enlivened by “Mr. Butter,” produced by the Vending Congressmen, which the audience enjoyed. The slide show was taken of the exhibit of the dairy products company.

Tango said that the exhibit was held in one of the largest hotels in the city, and that the exhibit was shown to all the members of the association.

Canadian Coffee Holds to Dime

TORONTO, April 24—Coffee is still being sold at a dime in Canada, but as far from the New York area, and has held his price to the 10-cent line.

One local operator is charging 9 cents for a brew of coffee, where the turnover is high and the margin is low, but the operator is still finding it a good line.

The 9 cent price was open to the U.S. operator are used by the Canadian operator, but the U.S. operator are putting their location on 9 cents for the 4th of July.

The surplus of coffee, buying the coffee, is still high, but the coffee sellers are buying the coffee for less at the wholesale line.

Jo-Lo Appoints Four Salesmen

JERSEY CITY, N.J., April 24—J. D. Johnson, head of Jo-Lo Pam. Services of Jersey City, announced that he will open new offices in the new store in the new Jo-Lo office.

They are Los Brown, Peterson, J. F. for Pennsylvania; Richard, Carl for Michigan; and Paul, John for New York.

The Jo-Lo company, which operates on a basis of the number of the store, has opened offices in the new store in Jersey City, N.J., and will open offices in New York, New Jersey, and Pennsylvania.

Tango said that the exhibit was held in one of the largest hotels in the city, and that the exhibit was shown to all the members of the association.

Atlas Names Distributors

CLEVELAND, April 24—M. J. Atkinson, sales manager of the Atlas Manufacturing & Sales Co., has announced the appointment of a new director of sales for the company.

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Lud F. Heilman, A.C.A. Vending Division, has been named manager of the Vending Division of the company.

The company, which has been in business for over 15 years, is said to have a strong position in the vending machine industry.

NEWARK, N.J., April 24—The management of the Newark Vending Machine company has announced the appointment of a new director of sales for the company.

Frank J. P. Lohrenz, who has been a director of the company for over 15 years, has been appointed to the new position.

The company, which has been in business for over 15 years, is said to have a strong position in the vending machine industry.

The unit has 100 vending machines with automatic coin change, and is said to be the largest in America.

Spacarb-Navaneco Deal Still Pending

Sales Thrup Vending Reps Wait Final Finance Arrangements by Navaneco

DALLAS, April 24—Confirmation of the sale of Spacarb, Inc. to Navaneco, Inc. has been announced, and the deal will be closed in the near future. The sale was announced by J. H. Houston, president of Spacarb, Inc., and executive vice president of Navaneco, Inc. The sale will be closed in the near future.

Before actual actuality is decided, Navaneco, Inc. will start handling the Super-Vend machine, which will be used in the vending machine business. The Super-Vend machine has been selected by the National Automatic Merchandising Association for the award of the year.

When finalized, the $700 million investment plan for three Super-Vend machines will be the largest of its kind in the vending machine business. The Super-Vend machine has been selected by the National Automatic Merchandising Association for the award of the year.

Confirms Plans

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The Super-Vend machine has been selected by the National Automatic Merchandising Association for the award of the year.

Canadian Coffee Holds to Dime

TORONTO, April 24—Coffee is still being sold at a dime in Canada, but as far from the New York area, and has held his price to the 10-cent line.

One local operator is charging 9 cents for a brew of coffee, where the turnover is high and the margin is low, but the operator is still finding it a good line.

The 9 cent price was open to the U.S. operator are used by the Canadian operator, but the U.S. operator are putting their location on 9 cents for the 4th of July.

Tango said that the exhibit was held in one of the largest hotels in the city, and that the exhibit was shown to all the members of the association.
HERE AGAIN!!!
VICTOR'S TOPPER

The world's finest bulk and charm vendor!

* 150.00 per 4, less than 25
* 48.00 per 4, 25 or over

* 150.00 per 4, less than 25
* 48.00 per 4, 25 or over

THE BILLBOARD INDEX
ADVERTISED USED MACHINE PRICES

S-K Expands Staff, Sets New Division

AURORA, ILL., April 34 — Billet Corp., processor announces appointment of Stanley Shower, the company's new experimental equipment manager. Shower, who formerly was with the J.V. Beckley Corp. in a similar capacity, will work on a line of major vending equipment for the company and is the first in a line of major vending equipment that will be under his direction.

Adolph Theis, president, also announced the acquisition of a new silver-plate division, the Silver-Matic Co., from the Billlet Corp.

A new line of vending machines has been introduced, including a new metal detector that will cost $185.00. The machine, designed by the company's engineers, will be installed by the company's engineers and garage door field force.

Production of the garage door system started at this week's Vending Machines...
BASHFUL BOYS

Private Spots
Top Shoe shine
Mch. Locations

NEW YORK, May 24—Sam
Sakhi, head of Acme Sales
Co., has announced new
locations for his shoe shine
operation. Five rooms in Sa-
kah's top locations.

New locations used:

1. 400 shoe shine vendor
Mch., Washington D.C.
2. 200 shoeshine vendor
Mch., New York
3. 500 shoe shine vendor
Mch., Portland

Sakhi has been making shoe-
sine vendors available to
most of them for his own operation. He has
worked nearly continuously in the last 12 months, all in the manicuring area, where he limits his op-
eration.

The unit sells for $3099, with a
$50 setup fee. The vendor is
paid $15 a week. The vendor
works about 12 hours a day, at
least six days a week.

The operation is marketed on 110
weeks in Chicago, $1500 in the
neutral way, at $1515 a week, is
好 good for two years at a rate.

Two Brush

The business adds a good
is good for a years at a re-
placeable rate, the customer uses two brushes.

Token Venders
Installed in 2
Subway Stops

NEW YORK, April 24—In
an effort to cut down labor costs and
also to improve the Transit Authority's
image, the Transit Authority is now using
two token vending machines at
New York's busiest subway stop.

The machines, which are
already in use at several
stations, will replace
the coin-operated ticket
vending machines at
the Sixth Avenue IND.

The machines house
the token vending
machines. In the near future, the
machines will begin to dispense
the token vending
machines.

The good
prospects

The machines are
sufficiently
principal

City Rejects
Anti-Pin Move

SACRAMENTO, April 24.—The
City of Sacramento rejected a
proposed anti-pin move in its
operations in the city.

It was reported that the
council had already given
bids for machine-pitching and that the
measure had so far proved

Pin Ops Place
Games Without
Permit: CLCC

HARTFORD, Conn., April 24—
Cigarette Machine
Folk, the sale of
machines on
in public

The machines, which are
dissembled to
are now

The machines, which are
already in use at several
stations, will replace
the coin-operated ticket
vending machines at
the Sixth Avenue IND.

Fears of an anti-pin move
in the city had been
expressed by the
City Manager's office.

The move was
rejected by
the council.

A number of
the council's
members
were
unenthusiastic
about
the proposal.

Another
consideration
was the
possible
impact on
the
revenue
from
the
city's
casino.

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Court Upholds Ala. 'Unfair Cig Sales Act'

MONTGOMERY, Ala., April 24.—Constitutionality of Alabama's so-called "unfair cig sales act" was upheld by Circuit Judge Walter B. Jones Jr. Wednesday in a decision which permanently enjoined Jerry Hilliard, Oilers liquor store owner, from selling cigarettes at less than cost "as defined in the act."

Hilliard, asserting the 1951 law was unconstitutional, had charged it was unenforceable in a suit brought in the Superior Court of Montgomery against Blacks Department Store and Sid Peters and Vice Reviron Department.

Joseph J. Edwards, State commissioner of revenue, and the to-be- equipped warehouse were named by Hilliard in challenging the constitutionality of the act.

A temporary injunction was granted Hilliard last December, and in a subsequent bearing his bill of complaint was amended to exclude the tobacco association.

In his opinion, Judge Jones held that the act "is not a prior restraint statute" held that it was designed merely to prevent the sale of cigars below cost with the intent to injure, or to the injury or destruction or substantially lessen competition which the evidence showed Hilliard continued the practice for that purpose.

Judge Jones directed Hilliard to pay all costs incurred in the lengthy court proceedings.

Wittenburg Shows Vending Line at Copenhagen Fair

COPENHAGEN, Denmark, April 24.—The vending machine company, which is represented in America by the Wittenburg Company of New York and Copenhagen, has a large and attractive stand displaying coins-operated cigarette and merchandise venders, as well as various kinds of vending machines and milk coolers.

On the stand, a machine was demonstrated which the Copenhagen company has on exhibit. In this machine, the late model cigarette vending machines are lighted, but most of them are merely lighted. They can take either a one or two-cent coin and all of them are not equipped with separate coin drops, eliminating the necessity of inside the cigarette wrappers.

Wyo. Cig Receipts

CHEYENNE, Wyo., April 24—Cigarette receipts on West April 24, 1953, were up 1.8 per cent over January 1953 and decline of 2.0 per cent. The Wyoming State Board of Equalization.

An Eppy Exclusives—PEAS-IN-THE-POD CHARM

Four little "peas" nestled in a pod, like items on a charm, this tobacco is perfectly blended like that. This is an extra "golden" tobacco, perfect for all cigarettes. To order for your store, write to us for full details.

New Deluxe Model BABY GRAND CHOCOLATE VENDOR

We have a complete line of tobacco for all stores. Write for catalog on all our new lines.

Paul A. Price Co.
56 Leonard St., New York 13

SAVE MORE MONEY—MAKE MORE MONEY

In stock today at the lowest prices.

VENDCO SALES CO.
212 Main St., Pittsburgh 19, Pa.

An Eppy Exclusives—PEAS-IN-THE-POD CHARM

Four little "peas" nestled in a pod, like items on a charm, this tobacco is perfectly blended like that. This is an extra "golden" tobacco, perfect for all cigarettes. To order for your store, write to us for full details.

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Paul A. Price Co.
56 Leonard St., New York 13

SAVE MORE MONEY—MAKE MORE MONEY

In stock today at the lowest prices.

VENDCO SALES CO.
212 Main St., Pittsburgh 19, Pa.

WYOMING SAVINGS Bank

Theอมomorphic Savings Bank and Trust Company

169 S. 16th St., Cheyenne 1, Wyo.

MAY 1, 1954

THE BILLBOARD

VENDING MACHINES

SUPPLIES IN BRIEF

Peanut Sales

TAYLOR D. MORE, underscoring agriculture and a d. president of the Peanut Industry Corporation, told a Peanut Industry Conference that so much more was being done to promote peanut sales than it was a few years ago.

Morrice said that "not enough people know that peanuts are easily grown at any altitude and as high as 25,000 feet in the United States."

Florida Cig Tax $5 Off for 4th Month

TAMPA, April 24—Florida's cigarette tax yield declined to the fourth lowest month in February, in line with what the Tobacco Research Council has called a "general decrease" in the state's yield.

Director A. E. McKinney Jr., President of the Florida Department said February collections were $1,604,000, or nearly 24.1 per cent less than was collected in February of last year.

Business officials said that cigarette sales (for this year) were still running about $1,000,000 less than last year, but were way below the expected increase. For the first four months, collections decreased about $9,000,000 each year.

Of the February collections, $1,604,000 will be distributed to the eligible incorporations monies, and the rest left to the state's general revenue fund.

General Cigar Sales Off Slightly in '54

NEW YORK, April 24—Bill Bailey, president of the General Cigar Company, Inc., here, reported that first-quarter sales were off slightly this year compared with 1953. While 1953 was the year of widespread gray cigarette sales, the difference between production and consumption has been coming from coffee reserves.

In the first quarter, there has been a significant increase in production over consumption, as can be seen in the production for the first quarter of 1953 and 1954.

The United States' share of world cigarette production has increased from 22 per cent in 1953 to 27 per cent in 1954, according to final figures of the United States Department of Commerce.

Cacao Bean Imports

The Commerce Department has reported an increase in the imports of cacao beans for the second quarter of 1954. The agency said that imports of cacao beans for 1953 are estimated at 1.3 million pounds, while the imports for the first quarter of 1954 were 1.2 million pounds.

Medical Prices Down

Flint medical prices in early March declined at both Class I and retail levels, the Agricultural Marketing Service reported. Medical dealers' average prices paid for Class I milk of 3.5 per cent butterfat were up 1.5 cents per pound, 6 cents less than in February of the corresponding month last year. Declines occurred in all regions, with drops of 3.5 cents in the Central where a 4 cent per hundred weight increase took place. Prices of standard grade milk delivered to buyers last month averaged 2.1 cents per quart, 8 cents of a tenth cent below February.

Supplies Sugar

SUGAR quotas for the Continent for the second quarter of 1954 have been increased to 3,000,000 tons from 2,950,000 tons. The quota for June will be 32,000,000 tons from 3,000,000 tons.

The Commerce Department's final budget for sugar imports last year showed that $245 million was reported as an increase of $15 million over the year.

Coffee Crops Down

The world coffee crop was less by 100,000 tons on the current world crop of 320,000 tons, which was estimated at 220,000 tons in the previous report. The difference between production and consumption has been coming from coffee reserves.

WATLINGITE, SR. 4400, Bode's DE LUXE PENNY FORTUNE SCALE, 854 WAYS, SHIPS FREE IN ANY STATE.

THE BEST IN DE LUXE PENNY VENDING MACHINES

WATLING MANUFACTURING COMPANY

920 W. Fillmore St., Chicago 26, Ill.

Phone: State 7789

CHICAGO THEATRE, DOWNTOWN, DURHAM, N. C.

Your ticket to SALES RESULTS—
The advertising columns of THE BILLBOARD!

Atlas Master Profit Maker

The modern Bold Gum and Charm Vending for biggest profits—more nickel sales—faster employment.

Atlas Mfgs. & Sales Corp.

1232-e Board, New York 19, N. Y.

Make More Money in Vending!

Read The Billboard Every Week

For the highest vending opportunities—the latest prices on the newest machines—read The Billboard every week.

Enter a Money-Saving Subscription Now

Fill out this coupon and mail today.

Saves you more than 50c on renewal price.

Yes, please enter me on The Billboard for one year at $6.00.

Name

Address

City

State

Zip.

Description

Copyrighted material
City Council

Hears Dispute
On Pin Games

Cincinnati Body
To Decide Future
Of City’s Pinballs

Binks Bows

*Continued from page 69*

and spare pockets are missed they can be "picked-up" in pockets at the bottom.

Pinballs, scored on 20 points, are easily found. On a special colored ball doubles the player’s score, the player’s score is 500 or more with every ball, including the special ball, in the strike pockets is tops. If bought for pinball, the dealer can adjust the regular amusement play. Only pin plays, and no additional service or maintenance is included.

Universal coin chute, which, whether pin- or free- and coin-operated.

In addition to this Bower, Binks is in production on zipper, in a line-in game store.

Voice its belief that pinballs should be outlawed, arguing that the cost of administering licensing legislation would exceed the revenue.

The committee representing the operators’ group, counter by boasting that the Cincinnati City Council’s legislative and the state legislative and the industry is a source of employments for many.

MANUFACTURERS

ADVERTISED

MACHINE PRICES

AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one advertisement appears in the same issue, the listing is based on the one most recent. The prices shown are as advertised and may vary. Where applicable, in parentheses where quantity discounts are advertised, as is the case of bulk vendors, only the wholesale price is listed. The data below depends on condition of the equipment, age, time on location, territory and other related factors.

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<thead>
<tr>
<th>Model</th>
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In Illinois, Ohio, Wisconsin and Indiana.

In Texas.

In Illinois, Ohio, Wisconsin and Indiana.

In Texas.
The Billboard WHITE ELEPHANT SALE ISSUE

MAY 15

Here is your opportunity to realize a profit on those unused, dust-gathering games and parts . . .

THIS IS A SALE FOR EVERYBODY IN THE COIN MACHINE FIELD!

A S A SELLER . . .
You will reach an estimated 32,000 Billboard readers in the coin machine field who will be looking to this issue for some real bargains! Use this issue to make a "clean sweep" of all your old games, parts and supplies. Here is a real opportunity for you to build up your mailing lists . . . replace those "out of business" and "moved"—left no forwarding address' names with up-to-date, active and current buyers of equipment.

A S A BUYER . . .
You will find hundreds of items offered for fast sale. Items that somebody else doesn't want, that you can use. Don't miss this issue! Reserve your copy at your favorite newsstand, or make sure your subscription is in force. Use one of the handy subscription blanks in this week’s issue to renew, or write to Circulation Department, The Billboard, 2160A Patterson St., Cincinnati 22, Ohio.

EVERYBODY CAN GET INTO THIS ACT . . .
Have Some FUN . . . and make some extra PROFITS, too!

FREE! Layout and art service for preparing your White Elephant ad. Let us prepare an attractive, hard-selling ad for you. Merely send us a list of what you want to sell, plus prices . . . and be sure to include a list of reconditioned equipment, too. OR have some fun yourself and prepare your own ad. If you have not yet received your copy of cuts available for use in your ad, write too.

Coin Machine Ad Dept., The Billboard, 188A W. Randolph, Chicago 1, Ill.

AD DEADLINE: MAY 6, 1954
For further details contact your nearest office.
unshive Volume own From 1953

NEW YORK, April 24—Sun- ine Biscuits, Inc., showed a de- ficit in first quarter dollars and page sales, compared with a

However, Haunted Main, presi- dient and treasurer, predicted that 1954 would be much better.

For the period ended March 31, net income was $1,365,599, or $1.36 a share, compared with $1,406,828 or $1.41 a share for the like 1953 period.
Dairy Org in Vending Meet

A meeting at the headquarters of the Dairy Industry of America, discussing the increasing demand for milk vending machines. The group plans to automate milk vending machines to meet the demand.

Mr. Robot

Mr. Robot is concerned about the continued growth of milk vending machines and is seeking to automate them to meet the increased demand.

Point of Sale

Point of Sale discusses the potential for milk vending machines to be used in advertising campaigns.

WORLD FAIR, Inc., of Boston

Ed Ravereby, Sales Manager, announces the National Distribution of NYLCO ROCKET SHIP.

Spacarb

Spacarb continues to discuss the potential for milk vending machines to be used in advertising campaigns.

The Billboard's OPERATOR CIRCULATION INCREASED 23% in the Last 18 Months!

New—11,862 operators buy The Billboard each week (as compared to 9,606 18 months ago).

New—32,027 column read The Billboard each week (as compared to 26,936 18 months ago).

Note: An average of 27 column reads per book bought and paid for copy of The Billboard.

A Continuing Story of Leadership in Action

KIDDIE RIDES

KIDDIE RIDES and HOT-ROD RACER

First New England Showing

EVANS HOLIDAY

100 play phonograph

1954 MODEL COMPLET DISPLAY at HOTEL STATLER

Hotel and Restaurant Show at Boston, Mass., April 28-30-31, BOOTH #7

Kiddie Rides and music also an exhibit at our show.

PHONE: Algonquin 4-3338 or write for catalogue.
Toronto Subway Gets Token Mchs., Passes Up Vendors

TORONTO, April 25—Toronto Transit Commission this week passed installation of token machines on its subway system. The token units, which are being replaced by automatic ticket machines, cost around $100 each, but the automatic ticket machines cost for a quarter during the trial period. The units are reconstructed, hard, steel boxes, with a coin slot at the top, a counter, a display area, and a working area for the operator. Some of the units have been adjusted to make them more reliable.

Pitt. Ops to View Stoper Vendors

NEW YORK, April 25—Edward Westreich, Eastern representative for the Pennsylvania Tobacco Corporation, announced that the corporation will be awarding the contract for the sale of cigarettes to the highest bidder. This is in line with the new policy of the corporation to advertise its products on a national basis.

Minute Maid Net Up 30% in Last Quarter

NEW YORK, April 25—Minute Maid Corporation announced that its net income for the last quarter was $1,021,214, compared with $833,913 for the previous quarter. The company attributed the increase to higher sales of its products.

Canned Drink Race Underway

BROOKLYN, May 1—The battle for the canning industry is heating up, with a new company, Canned Drink Company, entering the market. The company, which is based in Brooklyn, is expected to launch a new line of canned drinks this month. The company has invested heavily in advertising and promotion to gain a foothold in the market.
Regular, Match or Match Replay

**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)

**MODERN, COMPACT CABINET**—
41" x 27" x 71" high. Crated weight
300 lbs.

AVAILABLE IN 10c-3 or 4
for 25c PLAY (OPTIONAL)

"Changing value" baskets!

Genco's "SHUFFLE POOL" and "MATCH POOL"
(8 Ft. All-Location Puck Games)

ALWAYS IN STRIDE with WORLD WIDE

**IT'S A HIT!**
ALL-STAR BASEBALL
ENJOY THE REPRODUCTIONS OF THE GREAT BASEBALL HEROES SIMPLY.
IMMEDIATE DELIVERY!

**LATE SHUFFLE ALLEYS**

**NEW GAMES**

FORMICA TOPS
for 25c Single Shot

**RESORT EQUIPMENT**

- Resor Bucket
- Chicago Cafe Grille...
- Kansas...10
- Kansas Bait Gun...
- Kansas...10
- Kansas...10

**FOREIGN BUYERS**

- Cable for Special Price Lists
- Parts and Service Manual Available

INTERNATIONAL AMUSEMENT CO.
1423 SPRING GARDEN STREET
PHILADELPHIA 30, PA.

WHILE THEY LAST
ALL RECONDITIONED—READY FOR LOCATION

- Beach Lites
- Life A-Line
- Covey Island
- Tiki
- Dave Spot
- Columbus
- Spot Lit
- Cincinnati
- Kansas City
- Atlantic City
- Palm Beach
- Fredda
- Beach Bash
- Palm Springs
- Ice Frisbee

B. D. LAZAR COMPANY
1807 FIFTH AVENUE, PITTSBURGH, PA.
Phone: Graft 1-7013

WANTED

**Beach Clubs & Beauties**

- Will sell recently reconditioned
- Bright Light and Spot Lights, $70.

5229 S. Kedzie Ave.
Chicago 32, Ill.
Phone: Herm 4-3844

PLAY BALL! HERE'S THE PITCH! EVANS' BAT-A-SCORE

10 BALLS PER GAME
5c or 10c PLAY

ANIMATED MANIKIN ALL SKILL BASEBALL—
AN AMUSEMENT GAME PERMITTED ANYWHERE!
Here's Action packed by Pinners for Adults—Pinners by Operation of Pinball
Pitcher puts up the ball, which up and plunks ball THROUGH THE AIR to the
Batter. Battery (for a Test, single, double, triple, home run depending
on skill of the player)
IT'S HIGH SCORING BASEBALL UNDER LIGHTS WITH BRIGHTLY COLORED
SCOREBOARD & BEAUTIFULLY DECORATED SEASONS & GRANDSTANDS
IMMEDIATE DELIVERY!

H. C. EVANS & CO.
1536 W. CARROLL AVENUE
CHICAGO 7, ILLINOIS

H. C. EVANS & CO.
1536 W. CARROLL AVENUE
CHICAGO 7, ILLINOIS
PICK OF THE EXPERTS!

DOUBLE AWARDS!
Inserting 3 coins at start of game doubles all Replay Awards!

GOTTLEIB'S
JOCKEY CLUB

RACING THRILLS RIGHT FROM THE START!

CHECK THE CHART!
THEN SEE YOUR DISTRIBUTOR QUICK!

EXCLUSIVE DISTRIBUTORS FOR
CHICAGO COIN MACHINE CO. IN NORTHERN OHIO
Now Delivering—HOMEBREW BASEBALL GAME
SUPER FRAME BOWLER
CRUSA CROSS MATCH BOWLER

SPRING CLEARANCE SALE ON ALL USED SHUFFLE ALLEYS. WE NEED THE ROOM.
WHOLESALE PRICES

ARCADE
Kelly Slant Bowling $91.00
Bowl-A-Rama Pinball $79.95
Replay Pinball $79.95

PIN GAMES
Camper $99.50
Tommy $99.50

SHUFFLE GAMES
Chicago Coin Shuffle $125.00

NEW GAMES
Bowl-A-Rama $99.50
Oscar $99.50

UNITED ALLIES
Ball & Pinball $99.50

HORSES
SELECTED HORSES $29.95

SPECIALS
Gottlieb Playfield $12.95

WANTED TO BUY
Bowl-A-Rama $99.50
Oscar $99.50

MACHINE EXCHANGE
116.58 N. ROSETTER AVE. CHICAGO 15, ILLINOIS

COIN MACHINE
EXCHANGE, INC.
14738 PARK AVENUE CLEVELAND OHIO

COIN MACHINES
89

THE BILLBOARD
MAY 1, 1954

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Copyrighted material
SKILL ADJUSTMENT FEATURE:
Numbers appear on backglass as player starts the game. It's a real come-on play stimulator!

Last number of player's score must match one of several numbers appearing on backglass and the diamond...

Points are scored in various values from 20 to 500 as indicated on the backglass. This all happens in the "matching frame" when player presses button. MATCHING FRAMES may be set at:
2 or 10
2 - 3 - 4 - 5

2 SIZES:
9 ft. game playfield now on 8 ft. cabinet
8 ft. game playfield now on 7 ft. cabinet

CONSERVES SPACE!

NEW SERVICING INNOVATIONS!

PINS AND CONTACT AREA Recessed Under Litbox. Entire Playfield Slides Forward and Lifts Upward!

SINGLE-DOUBLE-TRIPLE-QUADRUPLE Scoring for Strikes and Spares

Reduces to 5 FRAME GAME by Simple Plug Adjustment!

FOUR WAY FLEXIBILITY

of play provides various settings to meet any location need.

WURLITZER 500's
WURLITZER 1400's-1450's

CHICAGO COIN ROUND THE
WORLD TRAINERS

LARGE STOCK of
- KIDDE RIDES - the new
- Late United Alleys
- Bally Bings

WE WILL TRADE ABOVE FOR
- SEEBURG M-100 A, B & C and TURF KINGS & Futurities

Brand New!
Buckley CRoss-CROSS
JACKPOT BELLS
5c-10c-25c-50c-$1.00
Also made for many foreign sales

20-24-32

Buckley Manufacturing Co.
4333 W. Lake St.
Chicago 24, Ill.

Buckley WALL AND BAR MUSIC BOXES
5c or 10c Play

ARCHAEOGRAPHIC EQUIPMENT
Grandmother Predictions, now animated...Write

LARGE STOCK of
- Bally Space Ships...$395
- Merry-Go-Rounds
- Bally Horse
- Exhibit Horses

WANTED LATE "BINGO" GAMES
WILL PAY CASH FOR
DUDE RANCHES
BEACH CLUBS
PALM SPRINGS
ICE FROZIICS
CARIBANAS
HAVANAS-BROS

CENTRAL OHIO COIN MACHINE EXCL.
525 S. High St.
Columbus, Ohio

HEADQUARTERS FOR GUARANTEED RECONDITIONED PANORAMS...

WANT TO BUY BINGOS FOR CASH
Write, phone, wire.

Panoram Machine Co.
583 Market St.
Monarch Coin Machine, Inc.
INDEFINITELY!

AND

NEW!

THE ONLY AUTHENTIC
TYPE BASEBALL GAME
with the
ANIMATED BASE RUNNING UNIT
an exclusive Williams feature!

TRIPLE MATCH FEATURE
NUMBER   STAR   PENNANT
0 to 9   *      Match Number and Star with Pennant Lit

1) Balls go up the ramps and over the fence for Home Runs!
2) Balls hit onto ramps actually FLY THRU THE AIR!
3) 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 1 TO 5 INNINGS!

Order
Your
Williams
ALL-STAR
BASEBALL GAMES
TODAY!

CREATORS OF DEPENDABLE PLAY APPEAL
4245 W. FILLMORE ST.  CHICAGO 24, I1.

Headquarters for BEST BUYS
in USED Bally GAMES

Just buy one; see why you pay a little more— and be
glad you did! Deposit with all orders. MONEY
BACK IF NOT SATISFIED, Wire, wire, or call.

Get new SURF-CLUB
for highest in-line earnings.

Allan
SALES, INC.
537 MARKET STREET
WHEELING, W. VIRGINIA
PHONE, WHEELING 3472

WANTED
SEE BURG M 100 B and C
BALLY DUKE RANCH
BALLY BEACH CLUB
BALLY PALM SPRINGS

NATIONAL GUARANTEED VALUES
UNITED SHUFFLE ALLEYS
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THE 100% SKILL
BOWLING GAME!

Player by matching the number til in
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Super Bowler Contains all the ADVANCE
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Fast 35 Second Play! Multiple Scoring
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Featuring Single — Double — Triple —
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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!
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• Light Up Numbers to be Matched
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• Simplified Adjustable REPLAY Feature!

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It's better than BEACH CLUB SURF-CLUB

Big news is racing along the coin-machine grape-vine like wild-fire! Bally SURF-CLUB is definitely the biggest money-maker since BEACH CLUB...and actually out-earning BEACH CLUB in most locations. Get in early on the SURF-CLUB boom...get SURF-CLUB today.

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SHUFFLE ALLEY

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AUTOMATIC TOTALIZER
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TOP SCORE 900
FOR 10 FRAME GAME

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ON STRIKES or SPARES ONLY

TOP SCORE 900
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ADJUSTS TO
5 or 10 FRAME GAME

SINGLES, DOUBLES,
TRIPLE, QUADRUPLE
SCORES

MINIMUM
FRAME SCORE
10

LAST FRAME
FEATURE

OTHER
FAMOUS FEATURES

ADJUSTS TO
5 or 10 FRAME GAME

SINGLES, DOUBLES,
TRIPLE, QUADRUPLE
SCORES

MINIMUM
FRAME SCORE
10

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