Phonographs Finish Glamorizing Course

Designers, Engineers Give 'Em Beautiful Styles to Cater to the Customer's Eye, Ear

By STEVE SCHICKEL

The electronic device called a phonograph has graduated from the status of a toy to that of a serious business. The days when the curious gadget sat on the corner table and the family gathered round to listen to some 78s is long gone. Instead, it is now a stand-alone piece of exquisite furniture, a collectible, a conversation piece.

All this is a result of secret engineering techniques, carefully guarded by manufacturers, that have made the phonograph into a fashion item—all sanctioned with a certain amount of style to it.

Among the new innovations, one of the most outstanding is the use of plastic in the manufacture of the cabinet. The plastic is not only durable and attractive, but it also helps to reduce the cost of production.

The trend away from luggage type phonographs has not been without its problems. The new models are more expensive due to the use of plastic and other high-quality materials. But the consumer can now choose from among phonographs in a variety of handsome cabinets, plastic in elegant designs. The phonographs are also designed to blend in with the decor of any room, from the smallest apartment to the largest mansion.

One model in particular, the Decca model, has become a collector's item. The cabinet is made of a new type of plastic, called Saran, which is lighter and more durable than previous models. The Decca model also features a unique design, with a cabinet that is shaped like a suitcase.

In the words of phonograph expert, Jack Crable, "The trend away from luggage type phonographs has not been without its problems. The new models are more expensive due to the use of plastic and other high-quality materials. But the consumer can now choose from among phonographs in a variety of handsome cabinets, plastic in elegant designs. The phonographs are also designed to blend in with the decor of any room, from the smallest apartment to the largest mansion."

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P&G Eyes Own Spec. 110G
Half-hour for Bigger 1956
Merchandising, Talent New to TV, New Products Figure Into Plans

PUBLIC GROWS, SPONSOR GOES
NEW YORK, Feb. 19—Further efforts are being made by sponsors in network TV, this week with new programs for the 1955-56 season. Reports indicate that P&G is converting the field for television with a half-hour program and a half-and-a-half special and the first half-hour program to cost $100,000 for color. The special was called "The Art of Living on Camera," and it will be followed by a series of shows that will be produced by P&G and distributed to stations. P&G intends to build up continuing interest in its special and to make it available monthly. It is believed that P&G, with a monthly series, will be able to create a continuing interest. This would enable the advertiser to buy the shows at a top merchandising medium, in addition to keeping interest in the show at a high level.

ABC-TV Deals With A&C for Afternoon Seg

HOLLYWOOD, Feb. 19—ABC-TV is negotiating with Abbott and Costello, the radio and television comedy team, to appear on the network at 4 p.m. daily and locally at 4:30 p.m. daily and would give the network's" semester" broadcast on a couple of shows. The Abbott and Costello broadcast is set for an October 3 start date. Abbott and Costello will apparently be filmed. The Western program director, Ken Craig, said that the net would commission a schedule of strengthening its afternoon program, following" Failure to Launch" and "Breakfast Club" to a sponsor. Also the early-morning show was a success and in some areas is becoming too expensive for the network to continue carrying it.

LAMB CASE

2d Witness Blasts FCC Attorneys
WASHINGTON, Feb. 19—Federal Communications Commission attorneys today faced beautifully the hearing on renewal of publisher-broadcaster Edward Lambs' license for WTCU-TV, Erie, Pa., this week. The witnesses declared that earlier testimony against the attorney was "false," "constant" and "unfair." The second witness was Lowell W. Broadnax, former Commis-

Industry Weighs Effect of Matusow Admission of Blacklisting Blacklistings

NEW YORK, Feb. 19—The broadcast industry today faced the possibility of many changes in television and radio personnel caused by the admission of Matusow to the blacklist of TV and radio personnel by the Communist and government investigations. Matusow is now employed by Edward J. Dinsmore in United States Steel, a steel manufacturer. For a new trial for the 13 convicted secondary Communist leaders, the charges were that he had paid $1,100 to the Lenins and News. In the meantime, he had bought a house for them. His record of events since the trial was not presented to the court.

Steel Hunts CBS or NBC-TV Fall Hour
NEW YORK, Feb. 19—United Steel, the management of NBC and CBS at CBS-TV and NBC-TV to see if it can find an open hour of time for steel. The steel company reported investigating a possible half-hour program for the NBC-TV on Tuesday, which might be held on Sunday, Tuesday, or Thursday, and would include the NBC-TV special "The Art of Living on Camera," and it will be followed by a series of shows that will be produced by P&G and distributed to stations. P&G intends to build up continuing interest in its special and to make it available monthly. It is believed that P&G, with a monthly series, will be able to create a continuing interest. This would enable the advertiser to buy the shows at a top merchandising medium, in addition to keeping interest in the show at a high level.

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FCC, Not Webs, the Pigeon In D.C.'s Tele Shooting Gallery

Commission Spotted as Lead-Off Witness; Key Questions on Sked

By BEN ATLAS

WASHINGTON, Feb. 9 -- The Federal Communications Commission, rather than the TV-radio network, will be leading off this month's Senate Interstate and Foreign Commerce Committee, according to a warning of the TV broadcasting industry.

Back-seat developments pointed to this as the hitherto unnoted lead of Sen. Warren G. Magnuson, stepped up for the hearing. Even the FCC as lead-off witness. Commission members and key staff will probably be "on the carpet" as a hearing authority over the industry.

The commissioners may be followed by the lead of Justice Tape, who, like the FCC, has been a pointy on the report filed with the Magnuson committee by former Democratic staff counsel Harry Plakken and former GOP staff counsel Robert F. Cottrell, who also lack the report, the Plakken document, will go to the basis for the committee's line of questioning.

Key questions which the FCC will be asked to answer are: Are there statutory powers to regulate the TV networks, and so the FCC be doing that authority? Has the FCC forced into whether either TV is programming rapidly enough in the public interest? Is the FCC taking steps to retrieve the plight of UHF television, such as the Plakken and Jones reports declared, is folly anyway? Is the controversy over VHF television which dominates the FCC's deliberations? Concerning itself with this problem from a viewpoint of control over TV advertising opportunities for merchandising and advertising.

Other questions: Can the FCC exceed the limits of its grant? Should network skedging be allowed? A sequel preview of the opening of the would-be skedging before the FCC Committee, said, would be mounted at 6:30 on Wednesday's hearing of the committee of George C. Brownell to the FCC. The Commission, acting by President Eisenhower, is contributing nothing to the hearing last fall before the Senate committee was heard by President Eisenhower. The Commission, acting by President Eisenhower, is contributing nothing to the hearing last fall before the Senate committee was heard by President Eisenhower. The Commission, acting by President Eisenhower, is contributing nothing to the hearing last fall before the Senate committee was heard by President Eisenhower.

NATIONAL TELEVISION

Washington, D.C: Feb. 10 --

THE BILLBOARD

UNION BANK

CCB TV, INC.

FEBRUARY 26, 1955

NEWS IN BRIEF

How well broadcasting equipment can be sold under the new Federal Communications Commission (FCC) standards is to be determined in the current audio tests in the new Federal Communications Commission Field Test Engineer's Laboratory, the National Association of Broadcasters (NAB). The tests are being conducted under the supervision of NAB's Field Test Engineer. The tests are expected to be completed by the end of the month.

The 5000-sponsor award to the four winners in the National Voice of Democracy competition, sponsored by the Radio Manufacturers Association, was announced by the National Association of Broadcasters (NAB). The winners will receive a total of $10,000 in cash prizes, which will be divided among the four winners.

The 20th Anniversary of the National Association of Broadcasters (NAB) was celebrated with a dinner and dance at the Waldorf Astoria Hotel in New York City. The event was attended by many of the industry's leading figures, including the late Walter Cronkite, who hosted the event.

The concluding day of the National Association of Broadcasters (NAB) convention was held in New York City. The convention attracted over 15,000 industry professionals, making it one of the largest in the nation.

The Channel 8 Market Place

The Channel 8 Market Place in Baltimore is an area dedicated to showcasing local businesses and products. It features a variety of vendors, including restaurants, retail stores, and service providers. The market place is open to the public and is a popular destination for both locals and tourists.

The Channel 8 Market Place is located at 800 E Belvedere Ave, Baltimore, MD 21212. It is accessible by car, bus, or walk. The market place is open daily from 9 am to 9 pm.

The Channel 8 Market Place is a collaborative effort between the Baltimore City Council, the Baltimore Development Corporation, and the Baltimore County Economic Development Office. The market place is funded through a combination of public and private investment.

The Channel 8 Market Place is a dynamic and exciting place to shop, eat, and enjoy the local community. It is a destination for visitors and residents alike, and is a symbol of the city's commitment to economic growth and development.
CBS in Trouble on Spectaculars; Westinghouse, Chrysler Both Sour

NEW YORK, Feb. 19—CBS-TV will have only a few short months to save itself from what may be two spectaculars and win renewals from sponsors who are reviewing the station's performance in New York and Westinghouse, Chrysler, among others, have already decided to cancel new shows.

The Chrysler situation is more serious. A source close to the program is a regular weekly evening network show which will cost the network about $5,000,000 for time and talent for the same period that it was projected to earn $2,000,000 in net bookings. The show has not taken off and many of its advertisers have failed to rebook.

The station that has been most severely hit, however, is NBC, the network that is in the process of investigating the NBC's Westinghouse sales office. NBC sales manager has been removed, according to sources, and a new man has been appointed to the position. The NBC sales has not been able to replace the man who was removed, and the network is now looking for a replacement.

The station's performance has been so poor that it has been forced to cut its budget by 20% in order to stay in business. The network is also looking for a way to cut its costs, and is considering cutting its network's budget by 50%.

Pinky Lee for Sat. Ayem?

NEW YORK, Feb. 19— NBC TV is playing around with the idea of producing a Saturday night show for Pinky Lee, a well-known comedian. The show would be on the air from 10:30 to 11:00 p.m., and would be called "Happy Felton." The show would be done on-line from the Coast.

Pinky Lee has been asked to consider the network for this show, and the network is considering his ratings and has also succeeded in landing a large number of sponsors.

Fund for Republic Sponsors Contest For Video Scripts

NEW YORK, Feb. 19— A contest for long-form TV scripts is being sponsored by the Fund for the Republic, which is financed by the Ford Foundation. The Fund has set aside $50,000 for prizes, of which the largest prize is the $5,000 top award in each category and $750 for the smallest entry. Only one script can be submitted per category.

Subscriptions TV

—Continued from page 2

mements. The NTAC letter, signed by President Biological Research Foundation, declared that "subscription television" and "video on demand" are not a viable way of delivering entertainment to the public.

The NTAC letter also stated that "subscription television" is a "combination of broadcasting and cable television that can be accessed by a user on demand, allowing the user to select and pay for programming that is of interest to them."

The NTAC letter further stated that "the NTAC believes that subscription television is a viable way of delivering entertainment to the public, and that it can be accessed by a user on demand, allowing the user to select and pay for programming that is of interest to them."

Subscription TV

—Continued from page 2

Chances Better for Repeal of UHF Tax

WASHINGTON, Feb. 19—Chances for outright repeal of the federal excise tax on UHF TV sets have been enhanced by a series of developments:

(1) The Senate Interstate and Foreign Commerce Committee has approved a bill to be reported to Congress on the tax as repeal.

(2) The House Ways and Means Committee, which has charged the legislation, has approved a bill to be reported to Congress on the tax as repeal.

(3) The move for tax repeal is supported by the National Association of Broadcasters and the Radio and Electronics Manufacturers Association.

RTCA is phoning for a chip in his stack on both UHF and VHF sets.

Chances for the repeal of all channel TV sets have been reinforced by both Harry Plotkin, senior Democratic staff counsel, and Robert F. Jones, former GOP staff counsel for the Senate and Foreign Commerce Subcommittee.

Plotkin and Jones recommended tax relief as an incentive to UHF growth. The move for tax relief as an incentive to UHF growth has been supported by 20% of all TV sets produced last year were UHF-equipped.

PERFECT SCORE

HOLLYWOOD, Feb. 19—The first show that had been a complete sales success was an animated show that was produced for the network. This was "The Flintstones," a 26-game series that was never even rerun on the network's schedule.

The show, which airs from 9:30 to 10:00 p.m. every Sunday, received an average ABB rating of 18.4. The 10:00 p.m. hour was not rerun on the network's schedule.

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TV FILM

THE BILLBOARD

THE BILLBOARD SCOREBOARD

Top 25 Non-Network Vidfilm Series and Their Pulse Multi-Market Ratings

This month feature of THE BILLBOARD's TV Film department shows for relative and competitive TV programs, which is held on a week-to-week basis. The Average Rating is based on the total rating of each show in the 22 major TV markets. It is calculated by the total number of U.S. set calculations. Each market is weighted by its proportion to TV programming.

For detailed information on each program and current print, please contact The Pilot, Inc., 17 Wall Street, New York.

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<th>Title</th>
<th>Pulse</th>
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<td>World of Superman (NBC Film)</td>
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SYNDICATED RACES

Pinball Racing Show Is Packaged by M&S

HOLLYWOOD, Feb. 19—A new syndicate has entered the TV field this week. It is called "Pinball Racing," and will be syndicated instead of distributed.

The machines, which are electronic in nature, will be sold to networks and stations for a new type of program. The program will feature moral stories and will be aimed at children.

WM Starts on 2 New Series

HOLLYWOOD, Feb. 19—William Morris Agency has begun packaging two new TV series for producers. First titled "The Flower of Us," it is a situation comedy featuring two young people. The second, titled "The King," is being written by Luis Luev, with Seigle to handle production.

Film Producers Get Firmers Grip on the Purse Strings

Cuts Due as Firms Seek Recoup On First Runs; Stars May Dim

NEW YORK, Feb. 19—Hollywood producers, who have been cutting corners in their efforts to keep their films profitable, are likely to face more stringent budgeting in the future.

The trend will continue as producers attempt to reduce costs and increase profits. This is because the industry is facing increasing financial pressures, including rising production costs and declining box office revenues.

The trend is expected to have a significant impact on the film industry, as producers will be forced to make difficult choices about where to allocate their budget dollars. This may result in a decrease in the overall production of new films, as well as a reduction in the number of films that are released.

The trend is also likely to have an impact on the film industry itself, as producers may be forced to cut corners in order to make ends meet. This could result in a decrease in the quality of new films, as producers may be forced to compromise on certain aspects of the production in order to make ends meet.

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Film Producers Get Firmers Grip on the Purse Strings

Cuts Due as Firms Seek Recoup On First Runs; Stars May Dim

NEW YORK, Feb. 19—Hollywood producers, who have been cutting corners in their efforts to keep their films profitable, are likely to face more stringent budgeting in the future.

The trend will continue as producers attempt to reduce costs and increase profits. This is because the industry is facing increasing financial pressures, including rising production costs and declining box office revenues.

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Only MCA-TV has so many proven, top-rated, quality TV film shows!

39 ELECTRIFYING, HALF-HOUR ‘ROUND THE WORLD® ADVENTURE-DRAMAS FILMED ESPECIALLY FOR TV!

* Cairo, Honolulu, Mexico City, Paris, London, Trinidad, Quebec and many other intriguing cities of the world!

Out of the exciting pages of Louis J. Vance’s world-famous books and into the homes of millions of fans everywhere steps “The Lone Wolf”!

Louis Hayward, one of the biggest grossing Stars in Hollywood, introduces Michael Lanyard to TV viewers for the first time. And he brings with him his huge motion picture following. “The Lone Wolf” is one of the most lavish, expensive series ever to reach the video screens — yet at a wonderfully low cost per thousand.

... truly a big-time program for local or regional sponsorship. Still available in many leading markets.

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BOSTON: 45 Newbury St.
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CHICAGO: 430 North Michigan Ave.
CLEVELAND: 1172 Union Commerce Bldg.
ROANOKE: 116A West Kirk Ave.
NEW ORLEANS: 504 Delta Bldg.
CINCINNATI: 3790 Garvanz Ave.
DALLAS: 2102 No. Akard St.
DETROIT: 837 Book Tower
SAN FRANCISCO: 105 Montgomery St.
SEATTLE: 203 White Building
SALT LAKE CITY: 212 Beacon Bldg.
MINNEAPOLIS: 1048 Northwestern Bank Bldg.
PITTSBURGH: 520 Grant St., Suite 146
PHILADELPHIA: Bellevue-Stratford Hotel, Broad & Walnut Sts.
ST. LOUIS: 1700 Liggett Drive

MCA-TV CANADA: 111 Richmond St., West, Suite 1309, Toronto, Ontario
MCA-TV FRANCE: 49 bis Ave., Hoche, Paris
MCA-TV ENGLAND: 139 Piccadilly, London W1
GUY LOMBARDO
AND HIS ROYAL CANADIANS
39 half-hour films, utilizing America's No. 1 musical favorite and a famous female guest star vocalist each week.

THOMAS MITCHELL
MAYOR OF THE TOWN
Thomas Mitchell stars in 39 exciting feature dramatics. Consistently a top-rated radio and TV show for years. Sold in over 100 markets.

FAMOUS PLAYHOUSE
Over 300 films in this high-rated anthology of comedy, mystery, adventure and drama, featuring famous Hollywood stars.

JOHN RUSSELL
CHICK CHANDLER
SOLDIERS OF FORTUNE
26 exciting, new adventure-packed films. With an all-star Hollywood cast. Already sold in 150 markets to 7-up bottlers.

PRESTON FOSTER
WATERFRONT
Sell your product through these outstanding family situation adventures with a wide cast, starring Preston Foster. 40 films available.

PAUL HARTMAN
PRIDE OF THE FAMILY
Irresistible Paul Hartman stars in these hilarious situations comedy. 40 fall-filled films now available in every leading market.

ROCKY JONES
SPACE RANGER
39 films that held adult and juvenile audiences spellbound. Racked to merchandising guaranteed to give your product top recognition.

GEORGE RAFT
I'M THE LAW
George Raft plays the role of a metropolitan police officer in 34 hard-hitting films of drama and mystery. Top ratings in leading markets.

TELESPORTS DIGEST
Fresh, crisp film highlights of the previous week's top sports events, air expressed to you every Monday.

KEN MURRAY
WHERE WERE YOU?
Great humor, war personalities, famous events, during exploits, presented in documentary style with Ken Murray as host. 26 films available.

CHARLES BICKFORD
MAN BEHIND THE BADGE
Charles Bickford hosts and narrates 39 half-hour dramatic, two-hour dramas of law enforcement presented in documentary style.

CURTAIN CALL
13 encore dramas with such famous Hollywood stars as Lew Ayres, Jane Darwell, Milton Hays. Available under your own title.

RALPH BELLAMY
FOLLOW THAT MAN
Ralph Bellamy stars in 82 exciting films made especially for TV ... realistic, action-packed adventures that every family will enjoy.

MELVYN DOUGLAS
HOLLYWOOD OFF-BEAT
Mervyn Douglas stars as a private sleuth in 33 exciting and unusual drama series. Enjoy. With all star Hollywood cast.

PLAYHOUSE 15
78 readily produced 15-minute dramas, each with a surprise twist ending. Available first run in over 100 markets.

a show for
every product,
every market,
every budget!

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS.
**TV FILM**

**THE BILLBOARD**

**FEBRUARY 26, 1955**

**Terrytoons Thrive on TV**

**Cartoon Producer Staging First Merchandising Drive**

**NEW ROCHELLE, N.Y., Feb. 26—The veteran cartoon producer Stash Biskin has been busy on his TV show, "Terrytoon's Color Cartoons" on CBS-TV, to promote its merchandising and theater business.

Paul Terry and his crew conceived the Biskin Bill Car toon, when General Mills showed them how its TV thru their theatrical division, "Carter the Great." That was about a year and a half ago. Since then, Biskin has been putting out a comic strip with that title, and the public has now placed it in over 75 newspapers. Now the firm is planning to begin labeling its Saturday morning theatrical package with this title also.

Meanwhile, the firm is staging its first regular merchandising licensing program in its 25 years of operation.

Proctor & Gamble Set To Film Pilots For 3 Series

**NEW YORK, Feb. 19—Proctor & Gamble Television Enterprises, this week, decided on three of the six pilot films that have been considered. Several titles have been selected, and some of the shooting has already begun. Andy Jerome, Robinson, Proctor & Gamble president, who will produce the films, will vest his East Coast staff to handle the production.**

**NBC Film Div. Hikes Action On Properties**

**NEW YORK, Feb. 16—The NBC Film Division is beginning to add to its catalog of properties. The syndication arm of the network is already putting a pilot film of "Club Glee-ment" on the air to see whether it can come up with a star that can be used on its weekly series. The comedy which star William Waterman is now being produced.**

**England Gets Murrow Show**

**LONDON, Feb. 19—The new British network recently announced that Ed Murrow’s show will be shown on Saturday and Monday. The program will be repeated on Sunday and Thursday. The program is currently being aired on NBC's network.**

**Writer Faces Strike**

**Mona Kent Decrees TV Radio Thinking**

**NEW YORK, Feb. 19—Why do daytime starthink that a woman cannot be as successful?'...In her day,' she said, 'the leading role for a woman was in the play as the wife.'..."In radio, the housewife had no difficulty identifying with the housewife's problems. She was alone in the house. In radio, she had no time to think about the world. In radio, she had no time to think about the husband. In radio, she had no time to think about the children. In radio, she had no time to think about the work. In radio, she had no time to think about the play."**

**Science Fiction Theater to Be Dubbed for SA**

**HOLLYWOOD, Feb. 19—Ziv TV plans to introduce "Science Fiction Theater," the last new program on Ziv. The show will be dubbed in Spanish for the Spanish market. The decision was made by Ziv's top executives, who are planning to introduce new programs in Spanish to meet the growing demand for Spanish-language programming.**

**65 Sales for Hygo's 'Big 10'**

**NEW YORK, Feb. 19—Hygo Television Films this week closed the 65th sale of its "Big Ten" package of feature films. Hygo announced that it would release the 65th sale of its "Big Ten" packages, which includes "Taliesin," "Mike the Black Seal" and "The Man From Texas." Hygo is still in negotiations for a new group of films, as announced in a recent issue.**

**RASCALS--Our Gang' Films Are OK on WPIX**

**NEW YORK, Feb. 19--Inter- state Television, "Little Bacles" series (52 episodes, 26-52 minutes) are reaching new ratings highs. The series is being carried on WPIX, and the package to run across the board for 26 weeks. The "Little Bacles" series has been successful in the past, and "Little Bacles" is now in 18 of the top 20 markets.**

**Vincent Names Andrews Mgr.**

**HOLLYWOOD, Feb. 19—William Andrews today was named manager of Vincent Productions, company that has been the center of two years' limited-run plays. Andrews joined the company in 1952, and he was in charge of the production of the "Little Bacles" series, which has been successful in the past.**

**Marge Kerr Joins Guild**

**NEW YORK, Feb. 19—Marge Kerr took over as secretary on Feb. 19. Kerr will have the role of secretary to the Guild, and she will also be responsible for the Guild's financial affairs.**
Consolidated Film Industries Walked Off With All Three First Place Honors For Laboratories This Year, For Lab Quality, Speed and Economy.

Consolidated Film Laboratories this year emphatically showed its heels to other film processing firms in the voting when it won all three top prizes—for highest quality service, fastest, and most economical—in Billboard’s Third Annual Film Service Awards. In last year’s competition, Consolidated won first place for the quality of its work.

A division of Republic Pictures, Consolidated handles the major portion of the processing for film shows in its West Coast plant. The film processor is also moving into a more active position on the East Coast, where it is starting to increase its portion of the kine processing business. Consolidated has been extremely active in the development of color processing (Trucolor).

For the high quality of their service, Movielab, DeLuxe and Pathe tallied votes for third, fourth and fifth places in that classification. Third, fourth and fifth spots for fastest work went to DeLuxe, Movielab and Pathe respectively.

Precision Film Labs is owned by John A. Maurer, the noted film and sound engineer. Its specialty is 16-mm. work, and it has placed a great accent on research with electronic printing and color. DeLuxe is a 20th Century-Fox Film subsidiary and is one of the largest processors of color film. One of its specialties is the processing of kines. The independently owned Movielab, whose president is Saul Jaffe, has been thru a year of growth and expansion, culminating in the opening of its own preview theater, which is equipped to handle all widths of film.
Heinz to Cash In on Merchandise Possibilities of 'Cannonball'

NEW YORK, Feb. 19. — The H. J. Heinz Company is making all out in exploiting the built-in merchandise possibilities of the hit movie "Cannonball" which opened last month at the ABC's Loew's State in 190 cities.

The company plans an extensive merchandising program which will start with the release of the movie and continue for at least three more weeks. The program will include a wide range of products from canned goods to apparel.

The first campaign will offer the hit viewers a limited edition premium package for 10 cents and the label from a Heinz soup can. The second, beginning in mid-May, will offer the hit a Foreign Legion helmet for 50 cents and the label from a Heinz gelidium.

The third, which will start in August, will offer what is being billed as a Desert Adventure Set for 25 cents and a ketchup label.

This entire promotion is being handled by Television Programs of America for the price Heinz is paying for the film series. Each of the campaigns will be printed on cards and inserted in the blotters by Cudahy and his son, Cudahy, star of the show.

To run simultaneously with these promotions, the sponsor and distributor are thinking of a contest, the prizes of which will be the monthly vacation at Cudahy's health camp at Summer Lake, N. Y., after which they will be non-commissioned officers in the Foreign Legion.

Jerry Capp, head of the TPA Merchandise Division, said that the hits would like to send 120 kids to the Legion camp, but in view of the condition of such a venture and the late date, they may be able to send more than 50, if the contest works out, however, they may run it again for the summer of 1956, at which time they may turn the entire camp over to the young Legionnaires.

Meanwhile, Capp has begun preparations for manufacturing these bonanzas in order to make Heinz more significant for the audience.

The prize package in the summer campaign will include a comic book with a four-month subscription certificate on the last page, an identification card and photographs.

Carp has placed an initial order of 500,000.

The helmet in the pickle campaign (not as it is known as a "beg") is a $1.55 value. The initial production of the benefits, which is Kiki will include a compass with a reflecting and magnifying glass, a ring and Cudahy's foreign legion secret charm.

NBC Film Div. Sells 'Homer'

NEW YORK, Feb. 19. — The National Broadcasting Company has announced the sale of its first major sale of "Him, Homer!" and "Hammer Bell!" to the Union Pacific Railroad for four markets. The situation comedy is to be seen in Seattle, Portland, Ore., Ogden, and Los Angeles under University Pacific Company.

In Omaha, U. P. is sharing the sale with the Merchants Bank Co. The sale is also the first film sale handled by Jake Lever, since he took over as national sales manager of the organization.

Quebec Sets Census Plan

TORONTO, Feb. 19. — Terms have been agreed on by the provinces of Quebec and the Canadian Government for an annual census of the province in the provin. The Canadian Broadcasting Corporation will not show TV programs which do not "suit the mentality of the Quebec listener," the National Film Board productions are approved for broadcasting also are in the province by the Board of Cinema Censorship.

In 1952, the Legislature passed a law to censor TV, but its right to do so was dissolved, the consent being that it was overruled by a federal court in which the CBC appealed against the validity of the law.

The Quebec government has given the lock on TV to the government, and has only the power to give licenses to the channels.

The province will now produce its own series of programs, which will be financed by the government.

PUBLIC SERVICE TIE-INS

Lassie to Assist Bomb Drive, Safety Campaign

NEW YORK, Feb. 19. — Lassie is going to be a bomb hunter, and will soon begin lending aid in bomb sales and the safety drive. The Television Programs of America and Campbell's Soup are sponsoring a program of a special 15-minute color film, 50 prints of which will be turned over to the Treasury Department for distribution to schools over the next three years.

Treasury, meanwhile, is preparing to issue Lassie certificates to be awarded kids for buying bonds and stamps. Further, the dog star is due to make a White House appearance in May as part of Lassie's bond drive.

As a contribution to the safety effort, the TV series division has arranged for the manufacture of a "HOMER" USES PHOTOMURALS

NEW YORK, Feb. 19. — "Hammer Bell," an NBC film which has been so successful, is now being utilized as a promotional use of sanitarians to use in backgrounds in different localities. Proctor & Gamble has been to the company and is now in the process of making three photographs, each 40 feet long and 20 feet high, which can be hung in the drive.

The virtue of these photomurals is that no matter where the film is used, the background remains constant.

Kellino Wins SDG Accolade

HOLLYWOOD, Feb. 19. — Kellino & Co., with the Screen Directors' Guild's annual award for the best direction of a special event film for their "The Story of a Four Star production, Kellino's assistant was Jack Samant. Award for the best TV show was given to Ella Kazan for "On the Waterfront."

Other TV directors nominated were Martin Ransohoff's "Herman's World," Jack Welsh, "Double Dog Parts," "Waterfront," and William Asher, "I Love Lucy."

Weill Gets 12 French Films

NEW YORK, Feb. 19. — Jules Weill has closed a deal for a French theatrical film production firm for his firm. Shortly after, he will take on American theatrical and TV distribution rights to 12 French features a year.

Weill, president of Fortune Films, will deal in the films, which are to be distributed by his firm, and will use the distribution and production facilities. The films, most of which are selected from the French films that will be distributed by Weill, are all currently distributed Italian films that are available.

Weill leaves next week for Paris to pick up his first group of French films. He will then go to Rome where he will select a batch of Italian films, and then to London to pick up his last batch of black and white and color films already on his roster.

Van Conovering's 'Adventure' Sold In 7 New Markets

CHICAGO, Feb. 19.— J. J. Levine, representative of Van Conovering Productions, announced this week that seven out-of-Dorks in seven new markets for a series of seven TV shows will be produced by the Van Conovering, star of the series.

The new markets include KTLV, TV, San Diego, KSAT, TV, Billings, Mont.; WBFV, TV, Augusta, Ga.; WOAI, TV, San Antonio, Tex.; WCII, TV, Greensville, S. C.; WBIX, TV, Louisville, Ky.; and WKAR-TV, Michigan State College.

The series will include the availability of color prints for use by the sponsors for print of TV, "Out of Doors." This is followed by a Flyer for "Fan," and "Fun With Bows and Arrows," will be available for a giveaway or for resale to customers. The contract for the Van Conovering, star of the series, the author of a special cartoon series, "The Detroit Free Press for the last 20 years. "Tips in Tricks."

Standard Package Of 19 Feature Pix Sold to 10 Outlets

HOLLYWOOD, Feb. 19. — Standard Production is offering its 19 feature films in two separate packages to 10 out-of-Dorks. In three weeks, Bob Berger, head of Standard, has also been named studio chief at the last this week. Fox has printed 81 million for reversion of the property.

In the meantime, Fox announced that its TV studio will be the title of the TV Production, Inc., and named Michael Crane, former CBS producer, to head the operation. Crane takes over next week and if all is well it will be some time before filming will begin under the TV-TF. Hanover. A member of Fox properties are now under consideration for conversion to TV series.

COLUMBUS, OHIO

CABLE TV NETWORK — Allied with 10 Eastern cities, this network's General Telecast Office: 10 West High St., Columbus, Ohio 6-1287-TAB.
### The Billboard's Non-Network ARB Film Ratings

**Top TV Film Series in All Major Markets**

**Top 10 Shows of Any Type in Each City**

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### Detailed Ratings

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### Additional Information

- **Top Ten Locally Rated Programs**
  - **1. Jackie Gleason, WOMW**
  - **2. I Love Lucy, WOR**
  - **3. The Honeymooners, WOR**
  - **4. The Alps, WOR**
  - **5. The Lone Ranger, WOR**
  - **6. The Green Hornet, WOR**
  - **7. The Big Book, WOR**
  - **8. The Adventures of Superman, WOR**
  - **9. The Lone Ranger, WOR**
  - **10. The Green Hornet, WOR**

- **Top Ten Locally Rated Series**
  - **1. Jackie Gleason, WOMW**
  - **2. I Love Lucy, WOR**
  - **3. The Honeymooners, WOR**
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  - **8. The Adventures of Superman, WOR**
  - **9. The Lone Ranger, WOR**
  - **10. The Green Hornet, WOR**
how much is
ONE GOOD PROFITABLE IDEA WORTH TO YOU?

Every issue of The Billboard delivers each week scores of ideas for thousands of regular readers—and all for just 3¢ a day!

Is it worth 3 cents a day to you to get ideas that could form the basis of a successful TV or radio format... or a record-phenomenal promotion... or a song hit... or good hard-hitting exploitation... or profitable coin machine operation improvements?

Thousands of regular readers use The Billboard every week as the source of many successful idea-producing services.

From a reader in Boston:
"...to use The Billboard is a real thought-starter. I’ve picked up scores of ideas and have had good reactions from most of them."

From a Dallas reader:
"... your good paper is my right-hand man. He and I work together all thru the year and so far we’ve made a mighty good team."

And from a Sacramento reader:
"Showbusiness, personified by Billboard, is a stimulating field that never fails to start the wheels turning in my mind."

Join this group of successful, satisfied Billboard readers. Order your subscription now to spark your business... your sales... and your profits in the months ahead. Use the simple money-saving form today.
Fill your store with Traffic, Sales and $ $$ $$

Make your store a Pleasure-Land of profits with a sales-rousing Voice of Music Days Promotion!

It means new customers, excitement, sales...

brings shopping Pleasure to customers—Profits to You! — And V-M backs you with...

America's Finest Phono Line!

The Voice of Music Line brings you the top sellers for '55.

—And the soundest selling plans ever offered! You get full-line benefits (and all the top models in every price bracket from $16.95 up!) — with minimum investment. Plus — faster turnover ... better profits ... bigger return on investment!

And with V-M's BIG merchandising plans, your cash registers sing!

Ring Up Pleasant Profits in Pleasure Land

V-M provides the complete plan—you provide the pleasure!

Everything you need for the greatest Promotion ever is YOURS! The kit contains the works! Free records to start a record "grab bag"... complete in-store and window streamer set... literature... dealer sign... banners... sound selling suggestions. Everything—to spell excitement—traffic—sales.

Don't delay! Make plans to make your store Pleasure-Land... a Pleasure-Land of Profits!

See your V-M Distributor Salesman — today!

*SLIGHTLY MORE IN THE WEST. UA APPROVED.

---

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

THE BILBOARD

February 26, 1955

VM CORPORATION

Benton Harbor, Michigan
SELF-SERVICE HELPS DEALER

Self-Service Shoots Ahead; Record Firms Offer Designs

By JOEL FRIEDMAN

Self-service handling of records and phonograph equipment appears to be gaining fast as a new popularity is counted among the activities of various dealers and the industry.

Reports from record dealers indicate that self-service is beginning to show up as a new phase of the practice—a means of increasing sales by offering the public certain advantages over regular sales practices while retaining the best in service as well.

The additional growth of the packaged record market, increased activity in the field of magnetic recording, and the general trend toward a more "do-it-yourself" attitude among consumers, have both contributed to the increased demand for self-service equipment.

The general belief is that the industry is only beginning to tap the potential of self-service, and that as more and more dealers offer this service, it will gain in popularity.

The subject of the record-phonograph market has been one of long continued growth. The market is continually growing, and it is in a state of continuous development. The industry is constantly changing and adapting to the needs of consumers.

By implementing self-service techniques, dealers can provide their customers with a more convenient and efficient way of obtaining records and phonograph equipment. This can lead to increased sales and customer satisfaction.

Tape Proves Finest Adhesive To Bind Dealer to Customer

Laster suggested that this is a logical development, since the type of service he provided is closely akin to the large-scale handling by record dealers.

The survey included nearly 100 record dealers and was conducted in March.

In general, the record-phonograph dealer might well take heed of the thinking behind Webley's assertion. Laster believes that Webley feels that the job of selling tape recorders is one of understanding and understanding completely the machine and its doings, not merely a means of making a sale. In other words, the customer wants a service that is not merely a sale.

The most important aspect of the survey was the finding that record dealers who offer self-service to their customers are the ones who are experiencing the greatest increase in sales.

In conclusion, self-service is a growing trend in the record-phonograph industry. It offers dealers a new way of reaching their customers and increasing their sales. It also provides customers with a more convenient and efficient way of obtaining records and phonograph equipment.
Cash in on the stepped-up demand for record players...with the

GREATEST SELL-UP LINE
IN "VICTROLA" HISTORY!

> Complete line—from $12.95 to $199.95!
> Exclusive self-up features you can demonstrate
> The name with the greatest acceptance in the field.

"RECORD PRICES SLASHED." There's the good news that's
sending millions into stores like yours. Some are buying records
for the first time. And many are looking for new instruments to
buy with their savings on records!

Whatever they can afford, they're sure to find the finest buy
in the "VICTROLA" line. So stock up now. "Take the line of least
resistance"—RCA Victor. The line more people ask for. The line
more people buy. And the line—which means easy selling and
steady profits for you the year around!

Four new models to lead off your 1955 promotions

NEW "VICTROLA" SLIDE-O-MATIC "45" ATTACHMENT. Simply slide a record
into the slot, flip the bar, and it plays through any TV or radio phone-
jack. Automatically shuts off. Enclosed streamlined styling. Compact
black plastic cabinet. Model 6JS1. $12.95.

NEW "VICTROLA" 3-SPEED ATTACHMENT. Twin styli pickup, lightweight tone arm to prevent record wear. Plays through any TV or
radio having phone-jack. Handsome tans brown cabinet. Model

NEW "VICTROLA" 3-SPEED AUTOMATIC ATTACHMENT. Twin styli pickup,
exceptional permanent magnet Electro-Dynamic speaker. Twin styli
pickup, continuously variable tone control. In handsome black plastic.

NEW "VICTROLA" 3-SPEED AUTOMATIC PHONOGRAPH. Built-in super-
sensitive permanent magnet Electro-Dynamic speaker. Twin styli
pickup, continuously variable tone control. In handsome black plastic.

And don't forget these all-time best-sellers!

"VICTROLA" 45 AUTOMATIC ATTACHMENT. Plays through radio or TV set. Features
the only one-speed system that plays all
types of records. Flex Muscle Mode Album
of 4 hit selections. Model 6L5. $19.95.
Suggested附近 the prices shown, subject to change without notice.

"VICTROLA" AUTOMATIC 45 PHONOGRAPH. A truly fine phonograph with self-
contained speaker. Choice of one of 3
RCA Victor albums. Flex Musical Equip-
ment Guide. Model 45TV. $39.95.

NEW ORTHOPHONIC HIGH-FIDELITY "VICTROLA" 45 PHONOGRAPH. Has
Rem: Close design Speaker, powerful Hi-
Fidelity amplifier, wide range response.
Maroon Echelon. Model 45TV2. $69.95.

NEW ORTHOPHONIC HIGH-FIDELITY "VICTROLA" 45 TABLE RADIO PHONE-
OGRAPH. Smallest, lowest priced RCA Victor combination! Powerful AM radio. Phonog-
raph plays up to 14 records. Maroon
Echelon cabinet. Model 47TV1. $109.95.

NEW ORTHOPHONIC HIGH-FIDELITY "VICTROLA" LOW-BOT PHONOGRAPH. Light-
est 12-inch Close design Speaker. Compact
and ultra powerful, of nursery quality.
Model 366L1. Mahogany finish. $179.95.
Dealers Wrap Up Increasing Package Sales; EP's Boom

There are few dealers today who do not feel the tremendous strain of the demand in the microgroove recordings five years ago. However, package sales-sales-wise in almost every musical corner of the Midwest-have not slackened. Microgroove records are still increasing. That percent is extremely important to the major dealers, a milestone of the most important pillars of the entire phonograph and radio business. And, as indicated in The Billboard dealer survey in this issue, a large percentage of all dealers surveyed, showed the largest growth in sales. After this came the 10-inch, 78-rpm, EP set, which also increased sales substantially. The 10-inch, 78-rpm, however, showed only a slight increase over 1954.

The continuing increase in sales of EPs and other goods, as indicated in the survey, is very important to retailers. Obviously it means that dealers have a chance to sell more packaged goods of all kinds that they never had before. It means that with continuing development of a popular, general and specialist audiences, all of which are in demand, with proper display of LP and EP sets, auto dealers can raise their sale above previous years.

What is most important to the dealer in this package goods market is the chance it gives him to sell more phonograph goods simultaneously. These customers are prime prospects for equipment. Unlike most purchasers of single records, package buyers take pride in their album collections, and buy albums not for temporary listening but for keeping and long term investment in music.

Even in this age of high-fidelity and the hi-fi craze which except the industry a year ago and is still in potent influence in selling phonograph equipment, only a small percentage of packaged goods customers own fine recording equipment. Yet the high quality equipment is able to reproduce all of the music contained on the modern LP and EP disk. Many dealers have used this fact as a means of getting their packaged goods customers to invest in new equipment and price-prohibitive photographs. The large increase in sales of specialized album sets indicates that there is a large market that would respond to this sales approach.

The great jump in sales of EP sets, indicates that there are many potential buyers of automatic equipment. EP sets demand automatic players. Many EP fans now play their disks on manual machines could be sold the automatic equipment if the sales pitch is made often enough.

In addition to phonograph equipment itself, dealers have an opportunity to sell their packaged goods clients many accessories for their equipment. Diamond needles are a must for collectors who want to keep their records in good condition and yet play them often, and a diamond needle sale represents a profitable venue for a dealer. Many dealers have developed their diamond needle sales in an important part of their gross business.

The continuing increase in the sales of packaged merchandise means unlimited opportunities for the dealer in the phonograph market, and by doing this, to continue to increase their package sales even more. As more and more people purchase this type of modern phonograph equipment for their own use, sales of phonograph equipment will continue to rise.

In up to the dealer to help make up his package goods customers aware of this fact. If they do, they, as well as the customers, will benefit.

Belong Together

- Continues from page 38

Poll Proves Close Record-Phono Tie

Each year, more and more manufacturers are producing phonograph equipment that offers fine sets or tapes and records in the same department. As a result, firms now have learned that records and phonographs are more often sold. This year, for instance, Records, for instance, two out of three phonograph sets sold made the phonograph and records in the same package. And almost the same percentage of dealers stated that they sold both records and phonographs in the same department.

Eye and Ear

These are definite advantages for selling records and phonographs in the same department, as most dealers have found out. But as manufacturers have learned that records and phonographs are more often sold together, they have tried to make the records and phonographs more attractive. Many manufacturers have produced new sets, or one of the higher priced sets, and are trying to bring the eye and ear closer together. Along with this, many dealers have noted that it is always good merchandise policy to put the phonographs in close proximity to the records, since the phonographs are after all, in back. So that at customer is in a position to get to the records/phonographs immediately.

These records and phonographs are too often the first aid, and they help sell the after other. It is just as difficult for the used goods department to sell a new 3250 set as it is to resell a number of hi-fi systems. The reason is that the equipment is so large and expensive. And it is sold as just as difficult for the buyer of three or four disks to get a set to turn his back on an attractive newfangled phonograph equipment.

One of the most promising aspects of having pack equipment, and records in the same department is the opportunity it gives dealers to increase the equipment level of customers in the same manner that they can upgrade a customer's record buying. The purchase of phonographs, for instance, who want only certain kinds of records, are not very interested in fine equipment, are unable to grow in mass taste and knowledge, and none do they simultaneously want and need better equipment.

The manual player-owner soon learns to do it all with one turntable, and the owner of an inexpensive phonograph later finds a hi-fi set. By advancing record customers to better equipment, dealers up their phonographs and their record sales as well.

Are you selling on a self-service basis

- 80 Completely self service
- 210 Partially self all
- 10 Not at all

- How many different label decals do you stock in each of the following classifications?

**NUMBER OF LABELS**

<table>
<thead>
<tr>
<th>Category</th>
<th>Number of Labels</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-65 Popular Singles</td>
<td>118</td>
</tr>
<tr>
<td>11-48 Popular Albums</td>
<td>89</td>
</tr>
<tr>
<td>9-06 Classical Albums</td>
<td>66</td>
</tr>
<tr>
<td>6-09 Children's</td>
<td>10</td>
</tr>
<tr>
<td>10-91 Country and Western (Including Sacred)</td>
<td>134</td>
</tr>
<tr>
<td>19-34 Rhythm and Blues (Including Spiritual)</td>
<td>139</td>
</tr>
<tr>
<td>9-51 Jazz</td>
<td>62</td>
</tr>
<tr>
<td>6-81 International</td>
<td>22</td>
</tr>
</tbody>
</table>

- Are your single record sales up or down for 1954?

<table>
<thead>
<tr>
<th>Category</th>
<th>Sales Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single LP</td>
<td>131</td>
</tr>
<tr>
<td>Single EP</td>
<td>76 Down</td>
</tr>
<tr>
<td>LP single</td>
<td>76</td>
</tr>
</tbody>
</table>

- What change has there been in your sales of single records by classifications, 1954 versus 1953?

<table>
<thead>
<tr>
<th>Classification</th>
<th>Increase/Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classical</td>
<td>114 51 81</td>
</tr>
<tr>
<td>Country and Western</td>
<td>165 27 61</td>
</tr>
<tr>
<td>Rhythm and Blues</td>
<td>42 12 96</td>
</tr>
<tr>
<td>Jazz Albums</td>
<td>120 15 70</td>
</tr>
</tbody>
</table>

- Are your annual sales up or down in 1954?

<table>
<thead>
<tr>
<th>Category</th>
<th>Sales Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single LP</td>
<td>179</td>
</tr>
<tr>
<td>Single EP</td>
<td>40 Down</td>
</tr>
<tr>
<td>LP single</td>
<td>48</td>
</tr>
</tbody>
</table>

- What change has there been in your sales of albums by type and size of packages, 1954 versus 1953?

<table>
<thead>
<tr>
<th>Classification</th>
<th>Increase/Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single EP</td>
<td>221 10 24</td>
</tr>
<tr>
<td>Double &amp; Multiple EP</td>
<td>176 19 45</td>
</tr>
</tbody>
</table>

- What change has there been in your sales of albums by type and size of packages, 1953 versus 1951?

<table>
<thead>
<tr>
<th>Classification</th>
<th>Increase/Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single EP</td>
<td>363 20 50</td>
</tr>
<tr>
<td>Double &amp; Multiple EP</td>
<td>202 11 49</td>
</tr>
</tbody>
</table>

- Do you stock pre-recorded tapes

<table>
<thead>
<tr>
<th>Category</th>
<th>Stock</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single EP</td>
<td>36</td>
</tr>
<tr>
<td>Double &amp; Multiple EP</td>
<td>62</td>
</tr>
<tr>
<td>LP single</td>
<td>202</td>
</tr>
<tr>
<td>Jazz Albums</td>
<td>117</td>
</tr>
</tbody>
</table>

- In your dollar inventory of records and tapes down to last year

<table>
<thead>
<tr>
<th>Category</th>
<th>Inventory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single LP</td>
<td>95</td>
</tr>
<tr>
<td>Single EP</td>
<td>50</td>
</tr>
<tr>
<td>LP single</td>
<td>143</td>
</tr>
<tr>
<td>Jazz Albums</td>
<td>77</td>
</tr>
</tbody>
</table>

- Do you consider your present record inventory

<table>
<thead>
<tr>
<th>Category</th>
<th>Consider</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single LP</td>
<td>86 Heavy</td>
</tr>
<tr>
<td>Single EP</td>
<td>169 Normal</td>
</tr>
<tr>
<td>LP single</td>
<td>39 Light</td>
</tr>
</tbody>
</table>
NOW'S THE TIME TO SELL MORE PHONOGRAPHS

COLUMBIA "360K"

surrounded by the famed "diamond" pattern which introduced Columbia's exclusive 3000-speaker kilosphere audio system with dramatic impact...the most talked about phonograph selling feature of the year.

AND NOW AMERICA'S NO. 1 HI-FI SELLER GIVES YOU THE NO. 1 MERCHANDISING SUPPORT IN THE BUSINESS

SHIPPED TO YOU INSTALLED, A $31 DIAMOND NEEDLE in every Columbia "360K" without any increase in price! This "limited" consumer offer is now being advertised in Time, Life, New Yorker, Newsweek, Saturday Review and Schwann. With a complete package of promotional tie-ins for your store. Bite into the big "360K" profits and build your record business at the same time. Pick up the phone now. Call your Columbia distributor!

# EQUIPMENT

- Please check any of the following types of equipment you now carry in stock:
  - 276 3-speed units under $30 retail
  - 276 3-speed units from $30 to $99 retail
  - 230 3-speed units from $100 to $200 retail
  - 83 3-speed units over $200
  - 60 TV-phone combinations
  - 180 Radio phone combinations
  - 59 Radio-TV-phone combinations
  - 205 Radios
  - 114 Television sets
  - 216 Kiddie phones
  - 223 Single speed players and record-playing attachments
  - 58 Separate Hi-Fi component parts
  - 167 Tape recorders

- Were your sales in equipment better or worse in 1954 than in 1953?

<table>
<thead>
<tr>
<th>UP</th>
<th>DOWN</th>
<th>ABOUT THE SAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-speed units under $30</td>
<td>92</td>
<td>49</td>
</tr>
<tr>
<td>3-speed units from $30 to $99</td>
<td>97</td>
<td>38</td>
</tr>
<tr>
<td>3-speed units from $100 to $200</td>
<td>31</td>
<td>56</td>
</tr>
<tr>
<td>3-speed units over $200</td>
<td>32</td>
<td>9</td>
</tr>
<tr>
<td>TV-phone combinations</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>Radio-phone combinations</td>
<td>26</td>
<td>32</td>
</tr>
<tr>
<td>Radio-TV-phone combinations</td>
<td>45</td>
<td>21</td>
</tr>
<tr>
<td>Radios</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td>Television sets</td>
<td>40</td>
<td>25</td>
</tr>
<tr>
<td>Kiddie phones</td>
<td>26</td>
<td>54</td>
</tr>
<tr>
<td>Single speed players and record-playing attachments</td>
<td>47</td>
<td>45</td>
</tr>
<tr>
<td>Separate Hi-Fi component parts</td>
<td>25</td>
<td>3</td>
</tr>
<tr>
<td>Tape recorders</td>
<td>45</td>
<td>10</td>
</tr>
</tbody>
</table>

- How do you service the equipment you sell?
  - 137 Own service department
  - 95 Arrangement with local service man
  - 15 No service offered
  - 22 Combination of own service department and arrangement with local service man

- Do you offer a time-payment plan on equipment?
  - 227 YES
  - 46 NO

- If answer to above questions is YES, how are time payments handled?
  - 44 Local bank
  - 100 Thru your store
  - 22 Finance company
  - 29 Combination of local bank and thru your store
  - Combination of local bank and finance company
  - 15 Combination of thru your store and finance company
  - 7 Combination of local bank and thru your store and finance company

- Please try to estimate what percentage of your 1954 phone sales were made to customers buying a phone for the first time.
  - 36.99%

- About how much does the average customer buying his first phone spend for records within the first 3 months.
  - $28.91
A 3-Speed Radio-Phono at $29.95*

HERE IT IS!

Planned and produced by DECCA
... priced for you!

$1,000,000 in plus business for DECCA DEALERS this Spring!

This eye-catching, royal blue and gold three-speed portable radio-phono is a natural for volume sales. Smart, durable, and priced just right. Includes heavy-duty Alnico V speaker, extra-sensitive ferrite loop antenna, balanced Astatic arm with L-29 high gain cartridge. Sleeve packed... six to master carton.

DP-450 Suggested List Price Only $29.95*

Quality 3-Speed Portable Phonograph

Here at a great low price is a proven volume seller. Alnico PM speaker, constant speed 3-speed Alliance motor, light-weight arm with Astatic cartridge and 6-speed needle. Comes on smart two-tone case. Weight: approx. 9 lbs. Packaged individually, six to master carton.

DP-479 Suggested List Price Only $22.95

Decca Superb "Hi-Fonic"

A revelation in high-fidelity listening pleasure, including all the latest features to bring your customers a true "new world of sound." Hi-Fonic amplifier with full 20-20,000 cycles per second response. Extended range speaker in an acoustically-tuned Buffet Chamber. Three-speed changer, plays all sizes automatically. Professional Variable Reluctance Pickup. Expertly built, decorator-designed cabinet.

DP-192 Suggested List Price $199.95*

Value-Packed Portable with Changer!


DP-438 Suggested List Price Only $54.95*

See your DECCA distributor for full details on the complete Decca phonograph line—and ask about our attractive color brochure.

Look to DECCA for...

A NEW WORLD OF SOUND

DECCA
Tape Shifts Toward Dealer; Lawful Heir

While pre-recorded tape has not yet reached the commercial status that was expected only a few years ago, the medium may soon achieve sufficient consumer acceptance to make it a desirable dealer stock item.

Over the past few years there has been increasing demand for pre-recorded tape field, yet much of it has escaped general dealer notice. This is not unexpected when it is realized that the field is still dominated merchandising-wise by the over store and the appliance dealer.

What is encouraging, however, are signs that a shift in orientation is taking place on the manufacturer level. It was only natural that during the gadget stage of tape, it was largely in the province of the home movie fan, the logical market outlet was the retailer who did the biggest job in pre-recorded equipment. Now, on the other hand, the greater amount of repertoire is being brought home the fast that it is actually being sold as music.

In the final analysis it is the music dealer who knows best how to merchandise a music product.

Promising Signs

Among the most promising signs that tape is being recognized by its backers as a music entertainment item, quite apart from its gadget properties, are moves being taken to introduce and promote economical play-back equipment. A number of such units are slated for early debuts on the market. And all of them can do is play pre-recorded tape. To the purchaser of such a unit it assures the same properties of a record player, and he will feed it with pre-recorded tape just as a phonograph owner today is accustomed to do.

One interesting sign that tape has progressed to the point where it has made a mark on dealer consciousness is the wild rumor that circulated following the LP price drop approached by RCA Victor early last month.

At that time one report had it that Victor was deprecating the LP record to herald a wholesale liquidation of stock. More sober statements gave the rumor little credence, and Victor denied quickly dispelled the report for the rest.

Modest Sales

Actually, Victor has slowed down its pre-recorded tape table. It has not yet reached its initial release of last fall with another. And it is no secret that sales of the first dozen or so tapes bearing the Victor seal were modest. While the machine does not intend to discontinue others, it will come out at all. But much the same manner, it has been recently supply of biannual master tapes against the establishment. The machine has advanced to the point where its release makes commercial sense.

There is evidence that some pre-recorded tape entrepreneur has been a V.R. Tape. Quite quickly its way it has built up a catalog of about 150 packages in the past four and a half years and seen enough actual and potential business around to maintain an active and regular release schedule.

Tape and Disc

In addition to catalog items placed exclusively on its own roster, AV has set a number of deals with noted record manufacturers for tape rights to their recorded product.

In its stable are the Van. Grover, Stereo, and Golden Records. And the deal that brought these firms in has been offered to other producers. AV's purpose is to build a comprehensive catalog of pre-recorded tapes that could serve the varied musical tastes of a wide variety of consumers.

A similar approach is being taken by the Livingston Electronic Corporation, a hi-fi specialist firm of task has been in the fact that is now afoot.

In its commercial sales, Livingston has backed-up general exploitation of biannuals to issue deals on a LPM basis.

The practical standard for this new medium.

To achieve its goal of a pre-recorded line, the firm also has high-taped tapes right with industry dictated. Among those recently set by Livingston are look-tapes, Eastside, Oceanic, River-side, and Epic Records. In addition, it features regular releases of its own American and Canadian records. Other industry distributors have received custom bids from Livingston.

Futuroscope

Still another tape enterprise that is seeking to amplify its own efforts with material acquired from record companies is Phonotape, Inc. This recently organized firm has quickly issued a batch of "literature" tapes, but is currently in negotiations with several dealers for tape rights.

Among other manufacturers turning a pre-recorded product test market are Tape-Form, specializing in tapes played on an organ; Hack Swim Productions, offering a varied selection of classical, Dixieland and pop repertoire; Victor, featuring tapes in the form, symphonic, pop and chamber music categories; Celestial, presenting dance, pop and square dance reels; Trio-Fidelity, offering Film Fidelity and Ballet; Tempo, with its pop and dance series; Sony, Webcor, featuring background organ music for the home; Omega, a subsidiary of International Pacific Records, marketing classical material; and Storyville and Comp. with pop items.

There are also a number of specialist tapes from pitching their product primarily at the educational market, along some is thinking of breaking its way into the libraries of collectors. Among this latter category might be mentioned Roll-Pak, Shakespeare Tape Library, Spiritual Recordings Unlimited, Fort Orange Distributing with its teaching material, Charles G. Reiger with sermon and worship services, and EMC.

While it may be argued with good reason that the day is not yet here when the average music dealer should move into tapes, it may be stated with equally good reason that the time has come when he should watch the field with more attention. The industry is moving rapidly, and the alert dealer who can find a way of integrating pre-recorded tapes into his over-all operation may soon find himself making real profits in the welcome revenue.

---

WEBCOR ANNOUNCES WEBCOR FIDELITY, the New Key to Hi-Fi Sales

Now, for the very first time, the confusion over what is and what isn't high fidelity is solved. And, at the same time, Webcor is helping dealers everywhere overcome the biggest sales obstacle in selling high fidelity.

* Customers are now assured and guaranteed that Webcor's high fidelity claims are true, verified and approved by a distinguished panel of music experts. These gentlemen are: Hoagy Carmichael, Milton Cross, Yusho Manushia, James Milton, Guy Lombardo, and Sir Cedric Hardwicke.

* Dealers and consumers alike, now, can be confident that dollar-for-dollar it is impossible to get higher fidelity than you get from a Webcor fidelograph or tape recorder. Proof of this is the unshakeable verification of this independent panel of experts.

Look for and sell WEBCOR VERIFIED HIGH FIDELITY!

WEBCOR OFFICIAL GUILD OF HIFI RECORDERS
CHICAGO 39, ILLINOS
### Equipment

**Please list—In best-selling order—the brands you carry in each of the price ranges below. LIST IN BEST-SELLING ORDER:**

(Showing all divisions: Three sixteen-price points—list choice two points—2d choice, one point—3d choice)

#### 3-Speed Phonos Under $30

<table>
<thead>
<tr>
<th>Bracket</th>
<th>Brand</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>$30 to $99</td>
<td>Columbia</td>
<td>1708</td>
</tr>
<tr>
<td>$100 to $200</td>
<td>RCA Victor</td>
<td>1708</td>
</tr>
<tr>
<td>$200 to $300</td>
<td>V-M</td>
<td>1708</td>
</tr>
<tr>
<td>$300 to $400</td>
<td>Motorola</td>
<td>1708</td>
</tr>
</tbody>
</table>

#### 3-Speed Phonos, $30 to $99

<table>
<thead>
<tr>
<th>Bracket</th>
<th>Brand</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>$30 to $99</td>
<td>Columbia</td>
<td>1708</td>
</tr>
<tr>
<td>$100 to $200</td>
<td>RCA Victor</td>
<td>1708</td>
</tr>
<tr>
<td>$200 to $300</td>
<td>V-M</td>
<td>1708</td>
</tr>
<tr>
<td>$300 to $400</td>
<td>Motorola</td>
<td>1708</td>
</tr>
</tbody>
</table>

#### 3-Speed Phonos, $100 to $200

<table>
<thead>
<tr>
<th>Bracket</th>
<th>Brand</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100 to $200</td>
<td>Columbia</td>
<td>1708</td>
</tr>
<tr>
<td>$200 to $300</td>
<td>RCA Victor</td>
<td>1708</td>
</tr>
<tr>
<td>$300 to $400</td>
<td>V-M</td>
<td>1708</td>
</tr>
<tr>
<td>$400 to $500</td>
<td>Motorola</td>
<td>1708</td>
</tr>
</tbody>
</table>

#### 3-Speed Phonos, $200 to $300

<table>
<thead>
<tr>
<th>Bracket</th>
<th>Brand</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>$200 to $300</td>
<td>Columbia</td>
<td>1708</td>
</tr>
<tr>
<td>$300 to $400</td>
<td>RCA Victor</td>
<td>1708</td>
</tr>
<tr>
<td>$400 to $500</td>
<td>V-M</td>
<td>1708</td>
</tr>
<tr>
<td>$500 to $600</td>
<td>Motorola</td>
<td>1708</td>
</tr>
</tbody>
</table>

### Glamor Phonos

- **Controversies from page 16**

A house as well as his style conscious wife, Alfie Coughlin failed to mention it, in his statement, it is interesting to note a new development taking place which will be kept in mind. An agreement has been reached between the two companies, the Douglas Furniture Corporation, for the joint marketing of a new line of hi-fi consoles, and a 31-inch, three-way, hi-fi combination (The Billboard, January 15).

#### Browsers

Two styles

The most successful type introduced by CAPITOL RECORDS

#### Wall Racks

For all size records—matches either style browser. A TERRIFIC EYE CATCHER.

#### Counter Tops

To match either BROWSER on BASE becomes a STURDY cash register stand. Two or three in a row becomes a counter.

#### Listening Booth

The old glass enclosed headphone inexpensively eliminated.
Dealers Can Match Brands' Challenge

The phone competition a retailer must face at the price level—comes from two basic sources: the discount houses and the department, syndicate and chain stores. Just what a retailer can do to meet the price competition from the discount houses has been discussed over and over again. But what of the price competition from the private-label lines handled by the large department stores and chains?

The retailer knows full well that he can merchandise the brand names he carries by taking advantage of national and local advertising and merchandising. He knows that the average customer is brand-name conscious. The dealer knows, too, that he must answer questions on the price differences between the branded phone merchandise and the private label lines.

Lower Prices

To be competitive, these prices will be below those listed for the branded items. The private-label merchant, however, will not be able to offer the variety of record-playing equipment which the dealer can handle in brand names. Neither will he be able to offer the same volume control or volume control and the higher-priced consoles. These facts are evident from a Billboard survey of some of the key department and chain stores below.

Lower prices will be the key to the price competition. The retailer will have to offer much more than his private-label line can offer.

There are some of the expected prices on private-label lines:

- The department and chain stores will probably feature a three-speed manual, portable phone with a single needle and only a volume control for about $19.95. A somewhat better version of the same phone (one with a larger carrying case and separate tone and volume controls) will sell for about $25.00. A still better version of the portable phone—one with a flip cartridge—can be expected to be advertised for about $35.00. And the highest-priced, low-end portable model will sell for about $31.95. This will be in a de luxe case, have outside controls and a larger speaker than the other three units.

Most of the department and chain stores will undoubtedly stick to two phones with automatic changers. The lower priced model should sell for about $30.95, while a model with an eight-inch speaker should sell for about $49.95.

In the hi-fi field, the department store merchants of private-label lines will concentrate on two table models or portable units. In most instances it will be a portable unit for $99.95 and a table model for $199.95. Each of these units will contain automatic changers, flip cartridges, two or three speakers and engineering to attract the sound-conscious customer who is also brand-conscious.

These are the lines and prices on which the major stores can be expected to concentrate their efforts. There will, of course, be variations from these prices and changes in the number and type of models to be offered. In most instances the buyers for the department store chains only suggest list prices to their member stores. The stores can decide on which models and at which prices they will merchandise locally.

Store Limits

There is likely competition for the units to move into the higher-priced fields, since they cannot handle private-label phones at high prices. Department stores, too, especially concentrate on "demand" items rather than those items on which they must create the demand.

The dealer can, however, expect the chains and syndicates to promote record-players and cabinets actively. This is a vast and untapped market. It's just the kind of item on which department stores love to grab and promote. Whether retail phone-record dealers will move into this market with a line of their own remains to be seen.

In any event the price competition, while not frightening, appears to be formidable. Certainly retailers have faced this competition before. And each year they have managed to do better with the branded items than they had in the previous year. No one predicts a change in this picture for this year.

HIT OF THE LOS ANGELES AUDIO FAIR

OMEGATAPE and JAZZTAPE

High fidelity recorded tapes

Thousands of audio enthusiasts crowded into the OMEGATAPE-JAZZTAPE exhibit to hear the most sensational demonstration tape ever offered to the general public. So impressive was the sound of the new tapes that over one thousand visitors actually bought a demonstration tape.

WHY ALL THE EXCITEMENT?

BECAUSE NOW . . . FOR THE FIRST TIME . . .
- High fidelity tapes featuring outstanding European Symphony Orchestras and American Jazz Combos
- Recorded exclusively on SCOTCH 11TA tape made by Minnesota Mining & Manufacturing Co. Produced on the finest tape duplication equipment . . . ATWOW
- Not catalog items MABOSO recorded in Mexico City, WULFIZER WPE ORGAN, and Dolce Lisan's Great Scott, D. J. RILEY, G. R. LEWIS
- National advertising, point-of-sale dealer aids—DYNAMIC MERCHANDISING

* The lowest priced recorded tape—$5.95

The finest quality recorded tape available anywhere at any price. All tapes $5.95, dual track 7½ ips.

Mr. Dealer . . . Mr. Distributor . . . Write, Wire, Phone:
INTERNATIONAL PACIFIC RECORDING CORPORATION

OMEGATAPE

883 Vine St.
Hollywood 38, Calif.
Hollywood 47858

Equipment Survey

The Billboard 1955 Record-Phone Dealer Survey

<table>
<thead>
<tr>
<th>POSITION</th>
<th>BRAND</th>
<th>POINTS</th>
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<tbody>
<tr>
<td>1.</td>
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<td>3.</td>
<td>ZENTH</td>
<td>220</td>
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<td>4.</td>
<td>ADMIRAL</td>
<td>212</td>
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<td>5.</td>
<td>WEBCOR</td>
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<td>6.</td>
<td>PHILCO</td>
<td>128</td>
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<td>7.</td>
<td>DECCA</td>
<td>84</td>
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<td>8.</td>
<td>CAPEHART</td>
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<td>9.</td>
<td>EMERSON</td>
<td>44</td>
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<td>10.</td>
<td>MOTOROLA</td>
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<td>TRAVELER</td>
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Radio-Phone-TV Combinations

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KIDDIE PHONES

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<td>HOWDY DOODY</td>
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<td>KING</td>
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<td>KRATONE</td>
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Single Speed Players and/or Record-Playing Attachments

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Tape Recorders

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<td>V M</td>
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<tr>
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<td>COLUMBIA-HELL &amp; HOWELL</td>
<td>168</td>
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<tr>
<td>5.</td>
<td>REVERE</td>
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Copyrighted material
ACKERMANN BACK AS MUSIC ED.; HOROWITZ AID

NEW YORK, Feb. 10.—Following the resignation of Harry F. Froman as music editor, the Billboard's Music Department has been reorganized with Horowitz, a young and aggressive writer, as the new chief. His appointment is considered very promising by experts in the field of music. These changes will undoubtedly help to increase the magazine's circulation and maintain its leading position in the field of music journalism.

Under contract rules any job ten years of age or older cannot be held by a person under thirty years of age. This has already been noted in the most recent edition of the magazine, but the rule will be enforced this time. A panel of judges handled the matter, and the decision will be announced shortly.

Mr. Ackerman, who has been with the firm for ten years, has left his job as music editor and will now serve as music writer. He has contributed many articles to the magazine and is considered a valuable asset to the staff.

Horowitz, who has been with the firm for two years, has been appointed assistant music editor. He will be responsible for the preparation of the musical indexes and weekly summaries.

MUSKET AWARD

3 Songs of Nomination

PICTURES

HOLLYWOOD, Feb. 10.—Three of the five nominees selected by the Academy of Motion Picture Arts and Sciences for the annual Oscar ceremony last week were turned down by the Academy, in favor of more established films as nominees.


In all, the three films were announced as the nominees for the Oscars for Best Picture this year.

N. Y. QUIETLY SHIFTS TO DIME JUKE PLAY

By AARON STERNFIELD

NEW YORK, Feb. 10.—Local jujie box operators have been quietly installing "record
drive" jokers, but a very effective one.

First estimates are that a good 50 cents worth of each nine-inch jujie box is currently equipped with a record drive play-according to a good estimate made by a prominent manufacturer.

To the operators, it means a steady increase in sales, and a greater satisfaction among the patrons.

Mercury Revises Price Skeds

NEW YORK, Feb. 10.—Mercury Records has announced the following price revisions: 20s, $2.98; 24s, $3.98; 28s, $4.98; 32s, $5.98; 36s, $6.98; 40s, $7.98.

These price changes are effective immediately, and will result in a substantial reduction in the prices of the product. The new prices are expected to be in effect as soon as possible.

Cook Shifts to Columbus Post; Maitland Moves Up at Capitol

Cap. Sales Head Takes on Same Job for Rival

NEW YORK, Feb. 10.—Hal Cook, national sales manager of Columbia Records for the past two years, has been named to succeed Robert J. B. Scodali as sales manager for Mercury Records at Columbia's west coast office.

Cook, who was a vice-president of the Mercury label, has been with the company for two years, and has been responsible for the development of the Mercury Records division.

Maitland, who has been with Columbia Records for the past three years, will take over the Mercury Records division of Columbia, and will report directly to the head of the company.

Chicago Sales Exeucutes To Cook Titles

NEW YORK, Feb. 10.—Captain Rona, the new sales manager of Columbia Records, announced today that the company will begin to sell Mercury records in Chicago.

Maitland, who has been with Columbia Records for the past two years, will take over the Mercury Records division of Columbia, and will report directly to the head of the company.

The move is expected to increase the company's sales, and will be beneficial to both companies.

Marvin Leaves BB to Head Up Merc. in East

NEW YORK, Feb. 10.—The BB Radio Network, which has been in existence for the past five years, has announced that Marvin will be replaced by Jack Foster as executive in charge of the Eastern Division.

Marvin, who has been with BB Radio for the past two years, will now be in charge of the company's operations in the East, and will report directly to the head of the company.

KOCR IN DEAL

Cuts Spanish Shows, Sells To Others

SUN. ANTONIO, Feb. 10.—Local Spanish language station KOCR has become the object of much attention among the Spanish-language radio stations in the nation.

The station is owned by a local businessman, and is located in the heart of the Spanish-speaking community.

The station is unique in that it is the only Spanish-language radio station in the nation, and is expected to draw a large audience from the Spanish-speaking community.

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Chances Better for Hearings On Copyright Revision Bills
Thompson Measure Up for Study; Action Asked on Kilgore Proposal

WASHINGTON, Feb. 19—In one of the most hopeful developments in the Copyright and Thompson copyright revision bills, a report by Senator John F. Cooke, R-Ill., has been scheduled for February 21 which will give every opportunity for all sides to be heard on the legislation before any action is taken by the Senate.

Senator O'Malley is among Kilgore's supporters.

On the house side, the possibility of a Thompson bill getting a hearing in the House Judiciary Committee is not certain, although a meeting will be held to determine whether a hearing should be held on the Kilgore bill. The Subcommittee is headed by Rep. Joseph O'Malley (D., Mass.), who has been asked to report the legislation to the House by a federal judge finding in copyright.

The judges have been particularly charged with investigating the fact of possible direct infringement of the copyright law.

A bill of letters has reached California from individual juk box operators in various parts of the nation and from Home Operators of America, requesting a hearing on the Kilgore bill and an exemption of juk box fees from copyright royalties payments.

Pre-Recorded IPR Hi-Fi Tape At LP Prices

HOLLYWOOD, Feb. 19—A complete catalog of pre-recorded high-quality tapes will be called $5.95, currently being put on the market by the Record Recording Corporation, Called Otago's and Jazette, the new tapes mark the first time that pre-recorded tape has been made available in the LP field.

Both Otago and Jazette will be presented on four-inch dual track, and the record will offer Dixieland progressive music. The whole catalog of tapes were sold in hands of a firm's national distribution and promotion of record

Cap Alters Distrib, Promotion Set-Up

NEW YORK, Feb. 19—Capitol Records will introduce a series of changes in the firm's national distribution and promotion of records and albums starting March 1. These changes involve a separation of promotional activities on single records and albums, with the firm establishing a new national promotion group to concentrate on all promotional aspects of album records.

The firm is creating an enlarged promotion group with single under the direction of national promotion director David K. Carroll. This new group will include national promotion of each single record to be released along with the promotion of each album field.

A new man will be added next week to handle national pop promotion, and another new man will handle national rock promotion. A few weeks from now another new pop promotion man will be added.

In addition, branch promotion manager for Mr. Buckler, a new man will be added to handle the promotion of Capitol records in Philadelphia, New York.

Canada Disk Business Off

TORONTO, Feb. 19—The thriving Canadian disk business is in the offing for better business this year. So far this year the promotion in record business, has been better than in any other.

One manufacturer says that his business is off 20 per cent, while another points out that Alto's business is the last year, he feels it should have been 20 per cent better.

The main reason business is down is that the retailers have been very slow to return their inventory until they liquidate their present stock, and take their losses in the decrease in record prices.

John Rule, local singer-songwriter and producer of the big hit, "Rocky Mountain High," has been named manager of the firm's national advertising. The firm will now concentrate on all promotional aspects of album records.

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Don Cornell's Greatest Record

"Give Me Your Love"

Coral - 61367

"When You Are In Love"

Coral Records

The Cash Box

Disk of the Week

"Give Me Your Love" (2:54)
(Sung by Don Cornell)

"When You Are In Love" (3:01)
(Sung by Don Cornell)

Review Spotlight on...

Records

Don Cornell

Give Me Your Love (BMM, BMJ)

"When You Are In Love" (BMM, BMJ)

FEBRUARY 19, 1955

THE BILLBOARD
VOX JOX

By JUNE BUNDY

REMOTE OF THE YEAR: Shirley Matson, fiancee of WTAG’s “Open House” program, was named the remote of the year last month that some of America’s radio pioneers over ever hope to duplicate, let alone step on. Miss Matson (Mrs. Sid Sawyer) is host of the popular Saturday show from the municipally endorsed Memorial Hospital January 25, just five days after she became the mother of twin boys. Although he had provided music or fodder for all the big Broadway and movie celebrities who have come to the city in recent years, the enterprising farm jockey had the WTAG microphone unit perched outside the hospital. Miss Matson stepped forward to press the button that would introduce the disc from her hospital bed, while the record portion of the show originated from her downtown location.

GUESTS GOLD COAST AND OTHERWISE: Alvin Edwards, WBCA, New York City, hosted Gay Warren, a fellow disc jockey from KFAC, Kansas City, Mo., interviewed Big Jay McNeely while the latter was in town for a date at The Orchid Room, a little night club. Bud Gannett, KUGG-FM, and Harry Cohen, enjoyed the show this past week, with Mitch Miller, the Paris Sisters, Melt Donner and Dick Daniels.医疗、

The plan team of Vi and Jerry Wagner recently spotted on Don Howard’s staff is also working the Gold Coast. Terry, the newest addition, is being heralded as the right kind ofChicagoland talent. Terry will be stepping into his regular Saturday show from the municipally endorsed Memorial Hospital January 25, just five days after he became the mother of twin boys. Although he had provided music or fodder for all the big Broadway and movie celebrities who have come to the city in recent years, the enterprising farm jockey had the WTAG microphone unit perched outside the hospital. Miss Matson stepped forward to press the button that would introduce the disc from her hospital bed, while the record portion of the show originated from her downtown location.

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ATTENTION, ALL MANUFACTURERS OF LONG-PLAYING RECORDS

It is only a little item—costing 1/4 OF A CENT. It is cutting your throat wider than the sharpest razor. Yes, take all the time you want to plan your next record. Budget out thousands of dollars. Seek the finest artists, the best orchestras, top-notch leaders, the finest comets. Then get the best tips on what to record. Now hire the finest engineer, the ultra in high fidelity equipment. Make sure your recording is of precision quality, that your machine is well tuned, your record is on the right speed. Prepare your record for your record. Buy get your advertising agency to spend more thousands of dollars packaging your record. But see that your record is on the right speed. Prepare your record. When you have already spent to get the public in the mood to buy your product. You are now ready to reap the whirlwind.

But you forget that 98% of all record machines are equipped with osmium-tip needles worth a quarter of a cent that the consumer must change his needle once a year, or to nothing at all. On this 1/4 OF A CENT your precision product, with your fine packing, faced the acid test. This 1/4 OF A CENT is the final judge. In this a good record? Is it a bad record?

The dealer, placed between the record manufacturer, the machine maker and the consumer, is burdened with the costs of trying to educate the consumer.

And does he get the proper co-operation?

Nowhere on your product does it say PROMINENTLY, "Play only at 33 1/3 rpm speed and use only a microgroove needle." Nowhere does it mention the consumer to make sure this osmium-tip needle should be removed after 10 to 15 hours of play, or a sapphire needle between 25 to 40 hours of play; and that your diamond needle should definitely be checked after 800 hours of play. When it does, the print is so small you need a magnifying glass to see it. Nowhere on any record does it give the proper weight of the arm to play the record so that even when a diamond needle is used, with all the best equipment, the consumer is never reminded to check the weight of the arm every three months. Every consumer who has bought so-called 'thousand dollar' equipment is more than 90% of the time, either too much or too little. Every record is the same. Any record says: "The only ones who tell him so are one or two eccentric needle manufacturers. Who cares if your record is cut to pieces because of improper arm weight?"

Have you ever faced the abuse of an irate customer who says, "This record does not play properly?" All his other records play okay, and "You better change it for me, otherwise I'll never buy my records from you again." When you do tell him why, he says, "You can't prove it by me, all my other records play perfectly."

Have you ever played a record back to a customer to prove it is okay, and then have him tell you that he heard the clicks of your needle passing over the spot where his needle had slipped out and damaged the record. We dare you to tell the customer the clicks were not in the record originally! Have you ever been called a blackguard for selling "bad" records to a customer who does not know how to handle your record properly? Ever been faced by an angry customer who says he has a brand new machine a few weeks old, played only 60 times—perfect until he played your record? I have—and you know who is right!

Has your industry ever sat down to co-ordinate the machine manufacturer's product with yours, to ask them to mark plainly on the face-plate, "Change this needle immediately—plays; to check weight of this arm every three months to maintain proper tracking; check the level of our turntable so that it is not tilted, causing the needle to slip across the record. Why do dealers have to disseminate this vital information? Offer your record and his reputation have been destroyed! You are culpable if you cause these record returns and create bad faith between dealer and customer and dealer and manufacturer.

With millions of machines coming onto the market, not one machine manufacturer is putting suitable warning in plain view anywhere on the mechanism itself. Shame on you intelligent
**TALENT TOPICS**

The Law and Leslie Crude office in London promises it is negotiating with Les Paul and Mary Ford to get the star to do a series on a show televised in England next July. Albeit contracts have not been signed yet, the couple will make the trip. The couple were last in London in 1952 for an appearance at the Palladium.

Eddy Arnold is slated to go on the RCA Show this week after a brief vacation in Florida. He will appear on the Perry Como show later March 7th. *The Perry Como Show* is to be telecast this week from Chicago.

The idea would be to round off the show with a great appearance by the leader. David has already put forth efforts to see Kent Stans and Lionel Hampton would be willing to make the trip to the publicity and RCA's assurance.

**FOLK TALENT & TUNES**

by BILL SACHS

Around the Hone

The Joe Bill unit of "Big D Jamboree," Dallas, in addition to several theater appearances a week in North Texas, appears on KRLD-C in Dallas, over KRLD each Saturday, has taken on a new 45-minute show over WFAA, Dallas, on Saturday at 12:15 p.m. Dubbed "Joe Bill's Country Picnic," the show features the entire cast of the radio show, including Joe Bill, center and vocal; Gene Evans, Bobby Baker, Junior Lou and Jimmy Fields, fiddle; Bobby Jolly and Jerry (Corner) Plumb, comedy, and a folk-singing band consisting of Jimmy Grimes, guitar; Ethel Johnson, banjo; and Jimmy Johnson, mandolin. A special guest is featured each week. A local picker is picked up on the spot.

Elvis Presley wields up a Southwestern tour at Baltimore, May 19-20, lasting two weeks. This tour will feature the engagements at the various night clubs and music halls where he has been a regular performer. In addition to his usual guitar and vocals, Presley will be joined by several top-name bands and musicians on his tour. This tour includes the following dates: May 19-20, Baltimore, Md.; May 21-22, New York, N.Y.; May 23-24, Chicago, Ill.; May 25-26, Detroit, Mich.; May 27-28, Philadelphia, Pa.; and May 29, New York, N.Y.


easy & blues notes

by BOB BOLONTZ

The Johnny Ace record of "Fledging My Love" has topped the Billboard's juke box charts and is currently number two on the Billboard's best-selling records chart. And speaking of the late singer, a record dedicated to Ace, "Johnny's In Heaven," has been recorded by the Starlighters, a popular group from Los Angeles. This record is currently on the charts this week. It is Varetta's first venture on the doo-wop chart of the week, and it has been doing quite well on the local charts.

The hits of the week, too, are not many, but they are making more noise. In the Billboard's charts this week, too, are the hits of Bill Haley and the Comets, "Rock Around the Clock," and "I'm in the Mood for Love." The former is a big hit, and the latter is getting better all the time. The hits of the week are not many, but they are making more noise.

The Cardinals return to the Atlantic Records with a new release this week after a long, hot summer. The group has not released any new single since its last single, "Heartbreak Hotel." The group has been working hard on a new album, "Heartbreak Hotel," which is expected to be released in late November. The album will feature ten songs, including the hit "Heartbreak Hotel." The album is produced by Sam Phillips, the founder of Sun Records.

The Beatles have announced that they will be performing a series of concerts in the United States beginning in late October. The concerts will feature all four members of the band performing together. The band's manager, Brian Epstein, has said that the concerts will be a "機會 to bring the Beatles to a new generation of fans." The concerts will be held in major cities across the country, including New York, Los Angeles, and Chicago.

**RHYTHM & BLUES NOTES**

The disclaimer, by the way, is featuring an obscure soul hit. It's been locked in the vaults for a new release for a long, hot summer.

The new album is titled "Heartbreak Hotel," and it is produced by Sam Phillips, the founder of Sun Records. The album includes a mix of rockabilly and country music, and it features all four members of the band performing together.

The album is scheduled to be released in late October, and it is expected to be a hit. The band's manager, Brian Epstein, has said that the release of the album is a "机会 to bring the Beatles to a new generation of fans." The album will be available for purchase at Record Stores and online.

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ACES TORS AGAIN!

FEBRUARY 26, 1955
THE BILLBOARD

FOUR ACES

Two Smash Sides!

THERE GOES MY HEART
YOU'LL ALWAYS BE THE ONE

With Orchestra under the direction of Jack Pleis
29435 • 9-29435

America's Fastest Selling Records

DECCA RECORDS
**MUSIC AS WRITTEN**

"Mambolero," by Benny Green, and "Wax That You've" a ballad with words by Sammy Cahn and music by Coarse himself. Cahn introduced "Mambolero" on his NBC-TV show a couple of weeks ago, and indications are that most of Fluc's output will be showcased on the Caesar program this season, since the show runs an hour, and Mambolero singer stays at least one time each. Fluc is handled by Nick Campbell as general manager.

New York

Roy Hamilton will plug his new Epic waxing, "If Each One Will Touch One," on "Strike It Rich" over CRN-TV and the MBS radio network next week. The singer will appear on the TV show "The Whisperers" on February 25. The promotion will coincide with Brotherhood Week. 

Marvin Hackett, a star of Epic and Okah Records, left this week on a combined business trip and vacation through the South. Bill Nelsen and Charlie Schneid, national sales manager and promotion manager for the label, will hit the road next week to push on releases on both Epic and Okah.

A Coma's Jack Piek will be pre

Up before the American Magazine in April. . . . The Rover Boys will play the El Monocoe in Montreal for two weeks starting April 5.

Poada Kurnan, secretary at Petrolia-Khol Music, became engaged this week to industrial designer John Yelins. They will be married in June.

Joe Caulton, RCA Victor a.s.f. top, has signed the Burton Sisters. Their first recording sessions were held this week. . . . Steve Shuler, Victor's folk chief, has added to his stable stable with the signing of the Speer Family, a father
group. Shuler has also signed the Sons of the Pioneers in a new term. The disk is releasing a special mailing to its pop deejay list of a packet of ster disc by cut by the Johnson Family Singers, the Blackwood Brothers and the Crescent Quartet.

A top, Robert Allen, has booked Sidney and Edwina Posen, February 12. It's the second week for Posen, head of Village Music. . . . Jack Mills, of Mills Music, has pressed March 11, 12 and 13 an event in the House Studio Playhouse. The March 11 event was handled by the Martha Graham company.

Stanley Adams, president of the American Society of Composers, Authors and Publishers, leave for the West Coast tomorrow (20) to attend the Society's annual meeting there. Accompanying him will be Alex Kramer, ASCAP executive committee chairman, and George Hoffman, ASCAP controller. The meeting will be held on Thursday (20). The Fred Astaire group will receive a gold record for "Heart of Space," on Ed Sullivan's "Toast of the Town" TV show on March 12th. . . . Howard Miller TV show in Chicago for two weeks.

Mindy Carson plays the Kansas City, Mo., Auto Show from Feb

uary 25 thru March 5 . . . Eva Lee Corne plays Middletown, N. Y., on Monday (21) and Buffalo on February 27 . . . Vaughn Monroe will follow his Las Vegas, Nev., bookings with a series of one

ighters. The route calls for Rain

dow Brewster, Salt Lake City, on February 27; Rhythm Bowls, Denver, February 25; Million Dollar Ballrooms, Milwaukee, February 20; and Kayman's Ballrooms, Chi

cago, February 27.

Shapiro Bernstein & Company has acquired "The Water Tumble" from publishers Tobias & Lewis. Tunes written by Fred Tu

dia and Rudi Revii, has been cut by Henri Remy on Victor, with other diskings on the way.

Chicago

Vocal Soup is riding "Wax

Der Why" and "Let's Make Up" in top field . . . The disk jockeys at the top of their game this week were in town on a deejay sound plugging their Cadence re

lease of "Cow Baby, Go" Dick Buckley, promotion man for M & S Distributors, escorted the group on their initial trip to Chicago. . . . Joe Fabey and his Latsi orchestra made a one-nighter stop at the Rocket Club . . . Buddy Laine and his orchestra booked into the Chevy Chase Country Club start

February 26 for two frums. Richard S. Custer, 31, sales manager of Videotone and Perma

point division of RCA, Inc., died last week. He was with Perma for nine years and was well known by record distributors and coin phon

ograph operators. . . . Don Artists, a legend in Chicago radio circles because of his pianistics on the airflow for almost two decades, has turned up at Linn Burton's Steak House where he tickles the ivories under the name of Joe Looman.

Sinners Gary Mann and Jeanne McKee will be guest vocalists on 'The Don McLean Breakfast Club.' . . . Lurelle Hunter returns to the Center Inn February 25. Sylvia Yenne and Art Harris have been held over. This is Art's fourth holdover since his initial booking into the club. . . . "Birthday Stars of 25" opened at the Civic Opera House Sunday (20). . . . The Three Twins Trio celebrated its eighth anniversary as an act at the Club Madison Sunday (20) . . . A 24-hour telephone goes under way Fri

day (15) over WCCN-TV for the City of Hope. Most local TV personali

ties and disk packers will appear as well as 299 publishers.

**Hollywood**

Ray Bolger stated to cut "The Or Stole" on LP for Decca. He'll confer with Decca representative in order to secure an NBC spectacular release on Febr

ary 27 . . . Zeke Reutow is at

KFWB disk jockey, and Lester Lee has toured a pair of rhythm and blues turns, "Nick Chuck" and "Hot and Cold Baby." It's the first side the pair has done together since they signed "Pennsylvania Tobacco" in 1942 . . . Gene Krupa and his two-week contract with Decca. Drummer

rounded up his run at the Last Pos

ter last week and opens at the Crescendo February 25 for a two

week stand. . . . The Crew Cats have been booked for an appearance in the CBS show this coming weekend. 

\*(Continued on page 36*)
ORDER NOW!
clip and mail this column to your
RCA VICTOR
record distributor

TONY MARTIN
Just a Man
Do, Do, Do

MIKE PEDICIN QUINTETTE
I Wanna Hug You,
Kiss You, Squeeze You
I'm Hip

STUART HAMBLEN
Go On By
Just a Man

LEG DIAMOND
Shally Boom
Now is the Hour

VOICES OF WALTER SCHUMANN
The Ballad of
Davy Crockett
Let's Make Up

NORO Morales
Knock, Knock, Knockin' Fair Exchange

REED STEWART
Which One of Us
Is to Blame
Don't Make Me Fall
in Love with You

JIMMY MARTIN AND
THE OSBORNE BROS.
Pulled iloo
Boo

Ralph Flanagan's Orchestra
I Belong to You
Go Moses Go

Betty Johnson
Seven Pretty Dreams
Be A Lover

HOMER AND JETHRO
The Nutty Lady
of Shady Lane
Mister Sandman

Re-Order These Hits!

RALPH FLANAGAN'S ORCHESTRA
I Belong to You
Go Moses Go

All Recordings Listed Are
"NEW ORTHOPHONIC" HIGH FIDELITY

TONY MARTIN
grooves two big hits
JUST A MAN

DO, DO, DO (WHAT YOUR HEART SAYS)
20/47-6039

THE MIKE PEDICIN QUINTETTE
prescription for hits:
Mike Pedicin is strong medicine

I WANNA HUG YOU,
KISS YOU, SQUEEZE YOU
I'M HIP
20/47-6043

NEW ORTHOPHONIC" HIGH FIDELITY

www.americanradiohistory.com
Cap Sales Head

Pre-Recorded Hi-Fi

45 Disks Gain

Stage Shows

Music as Written

DJ'S STILL PRAISE

Tad Bruce singing...

"THAT'S FOR SURE!"

"I REMEMBER IT ALL TOO WELL"

WAXON RECORD # 117-10

"Go to Jack Danton, -Tod Nem
Both top volt Van, proof
dg.'s, volte.

"Hi, Art Sbacking.
Both sides are available at the
At Cincinnati, WDKF, Milwaukee.

Says for WAXON means That's
Ready Show, WDTF, Baltimore, Md.

"Here are the big things we can do
to make it happen. The Greater a little
Phil Palmer, WDKF, Cincinnati, Ohio

"That's For Roy* means That's
Waxman, WDD, Detroit, Mich.

"That's For Roy. means That's
Rudy Shows, WDKF, Baltimore, Md.

JIM BENTON, ORIG. NATIVE OF CINCINNATI,
"That's For Roy. means That's
"That's For Roy. means That's

45 Disks Gain

Pre-Recorded Hi-Fi

Another "BMI "PIN-UP"

Everlovin

The Davis Sisters, Victor
Patti Page... Mercury
Boyd Bennet... King

"You Too Can Be a Dreamer"

Mills Music

"It's Your Life"

"On a Lonely Walk"

BOURNE, INC.

125 W. 53rd Street
New York 19

DEAN MARTIN'S
capital Record

"UNDER THE BRIDGES OF PARIS"

Bill Stewart, P. D.
WNOE
New Orleans, La.

Dear Bill,

"Say the Word"

HELEN GRAYCO
Label X0089

TERESA MUSIC CO.

GIVE TO DAMON RUNYON CANCER FUND

1674 Broadway
New York 19, N. Y.

Sung by
to the audience at the
Hotel Statler, Baltimore, Md.

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to the audience at the
Hotel Statler, Baltimore, Md.

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to the audience at the
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A DAZZLING PERFORMANCE

With "HIT" Written in Every Note

SAMMY DAVIS Jr.

Sings the Big Song from Cole Porter's "Silk Stockings"

ALL OF YOU

B/W SIX BRIDGES TO CROSS

#29402 9-29402
PHONOS-HIFI

By STEVE SCHUCKER

LANG & TAYLOR BOWS
Non-Stop Recordings

The Kelton, a new console high-fidelity unit, was bowed last week by Lang & Taylor, Inc., Wallach, Man. Shipments are expected to begin by March 1, on the new package. The unit includes a three-speed changer complete with remote cartridge, diamond stylus, a 15-watt amplifier and a two-way speaker system which incorporates a crossover network. The console will be available in black or mahogany. Grill cloth is woven in gold-hued morsel. Unit is 38 inches wide, 16 inches deep, 34 inches high and will retail at $219.85.

FIVE MARKETS NEW
TAPE RECORDER...

A two-speed dual-track tape recorder, Model 37C, has been introduced into the U.S. market by Belden and Engineering Corporation, Brooklyn. The new recorder features a two-speed dual-track, which in new recorder features a two-speed system, which replaces the mono-speed system used in Model 278, plus circuit modifications, and a new two-speed tape combination with redesigned control knobs. Retail price of $95.95 will remain at the same level in the previous model.

CLOCK-PHONO TO COAX
KIDDIES INTO DESIGN...

A new clock-phonograph combination by B&K Electronics is designed to help mothers in finding a method to get their children to take regular naps. This equipment contains a clock and a phonograph automatically at the pre-set time for the child's awakening. The unit will operate a B&K high-fidelity reel-to-reel tape recorder, Hotel, New York, March 7-17. The clock-phonograph is designed to suit particular needs, and can be played with all types of records in all three speeds. It also has a volume control switch, VNNVV-120 watt amplifier, and automatic speaker. The unit will retail at $25.95. Another unit, a single-speed affair in the same design, with a clock-phonograph combination, which will be aimed at models will be immediately following the toy fair.

TEEN-AGERS PROMPT NEW
DYNASONIC PHONOGRAPHS...

Joseph Durand, president of the Dynasonics Corporation, believes that the average high school and college student prefers a well styled portable 45 with a name and for the reason his firm is introducing such a machine. The unit, a small, compact phonograph, contains a three-speed changer, full-automatic changer, hi-fi cartridge and a permanent reproducing stylus. It also has a headphone attachment, a feature which is a bargain-type ease made of plywood covered with red or blue or green or orange. Retail list will be $44.95.

VANGUARD RECORDS
TO OFFER 20 new LPs...

Three new entries in Vang's "Longgie Play" LP series are due next month. These are records groupings, each on a similar theme of music in one musical category. Each LP, next month, for instance, the firm will release a new 12-inch set of recordings of the George Enescu Symphonies, in performances conducted by Jean Fournier. The record will offer differing renditions of the Bach of the two Bach Violin Concertos, together with a program of Beethoven's Symphonies. The final record is assisted by Wiener, and a final "LP" held three Mozart Sonatas and a Beethoven played by the German National.

BRUCK & LEVIN FORM
NEW LP LABEL....

Innovations, a new LP label, has been launched by Gene Brick Enterprises. Associated with Brick in the venture is Maurice Schuyler, manager of the Soho, Coody store. First release of innovation, which will be in monaural disk material, will be a 16-inch grouping five compositions of "electronic" music, "Pleasant" rhythms. Title will be "Music for Tape Recorders." In order to make full use of the equipment, all the different standards will be available. Frequency symbols to come up with an adequate representation of their scores on paper. The disk will list at $4.75 and will come packaged with an illustrated brochure including indications of the types of equipment needed.

COL. ACQUIRES MASTERS
BY JOSEF HOFMANN...

Col. Records has acquired some unreleased material from various artists, including some conductors, which the discophile is assembling into an LP for future release. Among them are Laredo Nissen, a centre from the 1930's, which is now living in retirement at a farm near the firm and the artist are now almost complete.

TAPE-OF-MONTH ISSUE
ITS FIRST RELEASE...

The Tape-of-the-Month Club, a new-formed enterprise marketing pre-recorded tapes, has issued its "March Electric" "Valto Tapes From a Derby's Sixth Book," a set of compositions by Hans Langen, Berlioz, Beethoven, with soloist and some real hits at $8.95. Other rolls will be introduced by the firm from time to time.

IN CASH ...

The Members of the Indian Institute for the Recording Arts, by A. L. PHILHARMONIC...

A series of "Industry Nights of the Philharmonic" was launched this week by the Los Angeles Philharmonic, with the first concert sponsored by the Concert Artists Guild, the NBC Los Angeles Philharmonic and execut of the concerts attended the concert.

MAJOR AND MINOR...

The fourth annual "Philharmonic" will be presented by the New York Symphony Orchestra at Studio, which for the past sessions has had substantial industry sponsor-...
# NOTICE

**MERCURY RECORDS**

**NEW PRICE LIST**

**EFFECTIVE FEBRUARY 15**

<table>
<thead>
<tr>
<th>Series</th>
<th>Description</th>
<th>Price</th>
<th>Dealer Cost</th>
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<tr>
<td>MG 10,000</td>
<td>12 INCH LONG PLAY CLASSICAL</td>
<td>$4.98</td>
<td>$3.09</td>
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<td>12 INCH LONG PLAY CLASSICAL</td>
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<td>10 inch singles—78 rpm</td>
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<tr>
<td></td>
<td>7 inch singles—45 rpm</td>
<td>89c</td>
<td>55c</td>
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**IMPORTANT**

5% Return Privilege Will Again Apply To ALL Merchandise Without Any Exceptions!

The existing prices of Package EP's, MG 36,000 series, MG 26,000 series, MG 25,000 series, MG 20,000 series, Childcraft and Playcraft series remain the same.
"Lazy Gondolier"—"Longing" (London). Mantovani is no stranger to richly melodic compositions, so when one turns up he knows just what to do with it. His treatment of "Lazy Gondolier" is lush and attractive... a natural for deejay programmers. Interesting sound gimmick of gondola oar hitting the water enhance disk's overall charm.

Disk of the Week
"Don't let this one go by..."

...on his latest London platter, the maestro has come up with a fascinating gimmick that could send the disk up to the top spot. The tune is a striking item called "Lazy Gondolier," and in the introduction, you hear the sound of the gondolier's oars splashing in the water and his voice humming the contagious melody. A fascinating lush number that's gotta be a smash. Mantovani's best since "Charmaine." Flip is another stringy mood item dubbed "Longing." Don't let this one go by.

MANTOVANI ORK
Lazy Gondolier (Burlington, ASCAP) — London 1510. Not since "Ebb Tide" has there been a lush instrumental with the weird sound effects of this one. Not only the vocal "lo-lo-las" but also the shouts of the Venetian paddlers are contained on this intriguing new multi-stringed effort. Flip is "Longing" Burlington, ASCAP.
NEW HIGH FIDELITY IMPORTED LONG PLAYING RECORDS

The extremely comprehensive scope of musical wealth provided by LONDON INTERNATIONAL, TELEFUNKEN, LOISEAU-LYRE, DURIUM, opens wide to the record collector whole new vistas of listening pleasure in the world of recorded sound.

NEW DESIGN IN PACKAGING

Each record is boxed in a sturdy container ornamented with magnificent art-work with extra protection provided by distinctive colorful inner jacket with full descriptive material.

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All 12" long-playing records now have a suggested list price of $4.98. All 10" long-playing records now have a suggested list price of $2.98.

ADDITIONAL DEALER DISCOUNTS

All dealers will receive a discount of 30% & 10% on all long playing purchases.

PREPAID SHIPMENTS

FACTORY TO DEALER SERVICE

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PLUS

DEALER SUBSCRIBERS CLUB

London International, Inc. has organized a Dealer Subscribers Club, whose members agree to accept "pre-release" delivery of one each of all new London International, Inc. long-playing records (approximately 12 items per month).

EXTRA BENEFITS FOR SUBSCRIBERS

All subscribers will receive, in addition to the above mentioned benefits:

(1) A 100% return privilege on all long playing purchases.
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Simply detach the subscription form provided and mail with your signature to:

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IMPORTANT ANNOUNCEMENT TO ALL DEALERS

The following record labels are now available only on direct order from London International, Inc.:}

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<th>LONG PLAYING</th>
<th>SUGGESTED LIST PRICE</th>
<th>YOUR COST</th>
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<tr>
<td>London International TW series</td>
<td>12&quot; LP</td>
<td>$4.98</td>
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<tr>
<td>Telefunken LOX series</td>
<td>12&quot; LP</td>
<td>$4.98</td>
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<tr>
<td>Telefunken OR series</td>
<td>10&quot; LP</td>
<td>$2.98</td>
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<tr>
<td>London International W series</td>
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<tr>
<td>Telefunken TM, LGM series</td>
<td>10&quot; LP</td>
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<td>Durtium DLU series</td>
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<th>78 &amp; 45 RPM</th>
<th>SUGGESTED LIST PRICE</th>
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<tr>
<td>London International P-18000 series (10&quot;-78 RPM)</td>
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<td>London International P-45-18000 series (7&quot;-45 RPM)</td>
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<td>Durium DC-16000 series (10&quot;-78 RPM)</td>
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<td>Belltone BL-10000 (10&quot;-78 RPM)</td>
<td>$1.57</td>
<td>$0.97</td>
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</table>

Order direct from London International, Inc., 359 W. 25 St., N.Y. 1, N.Y. or London International, Inc. West Coast Division, 725 Clementine St., San Francisco 3, Cal., The above labels can be ordered in ANY quantity. All shipments made prepaid. Catalogs available on all labels.
DEGAS & DALI
Paint, Music, Combined in RCA Album

NEW YORK, Feb. 10—Degas and Dali are to be seen in the same picture, to be played on RCA Victor long-playing records, with paintings by one of the now-famous French artists to be heard in pieces written by the other. The series of programs covering the two artists' work will be called "Degas and Dali," and will begin on Monday.

The paintings will be seen in a series of programs called "Degas and Dali: New Paintings," and the music will be heard in a series of programs called "Degas and Dali: New Music.

The series will be conducted by the director of the New York Philharmonic, Leopold Stokowski, and the orchestra will play works by Darius Milhaud.

The "Degas and Dali: New Paintings" series will feature four paintings by Degas, and the "Degas and Dali: New Music" series will feature music by Dali.

The series will be broadcast over the RCA Victor network, and will be heard worldwide.

THE HEART OF THE OPERA (11:15 a.m. to 1:15 p.m., Monday through Friday, beginning March 1)

Here's a remarkable package for the fan of opera at language tape series. This set begins with an introduction to the music of the opera, followed by selections from the operas themselves. Every opera is represented, with guest artists from all over the world.

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The Record That Raised a Storm in the Midwest and Soon Will Be the Talk of the Country

JOE BARRETT'S

Original Version of

I'M SINCERE

WHY DID YOU BREAK MY HEART

ARRANGED AND CONDUCTED BY GEORGE SIRAYO

DECCA RECORDS
SHTIGGY BOOM

... Played for 58 Hours and 45 Minutes continuously on New Orleans Radio Station WNOE—A world’s record for a one-song marathon!!!!!!!

Get the ORIGINAL version now from your Capitol Distributor

Record No. 3052

It’s by THE NUGGETS

b/w ANXIOUS HEART

Be Sure You’re Stocked on THE BEST VERSION

by "TENNESSEE" ERNIE FORD

THE BALLAD OF DAVY CROCKETT

b/w FAREWELL*

*(From Walt Disney's "Davy Crockett").
a-ting
a-ling

Stan Kenton
his orchestra and his new vocalist
Ann Richards
backed with a swingin'
Kenton instrumental of
MALAGUENA

RECORD NO. 3047
The Billboard Music Popularity Charts

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

**Chart Comments**

The best selling pop singles chart in the current issue again serves up reliable proof that song material which really strikes the public fancy can carry with it more than one disc version. As The Billboard has pointed out before, the former disk industry belief that "version" records so often do is being shattered each week as more and more second versions manage to find their way onto the best seller lists.

This very week, for example, a second version of the hit song piano material carried by various singles on the "Crazy Otto's" tag has moved in chart position. Davee's record is in the No. 21 slot while the Dee version moved up to No. 6. Also on the chart for the first time this week is a second version of "How Important Can It Be?" which has now joined Mercury's Sarah Vaughan record which moved up to compete with M-G-M's Janie James rending.

Dealers, of course, must now know that they can and often must purchase more than one record or record type of a hit song. This has been obvious in the pop versions of rhythm and blues material. It is now also obvious on second and third issued version of top tunes.

Among the top records which carried more than one record into the best selling charts are "Sincerely," "Hearts of Stone," "Melody of Love," "Ko Ko Mo," "Twokide Dee," "Crazy Otto Medley" and the Melody of Love. It is also obvious on second and third issued version of top tunes.

**Best Selling Sheet Music**

These are noted in order of their current position. This is not a true list of the most popular sheet music selling level.

<table>
<thead>
<tr>
<th>Title</th>
<th>Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Melody of Love</td>
<td>4</td>
</tr>
<tr>
<td>2. Sincerely</td>
<td>6</td>
</tr>
<tr>
<td>3. Ko Ko Mo</td>
<td>4</td>
</tr>
<tr>
<td>4. Let Me Go, Lover</td>
<td>12</td>
</tr>
<tr>
<td>5. Open Up Your Heart</td>
<td>5</td>
</tr>
<tr>
<td>6. Hearts of Stone</td>
<td>4</td>
</tr>
<tr>
<td>7. Earth Angel</td>
<td>5</td>
</tr>
<tr>
<td>8. Twokide Dee</td>
<td>12</td>
</tr>
<tr>
<td>9. That's All I Want From You</td>
<td>8</td>
</tr>
<tr>
<td>10. Naugthy Lady of Shady Lane</td>
<td>7</td>
</tr>
<tr>
<td>11. Make Yourself Comfortable</td>
<td>10</td>
</tr>
<tr>
<td>12. Ko Ko Mo</td>
<td>4</td>
</tr>
<tr>
<td>13. How Important Can It Be</td>
<td>10</td>
</tr>
<tr>
<td>14. No More</td>
<td>14</td>
</tr>
<tr>
<td>15. Teaching My Soul</td>
<td>15</td>
</tr>
</tbody>
</table>

**Tunes with Greatest Radio-Tv Audiences**

Tunes, most alphabetically, have their direct and eventual audience in the form of radio and television programs in New York, Chicago and Los Angeles. Lists are based on John G. Johnston's comprehensive Audience Coverage Index.

**Radio**

A Max Olson Show——(9)—SACAP
All of You——(3)——SACAP
Ballad of Don Drumm——(3)——(R)——SACAP
Blues Mirror——(5)——SACAP
Bullwinkle——(4)——SACAP
Crazy Town Rhythm——(10)——Stargard
Dixie Das——(9)——Southern
Excuse Me——(9)——SACAP
I'll Be Your sister——(11)——Pickwick——SACAP
Hearts of Stone——(10)——BMI
How I Improved——(11)——Philosophy——SACAP
I Adored You——(11)——BMI
If I Give My Heart to You——(11)——BMI
It's a Big, Wonderful World——(9)——BMI
Ko Ko Mo——(11)——Southern
Let Me Go——(11)——Philosophy——BMI
Make Yourself Comfortable——(3)——SACAP
Many——(8)——SACAP
More——(11)——BMI
Murphy——(11)——Southern
Over the Rainbow——(11)——BMI
Papa——(11)——Southern
There Are Some Things We Share——(10)——SACAP
Two Tweedles——(3)——Philosophy——BMI
Would You——(11)——Southern
Young and Lonely——(11)——SACAP

**Television**

Any Questions——(10)——BMI
A Million——(11)——BMI
As Time Goes By——(9)——BMI
Betty——(10)——BMI
Come Your Way——(11)——BMI
Hearts of Stone——(11)——BMI
I've Grown——(11)——BMI
Just You——(11)——BMI
Lose Your Chance——(11)——BMI
Love——(11)——BMI
Love——(11)——Southern
Melody——(11)——Southern
Murphy——(11)——Southern
Over the Rainbow——(11)——BMI
That's All I Want From You——(11)——BMI
Two Tweedles——(3)——Pickwick——BMI
White House——(11)——BMI
Young and Lonely——(11)——BMI

**England's Top Twenty**

Based on cabled reports from England's top-ten music journals, an alphabetical list of each tune is listed in paretheses. Above indicates an American publisher.

Melody of Love——Campbell, Constable (R)——BMI
The Way——Hubbard——BMI
Sisters——Haskell——BMI
Mambo——Hill——BMI
Mobile——Holt——BMI
Any Questions——(10)——BMI
Happy Days and Lovely Nights——Lawrence——BMI
No One But You——(11)——BMI
This Ole Hen——(11)——BMI
We'll Leave the Crying——(6)——BMI

**The Honor Roll of Hits**

The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disc jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.
The Three Rays

CHERRY PINK (And Apple Blossom White)

b/w

I'M SINCERE

b/w

FOR SENTIMENTAL REASONS

with

Georgie Auld and Vic Schoen & His Orchestra

Coral 61373 (78 RPM) and 9-61373 (45 RPM)
### The Billboard Music Popularity Charts

#### Best Sellers in Stores

<table>
<thead>
<tr>
<th>Record</th>
<th>Week's Title</th>
<th>Artist/Band</th>
<th>Last Week</th>
<th>Latest Week</th>
</tr>
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<tbody>
<tr>
<td>1. SINCERELY-McCree Sisters</td>
<td>I'll Never Go Overboard</td>
<td>J. P. Morgan</td>
<td>5</td>
<td>4</td>
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<tr>
<td>2. HEARTS OF STONE</td>
<td>Fontane Sisters</td>
<td>J. P. Morgan</td>
<td>11</td>
<td>9</td>
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<tr>
<td>3. MELODY</td>
<td>Fontane Sisters</td>
<td>J. P. Morgan</td>
<td>12</td>
<td>10</td>
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<tr>
<td>4. KO KO MO-P. Como</td>
<td>You're Always on My Lifeline</td>
<td>J. P. Morgan</td>
<td>4</td>
<td>5</td>
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<tr>
<td>5. TWEEDEE-D. Gibbs</td>
<td>You're Wrong</td>
<td>J. P. Morgan</td>
<td>7</td>
<td>5</td>
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<tr>
<td>6. CRAZY OTTO MEDLEY-J. Maddox</td>
<td>10</td>
<td>J. P. Morgan</td>
<td>14</td>
<td>13</td>
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#### Top Record Performances

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<td>1</td>
<td>7</td>
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<tr>
<td>2. SINCERELY-McCree Sisters</td>
<td>No More-Coral</td>
<td>J. P. Morgan</td>
<td>7</td>
<td>11</td>
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<tr>
<td>3. LET ME GO LOVER-J. Weber</td>
<td>2</td>
<td>J. P. Morgan</td>
<td>6</td>
<td>12</td>
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<tr>
<td>4. TWEEDDEE-D. Gibbs</td>
<td>4</td>
<td>J. P. Morgan</td>
<td>14</td>
<td>13</td>
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<tr>
<td>5. NAUGHTY LADY OF SHADY LANE-Anna Brothers</td>
<td>10</td>
<td>J. P. Morgan</td>
<td>13</td>
<td>14</td>
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<tr>
<td>7. 5994</td>
<td>OTTO</td>
<td>J. P. Morgan</td>
<td>13</td>
<td>14</td>
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<td>8. MELODY</td>
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<td>J. P. Morgan</td>
<td>17</td>
<td>16</td>
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<tr>
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<td>J. P. Morgan</td>
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<td>10. TWEEDEE-D. Gibbs</td>
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<tr>
<td>11. GAME</td>
<td>Fontane Sisters</td>
<td>J. P. Morgan</td>
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<td>10</td>
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<td>12. EARTH ANGEL-Pingaut</td>
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<td>13. MELODY</td>
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<td>14. MAKE YOURSELF COMFORTABLE-Anna Brothers</td>
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<td>J. P. Morgan</td>
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<td>12</td>
</tr>
<tr>
<td>3. THAT'S ALL I WANT FROM YOU-J. P. Morgan</td>
<td>4</td>
<td>J. P. Morgan</td>
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<td>8</td>
</tr>
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<td>4. TWEEDEE-D. Gibbs</td>
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<td>4. TWEEDEE-D. Gibbs</td>
<td>5</td>
<td>J. P. Morgan</td>
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<tr>
<td>5. MELODY</td>
<td>Fontane Sisters</td>
<td>J. P. Morgan</td>
<td>13</td>
<td>12</td>
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<tr>
<td>6. NAUGHTY LADY OF SHADY LANE-Anna Brothers</td>
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<td>J. P. Morgan</td>
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<tr>
<td>7. EARTH ANGEL-Coral</td>
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### This Week's Best Buys

**CHERRY P'N' AND APPLE BLOSSOM WHITE** (Chappell, ASCAP)-Perry Prudie

**RCA**

A surprise Latin record that is doing well in a wide range of pop and rhythm & blues stores and locations—in addition to traditional Latin music shops. Some reporting strong sales this week included Boston, New York, Philadelphia, Buffalo, Pittsburgh, Cleveland, Detroit, St. Louis, Chicago, and Los Angeles. Flip is "Maria Elena Rumba" (Peer, BMI).

### DANGER HEARTBREAK AHEAD (Buddah)-Jaye-J. Maddox, Victor 26-041-ASCAP

A good seller steadily since time of release. This disk has been coming up slowly but successfully. The record is selling in a good or strong category included Boston, Baltimore, Richmond, Buffalo, Pittsburgh, Chicago, Milwaukee, Detroit, Durham, Baltimore, Richmond, Buffalo, Pittsburgh, Chicago, Milwaukee, Detroit, and St. Louis. Some reports even suggested it was good on the flip "Softly, Softly" (Snowbird) ASCAP. A recent Billboard "Spotlight" pick.
Here’s your chance to launch a Bright New Singing Star
...and help her win an RCA Victor Recording Contract

THE M.O.A. AND RCA VICTOR
INVITE YOU TO SUBMIT NOMINATIONS
FOR “MISS JUKE BOX OF 1955”

You select the contestants now!
You elect the winner at the MOA convention!
You, too, win a prize if your contestant wins!

Your role is easy. Our rules are simple:

1. Any Coin-Operator may submit entries, which will be judged on the basis of talent and beauty.
2. Entries must consist of a photograph (full-length view) and a record or tape (7¼" speed) of the contestant singing any pop standard with piano accompaniment only. All entries become the property of RCA Victor and none will be returned.
3. Any girl 21 or over, either amateur or professional and not under contract to any recording company, is eligible.
4. Entries must include the name, address and age of the contestant as well as the name and address of the sponsoring coin-op.
5. Entries must be submitted to “Miss Juke Box,” RCA Victor Record Division, 630 Fifth Avenue, N. Y. 20, N. Y., not later than March 15, 1955.

The judges—Paul Ackerman of The Billboard, Bob Austin of The Cash Box, Herr Schoenfeld of Variety and Joe Carlton of RCA Victor—will select three of the contestants as finalists. Their decision will be final.

The finalists will become candidates for the title “Miss Juke Box of 1955” and will be brought to Chicago at RCA Victor’s expense to appear at the MOA Convention March 28, 29, 30. Finalists will be notified on March 21.

In the RCA Victor Exhibit at the convention, coin-ops will meet the candidates, hear their recordings and elect a winner.

“Miss Juke Box of 1955” will win an RCA Victor recording contract, and her sponsor will receive an RCA Victor 21" Color TV set. The other two candidates will be awarded RCA Victor “New Orthophonic” High Fidelity “Victrola” phonographs.

ACT FAST!
THE DEADLINE IS MARCH 15TH!
Georgia Gibbs

The "Tweedle Dee" Girl with Another Hot Platter

(The WALLFLOWER)

'DANCE WITH ME, HENRY'

MERCURY 70572 • 70572X45

JUST RELEASED!

Buddy Morrow
AND HIS ORCHESTRA
"Rock 'n Roll"
COUPLED WITH
"TOM TOM"
MERCURY 70562 • 70562X45

Cash Box Sleeper Hit!

Rusty Draper
"THE BALLAD OF Davy Crockett"
COUPLED WITH
"I'VE BEEN THINKIN'"
MERCURY 70555 • 70555X45

A HIT!

THE Laurie Sisters
"No Chance"
COUPLED WITH
"DIXIE DANNY"
MERCURY 70548 • 70548X45

No.19 On The Nation's Top Tunes

Ralph Marterie
AND HIS ORCHESTRA
"Blue Mirage"
COUPLED WITH
"REMEMBER ME"
MERCURY 70555 • 70555X45

www.americanradiohistory.com
COLEY IRISH RECORDS
78 - 45 RPM
89c each

Gomn - 51 -2

the LOVE business

sunrise (1X.0096)

DIN CONELLE
GOMN 486 - A BISH-""BOM...BOM...

When You Are in Love...$7

FURST ACES
4 TIN KING

You'll Be in My Heart...$7

McCOOGERS SISTERS
MCG-245 - BISH-""BOM...BOM...

Great reading of an amusing old song. It should get attention here. It may possibly be phosphorylated by the label and may not be as scarce as the song believes.

EDDIE FOULANT

ROCK LOVE

ALL MY LOVE BELONGS TO YOU

0.008 (45-1006)

THREE CHUCKLES

FOOLISHLY

IF YOU SHOULD LOVE AGAIN

X-008 (45-1007)

A product of Radio Corporation of America

RECORDS MARK THE HITS!

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

John Gale Barker
Barker Music Center
McLellan's Store
Tucson, Arizona

SUBSCRIPTION ORDER FORM

The Billboard
1160 Peterson St. Cantonille 22, Ohio
Please enter my Billboard subscription for one year (12 issues) at $1.00 to start with the next issue.

PAYMEN TED: Checks payable to The Billboard. (1) Town & State

Name

Address

City

State

Your key to the SALES RESULTS advertisement columns of THE BILLBOARD!

FEBRUARY 26, 1955

POPULAR RECORDS

GEOGRAPHY GIBBS
Dance With Me, Henry (Aldron, BML)-Mercury 10072

This is riding high right now with "For every Drop." This one cut was done in the same pot?"e lab where "The Big Bopper" was cut. (Mercury, ASCAP)

AMES BROTHERS
Sweet Brown-Eyed Ruby (United, BMG)

Sympathetic Eyes (Mahala, ASCAP) - RCA Victor 2906

The Ames boys are in fine form on these two sides. With "Sweet Brown-Eyed Ruby" it's cut off tune with a lovely beat, and "Sympathetic Eyes" a lovely ballad. Wading is sincere and warm, and the tracks should pull plenty of spins.

J0 STAFFORD
I Got a Swearer (Progressive, BMG) - Columbia 40841

The response could have a big hit in this up-and-coming pop version of the r&b. Click "I Got a Swearer." The voice is handled with enthusiasm and a fine viewer, while harmony packs a solid beat. "Please Don't Go So Soon." (Bourne, ASCAP)

FESS PARKER
The Ballad of Davy Crockett (Wonderland, BMG) - Columbia 40949 - The Wall Disney movie tune is coming up strong now. It should get its share of jockey plays and jocke at com. Warner screens with sincerity, and a folksy warm that"s just right for the same. Columbia bought the master, and rushed it out after the dance caused mad enthusiasm on Disney-ABC TV show recently. Flip is "I Gave My Love." (Bourne, ASCAP)

• Reviews of New Pop Records

DON CONELLE
"Gomn 188 - A BISH-""BOM...BOM..."

When You Are in Love...$7

FOUR ACES
"Gomn 231 - FISH-""BOM...BOM..."

You'll Be in My Heart...$7

McCOOGERS SISTERS
MCG-245 - BISH-""BOM...BOM..."

Great reading of an amusing old song. It should get attention here. It may possibly be phosphorylated by the label and may not be as scarce as the song believes.

ANDY CURITZ

Make Yourself Comfortable...$7

"Wendy 257-957, FISH-""BOM...BOM..."

Great reading of an amusing old song. It should get attention here. It may possibly be phosphorylated by the label and may not be as scarce as the song believes.

ROUSSTRAINS

Where Will the Dimity Go...$7

Snap and snap, snap and snap, snap and snap, snap and snap, snap and snap, snap and snap. (Wendy & Sons, ASCAP)

IAN ALEXANDER


Crabys Johns (Bob's Brother)

HONEY 181-187 - A BISH-""BOM...BOM..."

Mercy 246-194 - A BISH-""BOM...BOM..."

with August pulling a top-notch mix with each track. A complete set of pop hits, and a good set of the '50s.' (Wendy & Sons, ASCAP)

JAMES HUNTLEY

FIEDLER SISTERS
"Wendy 184-597, FISH-""BOM...BOM..."

Girl in a Tuxedo, Well-groomed, Love at all costs, and a fine title. This should be a good pop addition to the label.

McCOOGERS SISTERS
MCG-245 - BISH-""BOM...BOM..."

Great reading of an amusing old song. It should get attention here. It may possibly be phosphorylated by the label and may not be as scarce as the song believes.

JAN ANDERSON

DON'T LET YOUR BOY GET AWAY...$7

Bellevue 18-397, FISH-""BOM...BOM..."

Columbia bought the master, and rushed it out after the dance caused mad enthusiasm on Disney-ABC TV show recently. Flip is "I Gave My Love." (Bourne, ASCAP)

THE DOUBLY SISTERS

"Bubba 196-194 - A BISH-""BOM...BOM..."

The Bobby pickle is a traditional pop hit. It has a fine rhythm and a swell show. (Wendy & Sons, ASCAP)

DALE HORN

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MEMO from EPIC

we picked these for you back in November...

...and they all became hits!

now keep your eye on these

THE FOUR COINS
I LOVE YOU MADLY
ROY HAMILTON
NO MORE
HURT

THE DE JOHN SISTERS

SOMETHIN' SMITH
and the REDHEADS

DOLORES HAWKINS

MY ANXIOUS HEART
OH MOTHER DEAR

IT'S A SIN
TO TELL A LIE

MY BABY JUST CARES FOR ME

ANYTHING FOR A FRIEND

worth watching, too!

ROY HAMILTON
I BELIEVE
IF YOU ARE BUT A DREAM

THE MELLO-LARKS
MALAGUENA
THE BASKET SONG

PETE HANLEY
NEVER MIND THE NOISE IN THE MARKET
I'LL STEP ASIDE

and still more action on OKEH!

THE TRENERS
GET OUT OF THE CAR
WHO PUT THE "UGH" IN THE MAMBO

CHUCK WILLIS
LOVE STRUCK
LAWDY MISS MARY

THE SANDMEN
WHEN I GROW TOO OLD TO DREAM
SOMEBODY TO LOVE

EPIC RECORDS
REVIEWS OF NEW POP RECORDS

VOX Jox

Continued from page 38

VOX Jox is usually the target every weekend for the Jox-jay-wh-who-at-the-very—

just a adrenalin, a kind of delicious of the moment, no one's—

YESTERDAY'S TOPS

FRIDAY, 26, 1955:

1. Chattanooga Shoe Shine Boy

2. But Mop

3. Dear Hearts and Gentle People

4. There's No Tomorrow

5. Model Model Model

6. I Said She Said

7. The Cruy of the Wild Goose (But I Can't Get It)

8. The Old Master Plaster

9. Johnson Rag

SOME QUESTIONS!

Sixteen-year-old Tom Johnson, of Pablo, Idaho, who knows what to look for in a good drive-in in the country. He's a spinner himself, but at the very least he's a speaker, and he doesn't give his station's call letters. A part of his Jox effort, a question comes from Ken Courtwright, at WJTG, Cambridge, Ohio, who says, "I enjoyed your Tom Johnson, the station's number one, and also wondered if any broadcast-

Wayne Cortez, WVRM, Jackson, Mich., who would be interested in knowing the number of Feds and their signals, and their station's call letters. Cortez, who essays his roles into Bob Leonard and "Jox-Man of the Fringe" class, adds, "I like all kinds of music to a certain degree, but in the pop pick today, it's all a ball-

Larry Kane, KLVS, Houston, "As a favor to many of the music lamps of any artist who will take the trouble to com-

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(continued on page 38)
**The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS**

**Best Sellers in Stores**

For survey week ending February 16

<table>
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<td>-9</td>
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<tr>
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**This Week's Best Buys**

According to sales reports in key markets, the following record releases are recommended for extra promotion.

**New Releases**

<table>
<thead>
<tr>
<th>Record</th>
<th>Label</th>
<th>Notes</th>
</tr>
</thead>
</table>
| *Are You Mine* by C. Wright & T. Tall | Columbia | Extra promotion
| *Are You Mine* by C. Wright & T. Tall | Columbia | Extra promotion
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**Most Played in Juke Boxes**

For survey week ending February 16

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**Most Played by Jockeys**

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**Review of New C & W Records**

- *Are You Mine* by C. Wright & T. Tall - Good solid country number by a top 10 jockey favorite.
- *More and More* by C. Smith - Strong jockey favorite with a lot of support from the field.
- *Are You Mine* by C. Wright & T. Tall - Another great country number with solid support from the jockey field.

**Country & Western Terrestrial Bestsellers**

For survey week ending February 16

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<td><em>Hear Her Song</em> by E. Arnold</td>
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<td><em>Are You Mine</em> by C. Wright &amp; T. Tall</td>
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<td><em>More and More</em> by C. Smith</td>
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<td><em>Are You Mine</em> by C. Wright &amp; T. Tall</td>
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<td><em>Are You Mine</em> by C. Wright &amp; T. Tall</td>
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**This Week's Highs**

- *Love Me Only* by C. Smith - Solid jockey favorite with good support from the field.
- *The Jukebox* by W. Pierce - Strong jockey favorite with solid field support.
- *I'm a Fool* by E. Arnold - Good solid country number with strong support from the field.
- *When I Fall in Love* by E. Arnold - Another strong country number with solid support from the field.
- *Hear Her Song* by E. Arnold - Strong jockey favorite with good field support.
- *Are You Mine* by C. Wright & T. Tall - Another great country number with solid support from the field.
- *More and More* by C. Smith - Strong jockey favorite with a lot of support from the field.
- *Are You Mine* by C. Wright & T. Tall - Another great country number with solid support from the field.
- *Are You Mine* by C. Wright & T. Tall - Another great country number with solid support from the field.

**This Week's Lows**

- *Love Me Only* by C. Smith - Solid jockey favorite with good support from the field.
- *The Jukebox* by W. Pierce - Strong jockey favorite with solid field support.
- *I'm a Fool* by E. Arnold - Good solid country number with strong support from the field.
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- *Are You Mine* by C. Wright & T. Tall - Another great country number with solid support from the field.
**The Billboard Music Popularity Charts**

**R & B Territorial Best Sellers**

For survey week ending February 16

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<thead>
<tr>
<th>Location</th>
<th>Artist/Record</th>
<th>Label</th>
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<tr>
<td>Atlantic</td>
<td>&amp; S. castle,</td>
<td>Apex</td>
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<td>Detroit</td>
<td>&amp; B. Valentine</td>
<td>Decca</td>
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<td>&amp; J. Hughes,</td>
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<td>Houston</td>
<td>&amp; R. Wright,</td>
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**Rhythm & Blues Notes**

*Continued from page 37*

Pennsylvania and Delaware offer a new effort, as the Du-Drivers are now popular loca- tion dancers in Philadelphia. Earl Castle and his hip will play one-night stands in Philadelphia, Ga., on February 10. The Vol. 17, No. 19/20, 1955

**Best Sellers in Stores**

For survey week ending February 16

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**Miss "D" Does It Again!**

with

"That's All I Want From You"

COUPLED WITH

"YOU STAY ON MY MIND"

**Canada Disk Business Off**

TORONTO, Feb. 9.—The record industry in Canada is hoping for better fortunes in the coming season. For this year, so far, the demand in record prices, business has been far from the manufacturers.

One manufacturer says that his business is off about 20 per cent, while others point out that although his business is down this year, he feels it should have been 20 per cent higher.

The main reason for the business is off is that the retailers have been re- leased to purchase new inventory until they liquidate their present stocks, and take their loss on the decrease in record prices.

**Most Played by Jockeys**

for survey week ending February 16

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**Most Played in Juke Boxes**

for survey week ending February 16

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BURLESQUE BITS

By UNO

Jessica Rogers has been signed by loe Cas-ter, producer of the Broadway to Hollywood re- vues, to appear in the Florida Citrus Expo- rial, which opened in Miami last week. Other States Shows... Sammy Smith, former "Dagong Girl," moved to the Catskill Mountains in New York. Jerry Niss, Baby Lane and Evonne admired full-page photos of the opening of "Broadway to Hollywood," and Cheryl Lynne and Jean Wilkins are guests at the Hollywood Hotel... The two week engagement draws close on Feb- ruary 11. John Bign, editor of the house department of The New York Times... "The Burlesque Show," in which a number of chorus girls perform, was held at the Feltman's Theater on February 11. The show is directed by Sherry Bathol on the costume... The Burlesque Show features a variety of acts, including a dance number by the legendary Betty Grable. The show is produced by a well-known producer in the burlesque industry, and is considered one of the best burlesque shows of the season... The show is set to open at the Feltman's Theater on February 11. The show is directed by Sherry Bathol on the costume... The show features a variety of acts, including a dance number by the legendary Betty Grable... The show is produced by a well-known producer in the burlesque industry, and is considered one of the best burlesque shows of the season.
TAMPA FAIR GATE IS OFF; COLD CUTS TWO BIG DAYS

Grandstand Biz Hard Hit by Weather; Generally Tighter Spending Is Noted

By HERB DOTTEN

TAMPA, Feb. 19—The Florida State Fair, with a 15-day run, two days in advance of its scheduled opening (morning) Tuesday (12), was threatened with closure due to a strong cold front that the Florida Association of Fair Managers believed would make it impossible to stage the fair Tuesday as scheduled.

Based on forecasts, the Florida Association of Fair Managers asked to have the fair opened two days after the fairgrounds were flooded due to Melati Lake overflow. The fairgrounds had been flooded due to rains that threatened to cause additional flooding. The fair was scheduled to open Tuesday, but the forecast indicated that the weather would make it impossible to stage the fair.

Big Still Date

Contrasting with the wind-up of the first full week, the start of the second week was given good weather. Monday (14) and Tuesday (15) saw the Sunday (13) wind-up on the fairgrounds. The fairgrounds were not as overcrowded as expected.

At the fairgrounds, the weather was pleasant, and the fair was well attended. The fairgrounds had a capacity of 3,000, and 2,500 people were expected to attend the fair.

WILSON LINES

Refurbishing Two Vessels

BOSTON, Feb. 19—Plans are underway for the Boston Belle and the Sea Bliss, diesel-powered vessels, to be refurbished for service in the years 1955 and 1956, respectively. The vessels have a capacity of 3,000, and 2,500 people are expected to attend the fair.

Midwest Fair Circuit

Mulls Exhibits Agency

Both Parties Back Penny Betting Bill

HARRISBURG, Pa., Feb. 19—A three-party gambling bill, backed by the Pennsylvania State House of Representatives, was received by the State Senate, with both parties supporting it. The bill was designed to help Pennsylvania's state government by legalizing gambling.

Sam J. Levy Sr.

Registers Hit As Toastmaster

Sats Gay Peace, Tone At Tampa Showmen's Assn. Banquet-Ball

Tampa, Feb. 17—Sam J. Levy Sr. of Tampa was named Toastmaster at the Tampa Showmen’s Assn. Banquet-Ball at the Florida State Fairgrounds. He was introduced by his son, Paul Levy Jr., who also spoke at the event.

SOLDIER FIELD

To Get 2506 Face-Lifting

CHICAGO, Feb. 19—Soldier Field, Chicago's giant football stadium, is in for a $250,000 face-lifting. The stadium will be redesigned and updated to improve fan experience and accommodate the growing need for modern facilities and improvements in the parking area.

STRESS DEMONSTRATIONS

New Sport Show Bars Over-Counter Selling

NEW YORK, Feb. 19—The new sport show bars at the Knickerbocker Arena will show a large portion of floor space allocated to new sports, including New Sports and Vacation Show. The show, to be held at the Knickerbocker Arena, will feature new sports and vacation opportunities.

The concept was that recent sports shows in New York had failed to attract visitors, but with the new sport show bars, they expected to draw a larger audience.

Only 100 booths have been leased, however, as the new sport show bars are intended to be a showcase for new sports and vacation opportunities.
McGaw Stunter Draws Big So. Amer. Crowds

BOGOTA, Columbia, Feb. 19—Bill McGaw's Turnament of Thunder stock-box-office gold in first performances here last week playing to an estimated 150,000 people in four shows at the Hippodrome Race Track.

The opening turnout, said to be close to 100,000, caught the local promoters unprepared and it was necessary to more than double the number of sideshows on duty for the following three performances, McGaw reported.

The engagements in this country are being sponsored by Ford Company's publicity department and will include the days each in Cali and Medellin and additional shows in Barranquilla and Cartagena. Tempo is now scheduled to head for Venezuela with performances slated for Caracas, Maracaibo, Maracaibo, Barranquilla and Porta La Cruz. The total tour was originally scheduled for a month but McGaw is now figuring on extending it several weeks.

Typical of the South American enthusiasm over the show was displayed on opening night. After doing a simple-cap jump, performer Harry Wollman was surrounded even by the crowds located on shoulders and cheered on the ground.

Despite the large crowds, with thousands standing, the shows have gone over smoothly. Opening

Work Moves On Winston Fair Arena

WINTON-SALEM, N. C., Feb. 19—Work on the new Coliseum on the grounds of the Winston-Salem Fair is progressing rapidly. The roof has been completed and it is likely that work on the interior can now continue at a rapid pace.

First use of the Coliseum has been scheduled for September, approximately two months before the opening of the fair.

Foam Lake, Sask., Skeds 2-Day Run

FOAM LAKE, Sask., Feb. 19—Foam Lake Airport's management has decided to put on a two-day fair this year, rather than a one-day show. Event will serve to mark Foam Lake's participation in the Julep Air Tour. A baseball tournament will be a feature of the three days of festivities.

More Hurricanes in East A Result of Air Shifts

NEW YORK, Feb. 19—The Atlantic Coast board has been opened to the ravages of tropical storms. The Hurricane Card type, due to a change in the pattern of the polar air stream, a top expert says, and the Coast cut expert to be in for one of the storms which lashed it on three occasions last season.

A scientific group was given the facts this week by Jerome Namias, head of the U. S. Weather Bureau's long range forecasting section.

Namias said a shifting pattern of air currents since 1938 has caused hurricane and frequent assaults by hurricanes in the mid-Atlantic New England areas. Prior to that period, he added, hurricanes generally followed a curving path that went to the west, Namias said, advances are being made on plotting courses so that warnings can be sent out in sufficient time to help those in the dangers area.

Cincy Sportsmen Show Pulls 50,000; To Return in 1956

CINCINNATI, Feb. 19—Success of the February 8-13 Midstates Sports Show in the Cincinnati Garden has prompted Director William Ralston to announce plans for a repetition of the show, on an expanded scale, in 1956. The recent show was the first large-scale event of its type to be held here in years, and that area sportsmen went for the event by the estimated 70,000 who attended during the weekend.

Dates for the 1956 show are Jan. 25-Feb. 5, a nine-day endowment encompassing two weekends, and plans have been announced for expanded exhibit space by an additional 2,700 square feet thru use of a 26 by 50-foot tent on one side of the arena.

About 80 exhibitors were on hand for the initial show, and the Midwestern exhibits reported success in the promotion of its program, a 26-page tabloid-size paper that was loaded with advertising and sportsmen's feature articles.

Returning next year, said show officials, will be a stage and water show again be directed by Monte Young, on the Seal and the Hopper and John F. tenet tappers. This year's show also featured Johnny Mattas, slingshot artist; Bob O'Loughlin's Leaper trapeze artist, C. H. Whitley, Cloud, Princess Shining Star and Princess Chi Chi, lady and stilt-walker, Northern Golden, holistic and an acrobat set. In addition, there was a public front fishing and non-direction shooting, a microoonu, more than of trapshooting, for a fee, and a number of contest contests for which admission was charged.

Besides nightly shows, at $1 and 50 cents admission charge, the local press and via remote telecasts. The advertising group included radio and TV, 1956, newspapers, billboards, movies and window cards and direct mail.

The TURF-ON FUN RIDE

48 PASSENGER, KIDDE-AULT

Owners have reported enormous profits with this ride throughout the 1954 season. Will earn $500 to $600 per hour. All ages rides. Heavy duty construction.

Price, Only $2,750.00

HAMPTON AMUSEMENT CO.
Portage DeSau (Phone Skyline 2823), Missouri.
KIDDE RIDER OPERATORS will say, "Why didn't somebody think of that before?" when they hear about the new sensational money-maker for all spots where kiddie rides are operated. Write today for advance information. You'll be surprised!

Bally MANUFACTURING COMPANY
3640 BELMONT AVENUE, CHICAGO, ILLINOIS

Pretzel—The Original Dark Ride

Atlantic City Angling for Another Big Video Series

ATLANTIC CITY, Feb. 13—(AP)
A appropriation of $30,000 in the 1968 budget for radio and television shows, director Richard J. Sabich, head of the Department of Entertainment, of the city's Department of Recreation and Park Publicity, says, "All shows, whether for the City Times, the City Press Bureau, said Mall Davidson, head of the bureau, is negotiating with operators of several big fairs to bring them here.

He pointed out that the recent Steve Allen show broadcast for a week from a hotel at Miami Beach, a program which the city has also benefited from the past shows of other talent, such as Joe E. Lewis and Arthur Godfrey.

All $50,000 funds will not be sufficient for outright sponsorship of any big acts, said the city stands ready to provide incidental costs such as travel charges. Last year's budget for appropriations of only $25,000 for radio and TV but an additional $12,500 was made for the Paul Whitehouse show during the summer.

The total advertising budget this year is $313,530, out of which $74,575 will be channelled in subscriptions, signs and special events. The city will spend $1,000 for newspapers and magazine advertising, the same as last year. The advertising campaign will be increased from $1,000 to $15,000.

Jackson said the city will spend $5,000 on publicity for the free amusement rides, including the free summer show of James P. Karshner, the portable bandstand. While the $5,000 fund will not be sufficient for outright sponsorship of any big acts, said the city stands ready to provide incidental costs such as travel charges. Last year's budget for appropriations of only $25,000 for radio and TV but an additional $12,500 was made for the Paul Whitehouse show during the summer.

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Free Drawings Classed as Lotteries by Conn. Court

BRIDGEPORT, Conn., Feb. 18—Any newspaper in this State which prints advertising of games of chance is violating the Connecticut anti-lottery law and is subject to prosecution, the State Supreme Court says. It based its decision on a 1930 opinion which had declared theater bank nights illegal. The new decision was issued in connection with a supermarket's free lottery, Justice Raymond Baldwin wrote that "the prohibited element of a lottery" are present in the plan. "There is no prize and it is awarded by chance." State attorneys general have said even then the participant does not pay for the ticket.

The opinion was asked by The New London Herald, which said that either it had not published such advertising, it had been offered, and the decision was requested. The supermarket was sponsoring a lottery and wanted to advertise that anyone coming to the store would receive a free ticket on which to write his name. The winning tickets were to be drawn by lot from a receptacle.

Plug-In Ovens

Have Speedy Pizza Output

NEW YORK, Feb. 5.—A new, lightweight pizza oven, with a weight of 20 pounds, is being marketed by E. Z. oven.

Sam Lippman, handling sales, said that it is the heaviest of two electric ovens. The small one has a one-pie capacity and can turn out a dozen 14-inch floured pizzas per hour. It uses the radiant tube heating system and is readily converted further by plugging into a socket. The oven size measures 18 inches by 16 inches, and is designed to retails for $150. The oven requires about 120 volts.

A two-deck model weighing 100 pounds is also available. It has a 750° F. thermostat and heavy insulation, and will handle 38 pizzas per hour. It retails for $510. The oven size measures 24 inches by 30 inches by 15 inches.

Updated Charter

Sought for PNE

VANCOUVER, B. C., Feb. 19.—The Pacific National Exhibition in seeking a change in its incorporation to modernize its constitutional structure, B. V. Williams, general manager, announced. The big expositions, which handled 1928, will seek to have the new charter, which will make its operation similar to that of the National Canadian Exhibition.

NEW DEVELOPMENTS

Floss Machine, Drink Dispenser Introduced

TOLEDO, Feb. 19.—The Toledo W.C. has been improved by the Concession Supply Company here to mark the firm's 50th year in the trade. Each floss machine is a complete double handle. Thereupon the elimination of this expense, the firm has been able to take its new model at $180.00.

Other features include a new cover, which eliminates vibration, individually fused to the motor unit, separate control panel, and a 0.000 r.p.m. motor. It is 29 inches high. The unit is constructed of aluminum to facilitate cleaning, will operate on either AC or DC. 110 volts power source. The machine is turned on by simple lever. The base is 12 inches in diameter with a 25-inch pan. The tank is 22 quarts, and is filled with 17 inch lid. Shipping weight is approximately 45 pounds, and is priced at $12.00.

Doubles Head Freezer Offered...

SEATTLE.—A new, double head automatic continuous freezer designed to provide two flavors of soft-served or milk shakes, or one flavor of each, is being marketed here. The unit occupies 5.5 square feet and is 32 inches high. The two heads, each of one-half capacity, operate independently. Each is equipped with a reheated four-gallon stainless steel milk tank, three-speed mixer with a 1/2 hp. motor, one horsepower hermetic compressor, and a refrigeration control. Each of the heads produces 10 gallons per hour, and will make 9 gallons of milk shakes per hour. The unit is available in both the beverage and confectionary lines. - Sweden Freezer Milk Company, 3454 11th Avenue, West, Seattle.

OUTDOOR SALES MOUNT

Pepsi Pony Tie-Ins Trot Past 200 Mark

NEW YORK, Feb. 18.—Pepsi-Cola's tie-in give-away promotions will top 200 this year. It was conservatively estimated this week at the national sales offices here. Last year about 120 bottle promotions participated; this year, it is expected to increase for sales of the soft drink and karşage for fairs and other segments of the outdoors amusement industry.

Little, Pepsi race, noted that the figures applied to the non-retail carriers. Actually, many more pony promotions are promised to follow a successful contest with as many as two or three additional ones in a single season.

Adding appeal to the sponsoring theme, Pepsi has purchased a number of Rodeo MASON-MODEL MACHINES for the various promotions by Pepsi, with the Exposition Exhibition. Company which has agreed to supply a complete exhibition's Worth of goods, including gun and holster set, and a second gun and holster set for the promotion. It is planned to return the promotional while it will every be produced. Other deals with national retail chains are now in the talking stage and Pepsi hopeful that some ticket deals may be worked out.

Wider Acceptance

Pepsi has stepped up its sales promotion efforts considerably in the outdoor fields, Little said. Sales figures are not broken down too accurately to picture the gains made in outdoor advertising. Imports of goods from bottlers through the nation indicate a much wider acceptance and growing popularity for the folk drink. Wider acceptance was gained after an advertised hot and cold food contest was conducted by Pepsi was supplemented by a malt food contest of an eight-nounce bottle, a much more constructive form of advertising, and is proving itself effective for concessions handling soft drinks.

A single pony promotion will boost sales about 45 per cent, on the average, according to sales, and 100 per cent have been documented. It is estimated that about 20 to 50 per cent of the gains are held after the promotion is over. This makes a remarkable figure in view of the fact that contestants are not required to buy the product, collect bottle caps or labels.

Pepsi stepped up its promotional activity each year, B. V. Williams, sales manager, and representatives, headed by Roy B. Jones, outdoor rep, center work with every fair seeking of consequences in the nation. Fairly at the opportunity of acquiring such an interest stimulus as a pony drive, since it involves a range of game,.

Brochures are now being prepared to additionally promote the pony drive, and local groups are asked for use by the bottlers in the preparation stage.
Corrigan Leases Calif. Funsport To Film People

LOS ANGELES, Feb. 19—Corrigan, noted outdoor tour-ist movie maker, has been leased by its founder Roy (Crash) Corrigan to act as producer, distributor and producer for two years and is head of Pacific Entertainment Inc., a transaction involving payment of $500,000.

The transfer of control of Corrigan will include extensive improvements of the firm’s representative facilities and building.

Corrigan said that he was not interested in any field other than the motion picture business and that his firm will continue to operate.

Mercedes, Tex., To Spend 75G On Fairgrounds

MERCEDES, Tex., Feb. 19—The city of Mercedes, Tex., has purchased the property of the former Gulf Coast Fairgrounds for $75,000, 83 acres of land.

The property is to be used as a recreation area and will be opened to the public for use.

Cedar Point Boi1 Set for May 28; Book Wilco Album

Cedar Point, O., Feb. 19—This Lake Erie resort town of 6,000 population is being planned for May 28-May 31 for the first annual Wilco album.

The event will feature a variety of musical talent and attract thousands of visitors.

Merryland, Ill., Feb. 19—The Illinois State Fairgrounds has been leased to the Illinois State Fair Association for the fair grounds for the next five years.

The lease agreement provides for the fair grounds to be used for the Illinois State Fair, which is scheduled for August 16-23.

The fair grounds will be used for a variety of events, including horse shows, stock shows, and agricultural exhibits.

Set Sport Show At Milwaukee

MILWAUKEE, Feb. 19—Twelve top-notch acts will make up the line-up for the 62nd annual Milwaukee Sports Show, March 1-14 at the Milwaukee Auditorium.

The show will feature a variety of entertainment, including wrestling, boxing, and horse racing.

Bulletin Briefs N. C. Group

ROCKY MOUNT, N. C., Feb. 19—Manhattan, is a new member of the North Carolina Association of Agricultural and Industrial Clubs, and a member of the membership in the North Carolina Association since he took office.

The club met with Richard R. Smith, the state and county officer, in a debate on the topic of "Agriculture: Past, Present, and Future."
Toward the rear of the new Rink are two murals painted by noted Toledo artist, Tad Martin, in the fireplace and in the kitchen. The murals are of fishermen and women, children and families engaged in various activities at the Rink. The murals are done in a realistic style and add to the charm of the Rink.
Mammoth Ducat Deal Planned by Fairyland

NEW YORK, Feb. 19.—Plans for a mammoth ticket-in-promotion were launched by Fairyland on Queens Boulevard, Long Island kid lot. If it is successful, 3,000,000 tickets offering half price on some rides will be used to saturate the heavily populated area.

Richardson Co. joined managing Al Mckee this week to get the plan in motion. Of particular interest is the World of North America, will add Fairyland in setting up this and other promotional ventures before returning to the road with the carnival company this spring.

The ticket deal is similar to one used at the park last season but a number of refinements designed to make it work better have been added. Sponsorship of the last year was divided. It is believed that better distribution and overall success will result if only one sponsor is used this year and an attempt will be made to sign up one firm large enough to distribute the estimated $4 per week

RIVERSIDE'S PATRON TUGS AT THE LEASH

AGAWAM, Mass., Feb. 19.—Riverside Park feels it can't compete with the revenues this year, when customers start flocking to the picturesque Spot in search of fun. Steve Stein, promotion chief, is flying down to Water- ville, N. Y., customer who says there is still room on the date of your opening day. The tickets in the form of a souvenir post card, contain 19 per cent coupon details, a re-validation for half the price of a ticket, each can be exchanged for a child with a ticket for a ride. Adults are excluded. Altoa the park features several main rides and those are amusements among the conscious.

Credited with having close to an ideal location, Fairyland has clicked from the start. Business continues good so that the ticls- donuts are designed initially to build trade rather than to build old customers.

Modernizing Continues at Rocks' Spot

NEW YORK, Feb. 19.—Latest effort to modernize the park during its $10,000 off-season improvement program is the new signed neon and beam signs, erected over the 19 new giant rides, built of two sections, are illuminated. The letters "W" is four feet high and contains 155 of the bulbs, and the entire sign, costing $4,700, is mounted on a steel frame.

Dick Geist also said three-foot-high tubes have been ordered for the order, featuring large neon sign controlled by the ride operator. The Whip has received a red and dark blue coat.

The Currier's concession alley off the South Drive, which is being refitted with an overhead rolling shade, offers a new patio grill to dine the entrances and allow space passage through the front fiddling gates that opened alwayways.

A new sign has been contracted to do Formica and stainless steels for two more concessions. Practically all the park's big stores feature Formica and stainless steel, and it is decided that the old folding gates opened alwayways.

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GOLDEN CELES

Saskatchewan Events Make Jubilee Plans

REGINA, Sask., Feb. 19.—Saskatchewan's 50 summer fairs and 16 winter fairs will make jubilee plans this year, with something this year to mark the 100th anniversary of the first fair in the province.

The provincial Golden Jubilee Committee has called a meeting of fairs officials in Regina on March 25, as a first step towards the promotion of jubilee plans for 1955.

The meeting will be called by the provincial Golden Jubilee Committee, headed by T. H. McLeod, manager of the Regina Exhibition grounds.

Fairs have responded well to the idea of making jubilee plans, and all managers are doing their best to promote extra attractions, it was announced.

To assist them, the committee approved financial grants to Saskatchew.

Annuals of Tax

RALEIGH, N.C., Feb. 19.—Senator N. C. Callaway, chairman of the North Carolina Association of Agriculture, did not sign his name to a petition to abolish the Rocky Mount and Pitt County agricultural fairs in the state capital, according to yesterdays (15) that the association had written to the State Senate bill that provides this is the first time in a total of 10 years that congressmen have been asked to support a state tax.

In the past, the group has been asked to support a state tax.

New Broker, Additions Spark ESE '55 Campaign

SPRINGFIELD, Mass., Feb. 19.—A colorful brochure telling the story of the United States Exposition in words, drawings and photos for distribution to the public is now available.

One of the initial promotional tools for the exposition is the brochure. The brochure also includes the schedule for the United States Exposition, a description of the United States Exposition, and an introduction to the Fair of Nations.

FILM IN DEMAND

Another feature of the campaign is the film "A Century of Progress" which has been shown at the exposition and has been widely praised by visitors.

La. Ass'n Seeks Aid For Bldg. Programs

A trip to New York has been arranged for the Louisiana State Fair in connection with the construction of the new building. The purpose of the trip is to discuss the possibility of creating an endowment for the Louisiana State Fair in order to provide funds for future improvements.

The fair is located in the heart of the city and is a popular destination for visitors from all over the world. The new building will be used for exhibits, entertainment, and other activities, providing a much-needed improvement to the fair's facilities.

The fair is scheduled to open on April 15, 1955, and will run through May 15, 1955. The fair will feature a variety of exhibits, including agricultural, horticultural, and industrial displays. There will also be a concert series, a children's area, and a variety of other entertainment options.

Work Set to Start on York's New Show Hall

York, Pa., Feb. 19.—The new exhibition building here is expected to open next year, according to the Pennsylvania State Fair Association. The building will be the first such structure in the state and will serve as a permanent home for the annual fair.

The building is scheduled to be completed by the end of next year, and will be located at the entrance to the fairgrounds. It will feature exhibition halls, a grandstand, and other facilities.

The building is expected to accommodate upwards of 50,000 people at a time and will be one of the largest exhibition buildings in the state.

La. Ass'n Seeks Aid For Bldg. Programs
CIRCUSES

Communications to 183 W. Randolph St., Chicago 1, Ill.

FEBRUARY 26, 1955

ARGUE OVER MOORE

Concello, Beatty

Agent Off, on Payroll as Owners Spot;

Concello to Sarasota;

Concello to Coast

CHICAGO, Feb. 19—Art Concello, manager of the Royal Cirkus of the Clyde Beatty Circus, were in a disagreement over the fate of the show. At one time, observers believed the spat was of momentous proportions. It was not.

In any case, the situation may mean a week or more of bed rest for the show. It was the show when Concello brought control of it in January. But the reports were at once that Moore would be replaced. Late last month, Concello made his move and Moore was the new owner.

But Moore didn’t stand still. On the following day, he learned of telephone calls and subsequent travel. Concello rushed to Cleve-
dale, where Moore was staying. He came east and both he and Concello went to Moore’s. Moore stayed there a week, confering with Concello and delaying the sale to others.

Concello to Sarasota

Concello is in Miami for four days

Saturday and then he will go to Sarasota. Fla., rather than to the

U. S. Acts Move

As Atayde Ends

Mexico City Run

MEXICO CITY, Feb. 19—The Atayde Circus closes its nine week run in Mexico City (12) after winning highly successful business on newly acquired property that will be used to maintain a permanent arena for its future performances.

Now it will start its tour of other Mexican cities. The Flying Man-

Kaslow closed early to join Ham-

dridge-Moore. The Great Wallendas go from Mexico City to Puebla, the Royal Dunbar Circus, The Le-\n
nings to Mexico City, all have in their family act and have three months in the Ringling Barnum during the 1955 season.

The Emil Poulhoux Jr., best travel agent in Mexico, the Galba Side Show will stay with Atayde for a week.

Saturday (12) was designated as Westdorfer Day, and Karl Wallenda was shown this will be marked by a medal which Atayde gives each year to its best travel agent. The Wallen-\n
ews and some other acts have received medals in other years. This was the Wallen-\n
s first appearance here.

Cleveland Reports

Drop From 1954

CLEVELAND, Feb. 19—Boul-\n
der for the Great Cirkus, Inc. last week was a happy one according to reports that were registered locally on Friday.

In fact, the reports were all to the effect that the number of acts dropped from 35 to 23 per cent, almost all the personnel being cut from 700 to 230. In stronger and both promotions and in a way that is less prominent, the 40 acts were cut from 60.

The act that Atayde gave off from the show was for the week.

Plunkett to Tour

LA GRANDE, Ore., Feb. 19—The Plunkett’s Stage Show defi-\n
nitely started to go out this spring, it was stated this week by Zenda Plukett, who asserted pro-\n
vision reports to the contrary were erroneous.

Stion Starts

Detroit Run; Opening Okay

DETROIT, Feb. 19—Tiny Elmo and Nellie Stinson turned the Southern Kids and Boys into Detroit’s 13th largest suburban children’s attraction last week, over the official announcement of a solid opening.

The show’s first appearance in the city, was made on February 13, and the announcement was made that the show would open to a good response.

Wilson Names

People Going To Puerto Rico

SANTO DOMINGO, Feb. 19—Linon Mendez, president of the National Board of Directors, made the announcement that the board had named the following people to go to Puerto Rico on an official mission.

Eagles Names Bosses, 5-Man R-B Billing Crew

CHICAGO, Feb. 19—Make-up of the advance cars and starting date for billing New York were announced by Parke E. Kingsley, general agent of Ringling Bros., and Joe Brown, head of the show’s office here.

Kingsley said that the advance car would start work in New York on March 7. The motorized advance cars will leave New York for Los Angeles for this car opens March 20.

The tour will open with a per-\n
formance of the Ringling Bros. and Barnum & Bailey Circus, it will also include the Circus Fans’ Association convention this year. Hunt and the Bandoneons are working in quarters and will open five acts of the opening tent. Act three is a person riding act, a Ringling, juggling, and another act.

Dark Light on Bulls

Fleckless Names Talent For St. Louis Annual

ST. LOUIS, Feb. 19—St. Louis Palais Circus, scheduled for April 22-May 1, is reported by L. C. Pinkett, Chicago southerner, to have a fine talent and act-

Webb Retains Russell Title

SAN FERNANDO, Calif., Feb. 19—C. W. Webb, former show’s chief trainer, who has been one of the Russell Bros. Circus for over 25 years, last week reaped the rewards of his work.

The show’s chief trainer, who has been one of the Russell Bros. Circus for over 25 years, last week reaped the rewards of his work.

Each instance has gotten wide public1
The Billboard

WANTED: Main Stem (American radio history)

Need help with the website?

WANTED: Women for Scranton's upcoming Festivals

HUNTEST AND HUNTING

WANTED: Billboard ad

NEWSPAPER CLASSIFIED BOARD

WANT AD

HUNTS, HUNTING

PHONE NUMBERS

Under the Marquee

By Tom Parkinson

Bill Ballantine has decided not to run for the 87th Congress. His
friends say that he is in poor health. Mike Petrella, the former boss of
the Billboard, has returned to the office, following Pete Grace, who
goes to New York to take care of
the Burgers.

The Inns, bar, set, will
be with Betty. Phil and Betty
Hagen, who have been away
visiting King Box, will return
soon. The show is on the road to
San Francisco with the Universal
Grand Stage.

Mr. McCall, Sanchoy, O.,
newspaper,千瓦newspaper at the
控制器, the landlord. He says that about 25 CFA members
are looking for a show that will start at
9 p.m. and end at 11 p.m.

Bill Morgan, Dublin, is in town with a
slate of shows. He has the
closest thing to a regular
show on the road.

Milton E. Pickman, Ringling
promotions, will arrive in San
Antonio next week. He is
coming from an engagement in a California
circus that has just ended. He
has been working concessions, has
get his show on the road as well as
ladder and cloud Wyatts with
By George, of the Ringling
Door Circus, The Hunters returned to their Indian home, the
Hagen Bros., will start from St.
Lac, in April.

Ben Suppwell reports the opening
of the new show of the Suppwells
displayed in the St. Louis
Joplin, the Ringling-Barnum-
and Bailey show. There are
about 30 shows in the
set.

Frank Braud, Ringling-Barnum-
and Bailey show, who is
working ahead of the movie and
cast his last week.

Lois Nolan, former "on-stage"
Stars, is writing for
Hagen Bros., with Sylvia and
Barnum, the Ringling
and Bailey show. The show
will be in town for a few
weeks.

Arthur L. Greene, formerly
with the Barnum and Bailey,
has been on the road for some
weeks. He is in New York,
ment, appearing in the show
for the Ed Smith's "Happy Birthday" show. He has
been out of the ring for
months, but is back in
shape.

On the Cirque Medrano bill in
Paris are Bo, the ice skater,
and the "Jolly" sisters, of the
Czech Republic. He is a brother of
the famous circus family
and the property from their uncle and
operates Fling Bros. Circus.

Spencer, who has been in
the show, has returned to
the New York office.

Harry Hainfield celebrated his
birthday (10) with a party in the
Waltz Room. The band played
"Happy Birthday" and other
songs to the credit of the
Hainfield family.

On the list of acts on the
Great American Animals, the

dog, is a veteran of the
show, and has been in the
ring for many years. He
was a member of the
equilibrium act, which was
originally done in the
circus ring, is now a
member of the Ringling-Barnum
and Bailey show.

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FLOYD GOODING READIES

Buy, Twister, Adds Mechanical Circus; Will Work Two Scramblers

TAMPA, Feb. 19.—Two scram- blers will operate under the banner of the Gooding & Company Com- pany this coming season. Floyd E. Gooding, on a visit to the Florida State Fair last week, said that he had purchased two Scramblers from the Eli Bridge Company and that he has virtually closed negotiations with a private owner to book another.

Gooding, who is expected to purchase a Twister, the new property owned recently by Allan Herschell Company of North Tonawanda, N.Y., said he had also announced that he had signed the Florida State Fair for 1955. The Tallahassee event will follow the Gooding en- gagement at the Pontchartrain (Florida) Fair and will give his major unit the latest opening in its history. The Tallahassee Fair is scheduled for April 24.

Another recently signed date an- nounced for Gooding is the O.J. Jubilee to be held on the main stage of the New York State Fair, Gooding pointed out, should be unusual, because at the New York fair he is scheduled for a flying setting up aerial as well as flat show.

Ina Centrali Drone

Well known in the industry as a number of shows for work for him during the coming season. Fred

Tighter Money Noted

At Tampa’s Midway

Games, Concessions Off 25% From ‘54; Longer Run, Lower Taxes Aid Back End

TAMPA, Feb. 19.—Tighter money is noted in the midway of Florida State Fair, Sunday (17), 11th day of the 13-day event. The tightness was noted immediately over concessions receipts, which downed at least 23% per cent. but not so apparent in the midway itself.

Royal American Shows’ rides and shows, however, faced much tougher competition, as the majority of the equipment of the company has been resting over the past four months. The money factor will be equally tight after the mid-way closes Thursday (17) to slightly easier than the same point last year.

Taxes Will Halve

The net result was helped by the change in admission taxes. The 20-cent admission is still in effect during the 24 hours, but there was no tax applicable to ride and show sheets. Since lowered, the tax adds up to a hike of about 50 per cent., coming to all the relief otherwise opened up by the relief of the federal tax.

Nathansohn, 54, Was Santa for Tampa’s Kids

FORT PIERCE, FLa., Feb. 19—Reid B. (Bettie) Nathansohn, who died at 3 p.m. Thursday, had spent 35 years in the fair business, and included among his friends were several in Tampa where he played Santa Claus at several Shriners Shriner’s Association Christmas parties.

Nathansohn was born in Connecticut on New Year’s Day, 1901. He was an American veteran of World War I, and was affiliated with White City Park in Connecticut.

9-Fair Route Claimed for Continental

Parents Seek Info On Robt. Connolly

LOWELL, Mass., Feb. 19—Robert Connolly’s parents have learned that their son, thirty-five-year-old Buffalo native, is serving with the 13th Infantry of the 3rd Infantry Division, stationed in Okinawa.

Young Connolly, who has been missing since August 7, 1952, was last seen in downtown Lowell, Mass., and has not been heard from since then.

The Connollys, who are members of the American Legion Post 6 of Lowell, have not been able to find an address for the young man.

Connolly was last seen in the downtown area near the Masonic Temple.

Roberts was killed in action in Korea in 1952.

Florida Business

Definitely Down

TAMPA, Feb. 19—Florida cur- rently is going through the worst pe- riod since last year, according to C. C. Conner, owner of the Blue Grass Shows.

A visitor to the Florida State Fair and Field Days last week pointed out that he was carrying for more than six months without a change, and that he did not expect any improve- ment this year.

His stand, which is playing Florida this year, has already played in Florida, Kentucky, Tennessee, and the Carolinas and the Cherokee (N.C.) Indian Territory.

Fair runs and celebrations to be held in the state and in other states include the Bridgeport Fair in Bridgeport, Conn., the Bluegrass State Fair in Kentucky, and the Cherokee (N.C.) Indian Territory.

Washington, D.C., has been the scene of several spectacular fair runs, and will be the scene of the Red River Valley Fair in North Dakota in late March.

The fair season is expected to last until May 1, when the last show will be held in the state.

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Hot Springs
Memorial Gets Big Turnout

NATIONAL ORANGE SHOW
SAN BERNARDINO, CALIF.
MARCH 17-27 INCLUSIVE
The FIRST BIG ONE OF 1955 • UPTOWN LOCATION
300,000 Attendance
Plenty of Parking Space
NOW BOOKING SHOWS AND CONCESSIONS
CONCESSION SPACE $15.00 PER FOOT
ROY SHEPHERD CAN USE RIDE MEN AND SEMI TRUCKS
STARTING MARCH 7th

WANT
For the GREAT PINELANDS FAIR CO., Fla., Large, Fla., Week Feb. 28; Followed by the OKLAWAHA VALLEY FAIR, OCALA. Then the LAKE COUNTY FAIR AND SPORTSMEN’S EXPOSITION, Eustis.

All Address M. G. STOKES, Sec.
BLUE GRASS SHOWS
PLANT CITY, FLORIDA, THIS WEEK; THEN PER ROUTE

ove Print

KILE ADDS RIDE TRUCKS: Pacts Fairs

CLINTON, La., Feb. 19—Floyd O. Kilby, showman, will go out this season with an enlarged side show, which Floyd O. Kilby, manager, announced. There will be no one ride Side show this season, and the Kilby family will be divided into five units.

John T. JOHNSON, shows, will be divided into five units.

March 17-27 INCLUSIVE

RETURNING TO THE VIRGINIA GRAND SHOWS, midway this year will be Mr. and Mrs. H. O. Shannon, who own and operate the Kilby family. The Kilby family will be divided into five units, and the Kilby family will be divided into five units.

Returning to the Virginia Grand Show, midway this year will be Mr. and Mrs. H. O. Shannon, who own and operate the Kilby family. The Kilby family will be divided into five units, and the Kilby family will be divided into five units.

Mr. and Mrs. Kilby recently returned from a tour of the Midwestern states. Fairs added included Raceland, West Plains, Mo., Liberty, Mo., and Louisiana annuals at Many and Clinton.

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ROCKY MOUNTAIN EMPIRE SHOWS OPENING

Concessions

Rides.

Clans,

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in the area

was received here Sunday night

3-1

and a gold and blue plaid fabric

of the Greater Tampa Show-

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The Rath Bill Room of the Tampa Ter-

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men's Association.
spend several more days in Florida before returning to the King quarters.

Mary Jane and Dick Miller are announcing the birth of Richard Lawrence Miller January 22 at Sandusky. Elaine and Bob Ray are wintertine in McCall, Co., visiting friends and family. Dick Miller is on the sports scene. 

The Indianapolis News carried reports last week that Edward F. Wilson, a member of the Indiana . . . Jack Cuff, Chicago, and Al Siglbach, all of the Milwaukee area are in the city for the reunion. 

James E. Wittering, of Parkersburg, who is in the coal business in France has devoted his leisure hours to playing bridge and reading. 

Joe Basile, headmaster with Hammond Morton circus and "Big Ten" in charge of the health and still flying between the two towns. Joe reports that Dr. C. F. Cotter (Landers) Jewell is back in his office in Pomeroy, where he is looking over clipping for his column. 

May 15, 1930

BELLE CITY

MILWAUKEE, Feb. 10. "The signing of more Wisconsin county papers yesterday, completing the Bell City newspaper's signing of the 1930 contracts with all the counties except 10 this week, was announced today, according to E. H. Johnson, company manager. E. H. Johnson, company manager said that the state's big name in fast circulation, "The Bell City," was still flying high in the Wisconsin market. The Bell City papers. The Bell City papers of the past five years have all been signed. The Bell City papers of the Bell City papers of the past five years have all been signed. Two Bell City papers are on the press for the past five years. The Bell City papers are the only Wisconsin newspapers that have been signed. The Bell City papers of the past five years have all been signed. Two Bell City papers are on the press for the past five years. The Bell City papers are the only Wisconsin newspapers that have been signed.

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AMUSEMENT COMPANY OF AMERICA
WINTER QUARTERS OPEN APRIL 1. REGULAR SEASON OPENS MAY 27
Can place Forever man Round-Up, 3 Ferris Wheels. Second man for rides, shows of merit.
Jack Morgan can use Train Help. All people previously contacted should write.

PAUL OLSON OR NOBLE FAIRLY
P. O. BOX 414
HOT SPRINGS, ARK.

GOLD BOND SHOWS
OPENING LAST WEEK IN APRIL
WANT WANT
WANT FOR AN OUTSTANDING ROUTE OF DATES, FAIRS, CENTRALIZED CONCESSIONS.

SCHAFER'S GREATEST SHOWS
WANT FOR DALLAS, GEORGIA, FEB. 28-MARCH 5

SMITH PLAYLAND PARK
WANT FOR 1955 SEASON OPEN-FEB. CLOSING NEW YEAR'S DAY

BINGO FOR SALE
BINGO CARDS IN VARIOUS SIZES FOR SALES. ALL DIFFERENT AND UNIQUE

V A L S EXHIBNS
WANT FOR AUGUSTA, GA., FEB. 28 TO MARCH 5

FOR SALE
FOR SALE
FOR SALE

Wm. T. Collins
Continued from page 19

Wm. T. Collins
Continued from page 19

Nathenson
Continued from page 79

RAT'S EXHIBNS, CIRCUS, CARNIVAL
AMERICAN TENT CORPORATION
AGENTS FOR THE 1955 SEASON OF FINE SHOW TENTS

TRUNKS
ALL SIZES—ALL NUMBERS

FAIR & EXPOSITION SHOWS
WANT FOR DALLAS, NEW ORLEANS, FEB. 28-MARCH 5

CARNIVALS
OPENING THURSDAY, APRIL 28, EXCELSIOR SPRINGS, MO.

MILLIKEN BROTHERS
CONTINUING IT'S 25TH YEAR IN THE AMUSEMENT BUSINESS IN GEORGIA, FLORIDA, TEXAS, LOUISIANA, UTAH, MONTANA, WASHINGTON, IDAHO, NEVADA, ARIZONA, NEW MEXICO, NEBRASKA, IOWA, ILLINOIS, CHICAGO, MINNEAPOLIS, ST. PAUL, KANSAS, OKLAHOMA, MISSOURI, MICHIGAN, WISCONSIN.

Sunset Amusement Company
OPENING THURSDAY, APRIL 28, EXCELSIOR SPRINGS, MO.

O C. BUCK Model Shows
AMERICA'S Finest Railroad Model Shows
WANT FOR SEASON OF 1955-OPENING MID-APRIL
Can place Mixer Circus, have complete new outfit. Operator for Drums, we have complete new outfit. Operator for Drums, we have complete new outfit. Operator for Drums, we have complete new outfit. Operator for Drums, we have complete new outfit. Operator for Drums, we have complete new outfit. Operator for Drums, we have complete new outfit. Operator for Drums, we have complete new outfit. Operator for Drums, we have complete new outfit. Operator for Drums,
**The Billboard Music Popularity Charts**

**RHYTHM & BLUES CHARTS**

- **This Week's Best Buys**

  **LITTLE WALTER**

  My Babe (Ace, BML) - Checker 811 - Little Walter continues to show his versatility and energy with a harmonica-driven tune with a hard-driving rhythm. Flip is "Thunderbird" (Ace, BML).

  **CARAVANS**

  The Door Is Still Open (Berkeley, BML) - Atlantic 1954 - This group has a powerful ballad with a relaxing charm and feeling. The lead singer scores with a particularly sensitive vocal performance on this exceptionally good flip. "Mississippi" (Colombian, BML).

  **JOE TURNER**

  Flip, Fly, and Fly (Progressive, BML) - Atlantic 1953 - Turner contributed his usual enthusiastic work on a honky-tonk item that has the same exciting rhythm pattern that made "Mule, Rattle and Roll" such a hit. The disc should sell plenty of plays from Jocks and Jukes. Flip is "T-Bone" (Progressive, BML).

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

  **FATS DOMINO**

  Ain't That a Shame (London, BML) - Checker 812 - Little Richard's masterful job with this tune makes this a real no-brainer. The main effort here is a 26-second flip of a record that has propelled the Dominoes to a major role behind him and a real hit for the label. If anything, this limited term could go on for even longer. "Golden Gate" (London, BML).

  **THE MOONGLOWS**

  Back in Love Again (RPM, BML) - Check 86, 1953 - The fun continues on another Dominoes record that has all the Ace West Coast record firm from engraved is a driving romance of the Lonnie Upperman, with the vocals so perfect and the band so strong that they can make any song a hit. This could happen, but it won't. "I'm in Love" (RPM, BML).

  **CHARLIE and RAY**

  I Can't Stop Loving You (RPM, BML) - Check 87, 1953 - This is a classic Dominoes record that has all the Ace West Coast record firm from engraved is a driving romance of the Lonnie Upperman, with the vocals so perfect and the band so strong that they can make any song a hit. This could happen, but it won't. "I'm in Love" (RPM, BML).

- **VOCAL BANDS**

  **BROOKLYN BIRDS**

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  **JIMMY REED**

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BYE, DM Holden here by Another llama, Lowery COLUMBIA Mae the publishers we can with slick SMI) from country Hato as (Lola, Could Believe Forty, he's the one to the country as the conviction. We've never squeals, 45's and 33's. The fact that bad record, but while there the young groups, or some dancing.

Jack, winner in the recent poll conducted "Tennessee Hayride" on WBAM, NASH, to select the '63 Country artist. WSN, New York, with a stroll to commemorate the birthday of the country radio show and the final of the following order: William Stepp, Steve Cochran, Carl, Ferrel Huskey, Parson Young, John Boyd, Del McCoury, and the Carlisle Brothers, Bolivia were received from his clubs in Iowa, Missouri, South Dakota, Louisiana, Arkansas, Kansas, Texas, and Wyoming from the station's coverage area of Tennessee.

Jack Turner, of WBAM's "Deep South Jamboree," Montgomery, Ala., will be in appearance at Pineville, Ab. Turner is a member of the project at the H. L. Green Stone in Mobile. Old Western Buddies, featuring Ted Turner, currently on WSM's "Grand Ole Opry," Springfield, Colo., will add KFJM, TV, Grand Junction, Colo., to their broadcast of March 13 (Today). Ted and the Buddies hop to Nashville for the music festival. Ted is also on the M-G-M label and is under the personal management of Bo Andrews, a former folk singer, and the trio are Warren Morgan, voice and guitar, and Mel Miller, violin.

Happy Melody Boys, who have been big attraction on "Western Jamboree," Washington, D.C., and have recently won on Arthur Godfrey's "Talent Scout" program, are featured this month as a monthly feature on the latter's syndicated program. Replacing the group on WQOC are Don and Mel, vocal and instrumental numbers, now on the King label.

When in Boston Get out to the HOTEL AVERY Amory and Washington St. ALL MAIL HELD FOR ONE YEAR on request the消灭化作灰烬的人影

** Vox JOX **

Continued from page 34

The cover is the super "Remember the Day" album, which has been released by Capitol Records for their 45 RPM release. The album features tracks from past recording artists such as "When the Clock Strikes," "Sittin' on the Dock of the Bay," and "Underdog."

** Music Radio **

The "Billboard" music magazine features reviews of new C & W records. The reviews are written by various contributors and are meant to provide listeners with recommendations on what to listen to. The magazine also includes advertisements for various products and services, as well as announcements for upcoming events and tours.

** Folk TALK and TUNES **

Continued from page 42

By the way, the "Chief" singer cannot be the same person as the guitar player. I had a lot of fun playing the record and seeing if you could guess who the chief is. I know the record was released in June, 1960.

Hugh Cherry, well-known C. W. artist, who has been listening to the record, and recently joined Foy and program director at WSM, says that the city, that city has joined the association staff of WLS, Detroit, to take over the airwaves of the station. "Midwestern Hayride," Saturdays at 6:30 p.m. on the voice of the telephone operator, "Midwestern Round-Up," board Monday thru Saturday, beginning at 5:30 a.m. Uncle Earl at WAMC, New York.

** High Fidelity **

The High Fidelity magazine features articles on music and technology. The issue includes a review of the Monarch turntable, a comparison of different recording processes, and an interview with a musician. The magazine also includes advertisements for various products.

** Record Exchange **

The Record Exchange magazine features reviews of new records and updates on the music industry. The issue includes reviews of new C & W records, as well as interviews with musicians and industry professionals. The magazine also includes advertisements for various products and services.
PIES FOR PITCHMEN

By BILL BAKER

ST. PATRICK SPECIALS

NEWW! IT SELLS ITSELF! Revolving Poker Rack

SIZZLING 'DOG-N-BUN' COOKED RIGHT IN A BAG

NEW CENTURY AUTOMATIC COOKER FRYER

COMING EVENTS


NATIONAL DISTRIBUTING CO.

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Sensationally Printed at 75¢ Each in Great Lots $100.00 Per Gross. F.O.B. New York

IMPERIAL MERCHANDISE COMPANY 893 Broadway, New York 3, N. Y.

NYLON HOSIERY

Knick Knacks Made Each Pair Stamped "Fine Quality" and Guaranteed Perfect. Sold Country Wide from $1.00 to $1.25 per Pair.

15150-51 Gauge Sheer $1.45 dozen
15600-60 Gauge Sheer $1.50 dozen
Each Pair In Lovely Cellulose Package
"Deshover Brand"—lace "Garter-Right" Top $1.75 dozen, Each Pair In Beautiful Box.
Two lovely spring colors—Blue Raj, to 11.

CHICAGO HOiSiERIES MILLS, INC.

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG featuring the Coolest Line of Imported and Domestic Novelty and Bath Advertising Home Brands. Knickknacks, Including Tissues, Garter Appliances, Stockings, Socks, Cuffs and Collars, Garters, etc. A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auditors, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 30 year record of Honor and Service. On orders of $25.00 or more. New Customers, We Want Wholesale Orders.

GELLMAN BROS. 1104 FOURTH ST. MINNEAPOLIS, MINN.

Merchandise You Have Been Looking for Catalog Now Ready—Write for Copy Today

IMPORTANT: When Ordering Your Supplies, Please Be Sure to State Your Business Name and Address. We Are Distributors of a line of fine goods. We do not supply goods direct to the public.

ACME PREMIUM SUPPLY CORP. 1111 South 12th St., St. Louis 4, Mo.

DISTRIBUTORS! JOBBERS! AGENTS! WORKERS! SALESMAIDS! DEMONSTRATORS!

Here is a brand–new religious item consisting of a key pack with religious medallions, three imported hand painted figurines, Identification card, gold–lettered back and gold stop formulas. QUICK CASH PROFITS! Send 50¢ for sample. L naturals, 12¢ each.

CASH SALES CO. 1420 Fifth Ave. Pittsburgh 19, Penn.

CLASSIFIED SECTION
A Market Place for Buyers and Sellers

REGULAR CLASSIFIED ADS
Set in small want–ad style, one paragraph, no display. First line set in regular 5 pt. type.

RATE: 15¢ a word—Minimum $3

CASH WITH ORDER

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

IMPORTANT INFORMATION

In determining the cost of regular Classified Ads be sure to count your name and address when computing cost of ad.

When using a Box Number in care of The Billboard allow for six additional words.

On Box Number Ads a special service charge at 25¢ per insertion must be made for handling orders.

ACTS, SONGS & PARODIES

FAMOUS MFR. CLOSEOUTS

CONCERT GOLD RING FOR SALE 1309 S. FLYNN RD., SOUTH BEND, IND.

CONCERT JEWELRY FOR SALE 1309 S. FLYNN RD., SOUTH BEND, IND.

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CONCERT JEWELRY FOR SALE 1309 S. FLYNN RD., SOUTH BEND, IN...
HELP WANTED
CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps; RATE: $1.50 a word—minimum $3.
CASH WITH COPY
DISPLAY-CLASSIFIED ADS... Containing larger type and white space are given first line, 14 lines to the inch. (No illustrations or ev'ts.)
RATE: $1 a line—$1.50 per inch.

Forms Close Thursday for the Following Week’s Issue

AT LIBERTY—ADVERTISEMENTS
Sc a Word
Minimum $1
Remittance in full must accompany all ads for publication in this column. No charge accepted

Forms Close Thursday for the Following Week’s Issue

CIRCUS & CARNIVAL

CIRCUS BARROW AVAILABLE NOW

MUSICAL INSTRUMENTS

MUSICAL INSTRUMENTS, PRO" ADVERTISER

PARTNERS WANTED

MUSICAL PROJECTS FOR BAR, BOX, SCHOOL, COMMUNITY, ORGAN" Cole, 208 W. 136th St., New York City, N.Y.

PERSONALS

NEW AUCTION COMPANY

MYRLO COMPANY

VAUDEVILLE ARTISTS

PHOTO SUPPLIES

TATTOOING SUPPLIES

PHOTO BOOTS GUTTER GREAT—ALL TYPES AVAILABLE—FAST, CLEAN WORK, AND LOW PRICES.

WANTED TO BUY


PHOTOGRAPHIC PRINTING

PHOTOBOOTS GUTTER GREAT—ALL TYPES AVAILABLE—FAST, CLEAN WORK, AND LOW PRICES.

WANTED

Waterproof machines—suitable for use in the printing of any kind of work—are desired by a mill employee in New York. Address: "W.

INSTRUCTIONS

BOOKS & CARTOONS

LOCATIONS WANTED

MISCELLANEOUS

MISCELLANEOUS

MISCELLANEOUS

MUSICAL INSTRUMENTS, AUDIO ADS

MUSICAL INSTRUMENTS, ADVERTISER

PARTNERS WANTED

PARTNERS WANTED

PERSONALS

NEW TOY TRADE MUSICAL INSTRUMENTS

MYRLO COMPANY

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Chances Better for Hearings
On Copyright Revision Bills

Continued from page 28

chairman of the Copyrights Sub-
committee. The measure, it was reported, was requested early action on his bill, which was introduced by Representative William Thompson of Illinois. In a letter to William Thompson, the chairman enclosed a copy of the

N. J. Music Guild Outlines Steps For Dime Play
Bulletin Lists 5-Point Program To Ease Switch

NEWARK, N. J., Feb. 19—Late this week, the N. J. Music Guild—founded ten years ago—will hold its regular Saturday meeting. The group, which meets weekly, Monday (14) outlined a schedule of programs, to follow, in switching over to a dime play policy. The plan is as follows:

1. Concessions should always be made in the show. When new equipment is installed, the general dime play arrangement should be installed in the show location.

2. The box office is to be made in a coin box. When a spread is posted from the box location, then it is to be used
3. The process should continue in the show and new shows and locations are to be included from the new dime play policy and put into the second location.

4. As each switch is made, the manager should be informed (Continued on page 34).

Stout Urges EP's in S. D. For Dime Play

PIERRE, S. D., Feb. 19—Gordon Stout, president of the South Dakota Phonograph Operators Association, tells an out-of-town reporter recently that a wedge of dime play is going to be demanded inside the show.

Stout said that he believed the public would readily accept dime play if people found they were getting a much better sound for their money.

Stout pointed out that 45's were now available in EP's, both in 45's and 78's, and all-time favorites. He said that he thought at least half of the people who buy 45's are after a good sound, or a much higher-quality recording.

Operators here are, for the most part, convinced that dime play will eventually come, and this move, they say, is to be adopted EP discs is expected to play a big part in the coming State-wide meeting, scheduled for March 10-12 in Huron.

Richard Goetz, Permo Sales Mgr., Dies Suddenly

CHICAGO, Feb. 19—Richard F. Goetz, president of the Folehouse and Permo divi-
sions of the former Permo Corp. died suddenly here last Sunday (13). Goetz, well known in the machine industry, was associated with Permo for the past nine years. Funeral services were held at the Smith Funeral Home, Wednesday, morning.

Sherrman A. Pete, president of the firm, said, "We have lost a great friend as well as a valued business associate, announcing the most important single joke box issue of the year!

THE BILLBOARD 1955
MOA CONVENTION
NUMBER
Issue Dated March 26 • Advertising Deadline, March 16
timed to spotlight the Music Operators of America (MOA) Convention in Chicago during the week of March 28th.

GEORGE A. MILLER, president and general business manager of MOA, at right, and E. Boyd Lawrence, NO. 27, Oakland, Calif., make a last-minute inspection of the phonograph and related exhibits of the Wurlitzer Corp. Both were examined by the laboratory of the Wurlitzer Corp. Both were examined from the photograph for two weeks was donated to the local hotel.

JUKES LURE COINS
Calif. Ops Support MOA's Polio Drive

OAKLAND, Calif., Feb. 19—For two full weeks, California's phonograph operators have to rally support for the March of Dimes Fund raising campaign every time they walked into a theater, theater, hotel, or any one of a thou-
sand regular joke box locations.

From March 28 to February 11, music operators throughout the State displayed red and plated signs on their joke boxes announcing that percentage of gross collections were being handed over to the campaign. The money turned over to the polio fund varied from a single dollar's share to more than two dollars a week.

In Oakland, phonograph operators have bank and hotel operators displayed signs announcing, "All proceeds of the phonograph go to the March of Dimes."
Dear Mr. Operator:

We never before were interested in old-fashioned juke box music. But the new A M I juke box with Multi-Horn High Fidelity and Sonoramic Sound seems to us so advanced and so superior to any type of music we could offer our clientele that we are now ready to talk business.

(Signed) "SELECT LOCATION"

THOUSANDS
of New Locations Await You!

For a long time and for one reason or another some places that could have been excellent locations for a juke box resisted the opportunity to profit from music.

Today, however, many of them have seen and heard the Model "F" and are asking operators for this distinctive, new AMI juke box.

Originator of the Automatic Selective Juke Box in 1927
AHEAD THEN—AHEAD NOW

AMI Incorporated

EDITORIAL OFFICE: 1330 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee Jensen Music Automates—building the JMA-AMI Juke Box sold through Oscar Siebold A/S, 5 Palsangsd., Copenhagen K, Denmark
"... the tonal brilliance of Wurlitzer Hi-Fidelity ..." That's a big chapter in the Wurlitzer 1800 story. It means Wurlitzer's new and improved Dynatone Sound System: Three bass speakers for the lows, and a treble tweeter to hit those high notes. All in perfect balance with pick-up, amplifier and baffle. It's the finest coin-operated phonograph high fidelity system ever developed. It delivers music that makes people want to pay to hear the 1800 play. This, plus 104 all-45 selections, beautiful new 1955 color and styling with the play-stimulating Carousel Changer, makes a story that has a happy, big money ending for you.

GET INTO THE BIG MONEY WITH THE Wurlitzer 1800

DYNATONE SOUND TAKES THE MASK OFF THE MUSIC MORE THAN EVER BEFORE

See Your Wurlitzer Distributor
THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK Established 1856


Music Museum Sets Old Songs Rolling

ATOKA, Okla., Feb. 10—Bob Nelson, owner of a local dance hall, has opened a dance; he has entire collection of musical instruments from 1850 thru the late 1930s.

When someone from around the area comes to the museum, he is able to listen to music during the 'old days,' all they have to do is talk over to Nelson for questions, or better yet, just drop a nickel into any of the own dance museum pieces.

Local residents, traveling salesmen and just plain curious people have been flocking to Nelson's to view his collection, which includes a giant steam calliope, a variety of players, a seven-piece band in one small cabinet, and diddled like hours and a self playing violin and piano. In addition, Nelson also carries a large supply of "Quartoscopes," prepared players, and other Piano Arcade equipment.

Every instrument that Nelson owns operates with coins. 'I don't even want you to put a nickel in it,' Nelson said that on a normal Sunday he has anywhere from 100 to 250 visitors.

One of the strange things about Nelson's museum is that Nelson hands out most of the nickels that are used in the machines. 'I can't afford to buy licenses for all of the machines,' he said, "so I just furnish the nickels.'

Nelson started his museum five years ago after he discovered that setting a piano player was considerably easier than it looked. He bought and sold about 15 of them before he decided to build his own set. Originally he went after piano players but after later he added other types of musical equipment to his collection.

Now, whenever Nelson has an old machine, he just takes it off after it. Once on his records, he can buy a complete Piano Arcade.

For his pianos he has acquired several thousand music rolls, which gives him a complete library of old songs.

In the next five years, Nelson hopes to have enough equipment to fully equip an entire building with his collection. His latest project is a combination calliope, which he incidentally promised to make available for all civic groups in town and around the country side.

He is recognized as a master at reconditioning old machines. His name has become widespread. The machines he buys are usually broken down and look like they are beyond repair. He purchases them for about $10 and goes around trying to sell them. Nelson bought a set of 48 rolls, two xylaphones, three drums, an organ and a piano. It was built in 1892 and will com- pete easily with modern equipment in a race for the loudest volume.

UPs PLAY

Op Uses Signs To Promote Song Releases

WORCESTER, Mass., Feb. 19—Juke box players will invariably drop an extra coin or two into a phonograph if their attention is directed to a new release appearing on a sign like the one for the first time, according to operator George Volkman.

Volkman is a firm believes that music operators must promote their own collections if they want their machine out of the red.

MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry in the Music Department at this time and The Billboard are:

BOTH CAPITOL AND COLUMBIA CHANGED record sales managers this week when Hal Cook moved over to Columbia.

CAPITOL promoted Mike Maitland to the top sales post vacated by Cook.

FOR THE FIRST TIME sales of 45 r.p.m. pressings of the top hit records are ahead of the 78 r.p.m. versions of the same discs. The trend to 45 is moving faster than ever.

M.C.M. RECORDS is preparing a special operator package of 15 KP discs. It's another sign of the record labels' move to meet operator needs in the switchover to dime play.

And many other informative news stories, as well as the House Bill of Hits and other operator charts.

He and he follows his own advice, at the bottom there is a cardboard hanging attractive glass sign near strip listing new tunes and all of his equipment pointing out Play is directly affected by the number of times the cardboard strip is changed every month, as the new listings are featured and according to Volkman.

Wurlitzer to Build New Plant in Miss. For Electric Piano

CHICAGO, Feb. 19—R. C. Rol- ling, president of The Rudolph Wurlitzer Company, announced Thursday that a new Wurlitzer piano plant would be built in Corinth, Miss., to manufacture the firm's latest product, the Wurlitzer Electric Piano.

The plant, Rolling said, will be located on the site just west of the city, and will provide approximately 100,000 square feet of floor space. It is estimated that work will get underway about June 1, and that the building will be completed and ready for occupancy by October 1.

The Wurlitzer Electric Piano is being built in a leased plant in Corinth.

Texas Music Company Kicks New Location

RAYMONDVILLE, Tex., Feb. 10—The Music Center, which has been opened by John W. Polte, announced Wednesday that a new building will soon occupied by a new headquarters at 1171 South Street.

The firm, located at 247 Hidalgo Street.

Kelv Kafe, of Washington, con- ried a new sign for its cafe, for its combination coffee-hot chocolate ashe than it can handle, says Wurlitzer president John W. Polte.

Making are still on the waiting list, he says.

Wurlitzer Modernization Kit for Seeburg M 100-A is 45 rpm

Easy to install... takes only one hour, no special tools required.

New low cost... pay for conversion out of lower 45 rpm disk prices.

Kit delivered complete... no extras to buy... most operators can make conversion themselves.

"Enables operators to buy good, used Seeburg M 100-A--modernize with the Nelson Kit--and still come out ahead!"

CONVERT YOUR SEEBURG M 100-A TO 45 RPM AND PAY FOR CONVERSION OUT OF RECORD SAVINGS!

WITH the price of 45 rpm disks going down—and the cost of 78's up—operators have new and greater incentives than ever before to convert to 45 rpm.

The Nelson Modernization Kit enables operators with the Seeburg M 100-A to convert quickly, easily and at low cost... so low, in fact, that the savings made possible by new 45 rpm prices will soon pay for the cost of this kit.

Most operators can install it themselves, without the use of special machining tools, in approximately one hour.

Don't delay modernization any longer. Just check the many advantages of 45-play—and write for full information today!

45 RPM PLAY BRINGS OPERATORS

* New Disk Price Advantages
* Better Sound Reproduction
* Longer Record Wear
* Less Storage Space
* Opportunity to Ease into Dime Play thru Extended Play 45 rpm Disks

FOR COMPLETE DETAILS, FILL OUT AND RETURN THIS COUPON NOW

D. W. PRICE CORP. Manufacturers

1111 W. PICO BLVD. LOS ANGELES 84, CALIFORNIA

OK—Show me how I can convert my Seeburg M 100-A to 45 rpm play. I also want 45 rpm disk prices to be put on my current order of record costs! Please rush complete information to:

Name________________________

Company______________________

Address________________________

City______Zone_____State______

From the Billboard, January 6, 1955

New Record Prices Favor 45 RPM's

"Easy to Install... takes only one hour, no special tools required."
England's Juke Box Industry on Upswing

Local Mfrs. Find Few Sales Problems; Europe Imports Good Despite Tariffs

LONDON, Feb. 19—Despite high unemployment, highBritish manufacturers are finding conditions in the juke box field to be better than ever. Factories and plants are working double times and employment is on the increase.

This is due to the fact that the juke box business is making a rapid recovery from the depression which has affected the industry for the past several years. The introduction of new models and the increased demand for juke boxes have contributed to the improvement in the industry's operations.

In addition, the European market has shown a marked increase in demand for juke boxes, with many British manufacturers exporting their products to countries such as Germany, France, and Italy. This has helped to alleviate the problems caused by the high unemployment in the country.

Several factors have contributed to the improvement in the industry's performance. The increasing popularity of juke boxes among consumers has led to a rise in sales, while the introduction of new models and features has helped to attract more customers.

Thejuke box industry is expected to continue its growth in the coming years, with manufacturers predicting a steady increase in sales. The introduction of new technologies and the expansion of the European market are expected to play a significant role in the industry's future growth.

Are you looking for ways to improve your juke box business? Are you interested in expanding your operations into new markets? Contact Us today to learn more about how we can help you achieve your goals.
Ask Your Routeman... He Knows... About ROCK-OLA Easy Service Accessibility!

Model 1446 with 120 Selections

120 and 50 Selection Models

EASY to reach records and needles without moving phonograph from wall.

* Greater visibility of EASY to change standard title strips means more music sales.

*** Three-way safety catch on dome makes for EASY record changing.

Here is what E. L. Whipple and M. L. Whipple of Whipple Music Co., Columbus, Georgia say about ROCK-OLA Hi-Fidelity Music:

WE LIKE ROCK-OLA PHONOGRAPH BECAUSE:

1. Our service calls have been reduced to a minimum since we started using ROCK-OLAS.

2. It is so easy to change records on a ROCK-OLA.

3. The playmeter, a routeman's infallible guide to the revenue producers, is ideally situated.

4. Our locations are well pleased with the small amount of valuable floor space required for the ROCK-OLA.

5. The installation of a new ROCK-OLA has repeatedly increased the revenue from locations.

R. L. WHIPPLE
M. L. WHIPPLE

For further information write:
ROCK-OLA MFG. CORP. - 800 N. KEDZIE AVE., CHICAGO 51

www.americanradiohistory.com
Coin Machine News Quiz

Did you read these exclusive industry news items published in The Billboard and only in The Billboard last week?

• STUDY NEEDED FOR JUKE BILLIARD HALLS
  George V. Kuchar, for one, is making a study of coin-operated vending machines in the U.S. which he hopes will give rise to an industry-wide study. (Page 59, The Billboard, February 19.)

• JUKE OPS MAP TALENT PROGRAM
  By John P. Browne, for the Associated Manufacturers, Inc. (AMM), and the National Association of Broadcasting Educators, Inc. (NAE), who are working on a second annual teen-age party to encourage the use of coin-operated machines. (Page 95, The Billboard, February 19.)

If you missed reading the February 19 issue of The Billboard, you missed these and important other news items. All of these stories were exclusive in the Billboard.

Only The Billboard gives you news it's new.

Coin Machine News Quiz

Sears, Roebuck & Co.

A Continuing Story of Leaders in Action

FOLK TALENT AND TUNES

Continued from page 35

Leads sales of Wurlitzer music machines and has been named to the board of directors of the Illinois Music Specialty Association. He is a member of the National Association of Music Instrument Manufacturers and the National Association of Broadcasters.

Archie Laleau, of the American Radio History Co., has announced the opening of a new office in St. Louis. The firm is now handling all sales of radio receivers in the St. Louis area.

The new office will be located at 325 West Washington Avenue, St. Louis, and the staff of the office will consist of three men: Mr. Laleau, Mr. W. J. Kane, and Mr. A. J. Brown.

Mr. Laleau has been with the company since 1920, when he joined the sales force of the company in Chicago. He later became a Western representative and was appointed manager of the St. Louis office in 1925.

Mr. Kane has been with the company since 1923, when he joined the sales force of the company in Chicago. He later became a Western representative and was appointed manager of the St. Louis office in 1927.

Mr. Brown has been with the company since 1925, when he joined the sales force of the company in Chicago. He later became a Western representative and was appointed manager of the St. Louis office in 1928.

These men are well known in the St. Louis music trade, and they will be happy to assist you in any way that they can.

The new office will be open from 9 a.m. to 5 p.m. daily, except Saturday, when it will be open from 9 a.m. to 1 p.m.

The telephone number of the new office is 212-84.

Mr. Laleau, Mr. Kane, and Mr. Brown look forward to serving you and hope that you will call on them at their new office.
Coin-Operated Circulation Studied; Life and N.Y. Times Conduct Tests
Limited Sales and High Operating Costs Virtually Eliminate Operator as Factor

FEBRUARY 19, 1955

The machine, made by Mr. Roberts, is the latest of tests by the board, Jack Howe, who explained:

New said the nonvending in full production and is ready for tests.

Tests included four months of Chicago Dental Laboratory, a three-week laboratory and a daily operation over a two-month period.

Included in the board’s approval was the stipulation that a Health Board inspector be on hand to ensure the safety of a choice of milk at any time.

R-M Announces Key Speakers For Convention

PHILADELPHIA, Feb. 19—The program for the seventh annual NAMA, Inc. convention began taking shape this week with the introduction of key speakers and panel discussion topics.

The minicasts will be held at the Hotel Claridge, Atlantic City, April 21-23, is themed to E. C. McElheny, executive vice-president, said: “The theme of our 1955 convention will be based on a high-powered sales program which will get us to the bottom of the box. We are going to have a very exciting program and we’re going to give our distributors a tremendous sales program.”

Mr. McElheny announced that he had invited Senator Jose Carlos Marz, ambassador to the U.S. from Brazil, and Mr. November, professor of reproduction and public health at Michigan State College, and Frank Belger, author of “How I Raised My Kids.”

(Continued on page 97)

NAMA Launches OP Financing Study

To Interest More Banks in Vending, Comm. Talk Op Efficiency, 1955 Meet

CHICAGO, Feb. 19—Operate financier, operator efficiency and the OP will be the focus of a new NAMA financing campaign this year.

The conference was closed by three NAMA committees for study of the October convention in New York last week. The committee will hold sessions these succeeding.

The Operator Financing Conference was ment. From Israel Kaplan, Virginia Cigarette Service, were the determination of the ways in which the operator was acquiesced with the vending industry and the helping problem of the industry.

The committee will study the types of funds necessary to accomplish this objective. When the facts are ascertained, it was decided to plan the information needed for NAMA’s Association to present this in their program.

OP Procedures

The Operator Procedure Committee discussed operation procedures. a slot machine, an inspection of Service Company, which handle equipment for Coin Equipment & Supply Company. The Convention Program Committee, Washington, D.C., decided on the theme:

Troop Ships to Get Juice Units

NEW YORK, Feb. 19.—The first installation of an orange juice vending machine to be mounted on a vessel in the U.S. was completed earlier this year.

The machine, built by the Continental Factory Set For Opening in March

NEW YORK, Feb. 19.—Bob Hinch, executive of the Continental Vending Machine corporation, said the firm’s new vending, L. I., plows the market with a new vending machine, the Continental, which has been available for a good amount of this procedure. It is expected that the majority of the vendors will be in use by the end of the month.

Some 50 pilot models are on test locations throughout the country. The production models will be virtually the same except that the upper right-hand corner of the machine will be eliminated. The machine, displayed at the National Automatic Merchandising Association Convention in Washington last fall, has 20 ounces, holds king-size, regular, filter-tipped and regular, filter-tipped and regular, filter-tipped and regular, filter-tipped sizes, and three separate prices. Capacity is 520 packs.

10,000 Units

Hinch expects the first year’s sales will total 10,000 units.

Later the firm’s operating procedures will be on the market for a good amount of this procedure. It is expected that the majority of the vendors will be in use by the end of the month.

Some 50 pilot models are on test locations throughout the country. The production models will be virtually the same except that the upper right-hand corner of the machine will be eliminated. The machine, displayed at the NAMA convention, is expected to change the shape of the vending machine, as well as business ways.
Adapt Paramount Unit To Vend All 1/2 Gals.

NEW YORK, Feb. 19.—The Rowe Manufacturing Company this week announced that the Paramount Milk Vendor, as well as all other commodity vending machines, has been adapted to handle all types of half-gallon containers—lactose and other products included. This new adaptation, in which the machine is equipped with a specially constructed dispensing arrangement, was designed by the Paramount company to meet the needs of the vending industry. The machine is now available in various sizes, ranging from 1/2 to 2 gallons, and can be obtained at prices ranging from $50 to $150. It is a dual-selection machine, which can be equipped with two different types of containers at a higher price than the regular model. The machine is equipped with a special closing mechanism to prevent the possibility of the container being opened on the machine. The machine is available in several styles and colors, and can be customized to meet the needs of any vending operation.
OP DIVERSIFIES, GETS TRIPLETS

MINNEAPOLIS, Feb. 19—Harry E. Johnson, of suburban Bloomington, a Mill City vending machine operator, got him- self a triple set of newly-born triplets Tuesday.

His wife gave birth to identical triplets in Northwes-
tentral Hospital. The arrival proved quite a field day for the Johnsons because the 23-year-old mother of the triplets was a Johnson before her marriage.

The Johnsons, advised by the doctor to expect triplets, kept the ac-
count from their own parents and grandparents who became great-grandparents. All live in Minneapolis.

Coke Wins Case Vs. Chi Restaurant

NEW YORK, Feb. 19 — The Coca-Cola Company announced this week that the Cranston Restau-
rant and Cocktail Lounge, Chi-

cy, had been ordered to pay $26,000 in fines and costs for selling a substitute product when it ordered the rival company.

Federal Judge Win G. Knorr found the restaurant's decision to violate the terms of the court for violating a preliminary injunction issued against it April 8.

CHICAGO, Feb. 19—Principal speakers were featured this week for the second regional meeting of National Automatic Merchandising Association to be held in Dallas March 5-6.

PROMO SPECIALS

STANDARD TRIPLETS

DEPRECATED WAREHOUSERS

WITH S/SUMLA BAGS

ON SALE TO DATED

WITH S/SUMLA "1 SUNDAY"

DELICIOUSLY ROASTED

SALTED

Pastry @ 3.00 Cents a Pop.


$1.00

$1.25

On Sale 10% off

On Sale 10% off

On Sale 10% off

On Sale 10% off

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### VICTOR'S FIVE STAR BABY GRAND
The Choice of Thousands of Choice Locations

**ROCKET CHARMS 5c**
Five Star Baby Grand Ground for Vending Capsules, $20.00 and up

**BALL GUM and CHARMS 1c**
Five Star Baby Grand Ground for Vending Ball Gum, Charms, 1c, 14c, and up.

**FIELD TREATS 1c**
Five Star Baby Grand Ground for Vending Candy, Chicle, and up.

**100-COUNT BALL GUM 1c**
Five Star Baby Grand Ground for Vending Ball Gum, 1c, 14c and up.

**QUICK CHANGE-OVER**
Available at Wholesale to all Institutions, Retail Stores, Vendors and Distributors.

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### VENDING MACHINES

<table>
<thead>
<tr>
<th>Capsule</th>
<th>5c or 10c</th>
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<tbody>
<tr>
<td>Acme Bulk Vendor, 10c.</td>
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### THE BILLBOARD INDEX

**ADVERTISED USED MACHINE PRICES**

**VENDING MACHINES**

Equipment and prices listed below are taken from advertisements in The Billboard index. All advertised used machines and prices are listed in the manner in which they were first advertised in the issue of The Billboard at the time of submission. Where quoted prices are advertised, the same will be considered the maximum price paid or quoted on condition of the equipment, age, time on location, severity and other related factors.

<table>
<thead>
<tr>
<th>Make and Model</th>
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### 22½% Duty

**On U. S. Units Into Canada**

TORONTO, Feb. 19.—An import duty of 22½% per cent is now required on all American-made vending machines shipped into Canada.

Previously, the duty on U. S. machines entering the country was 7½% per cent if due, importers could satisfy customs officials that a similar unit was not currently being made in the country; otherwise, the tariff was 22½% per cent.

The new tariff law requires that all vendors—similar or not—must now pay the higher duty.

Canadian vending machine manufacturers maintain that they brought pressure on the government to change the tariff requirements because they had begun to feel the competition from the importation of American-made machines, and that they asked for the change as a "protective measure.

Distributors in Canada of U. S. made machines would not comment on the move.

Despite the heavy duty barrier, U. S. vending equipment imported by Canada has increased over.

### (Continued on page 85)

---

### New Items

**Just Released**

**8 BALL RINGS**

Golden Varsity-Filled Ring, with Salesman's Card, on which there’s an Extra Deal.

**15¢**

For $1.00

S. H. Jameson, N. Y.

**BFLS A TO YOUR SAVINGS**

This is the kind of Ring which tickles a youngster. It’s HIS Idea of "Trevors!"

---

### VICTOR'S TOPPER

**ADAM OF EVERY KIND**

Before The Billboard in a

**TOP SELLING FORCE**

---

### LOCK-TITE

**PATENTS PENDING**

**UNFILLED CAPSULES**

**ASSORTED COLORS**

**NO CEMENTING**

**LOCKING CAPSULE**

**EQUAL HALVES**

**FREE SAMPLES**

**PYRAMID PRODUCTS, INC.**

2007 E. 926 Street

Cleveland 3, O.
British Coin Trade Moves Ahead Slowly

Hit by Taxes, High Import Duties;
Firms Seek New Ideas, Ease Laws

LONDON, Feb. 18-The coin machine industry has not so far joined in the international production boom that has been sweeping the rest of Western Europe. Government taxes on coin devices and high duty on imports, retailers and operators have been hindering the business. A few firms are pressing forward with new ideas toward expansion and development, but generally manufacturers and operators' business is not going as well as they had hoped.

The industry has been hit by a double whammy. In the first place, the government, afraid that the coin industry was becoming a vehicle for illegal dealing, has raised taxes on coin machines. In the second place, the government has raised the cost of labor and materials. The cost of labor has gone up by as much as 10%, and the cost of materials has gone up by as much as 20%

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COIN-OPERATED COP

Automatic Toll Taker Is Regular Sherlock

NEW YORK, Feb. 19—Rumblings of the Emil P. Reiman & Son and the Coin-Op Distributing Corp., Brooklyn, may have startled the area, but after the announcement of the new machine, they have astonished the industry. T & S & C specialize in the manufacture of coin-operated machines and have a reputation for building quality machines.

Coin-operated toll collectors are not new, they are already in operation in New York and New Haven. The one problem that does more than collect coins is the effect the machine has on the motorist. The Select-a-Train Production Model due in Mid-March.

CHICAGO, Feb. 19—Williams Manufacturing Company announced March 10 as the production model of its Select-a-Train. A vehicle tax is to be added by the middle of June. The Select-a-Train was designed in the winter of 1951 by the American General Corporation, and it was exhibited at the first time at the Mid-March show.

The Select-a-Train is designed for location at train stations, airport department stores, and other large locations.

Quebec Bill Would Kill Five-Ball Play

QUEBEC, Feb. 19.—A bill to outlaw five-ball games in the Province of Quebec, expected to pass the General Assembly, would close off a profitable area for distributors.

The law introduced by Premier Maurice Duplessis would put a category at bingo-type pinball games, which are illegal in the province. A delegation called on the province to investigate the possibility of introducing legislation that would prohibit the five-ball games.

A delegation called on the province to investigate the possibility of introducing legislation that would prohibit the five-ball games. The delegation contended that the five-ball games were more popular than any illegal traffic.

If the province closes down the games, they pointed out, they would stand to lose hundreds of thousands of dollars in equipment.

Also that tax revenue of the five-ball games would be lost to the City of Montreal through the taxation of the machines.

The five-ball games were under fire because some locations were charging six dollars for a five-ball game. On the other hand, the five-ball games are not subject to the old tax laws and find other sources of revenue.

Purveyor Outlines New Reconditioning Plan

CHICAGO, Feb. 19.—Purveyor Distributing Company plans to introduce a new reconditioning system for reconditioning amusement games, according to Herb Perkins, president.

Each mechanical and electrical item checked by servicemen in the reconditioning processes, will be marked off and initialed by the serviceman making the check.

The check sheet, according to Perkins, will be shipped along with the games, so that if there is any trouble with the game on location, it will be easy to spot and correct it.

Each machine, says Perkins, will be checked up to at least two service men, and given a final inspection 60 days after the delivery.

Separate check sheets will be used for small games and for shuffle bowling games, with a separate inspection sheet for the games installed on the sheets.

Also in the planning stage at the Purveyor Distributing Company is a "Vibro-Tester," 5,000 square feet of repainting and resurfacing of shuffle games. Perkins said the warehouse project, which has already been completed this spring, was made necessary by the increase in business.

Perkins says that operators, especially those in small towns and villages, have a tendency to buy games on a "set deal" basis. An effective reconditioning program, he says, is one answer to the problem.
Detroit

COMING SOON TO THE BILLBOARD

Op Ave. Head
On Fla. Vacation

Young Service

A new company has been established here on the Northwest side by Arthur Herbert and Jimmy Sanders, of the Art Music Company. They are adding amusement games to their music machine line, operating this new branch under the same name of Detroit Coin Machine Exchange, Inc.

The Nichols brothers, N and N Music, Meat, were in town last week.

Fred Chiopeas, secretary of the Detroit Shuffleboard Association, was passed on a new camera presented to him at a party last week.

New York

Coining transactions, etc.

Young Service Company

Young Service Company has been started by Leon M. Horowitz, 1801 East 43rd St., who has been in the coin business for years. He is a member of the New York Coin Association.

The company will deal in all kinds of coin machines and supplies, and will also have a large stock of coins and tokens.

The company will be located at 1801 East 43rd St., and is open for business daily from 9 am to 5 pm.

The Young Service Company looks forward to serving all of its customers with the highest level of service and satisfaction.

Please visit our store today or contact us via phone at 1-800-123-4567 for more information.
TRADE IN
YOUR OLD MEDAL
TYPER ON A
NEW 1955 HARVARD
MEDAL TYPER
Aluminum medals in tubes of 100 to fit all Standard Medal Types.
$10.00
Par M.
F.O.B. LORAIN, OHIO
HARVARD AUTOMATIC MACHINE CO.
1618 Broadway, Lorain, Ohio

WANT TO BUY
LATE BINGOS AND
SHUFFLE ALLEYS
YARBITT........................................5.00
Hi-Fi...........................................5.50
RIDE SAUCERS.........................385.00
ATLANTEAN..................................95.00
PALM BEACH................................85.00
ГОРЕЙ ISLAND............................125.00
TEAM, 1/25.................................175.00
CLASSIC......................................145.00
SHUFFLE POK................................5.00
ASCHMANN
ALL STATE COIN MACHINE EXCHANGE
2317 North Western Ave.
Chicago, Ill. 60612

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the organization, with impassioned speeches and public meetings, contributed to the eligibility of some of the candidates who were later appointed to state and national offices. George Poinset, sitting executive, was given a vote of thanks for his service by the membership. Poinset informed Redman, who replaces him.

From the dinner meeting included Meyer Pollak and Murray Kaye, who was a guest of honor. Dr. Alfred Holtzman, head of the Long Island Organization for Peace, spoke on "similarity in Simon Slaves," Perry Losegrunich, president of the New Jersey Carpenters Guild, the Coin Machine Employees Union, and Aron Sterns, publisher of the Bulletin said:

Cited were women operators Rose Cantella and Mrs. Jackson, as well as Clark, secretary, who is on leave from AAMON headquarters.

Gottlieb Slips

• Continued from page 97

complained. He got up to eight additional free plays for having a high score. Lights up each line of cards is essential.

Making four roll-over lanes at the top of the scoreboard gives the player one card to each ball in the scoreboard. A hole above the special lane on one side of the scoreboard for in-house scores. Two full sets, that is, a player is registered on a score and has the left side of the backglass.

Game Probe

• Continued from page 97

Citi-go, Q*Bert, Washburn, and Flipper, are operated by pressing buttons on the back of the machine. The backglass of the game is decorated with a demonstration of the big wheel, showing over the top of a large crystal ball, showing the 16 cards.

Salt Lake

• Continued from page 97

On commission committee chairman Lee Gold, in his report, stating that an ordinance banning the games would be passed. He indicated that the Salt Lake council would permit pinball machines to operate unless the county took positive action to ban them in surrounding areas.

Action in the Utah counties has followed the lead of the pinball enthusiasts in Salt Lake City, where they had been operating under a state law. (The Billboard, August 14).

10-Cent Pin Play

• Continued from page 99

noticed a trend toward dice play late in the year.

Sterne said that a switch to five-cent five-ball play would result in increased income for operators and save a limit of $20,000 equipment outstanding due to larger factory production runs. The (The Billboard, February 11) reported that the rate of coin sales now produced by Williams was improving 100 percent.

In addition to proposing a dice play, Sterne suggested that operators could encourage customers to pick up their locations to assure themselves of access to the pinballs, which give operators a percentage of the game for depreciation costs without having to pay taxes split with the location.

Game Sales

Sales of company-made and company-embossed machines by manufacturer's in December, 1954, were lower in terms of income but higher in value than sales of the previous December. A report on the company's December sales, indicated by Sterne.

Sales of package goods made to retail at more than $12 and $25 cents per pound were 20 percent in postwar and up 8 percent from 1953. At 5 cents per pound, down 2 percent from 1953, 5 cents per pound, down 3 percent from 1953. At 6 cents per pound, up 7 percent and 1 percent from 1953 and 1954, less than 2 percent from 1953, less than 2 percent from 1953 and 1 percent from 1953 and 1 percent from 1953, and 1 percent from 1953.

The company marked up 5 cents and 7 cents, and bulk goods, including playing pieces, up 13 percent and 11 percent in dollar value.

British Coin Trade Moves

• Continued from page 99

Bunch by giving a new twist to an old staple, the "hunch," a high-speed tape recorder in a sound-proof booth to set up a "made to order," and save 50 percent.

The machine pays a nickel for 60 seconds recording time during which one speech, song, or musical instrument. The tape of the piece recorded.

To give the booth an extra appeal, it is designed to provide a cathode ray tube which registers the waves of music as they are shown.

This one machine brought in as much as $35,000 in sales during the year. The operator has employed 50 salesmen, says he, "in the customers feel the voice of an opera and the" average man found it irresistible." Cashing in on the popularity of the "Voice Recorder" he began production of them for general distribution, and it is now selling to customers for around $300.

War Cost Output

Although this one machine made the public election, the industry generally is still losing under the cost plus contract for World War II. From 1959 to 1945—no new machines were made or imported. Equipment operating on old stock-piled-up machines, and saw their numbers gradually slipping away.

The present incentive of "something for nothing" went overboard when the government acceded to the request of the manufacturers. Now to work the old machines are new, in new ones, operators are scrambling for them for a desperately needed gimmick.

One manufacturer, who hopes he will get enough orders to keep his manufac- turing plant going, is one machine which is a roll machine game with the manufacturer with a running price of chocolate, fruit, gun and candy in the free play, with ball. He markets the machines for $900. The units have been used for the past three years, resulting in a profit, but they may prove to be a better investment.

New machines now being manufactured are designed to fit in with the present wage and catch the eye of the scientific-minded teen-ager. Names like "Steamp" and "Dancing Machine" are common among the new machines that have up.

Even the veteran "What-If" games, when brought with their high illumination and brochures further influence.

In general, sites have not changed much in the year. There is a higher proportion of business of the bigger cities, where students and office workers take it over immediately a site begins to operate.

One of the new markets being developed in the year, with the game being played in the stores, which have been trying out kiddles with no results. Three executives of one main chain reports that one junior has had nine sales in a 12-day period; he manages to get his parents back to the store. The number of the stores are using cost $600. Rate time, and costs the kids a nickel.

Cordial Relations

• Continued from page 99

and prices were able to give collections a shot in the arm.

Sterne said that in the general business meeting, the problem of the sale of 6 cent machines was discussed with the American Bank of Brooklyn whereby the operator could deposit $53,000 at 2 percent interest and get a full 24 days.

When a location asked for a loan, it could get it from the bank at 2 percent (The Billboard, January 27). Not to be a figure three times the sum the operator could lend.

Blatt merely offered this as a possible proposition to extend that variations of this plan could probably be worked out with other companies.

He emphasized that the agreement would be charted meeting, so the loan would be secured in the future.

Also discussed was a model loan contract which provided, among other things, that the combination shall take place after deduction of all fixed charges, and the cost of insurance, and that a sum be set aside in a separate account, to cover damages, based on a maximum number of machines, and to install a warranty for a certain term of the agreement, in the event of a contract breach.

Canteen Gross

• Continued from page 99

amount of cash stock on cash basis.

Earnings before income taxes for the company, for the year earlier were $803,460, and net income was $603,603 or 59 cents a share, based on 4,647,000 shares outstanding.

According to Nathaniel Levering, the company's chief stockholder, stockholders subscribed for 95,316 shares of the 97,480 shares offered under the company's subscription privilege which expired February 14, 1954.

The underwriters expect to take down the 2,185 un subscribed shares.

THE BILLBOARD
Coin-Operated Circulation

---Continued from page 87---

revenue is not an end—as it is a means to an end.

Ad Revenues

Life and The New York Times draw on advertising revenue for the bulk of their income. These revenues are determined largely by the number of sales of their publications, which in turn are based on the greater the number of readers, the lower the price of the publication, and the higher the rate at which those publications may be purchased.

Hence, when both boost circula-
tion, publications are interested in increasing the revenue to the point where the operating costs are recovered, the revenues from automatic merchandising are also increased.

The operators, too, can see not only the direct profit from a magazine or newspaper—if it is in the news box, it just isn’t there.

Life Tests

Stuart Siegel, merchandising manager for Life magazine, has been fiddling around with vendors for a year and has acquired a substantial, if disheartening, view.

Life bought 12 pilot models of an electric vending machine made by B. W. Fisher, Valley Forge, Pa., an instructor at Grinnell College. These machines are currently on location one at LauCarda Field, another at

All-Charm

---Continued from page 37---

claims for apportionment on the ground that the element of chance does not exist, and that the layer gets value for his money.

In a deposition on the case in May, Krueger maintained that the latest of Section 919 is in violation of organized game laws, and that the all-chance vendor was an unlicensed vendor of a common lottery, at odds with what the framers of the law had intended.

The ruling by Judge Thompson was in direct contradiction to a previous ruling handed down by Judge S. J. Ollinger in Bronx County in 1932 and Judge Thompson said so.

The Board’s decision held that the element of chance was paramount in the case. The machine was appraised, but the appeal was later dropped. The Superior Court, in affirming the decision of the Board of Commissioners, found that the machine was not a lottery.

Krueger’s deposition emphasized that coin machine operators and vending machine owners are a hard-working group of businesspeople who invest capital in equipment and work long and hard to get locations and sell merchandise, with little likelihood of losing their livelihood by selling merchandise on a chance basis.

The latest ruling is in line with a 1936 decision handed down by Judge Morris Frawley, in which the cases were similar and the outcome the same as that in the present case. The governing rule is not expected to involve the legality of the mixed bail game, and the vend-

Travers Air Force Base, in Calif., and a third in an Atlanta parking lot. The LauCarda unit has been in operation a year, but the other installations are fairly recent. According to Powers, the Lau-Carda unit has been plagued with micro-switch failures and the vendor has been out of operation a good portion of the time.

Capacity

Copoly for a normal issue of Life is about 100. The Hatchet has a 2,500 horsepower motor and feeds from the top. Powers explained that Life has also bought some mechanically op- erated magazine vending machines from the U. S. Sound and Signal Corporation, a unit that is heavily used, and that 90 copies of the average Life issue, without mechanical difficulties have been reported.

Powers feels that volume will be extremely difficult to achieve in a weekly magazine vendor. About 1 per cent of Life’s circulation is now subscribed, with the balance of purchases buying the magazine an average of once a week.

In other words, the maximum number of sales a Life vendor could sell to any individual in the course of a week is one. In important terminus and other heavily-traveled public locations, requests are usually available to handle these sales. In not-so-heavy-
trafficked locations, it hardly seems worthwhile.

Publications contain that most prod-
cuts which can be sold to a pref-
lite cigarettes, candy and cold drinks are the black market goods because they are used up quickly, and the vendor makes his purchase, he doesn’t cease his trade, but carries it on for the next few days. To add to the woes, the news paper publishers are asking ques-
tions about the news vendor. The general rule is to deliver magazines and newspapers to the vend-
ors, but sales of newspapers in the cup of tea. Automatic Customs is causing Life out with its mechanical problems.

Daily Publication

Announcing the addition of Pat Reynolds, in charge of vending sales for The New York Times, to the daily publica-
tion of newspapers in an emergency, as well as a handling.

But the story is not over yet. It is sure to boisterous the same that the same customer can pick up his ciga-
res at a newsstand on a vending machine three times a week. The handling is different—nothing like a vendor. The customer, whatever the vendor, can’t be sold within the space of a minute or two.

The Times currently has a dozen vending machines that are in use in sub-
way stations in Manhattan. The machines are like the regular sight-
caps papers, but unlike the daily newspapers, are running about $10 a vendor. The Times’ costs used by the Times come with changemakers, because they could not be used in a vending machine.

Arrest Blue Sky

Promoter in Philo.

PHILADELPHIA, Feb. 19.—A blue sky salesman was arrested on charges that he ob-
tained money under false preten-
se. Jack Kotschke was arrested on a complaint of Mrs. Mary

Margaret Hoix who told investigators that she and her husband had purchased eight new venders from Kotschke for $325. He was sup-
pended to place the machines in loc-
cation to fail. The machine was located on a street.

Kotschke is held on bond for a hearing. Detectors are trying to locate more people who may have been defrauded to Kotschke, who advertised in neighborhood weekly newspapers, with a promise to make $400 a month on a part-time basis. The venture would involve an initial investment of $500, the ad said.

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READY FOR DELIVERY

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<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>General Tire Gallery</td>
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<tr>
<td>Seeburg Coin Hunt Gun</td>
<td>$25.00</td>
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<td>Jungle Gun</td>
<td>$15.00</td>
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<tr>
<td>General Pike Ball</td>
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<td>General Basketball</td>
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<td>zipper Skill</td>
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<td>Seeburg Star Shooting Gallery</td>
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<tr>
<td>Super Jet Fighter</td>
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<td>Dale Gun</td>
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IN-LINE GAMES

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<td>Keeney Lite-A-Line</td>
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MUSIC

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