Ziv Film Gross in 6 Months Equals 1952

NEW YORK, May 16.—Ziv TV Programs, Inc. has chalked up enough film sales for the first six months of this year to equal the firm’s annual gross in 1952. Last year Ziv piled up the best TV sales record in its five-year history—around $12,000,000. Therefore, if business continues at its present rate, Ziv stands to gross in the neighborhood of $25,000,000 on its TV film properties in 1953.

There is a strong possibility that Ziv’s sales during the latter half of 1953 will even top the first six months, since the firm expects to start marketing two more TV series before the year is out. Ziv’s first two 1953 film properties, “Favorite Story,” which has already been sold in 100 markets, and “Additional Film Revenue,” which has also been accepted for distribution in foreign markets, are two of the series which should find their way to the screen during the next six months. Meanwhile, Ziv Radio, which

Beginning on Page 49

Radio, TV Join Industry for First Big Fete

Net, Local Shows Planned; Displays To Plaster Nation

By DICK SCHREIBER

CHICAGO, May 16.—A week from today the juke box industry, with the help of other segments of the amusement world, will mark its 65th birthday with a nation-wide celebration and a tremendous public relations campaign in which juke box people have participated.

Network radio and TV, over 100 daily newspapers, magazines, and other publications will participate in the celebration. Every active juke box trade association lined up special promotions for the event, while literally thousands of independent juke box operators in smaller cities and towns, contacted their local newspapers, arranged window displays and programs, and placed their boxes with all-time juke box hits.

Network Shows

Alto the schedule of network shows set to observe the anniversary was expected to expand, these shows were definite at press-time.

Edgar Kantor, NBC radio, May

(Continued on page 42)

Self-Service Test

Disks Tried in Dime Stores, Supermarkets

NEW YORK, May 16.—The experiment being watched closely because most sales racks are up in supermarkets and dime stores, is an attempt to substitute self-service record racks in supermarkets, Woolworth’s, and other chains that have not carried records before.

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**Picture Business**

By LEE ZHITO

**HOLLYWOOD,** May 16 — The forthcoming versions of the current film check of the film production center have brought about the realization that activity is moving toward a new high.

Production activity this year far surpasses that of any previous year. Within the first four months of the year, a tremendous number of pictures were completed and released to the public.

Producers, themselves, are already looking toward the future with anticipation. They are busy planning and scheduling their next projects, aware of the need for continued productivity.

The industry is growing, and the future looks promising. With the introduction of new technologies and innovative techniques, the film production center is poised for further expansion and growth.

**Legit Line-Up**

By BOB FRANCES

The eligibility lists and ballets for the upcoming Academy Awards were released this week. The Academy Awards, founded by Douglas Fairbanks and Mary Pickford in 1927, are considered the pinnacle of recognition in the film industry. However, many believe that the eligibility lists and ballets are subjective and subject to manipulation.

The eligibility lists and ballets are typically released by the Academy of Motion Picture Arts and Sciences. These lists contain the films that are eligible to be nominated for the Academy Awards. However, many believe that these lists are not representative of the film industry and that the eligibility process is biased.

The eligibility lists and ballets are typically released in the fall of the year. The Academy Awards themselves are held in the spring, typically in March or April. The eligibility lists and ballets are typically released about six months before the Academy Awards.

The eligibility lists and ballets are usually announced by the Academy of Motion Picture Arts and Sciences. The Academy is composed of film professionals, including actors, directors, writers, and producers. The Academy members vote on the eligibility lists and ballets, and the results are announced.

The legitimacy of the eligibility lists and ballets has been questioned by many in the film industry. Many believe that the eligibility lists and ballets are not a true representation of the film industry and that the Academy Awards are not a true reflection of the best films of the year.

**Ritz Bros., Fran Warren Top New Copa Bill; Priors Click**

New productions, new customs, new stars, new legs to the Copa Ballroom, and new faces at the New Copa Bill; and the Priors click on the stage.

Ronnie Arnold, the famous entertainer, and his partner, Henry Prus, have added life to the New Copa. Arnold, who has been associated with several successful shows in New York, has now taken up residence in Chicago. He is planning to produce a series of musical shows here, with a new production scheduled for this week.

On the stage at the New Copa this week, the Priors, who have been successful in other parts of the country, have become popular with the local audience. They are known for their versatility and their ability to entertain a wide range of audiences.

The New Copa Bill is also offering a variety of musical acts, including a band that is gaining popularity with the young crowd.

**Wireless Mike Solves Remote Auto Pick-Ups**

HOLLYWOOD, May 16 — Wireless microphone is being used for a new service by a small California company. Featuring Corporation that promotes the idea of using wireless microphones for television, radio, and other media.

The Stephens microphone weighs less than four ounces and is no larger than a business card. With its companion battery pack of six volts, it can be used for as long as an hour. The Stephens is a new development in the field of photography.

**BROADWAY SHOWLOG**

**PERFORMANCES** MAY 16, 1953

**DRAMA DEES**

As Depression, association of eminent drama reporters, elected this week were Edward G. Robinson, who has been known as a proponent of the Depression, and Paul Muni, who has been known as a proponent of the Depression. Both were awarded $200 for the year.

**MUSICALS**

As Evening With Suzanne (Book and music, R. C. B. Smith), the cast includes Suzanne, who has been known for her sultry voice, and Tony Randall, who has been known for his comedic abilities. The show was awarded $200 for the year.
Washington Once-Over

BY NEW ATLAS

May 21—Most memorable of Bob Hope's association with his frequent pepsy friends from the Hollywood radiator was the announcement of the opening of the new Bob Hope Theater in Burbank, Thursday. Hope told the audience of the success of the recent Hope show. The performers had played the show off, and the crowd was eager for more. Hope, said the audience, was the best of the bunch. "You're a winner," he told them. "I want to make sure you keep winning." The audience responded with a thunderous round of applause.

SPARKS FLY AT NBC 'CAUSE THE BOSS SARNOFF IS BACK

By SAM CHASE

NEW YORK—May 18—The NBC network is in high gear. This is the season when the network goes all out for the ratings. The 'Boss' Sarnoff is back, and the ratings will go up. Sarnoff, who has been in charge of the network for over 20 years, is known for his aggressive promotion and marketing strategies. He is expected to bring in more advertisers and viewers to the network.

CROSLEY CONTINUES NBC TV AFFILIATION

HOLLYWOOD, May 18—The Crosley Radio Corp. has announced its intention to continue its affiliation with NBC Television. This move comes as a surprise to many industry insiders, as Crosley had been expected to switch to CBS. However, Crosley has expressed its commitment to NBC, and the network is expected to benefit from the influx of new viewers.

NEW SCOPE

SYLVANIA'S SATELLITE TV DISPLAY

WASHINGTON, May 16—Federal Communications Commission officials have announced that they will soon begin accepting applications for new satellite television stations. The FCC has been under pressure to increase the number of channels available to viewers, and this move is expected to provide relief.

REYNOLDS EYES CBS SHOWS, SHARPENS AX

NEW YORK, May 16—R. J. Reynolds Tobacco Co. is considering bidding on properties owned by CBS. The tobacco giant is looking to expand its operations and diversify its portfolio.

L&M CANCELS 'STORK CLUB'

NEW YORK, May 16—L&M Tobacco Co. has announced that it is cancelling its 'Stork Club' contract with CBS. The 'Stork Club' series, which ran for several years, has been a popular program among viewers.

CBS PREPS 2 AUDITION SEG

HOLLYWOOD, May 16—CBS is preparing for its next season with a series of auditions. The network is looking to add new talent to its roster and is promising to provide opportunities for diverse voices.

YSR, BBD&D, Each Acquire New Accounts

NEW YORK, May 16—Young & Rubicam and Batten, Barton, Durstine & Osborne have announced they are each acquiring new accounts. This move is expected to bolster the ad agencies' bottom lines and increase their market share.

KBIG PROGRAM PROVES ITSELF

HOLLYWOOD, May 16—KBIG television station features a daily show hosted by Bob Hope that is currently proving successful among viewers in various industries. The show is being rebroadcast on the network's satellite service, and viewers have been tuning in.

WIRELESS MIKE SOLVES REMOTE AUDIO PICK-UPS

HOLLYWOOD, May 18—A new device designed for high fidelity sound pick-up in stage, radio, TV, and recording has been introduced to professional companies. Designed for use in remote audio pick-up situations, the device has been well received by professionals in the industry.

STORY CONTINUES...
WOR-TV to Bid for Daytime Audiences

NEW YORK, May 16—Things are really beginning to shape up in the fight for daytime television audiences here, utilizing formats which WOR-TV, long the leadership of which has been marked by the brilliant leadership of George Couzens, has dominated. The other networks are also going to intense efforts to add new stations to their schedules.

The battle for daytime viewers will be one of the most important in the history of television, and the contest will be fought on a number of fronts. The networks are devoting a great deal of attention to the daytime audience, and the competition will be fierce.

The competition will be fought on several fronts, including programming, advertising, and technical innovations. The networks are all trying to attract more viewers by offering a variety of programming that caters to different tastes.

In addition to the networks, many local stations are also vying for daytime viewers, offering a variety of programs that are specifically tailored to the daytime audience.

As the battle for daytime viewers continues, advertisers are paying close attention to the ratings and making decisions about where to place their ads.

In conclusion, the competition for daytime viewers is heating up, and the networks and local stations are doing everything they can to attract these viewers. The outcome of this battle will have a significant impact on the future of television.
NEWS CAPSULES—COAST TO COAST

WASHINGTON. — Sen. Price Daniel (D., Tex.) renewed an appeal Tuesday for an end to television commercial jockeys who lower yesterday to revoke Presid- ent Truman's security censorship order. Sen. Daniel said that radio and the press are doing their part “but not the access” to information. In a spe- cial broadcast in connection with the 50th anniversary of the KDNT, Denton, Tex., Daniel said, “There is still no way to get great job of informing the people, but that job can only be done if radio, television and the press are doing their part.”

WASHINGTON. — The Federal Trade Commission yesterday (12) endorsed before the New York State Legislature its bill to increase the fine for false advertising. “The Commission is in favor of the bill,” said Chairman Daniel. “It is a fair bill, and it gives the advertisers something to think about.”

WASHINGTON. — A hearing will be held in New York by the Federal Trade Commission to determine if the acts of the advertisers are in violation of the Federal Trade Commission Act. The Commission is investigating the allegations that the ads promised any TV or radio equipment, and the advertisers are trying to sell the equipment for a better price by using the act of the advertisers in violation of the act.

GOVT REPORTERS FOR CHICAGO. — Washington. — Radio, television and wire services in Chicago that have a “best” is the federal government, with emphasis on government officials, was announced today by the government officials. The announcement was made by the government officials, who are members of the government officials, who are the only ones who are authorized to make the announcement.

MAP 55 MILE HAWAIIAN TV TOWER FINES. — Hollywood. — The Hawaii television station, which has been in operation for the past five years, was fined $5,000 by the Federal Communications Commission for operating without a license.

DC, Cincy Drop Bus Radio; Taft Blames Revenue Loss

WASHINGTON, May 13.—In an announcement made here in Cincinnati June 1, WDDF- FM, WAFF-AM, and WDDF-FM, which are the three stations in the city, are discontinuing their operation.

WASHINGTON. — Mayor John F. Taft today announced that the city council had passed an ordinance for the establishment of a municipal bus system to be known as the “Taft Bus.” The mayor said that the system would be for the benefit of the general public and that the bus system would be operated by the city council.

WASHINGTON. — The Department of Justice today announced that the government would not appeal the decision of the Federal Communications Commission that the station, which has been operating in the city for the past five years, is in violation of federal law.

Hyde to Take On Logjam in TV Hearings

WASHINGTON, May 13.—The Federal Communications Commission yesterday (12) announced that it would take action to prevent the admission of any new radio station in the city. The commission is expected to issue a notice of proposed rule-making in the near future.

Paramount TV in Operation; Shakeup

NEW YORK, May 16.—A con- traversing marketing campaign of Paramount TV Producers is underway. The campaign, which is being sponsored by Paramount, is designed to introduce the new television network to the public. The campaign is being conducted through the use of a variety of advertising media, including newspapers, magazines, and radio.

NEW YORK, May 16.—CBS-TV announced today that it has signed a deal with the Hollywood studio, Paramount Pictures, to produce a new television series. The series, which will be known as “The Paramount TV Show,” will be produced by Paramount Pictures and will be broadcast on CBS-TV.

Ike Pushes Educational TV: Seeks 400C in Aid

WASHINGTON, May 15.—The administration of President Eisenhower today announced that it would support a bill to provide $400 million in aid to educational television stations.

Alternating Sponsors, But Not Sigs

NEW YORK, May 16.—CBS-TV announced today that it has signed a new deal with the Hollywood studio, Paramount Pictures, to produce a new television series. The series, which will be known as “The Paramount TV Show,” will be produced by Paramount Pictures and will be broadcast on CBS-TV.

WASHINGTON. — The Department of Justice today announced that the government would not appeal the decision of the Federal Communications Commission that the station, which has been operating in the city for the past five years, is in violation of federal law.
Radio TV Show Charts

Top 10 TV Shows Each Day of the Week in ATLANTA

- According to Videodex Reports

Videodex TV Ratings report monthly on each of 28 major markets, providing a weekly ranking based on the results of surveys of 2,000 households. The ratings for each of the 28 markets are determined by averaging the scores received in all 1/2 TV homes. The city ratings for each market are based on the average of the ratings for the week of the survey period.

Top 10 TV Shows Each Day

in ATLANTA

(April 1955)

- According to Videodex Reports

Next Week

Videodex and Pulse Studies of Each Day

- According to Pulse Reports

Pulse TV ratings are compiled on a weekly basis, and are based on a sample of 1,000 households. The ratings are determined by averaging the scores received in all 1/2 TV homes. The city ratings for each market are based on the average of the ratings for the week of the survey period.

WBKB Shuffle Of Personnel

CHICAGO, May 10 — Milti Wexler, general manager of WBKB ABC TV outlet here, and Walt Emerson, attorney for the ABC Central Division, resigned this week in the midst of a series of personnel changes at the station.

Emerson moves to NBC as attorney for the Central division, succeeding Tom Compero, Pacific Northwest division chief and vice-president of ABC in charge of the network's legal and employment departments.

In other changes, William Kulp was named assistant engineer of WBKB, reporting to Ed D'Amico, chief engineer of the Central division. Ray Linton has been named manager of the sales department and Martin K. Davis has been named manager of the new sales and marketing division.

Frank Reel Quits AFTRA

N.Y. YORK, May 6 — A Frank Reel this week resigned as executive secretary of the local chapter of the American Federation of Radio Artists. He will be associated with the Theatrical Artists Group of the Actors' Equity Association. Reel has been with AFTRA for 21 years, and is a member of the board of directors.

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Ziv 6-Month Sales Equals ’52 Gross
Firm May Gross $26 Million on TV Film Properties in ’53; 2 New Series Are Set

Continued from page 1
chatted up about $2,000,000 in annual gross last year, and continues to hold its own, backed by a big sound film division, an active TV production, advertising and promotion. It is enough to keep the town radio Theatre (Get story elsewhere). In line with its multi-million dollar approach, Ziv plans to become a major player in TV this Fall. A series of TV stories this Fall in California’s biggest cities will form the core of Ziv’s fall lineup, April 16, as West coast headquarters. Ziv will be showing its 20 shows in all nine Ziv TV film series and in all other Ziv series.

A comparison of Ziv’s 10 series to the figures of the first six months of 1953 reveals that “Boston Blackie,” which was over 45 stations last year, is currently seen on 20. “The Cisco Kid” has improved its 1952 quota from 30 to 45 stations, while “The Adventures of Superman,” which was 32 stations last year, is now seen on 35 stations.

Elsworth to Head Prod. of ‘Superman’

NEW YORK, May 16 — With the success of “Adventures of Superman,” production of the Ziv TV film series has been taken out of the hands of Robert Marshall Atcheson, Whitney Elsworth, editorial director of National Comics Publications, Inc., which owns the Superman copyright, announced yesterday that he had purchased the production rights to the second series of 8 films. Elsworth, who collaborated with Columbia Pictures in the production of the four previous Ziv Superman serials, is now at the Group’s New York office handling the marketing and production of the series.

Residuals Urge ‘Beany’ Along Road of TV Film

HOLLYWOOD, May 18 — Ten weeks after it launched its supermarket series, TV Studios, Inc., announced to its advertisers last week that the series has been a hit and that it has decided to continue it. The series, which is being produced by TV Studios, Inc., a subsidiary of TV Film, is now being seen in 200 of the nation’s top television stations.

Sterling’s New Sales Set-Up

NEW YORK, May 16—In a move to cash in on the new trend of network advertising, Sterling Television has come completely into the fold at its New York headquarters. Under the new set-up, Sterling’s network advertising sales force has been strengthened, and the company has established three main categories: film, television, and network advertising.

Sterling Goes On Business Trek

HOLLYWOOD, May 18—Louis B. Mayer, Ziv Film, company production head, announced that he would make a six-week eastern business trip, which would take him into a large number of cities. He will be accompanied by company president, William Ziv, and a number of salesmen.

GAC to Utilize Clips From 2 Shows to Launch Film Pkgs.

B. JUNE BUNDY

NEW YORK, May 16 — The General Artists Corporation has decided to make use of clips from two new Ziv TV film series which are being made up for other film producers. GAC has announced that it will bring 25 clips from the two series of Ziv TV film series to the attention of independent producers who are looking for material for their own television programs.

The task of assembling these clips into program form has been handed to Larry Lafferty, who was appointed producer for both series this week. Additional footage on the shows will be shot in Hollywood this month, but the monthly output of the shows will be drastically curtailed.

A GAC’s multi-show idea is to package Ziv’s new series together as a separate 13-minute serial package. Independently, music used on the show will be recorded in Hollywood and dubbed behind the European footage. The various mechanisms, of course, offer infinite possibilities in conjunction with other prepackaged film packages—an all-animal act series, novelties, high- wire artists, etc.

Meanwhile, Lafferty is lining up a group of half-hour filmed specials with special Liuky for Lafferty, who was appointed producer for both series this week. Additional footage on the shows was shot in Hollywood this month, but the monthly output of the shows will be drastically curtailed.

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## TV STATION FILM BUYERS PICK

A weekly survey of major film buyers' selections of the most commendable and non-theatrical films shown on their stations last week. This week's report of the original release date of the films New York adopted where available. For subconscious distributors, write The Billboard, TV Film Department.

### ARB Ratings of Non-Network TV Films and markets in which they are currently rated

<table>
<thead>
<tr>
<th>Film Title</th>
<th>Network</th>
<th>Market</th>
<th>Rating</th>
<th>Use</th>
<th>Studio</th>
<th>Usage</th>
<th>Location</th>
<th>Use in Market</th>
<th>Days Show</th>
<th>Time (EST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIG GAME HUNT (60 min–26 ml—Elephant Pictures Corp.)</td>
<td>NBC</td>
<td>Detroit</td>
<td>39</td>
<td>34</td>
<td>WTVN</td>
<td>4</td>
<td>P</td>
<td>3 W</td>
<td>7</td>
<td>10:00 PM</td>
</tr>
<tr>
<td>CHINA SMITH (36 min–26 ml—PSO-TV, Inc.)</td>
<td>NBC</td>
<td>Chicago</td>
<td>28</td>
<td>28</td>
<td>WBAL</td>
<td>0</td>
<td>P</td>
<td>4 W</td>
<td>7</td>
<td>10:30 PM</td>
</tr>
<tr>
<td>COMIC DANCE (60 min–25 ml—NAbell Pictures Corp.)</td>
<td>NBC</td>
<td>Buffalo</td>
<td>41</td>
<td>34</td>
<td>WGRX</td>
<td>1</td>
<td>P</td>
<td>4 W</td>
<td>7</td>
<td>10:30 PM</td>
</tr>
<tr>
<td>FORBIDDEN EMBASSY (60 min–26 ml—International Row Productions)</td>
<td>NBC</td>
<td>Providence</td>
<td>25</td>
<td>26</td>
<td>WPRO</td>
<td>3</td>
<td>P</td>
<td>3 W</td>
<td>7</td>
<td>10:30 PM</td>
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<tr>
<td>FORBIDDEN EMBASSY (60 min–26 ml—International Row Productions)</td>
<td>NBC</td>
<td>Boston</td>
<td>25</td>
<td>26</td>
<td>WGBV</td>
<td>3</td>
<td>P</td>
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<td>10:30 PM</td>
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<tr>
<td>FOREIGN INTEREST (30 min–26 ml—Walter Thorneon)</td>
<td>NBC</td>
<td>Chicago</td>
<td>24</td>
<td>26</td>
<td>WBBM</td>
<td>2</td>
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<tr>
<td>RANAR OF THE JUNGLE (50 min–26 ml—Arrow Productions)</td>
<td>NBC</td>
<td>Philadelphia</td>
<td>24</td>
<td>26</td>
<td>WCAU</td>
<td>1</td>
<td>P</td>
<td>1 W</td>
<td>7</td>
<td>10:30 PM</td>
</tr>
<tr>
<td>THE WRITE-UP (60 min–26 ml—International Entertainment)</td>
<td>NBC</td>
<td>San Francisco</td>
<td>24</td>
<td>26</td>
<td>KRON</td>
<td>0</td>
<td>P</td>
<td>0 W</td>
<td>7</td>
<td>10:30 PM</td>
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<tr>
<td>THE WESTERN TRUTH (60 min–26 ml—Universal)</td>
<td>NBC</td>
<td>Washington</td>
<td>24</td>
<td>26</td>
<td>WJLA</td>
<td>0</td>
<td>P</td>
<td>0 W</td>
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<td>10:30 PM</td>
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<tr>
<td>THE WESTERN TRUTH (60 min–26 ml—Universal)</td>
<td>NBC</td>
<td>New York</td>
<td>20</td>
<td>26</td>
<td>WABC</td>
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<td>THE WESTERN TRUTH (60 min–26 ml—Universal)</td>
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<td>Chicago</td>
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<th>Use in Market</th>
<th>Days Show</th>
<th>Time (EST)</th>
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</thead>
<tbody>
<tr>
<td>ABDUCTION (90 min–26 ml—Sonny Pictures Corp.)</td>
<td>ABC</td>
<td>New York</td>
<td>38</td>
<td>38</td>
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### Advisors

**Adventure**

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### Non-Theatrical Free Films

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### Move to Share

**Stations, Dists Splits Film Shipping Costs**

NEW YORK, May 16—Video distributors are beginning to return to the prevailing practice in the industry by which they pay shipping charges both ways on films sent to them by producers, with the new procedure speeding up and cutting out some of the red tape. The joint film shipping costs between them. KPFA-TV, in addition, has given explicit instructions that film be sent to it by rail, unless it is charged and that film be sent by air, unless it is charged. Many of these features are being cut down in cases where $25, the shipping cost both ways, is half the price being paid by the studio distributor for the use of the film itself.

**Ship Collect**

Because of the large number of films, both feature and half hour, being used by the station, Clint Morgan, former program director of WABC-TV, is able to purchase film with less contractual restrictions than before. The studio distributors have been able to make some changes in their contracts to that they are able for shipping costs one way. Distribution is through mutuals, Salzberg's, Play House, etc., to which stations have a legit. They are also able to produce film that can be shipped both ways, so that the station can also ship their properties to pay any of the shipping costs. In such cases, distributors pay shipping costs out of their own pocket.

### Official Pilots

**2 Packages for Net Sponsors**

NEW YORK, May 16—Official Pilots this week was readying special presentations for net sponsors. The distributions were in various versions of its presentations for the ABC, who is sponsored by Singer on NBC, and the NBC, who is also to be produced by Dan Dare. The two versions are to be named new to TV and several others who are now free-lancing.

One of the pilots, a pilot of the new Dan Dare, is for 20th Century-Fox, to prospective sponsors. TheABC, the National Broadcasting, is now in Hollywood trying to sign some sponsors, but other sponsors, such as "Playhouse" sponsors, is a matter of the "Theater" sponsors. To get some new program ideas, both live and film, that is to merchandise.
PERSONAL MGR. ORG BEING SET

NEW YORK, May 18.—A new personal management organization for managers is now being formed here to take care of the personal material and acquire and protect the personal assets that would attach in such a case, it is understood.

In the formation of the corporation, which still is in the hands of the organizers, several prominent showmen who showed up in the C. C. L. G. room, and several other groups.

Others are expected to join as soon as possible.

*A BUSES’ HIT

Unions Stiffen Cruise Show Regulations

NEW YORK, May 18.—The current trend of the unions cracking down on what was called “cruise show regulations” for musicians, and the new regulations to be imposed by the Labor Department of the U.S. Department of Labor, is expected to have a significant impact on the cruise show industry.

The new regulations, according to sources familiar with the industry, will affect musicians and other workers who perform on cruise ships. The regulations will set minimum wages and working conditions for these workers, and will require that they receive proper compensation for their services.

The new regulations will also require that all cruise ships have a designated grievance officer, who will be responsible for handling complaints from workers. The regulations will also require that all cruise ships provide adequate safety equipment and training for their workers.

The regulations are expected to be in place by the end of this year, and will be enforced by the Labor Department.

AGV A TO HONOR TWO PRESIDENTS

NEW YORK, May 18.—AGV is to honor two prominent industry figures for their contributions to the business.

The first recipient is Don Friedman, a well-known music manager who has been active in the industry for many years. The second recipient is Fred Siegel, a noted music publisher and distributor.

Both men have made significant contributions to the music business, and their recognition by AGV is a testament to their achievements.

TROPA NIPPED BY PHILLY SIGNING

16 Clubs Move to AGVA; Ignite New York’s Membership Session

NEW YORK, May 18.—The final straw was probably the decision by a handful of clubs to join AGVA, the American Guild of Variety Artists, before the national convention of the organization opened.

The clubs, including the Philadelphia-based TROPA, were the last to announce their decision to join AGVA, and their move was seen as a significant development.

The convention, which was held in New York, was attended by hundreds of industry professionals, who discussed the state of the business and the future of the profession.

The move by TROPA to join AGVA was seen as a major development, and it was expected to have a significant impact on the industry.

The convention concluded with a keynote address by Luciano Pavarotti, who spoke about the importance of music and the need for continued support of the arts.

As a result of the TROPA decision to join AGVA, the national convention of the organization will now be held in Philadelphia next year.

Iowa's Outlaws

The Outlaws are a group of musicians who have been playing together for several years. They are known for their energetic performances and their unique style of music, which blends elements of rock, blues, and country.

The Outlaws have been performing at various venues around the state of Iowa, and are expected to continue their travels to other parts of the country in the future.

The group consists of four members: guitarists Bob, Mike, and Tom, and drummer Sam. They are known for their charismatic stage presence and their ability to engage the audience.

Their latest album, "Outlaw Country," was released last year and has received critical acclaim.

Rules On Amuse Tax

WASHINGTON, May 18.—The Bureau of Internal Revenue has announced regulations on the taxation of tax provisions affecting amusement parks and other similar facilities. The regulations, which are being issued in response to a request by the Internal Revenue Service, will take effect next month.

The regulations are designed to clarify the tax treatment of admissions to amusement parks, which are subject to federal income tax. They will also provide guidance on the tax treatment of other forms of amusement, such as circuses, carnivals, and festival shows.

The regulations will require amusement park operators to keep records of admissions and other pertinent information, and to file tax returns accordingly. They will also provide guidance on the tax treatment of admission taxes, which are deductible from income for tax purposes.

In addition, the regulations will provide guidance on the tax treatment of amusement park expenses, which are generally deductible as business expenses.

These regulations are expected to have a significant impact on the amusement park industry, and are likely to result in increased tax revenue for the government.

Constantine continued his argument that a new talent union group was being formed to protect the interests of entertainers in the entertainment industry. He said that this group would include all major talent agencies, such as the speakers, musicians, motion picture operators, and others.

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MUSHROOMING R&B'S Labels Sprout New Labels: Even Subsids Have Subsids

By BOB BOLONZT

NEW YORK—The flood of new rhythm and blues labels that has been occurring in the past year is one of the most remarkable developments in the record industry in a decade, according to observers. "We've been aware of it for a long time," said one, "but it's just been going on." The large number of new labels is a combination of factors. Some are the result of mergers and acquisitions, while others are the creation of independent entrepreneurs. Still others are the result of the growing popularity of rhythm and blues music.

One of the most notable of the new labels is Blackmoor, which was founded by Don Blackmoor, a former musician who had been involved in the music business for many years. Blackmoor's label has released several albums, including "The Blackmoor Sessions," which features a number of well-known rhythm and blues artists.

Another new label is the Juke Box, which was founded by Don Jukes, a former executive at a major record company. Jukes' label has released several albums, including "Juke Box Special," which features a number of lesser-known rhythm and blues artists.

One of the most successful of the new labels is the Blackstone, which was founded by Don Blackstone, a former musicologist. Blackstone's label has released several albums, including "Blackstone: The Early Years," which features a number of obscure rhythm and blues artists.

The flood of new labels has had a number of effects. It has created a number of new opportunities for rhythm and blues artists, as well as for record companies. It has also created a number of new challenges, as the established labels try to compete with the new entrants.

What is most interesting about the flood of new labels is the fact that the entire r&b market constitutes only a fraction of the entire record business. It is estimated that the market for rhythm and blues music constitutes only 5% of the total market for recorded music.

Subsidiary Labels

The flood of new labels has also created a number of subsidiary labels, which are owned by the parent companies of the new labels. These subsidiary labels are often used to release the works of established artists, as well as to release new recordings by established artists.

One of the most successful subsidiary labels is the Folkways, which is owned by the parent company of the new label. Folkways has released several albums, including "Folkways Classics," which features a number of well-known rhythm and blues artists.

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**SPA Prexy Blasts Sheet Consignment**

Urges Meeting With Publishers on Paper;
6 Incumbents, Schwartz Named to Council

NEW YORK, May 15—Charles Tobias is expected to be re-elected as SPA's new executive secretary-writer. Protective Association, soon after the newly constituted council of the writers' organization was named. Tobias was named to the position by the retiring vice-president, Daniel J. Widmann.

The SPA, the American Radio History (May 15), the SPA annual con-
cessant, is expected to be reellected as chairman of the 6-incumbent committee to their
council.

**File Action to Untangle Hank Williams Estate**

NEW YORK, May 15—Andrew Williams, the late Hank Williams' first wife, has filed suit in Nashville, Tenn., March 23, asking a preliminary injunction. Rounding up $10,000 bond, she has named $10,000 bill of her estate. Both defendants have been named in the case and filed in order to obtain a court-appointed receiver to manage the estate.

Background for the amicable settlement of the lawsuit between the late singer and his first wife, with whom he lived for approximately two years, was made public when the late singer's daughter, Hank Williams Jr., was named as his legal heir. However, the settlement agreement was not signed by Mrs. Williams or her lawyer, and it was not clear whether the agreement was reached with Mrs. Williams or her lawyer. In addition, Mrs. Williams and her daughter, Hank Williams Jr., have not been seen in public since the lawsuit was filed.

**Westminster Signs Symph**

NEW YORK, May 15—Westminster signed with the National Symphony Orchestra, of Washington, D.C., for a 16-week con-
cert. The deal, Tuesday (17), calls for the band to cut a specific number of LP sides an-
dustrial arrangements, and the direction of its conductor, Howard Mitchell.

The pact marks a major step in Westminster's efforts to increase its com-
pany's record, which is a result of its new agreement with the Orchestra. Under the new agreement, Westminster will record several works with the Orchestra during the fall.

Other American artists signed for the season include: Charlie Cardin, Curtis Brown Quartet, the David Ruffin Quartet, Brian Craven, Johnnie Ray, and Dean Dixon and pianist Pianist Braddock.

**Decca to Hold Annual Meet**

NEW YORK, May 15—Decca Records will hold its annual meet-
time for key executives, personal next Thursday and Fri-
day (21-22). Participating execu-
tives will include all headquarters br-
illa, as well as division man-
agement and assistants.

The confab will signal the first full day of the new year, and the changes wrought by the recent reorganization of the company's executive staff. Decca will be the first of the major labels to hold a meeting this year, and the event is expected to set the tone for the industry's activities for the rest of the year.

**Pocket Books to Ring in 35c Bell Label Septet**

NEW YORK, May 15—Pocket Books, Inc., affiliated book pub-
lishing unit of Simon & Schuster, has set September 1 as the date for the introduction of a new 35c pocket popdeals on the Bell label. The Pocket Books, Inc., Bell label was announced in May, but the plans for this retail outlet have been delayed since that time. The Bell label will be distributed through the national chain of bookstores, and will target the 35c price range for its products.

**ASCAP Picks G. E. Deakin**

NEW YORK, May 16—Gerald E. Deakin, president of the Serious and Concert Division of ASCAP, has been named president of ASCAP, Inc. and Publishers, Inc. He replaces Jack Julius, ASCAP sales manager.

Deakin, prior to his present position, was vice-president of Columbia Artists Management, and has been a radio advertising executive for the past 15 years.

**Self-Service Disk Plan Is Tested**

Music Merchants Sets Up Racks in Philly
Self-Service Disk Plan Is Tested

a)

Continued from page 1

There has been some concern that the self-service disk plan could lead to a decrease in sales at the record stores. However, the merchants believe that the plan will help to increase sales by providing a more convenient way for customers to find and purchase records. The plan has been well-received by the customers, and the merchants are optimistic about its success.

**Revenue Rules On Amuse Tax**

Continued from page 13

Revenue Rules On Amuse Tax

The greatest number of claims submitted for tax refunds on New Jersey records were filed in the Central Jersey region, followed by the Northern Jersey region, which includes the New York metropolitan area.

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**No Mention Of Brandon**

NEW YORK, May 15—Logi-


cal radio stations have been slow to mention the death of music industry executive John C. Brandon. Brandon, a former executive at Capitol Records, died last week at the age of 72. His death was announced by the company, and the industry has paid tribute to him with a moment of silence at the start of the day's shows.

**ASAP** is a leading provider of self-service disk plans for record stores. The company has set up racks in Philadelphia and other major cities, and has received positive feedback from the merchants and customers.

The self-service disk plan has been well-received by the industry, and has helped to increase sales at the record stores. The plan has also been well-received by the customers, who appreciate the convenience of being able to find and purchase records on their own.

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Music sales dip in first quarter

WASHINGTON, May 16 - Sheet music and musical instruments in the first quarter of this year were down 5 percent below the same period of last year, according to a report by the National Association of Music Merchants. Sales during March were down 10 percent from March last year. The Federal Reserve recorded the increase of $20,000 in major department stores, which sold $1 million worth of sheet music, sheet music and musical merchandise in the first quarter of the year.

Sales of TV sets, radios and phonographs in March, running 8 percent below the same period last year, were also down 7 percent from the corresponding period of the previous year.

In Washington, the sheet music publishers have been struggling to meet the demands of the public. The publishers, who have been inundated with orders for the past several weeks, have been unable to keep up with the demand. In fact, some publishers have had to delay the release of their new releases until the demand has decreased.

Tony Acquaviva to be Joni Manager

NEW YORK, May 16 - Joni James this week acquired a new manager, Tony Acquaviva, who is known better as a top-notch talent agent. He has been handling the affairs of the singer for many years, and is responsible for her recent success in the recording industry. The new manager will be responsible for all aspects of the singer's career, including her singing engagements, public appearances, and general management.

Cirug and YPR Kidisks $1.24

NEW YORK, May 16 - Effective today, all records in the 17-inch size, 78 r.p.m. Kidisks released by the Children's Record Library, will be priced at $1.24. This is an increase from the former price of $1.00. The Kidisks will be available at all record stores.

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Gimmick Bally RCA Platters

NEW YORK, May 16 - RCA Victor is involved in a three-week promotion of its new pop records. This activity, it is expected, will bring much more attention to the RCA Victor lineup.

Dean to Exhibit Audio Slave Amp

NEW YORK, May 16 - A $100.00 competition was held at this week's Sidney Marx Auction in order to determine the best new audio equipment. The winner was Dean, an audio slave amplifier. The amplifier was designed to be used with record players, and was judged by an expert panel of judges. The amplifier was awarded a prize of $100.00.

NYC Op's to Display Decals and Stickers for Juke Box Week

NEW YORK, May 16 - The New York City Juke Box Operators Association will be holding a Juke Box Week starting May 24. During the week, the operators will be displaying stickers and decals to all members for the purpose of promoting the business. The stickers will be used to mark the juke boxes, and will include the operator's name and address.

This is the second year of the Juke Box Week, and the operators are hoping to attract more customers to their machines. The week will be a success, and the operators are looking forward to a busy week.

Music quits Paris' soul

PARIS, May 16 - Music may have deserted Paris, but it cannot be said that the city has slipped into a musical coma. In fact, the city is alive with music, and the sound of music fills the streets and avenues. Parisians may not be able to afford the high prices of tickets to the concerts and operas, but they can still enjoy the music that is available to them. The city is alive with music, and the people of Paris are still enjoying the music that is available to them.
**MAY 23, 1953**

**THE BILLBOARD**

**MUSIC AS WRITTEN**

**NEW YORK**

Fred Alan, new music director of Starlight Opera in Denver, Colorado, is preparing to start rehearsals for “Braga,” a Latin American opera, the Latin character of which the composer has revealed in the past. The opera will be produced by the Starlight Opera in Denver, Colorado, in the summer of 1953.

**CHARLIE GREEN**

Charlie Green, freelance A&R man for Decca Records, has returned from his trip to Ireland. He plans to spend the summer in Europe, where he will work on his annual election meeting at the Decca offices in London.

**Eddy Howard**

Eddy Howard is preparing a new album for his upcoming tour. He plans to record a new version of his hit song, “My Way,” which he plans to release in June.

**Hollywood**

An urgent plea for sheet music was sent out by Hollywood music publishers, who made last week in a letter to The Hollywood Alliance, asking for music they no longer want to reprint. They informed the publishers that they had a backlog of music that was no longer needed.

**Philadelphia**

Archie and his orchestra coached the Sunday night dance band at the Century Dance Studio, located at 1330 Chestnut Street. The band had a very successful evening, attracting a large crowd of music lovers.

**Detroit**

Glen Matlock, who appears with his group, The Shadows, on Monday (11) at the Cadillac Theater, Chicago, Illinois, will be performing at the Cadillac Music Palace in Detroit, Michigan. The show is scheduled for Wednesday (13) at 8:00 PM.

**Allen Records Names**

Dorine Sales Head

NEW YORK, May 18 — Victor Allen, topper of Allen Records, has appointed Dorine Sales as national sales manager for the company. Sales will be responsible for purchasing masters from Bill Monroe, Frank Stanwood, and other musicians.

**NEW FEATURE**

Beginning in this issue, The Billboard will publish a box, “New Feature,” which will summarize the number of records released weekly by every record label in the U.S. and Canada. The box will appear on the record review page. Starting with the May 30 issue, this feature will include the publisher and label information for each record.
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I enclose $10 for my full year (52 issue) Billboard subscription (a saving of $3.00 over single copy rates). Foreign rate $20.

Name
Occupation
Address
City... Zone... State...

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Victor Program

- Continued from page 14

says the narrator, via a control system that is comprehensive, easy to maintain and foolproof.

Film, projectors and instructions books are being made available to dealers through RCA Victor. The writer then gets who will arrange either group showing or for individual dealers and their clerks. Projectors and film will also be available on loan to dealers.

Subjects covered in the "Profit Pointers" book include the market, buying, inventory, promotion, advertising and display, training clerks, selling, operating history of the industry and the process of manufacturing & recording.

The "Music That Sells" book, according to Victor, is an outline of "all you need to know about serious music." It makes use of a plastic, ruled device called a "selection spotter" originally announced by Broadband Music, Inc., as a "Musicator." The selection spotter enables the user to locate any groove on LP and 45 r.p.m. records by groove number.

The book lists many RCA Victor classical albums and points out the portions of these records which can be used to demonstrate the music to the customer. Cheats, by using the selector, can quickly locate the exact spot on the record for demonstration or playing. Also explained briefly are the various musical forms, the various musical forms, and composers' styles and techniques. Book also contains a glossary and pronunciation guide of musical terms, composers, compositions and artists.

In addition to the presentation of the sales training program, Victor distributors now get a brand new dock coin service on the local level. District will now handle a new Red Seal dock coin service on the local level in addition to the above "Music That Sells" service.

Meanwhile the disc continues on the one-nighter tour which started on March 1 following his Palladium date. Approximate gross for the first three months of the tour is said to be $175,000. The second three months, as now booked, is figured to equal that figure. Since March 1, the band has played 88 one-nighters and has taken off only three days in March, one in April and two in May.

On June 1 the orchestra will play the first big-time band date of Billingsley's, Boston. The only other location date coming up is two weeks at Lakeside Park, Denver, beginning July 28. The current schedule calls for 28 one-nighters from June to September, with one day off in June, two in July, and two in August.

With radio, record and one-nighter income, the band expects to gross a gross income of $75,000 for 1952, biggest year for Flanagan since the band started in March, 1950. Among the key grosses hit this year were $3,115 each at the Pantages, Cleveland, Ohio, $3,853 in Salt Lake City, $2,746 in Fort Worth, $2,928 in Fresno, Calif., and $2,655 in Phoenix, Ariz.

Sterling Set-Up

- Continued from page 14

ties, such as cartoons, features, stand-by shows and Westerns.

Stations will be offered a choice of any five 15-minute series in the "A" group at a package price of 125 per cent less than if series were purchased separately. Half-hour shows cost one for the two programs. Sterling's "A" group includes "Armchair Adventurers," "Fearless Fowlk," "The Paul Whiteman Show," and others.

The sustaining programming material—"Jonathan Story," "Teddy Dreier's Musical Time Capsule"—will be sold by the hour. Stations buying 150 hours of programming on a year's contract (specialty ticker) will, in addition, be made available to stations on a commercial standards, but broadcast with a hit in the R&B. category. Not only the formal large firm has one that has been building local R&B stations for years, but it is true that a well-known artist with a good R&B record, all are being accepted immediately and already has the power to boost not only the hit but there are so few accepted artists that stick around very long in the field that newcomers have to be very careful.

A hit in the R&B. field can go over the 300,000 mark but its hits are more rare. And the R&B. record has a much longer selling and possibility than in other fields. A record that goes above 40,000 has to be considered a hit in the field, and one that touches 100,000 is a big hit. Yet the companies come in, and the list of R&B. labels grows steadily, even though it is probable that there are too many firms in the field today to have any share much of the small and extremely competitive market. The R&B. field, however, remains alive, exciting and precarious.

Clefters Challenge

- Continued from page 14

not pass upon whether or not each assignment must be accomplished by an actual consideration, as advance payment.

The latter point is expected to be handled administratively by the legal firms of Hay, St. John, and D. S. Williams, representing the writers of "Gang." It is believed the hearings will tend to show separate consideration was advanced to songwriters and, therefore, that these rights are now the property of the writers.

Another factor seen in the energy with which Bourne exploited the copyright. The writer charges that the publisher has not worked on the song for some time, and that they are entitled to a return of the copyright as a result of this inactivity. It is their belief that in a court of equity this claim would receive the consideration.

Also he is argued in the allegation that the language used in the original copyright does not contain an effective assignment of the renewal rights. Some early writer-publisher pactcs used similar language, and the case in the present case could be far reaching.

Handy Bros.

- Continued from page 14

report for 1949, Paul Bennett had Norton set to music. Years later, Handy Bros. were offered the copyright by purchase and renewal. Vogel, on analysis of the writer's assertion, asserted the claim is new and not covered by the present certificate.

The Norton version will sell for 60 cents to the retail trade and 50 cents to dealers and in lots of 1,000 at 27 cents. The 15 cents per hundred is the use of the original, "Mr. Crump" version, worse the J. Rambert Daniel Robinson and other versions.

Modesty

- Continued from page 7

"Screen Story" for Chicago Tribune, Inc.

On the basis of stations reporting to tale-showings of the three films to date, Kuhl reports that "The Guardian Angel" has run more than $5,000 in air time for Barkley, via 110 plays at 71 stations; "The Power of Your F ly" has chalked up over $9,000 for United Artists via 161 plays on 107 outlets; and "The Strongest Man In the World" garnered around $17,000 of free air time for Fox, via 111 plays on 82 stations.

Your play plan is stand-by, along with Sterling's regular package of 4,000 stand-by shows, which stations are allowed to keep in their library free of charge paying as long as they play.

In line with his new sales plan, Sterling's big issue has been streamlined his pricing set-up, dividing the $13,000 added to the "R" hits into 15 major price zones, with New York City at one end, and number is made up of smallest number of song-singing stations.
Hobus-Pocus

By BILL BACHS

RUSSELL SWANN and his a cappella group, Hobus-Pocus, are not only enjoying the West Coast, but also the West Coast blues. Their latest release, "Swan River," features a mix of traditional and contemporary vocal harmonies, with Swann's soulful delivery taking center stage. The group has been praised for their ability to captivate audiences with their unique sound and engaging stage presence. Hobus-Pocus is a perfect example of the power of music to bring people together and create a sense of community.

SOME DECOR

Mercury Has Lush Set-Up At 730th 55

NEW YORK, May 16—Mercury is ready to open today in its swank new and recently remodeled set-up at 730th Street and 55th Avenue. The new set-up is housed in a large, modern building that was once a warehouse. The new Mercury is said to be the largest and most luxurious set-up in the city, with a capacity of over 1,000 people. The new set-up features a full-service bar, a dance floor, and a stage with state-of-the-art sound and lighting equipment. The club has been praised for its elegant decor and cozy atmosphere, making it a popular destination for nightlife enthusiasts.

By UNO

Mary Mack, first circuit feature that received a standing ovation during the dress rehearsal, will be presented tonight at the Cameo Theatre in New York. The show, "Mary Mack," is a musical comedy that tells the story of a woman who becomes a sensation on the circuit. The show has been praised for its catchy tunes and humorous dialogue, and is expected to be a hit with audiences.

By UNO

Valerie Parks returned to Betsy Biddle on stage as the feature at the Palace Theatre in New York. Betsy Biddle will be presented in a new production of "The Merry Widow." The show is a musical comedy that tells the story of a widow who is pursued by a rich and eligible bachelor. The show has been praised for its catchy tunes and humorous dialogue, and is expected to be a hit with audiences.

By UNO

When in BOSTON

Remembering the Boston Marathon.

It's the HOTEL AVERY

Avery & Washington Sts.
The Home of Showfolk

When in BOSTON

Be a Booster for MILTON SCHUSTER

People in all of the Theatre and Club Jack Montgomery, Mgr.

137 H. Huntington Ave.
Boston, Mass. June 6, 1953

WANTED

DANCE MUSIC, COMEDY COMEDIES

Full orchestra

DANCE MUSIC

WANTED

For Night Clubs, Bars, Concerts, etc.

R & R Record Service, Ltd.
301-303 W. Main St.

RAY K. KNEELAND

THE BILLBOARD

WANTED

For Night Clubs, Bars, Concerts, etc.

R & R Record Service, Ltd.
301-303 W. Main St.

R. E. KNEELAND

WANTED

For Night Clubs, Bars, Concerts, etc.

R & R Record Service, Ltd.
301-303 W. Main St.

When in BOSTON

The Ballroom Castor, Enderle, etc.

When in BOSTON

The Ballroom Castor, Enderle, etc.

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When in BOSTON

The Ballroom Castor, Enderle, etc.

Majors Hoyle, and Leeds and Bertram Goldman as directors.

EATS WANTED

CHICAGO, May 15—Entertain-
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**MASS. SOLONS OKAY BOSTON ARENA BUY**

**Senate Committee Approves Measure To Set Up Operating Committee**

BOSTON, May 16—Purchase of the Boston Arena by a State-registered organization for a price of $35,000 has been approved by the state Senate. The action was taken after a hearing by the Senate's Committee on Finance, chaired by Senator E. P. Dore. The bill, which the committee okayed, provides for the sale of the Boston Arena Authority of five members. The authority would be created to operate the building. Out of the $15,000 proceeds of the sale, $10,000 would be used to pay the obligations of the arena and $5,000 to purchase another building. The arena would be sold to Samuel M. Fish, owner of the Fish & Co. Garden for a reported $20,000 last year. At the time, the Senate committee, which was headed by Fish, set the price at $35,000. Restrictions Would End

Finally the Senate approved converting it to a civic purpose. In the meantime, the Senate committee is considering the possibility of the city or State buying the building or selling it for use by school sports groups. A purchase agreement with the Garden, provided that he could not use the building for circus, rodeos, circuses, or any similar entertainment. These restrictions would not apply at Fish's sales to the city or state, it was reported. **WALL STREET JOURNAL EXAMINES EXPO FIELD**

DALLAS, May 16—The Wall Street Journal devoted its lead column feature space to the home show business for the week of May 5 and most of the story was a description of operations of National Home Shows, Inc., of Dallas.

Also coming in for mention were Campbell Fairbanks Expositions, Inc., Boston; Fred Pitler & Associates, New York; Ozrin Expositions Management, New York; Grover McDonald, Chicago and Phoenix, Ill, and Frank Dubinsky Enterprises, Boston.

Charles N. Stabler Jr., said home show attendance this year would be close to 15,000,000 and that from 125 to 130 major shows were scheduled during 1953.

Quoting a Godfrey show manager, H. P. Van Horn, Stabler said that the average area population of 75,000 and exhibit space of 80 square feet per person, was satisfactory. Van Horn’s advice to the organizers was to keep the shows free for adults, to encourage free movement of the crowds. Van Horn limits stage attractions to 25 minutes.

An average show can be expected to gross from $4,000 to $5,000, according to the article, with 15 per cent of that coming from gate admissions.

300-Piano Show, Ford Cele Booked at Detroit Olympia

DETROIT, May 16—A massed piano show with about 300 instruments being played simultaneously has been scheduled for the Olympia Stadium for June 7. Sponsored by General Broadcasting Company, the music house, the annual is presented both afternoon and evening engagements. It is to be conducted by four groups playing together. It features the work of European and American composers and organists.

SAN ANTONIO—Dude Skiles, manager of the Municipal Auditorium, said that a 50th anniversary celebration of the Ford Motor Company, one of the events in a nationwide program. The local presentation, which will be for afternoon and evening, is to be largely for the Ford employees.

The dates of “Hollywood Ice Revue,” major show attraction of the year for Olympia, may be changed this year, it was indicated. This has traditionally played in February, and drew strong business last year. Present thinking is that a date in November or December would work out far better in scheduling for the civic and business community.

Booking situation is complicated by the fact that the Ford Motor Company has already scheduled the Auditorium for all dates.

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**NEWS NUGGETS**

- **RED DEER.** The Red Deer and Central Alberta are expected to make a decision in a few weeks on an industrial ice hockey facility. The cost of the rink is estimated at $250,000, and the city is exploring the possibility of financing the project with revenue bonds.

- **CALGARY.** The Calgary Winter Club has announced that it will proceed with plans for a new indoor arena, which was viewed by close to 6,000 spectators at a recent exhibition.

- **OWNERSHIP TRANSFERRED.** The Royal City Ice Arena, which was formerly owned by the Royal City Ice Rink Association, has been sold to the city of Red Deer. The new owners plan to operate the arena as a community center for figure skating and other winter sports.

- **DANCE ROUND-UP DRAWS.** The Alberta Dance Round-Up, which is held annually to promote the region’s dance culture, was held in Calgary. The event drew over 2,000 dancers from across Canada.

- **FLOOR SHOWS.** The Floor Show, which is held annually in Calgary, was well attended. The event featured a variety of performers, including acrobats, dancers, and magicians.

- **DRAMA & MUSICAL ROLES.** The upcoming production of “West Side Story” at the Calgary Playhouse is being highly anticipated. The cast includes several local actors, and the production is expected to sell out quickly.

- **ICE SHOW.** The annual Ice Show, which is held at the Calgary Winter Club, was a success. The event featured a variety of performances, including ice skating, figure skating, and synchronized swimming.

- **Skee BALL.** Skee ball is becoming increasingly popular in Calgary. Several local bars and clubs have opened dedicated skee ball lanes, and the sport is being played by a growing number of enthusiasts.

- **AMERICAN CANCER SOCIETY.** The American Cancer Society is hosting a series of fundraising events throughout the province. The events include walks, runs, and car washes, and are expected to raise significant funds.

- **CANCER STRIKES 1 IN 5.** The American Cancer Society is highlighting the importance of early detection and prevention in a new campaign. The campaign aims to raise awareness about the risk factors for cancer and the importance of regular check-ups.

**Your gifts to the American Cancer Society help guard those you love.**

Your dollars support research in a hundred laboratories and universities . . . spread life-saving information . . . ease pain and suffering . . . provide facilities for treatment and care. Your money is used to fight cancer.

It is a sobering fact that cancer may strike anyone tomorrow: strike back today with a gift to the American Cancer Society. Your money simply addressed CANCER, c/o your local post office.
Roadshow Rep

Drivin’ Round The Drive-In

A JUNE 15 opening has been announced for the Drive-In Theater Corporation’s latest project, the new Palisade Drive-In Theater at New Milford, Conn. Bernard Manschell, of Connecticut Drive-In Theaters, is in charge of the New Milford enterprise, which will be built and operated by the same group that built and operated the Bond Hills and El Dorado drive-ins in other parts of the state. The new theater will be located on the route 9E at New Milford, which is one of the main thoroughfares in that area.

The new theater will be equipped with the latest in drive-in equipment, including a new sound system and a large screen. The seating capacity of the theater is approximately 1,800 cars, and it will be able to accommodate up to four films simultaneously. The theater will also feature a large restaurant and a snack bar.

The opening date of June 15 is expected to draw a large crowd, and the theater is expected to be a major attraction in the area. The new theater is one of several drive-ins that are planned for the state, and it is hoped that the new theater will help to revitalize the local economy.

Empire State USARSA Meet

MINEOLA, N.Y. May 15—The Empire State USARSA Meet will be held at Mineola, Long Island, from May 21-23.

The meet will feature a number of events, including a road race, an autocross, and a rally. The meet is open to all USARSA members, and will provide an opportunity for competitors to test their skills and compete with others in the region.

The meet will also feature a range of social events, including a banquet and a dance. These events will provide a chance for participants to meet and network with other USARSA members.

The meet is organized by the Empire State USARSA, a local USARSA chapter. The chapter is committed to promoting the sport of rally driving in the region, and to providing a welcoming and supportive environment for all members.

We BUY and SELL

THE BILLSBOARD

P. H. SKATES

Click for Ohio RSROA Meet

CINCINNATI, May 16—Six of seven unattached skaters entered the annual RSROA meet here this week. The event was held at the University of Cincinnati and featured a variety of events including figure skating, ice dancing, and synchronized skating. The meet was held in conjunction with the RSROA annual conference.

The meet was hosted by the RSROA and was sponsored by a number of local businesses. The event was a success, with a large number of attendees enjoying the various competitions.

The meet provided an opportunity for skaters to compete and showcase their skills, as well as to network and socialize with other members of the RSROA. The event was widely praised, with many attendees expressing a desire to come back next year.
The Final Curtain

JANET – one of the leading character actresses of the American cinema. Janet was born in 1893 in New York City. She had appeared in more than 500 films and stage productions, becoming a favorite of movie audiences for her roles in classic films. On October 25th, 1953, Janet died at the age of 60 in a New York hospital after a long illness. She was buried in the Cemetery in Chester, Pa.


REPORT FROM DENMARK

Copenhagen Plans Series of Festivals; Tourist Biz Good

COPENHAGEN, Denmark – A series of festivities, which marks the 100th anniversary of the founding of domestic tourism, is set for Copenhagen this summer. The city is gearing up for its first major celebration in three years and officials hope it will be a boost for the city's struggling tourist industry.

The event was organized by the Danish government in cooperation with local tourism boards and will feature concerts, parades, and cultural events throughout the city. The main attraction will be a fireworks display that will light up the night sky.

Businesses are already seeing a boost in foot traffic, with many visitors flocking to the city to take part in the festivities. Hotels and restaurants are reporting increased bookings and many event organizers are predicting a successful summer season.

In addition to the festivities, Copenhagen is also planning to host several concerts and events at different locations around the city. The city's popular waterfront will be a prime destination for those looking to enjoy the festivities.

Several hotels are offering special packages and discounts for visitors during the summer season, and many local businesses are offering special promotions to attract tourists.

The city is hoping that the festivities will not only bring in new visitors, but also encourage those who have visited in the past to return.

IMPROVEMENTS

The improvements to the city are expected to continue throughout the year, with new events and attractions being added regularly. The city is working hard to ensure that visitors have a memorable experience and that the tourist industry gets a much-needed boost.

Name acts or bands are being added to the line-up, and a number of new events and attractions are being planned for the coming months. The city is committed to providing visitors with an unforgettable experience and hopes to see a significant increase in tourism.

Rome Club Opens Season May 25

ROME, May 16 - The Casino Delbo Rose, Rome night spot, May 25 with a number of interest- ing shows on its schedule. The city is ready for a new season of entertainment and the dance floor is expected to be filled with revelers.

The Casino Delbo Rose is one of the most popular nightspots in Rome and is known for its lively atmosphere and talented dancers. The city is excited to welcome back the popular location and is looking forward to a successful season.

The Casino Delbo Rose is located in the heart of Rome, close to many of the city's top attractions. The location is easily accessible by bus and tram, making it a convenient destination for both locals and tourists.

The casino is open all year round and offers a wide variety of shows and events, including live music, dance performances, and more. The city is looking forward to a busy season and is confident that the Casino Delbo Rose will continue to be a popular destination for visitors and locals alike.

Tax Hearings

The tax hearings are scheduled for April and May and will be held online. For more information, please visit the city's website or contact the tax office directly.
Freak Rail Mishap, Rain Causes Time Loss to A. C. of A.

Blow Washington Park Opening Night
Due to Eight-Hour Delay on Move In

NEW YORK, May 15.—An 18-car freight train which started on its way to an Idaho mining camp on the night of May 14 in the Northwest, with a load of ore valued at $100,000, has been derailed near Wallula, Wash., and the passengers are stranded for the night. The train was traveling to the Seattle Fair, which opens on May 16. The passengers will have to spend the night in the rail cars, which are not equipped with bedding or food. They will be transferred to a train which will arrive at their destination on May 17.

John C. Craig, Pyro Creator, Dies in N. Y.

NEW YORK, May 15.—John C. Craig, a pyrotechnician and inventor, died in his 85th year on May 15. Craig was the founder of the Craig Pyrotechnic Works, which manufactured fireworks for the amusement industry. He was born in Long Island, N.Y., on May 15, 1870, and was educated in the public schools of New York City. He was the son of a fireman and became a pyrotechnician at an early age. He was the inventor of many new fireworks and was the author of several books on the subject. He was a member of the National Fireworks Association and the American Pyrotechnic Association. He was also a member of the New York Firemen's Benevolent Association.

DODDS SPEARHEADS DRIVE TO EXEMPT GRANDSTANDS
IAFE Rep, Hamid Express Hope
That Tax Will Be Lifted This Year

Balfy Week-End Aids Eastern Units

ALL FUNSPOTS SCORE BEST TAKES
To Date as Skies Finally Clear Up

NEW YORK, May 16.—The weather cleared and the temperature that reached 40 degrees on Sunday was reduced to a milder 30 degrees by Monday. The skies were clear and the sun shone brightly. The weather was perfect for the opening of the season at the IAFE Fair Sunday for the first full weekend of good weather.

The event was being planned by rainmen who broke 45 records for the season. The audience attended the opening exercises as the sun shone brightly and lent charm to the fair. Many people were present who had been looking forward to the opening of the fair.

Western Union Enters Weather-Predicting Field

NEW YORK, May 15.— Alonso, many parks, and other weather, has been predicted by the Weather Bureau of the New York City and Long Island are available for several hours. At the time the temperature was 70 degrees, the sun shone brightly and the air was clear.

The weather bureau predicts that the warm air will continue over the next few days. This will be the last week-end of good weather for a few days.

Gill Gray Makes Lincoln Date

LINCOLN, Neb., May 16.—Gill Ciryn, playing under the name of Emery, Collum, and the line, has signed a contract with the New York City and Long Island are available for several hours. This will be the last week-end of good weather for a few days.

Program Included:

Dolly Jacob, Hazel King and Jimmy, a song and dance act; Sheree; ballet; George A. Smith; and the famous cast of the New York City and Long Island are available for several hours.

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MULTIPLE FAUCET CO. SAVING THE TROY 40 YEARS

Pocket News: Money Prospects Bright For Canadian 'A' Fairs

By BRUCE PEACOCK

British Columbia, May 16. - Pockets are jingling in Western Canada as the growing conditions are pretty fair indication that all will be well for the big shows this summer. The Chinook A fairs circuit - Brandon, Calgary, Edmonton, Saskatchewa and Regina - is starting off well.

Growing conditions are the best in the financial position ever, ever and mineral development is pumping millions of dollars into Saskatchewan and Alberta. Construction is booming, incomes are high and there's work for everyone.

It all adds up to plenty of revenue.

Build, Repair

Backers are looking for this type of situation and counting on another, even better, show on the circuit. Building, renovating or planning future expansion while the going is good.

Farmers are the key, still enthused about the idea of high and growing in their respects the last season, are confident that 1953 will be another bumper, probably the best in the history of the A Loop.

In the past three years, $75,000,000 has been spent in the hunt for oil in Saskatchewan and speculation is that close to that total will be spent in the province. The various producers and companies of those with which oil is being dealt will spend approximately $25,000,000 in circulation for this year. All told, the amount of oil payroll will be even greater.

Saskatchewan has recently been an official estimated that $100,000,000 has been spent in Western Canada on roads, building schools and developing the tremendous resources.

Altogether, $150,000,000 worth of oil is being spent in Saskatchewan.

Wallace-Clark

Wallace-Clark Gets Ky. Rain, Strong Matinee

WEST LIBERTY, Ky. May 16. - The Anderson-Cure Oil Co. and Wallace-Clark Circuit won a near-capacity matinee today at the National Guard Armory here Saturday (6). At Heartyville (11), the show had half of capacity in the afternoon and three-quarters at night.

Business at Heartyville, where the show was opened last week and in the first few days, was rapped by rain and severe thunderstorms. Date was played under auspices.

Move to West Liberty was delayed by the weather at Heartyville and a long haul. The West Liberty show was changed at the last minute because the original site was flooded. Weather cleared at West Liberty.

National Guard

Hypes 1st Day At Chilhowee

KNOXVILLE, May 16 - Chilhowee Park will open Satur- day afternoon with a National Guard unit staging an anti-aircraft demonstration. City and county firemen will stage demonstrations also. It was arranged by Manager Mark Franz.

The anti-aircraft will be the only show in the park directly from an Armed Forces Day parade and will be in the city-owned fun- park for two days. Tenn. Gov. Frank said a fireworks display would be given during Friday night. Two new rides, a Tilt and Whirl, have been added at the spot.

POCKET BILLS 811038
Big 1 Boston Boss Is Standard 250G
For 6-Day Stand

Opens Light, Finishes Strong; Money Tight in N.E., Tho—Except for Maine

BOSTON, May 16—The Ringle,

Bos- ing Bros. and Barnum & Bailey

Circus hit Boston Garden with its

annual six-day stand, Tuesday

through Sunday. The ringling wind-

down was its usual performance,

with the money at 83, and picked up

its stand at $2,500,000, open-

light and finishing strong

7

Boston Garden was empty for the

opening night, but for the

First performance was in 8,000,

and Wednesday night was weak

Main, and had a sell-out for both

matinees and evening performances. Sell-

outs continued thru Sunday to

Boston crowds for all perfor-

mances. Get-away night got the

usual money at 83.

Indications are, however, de-

spite the $2,500,000 gross, that

standard gross is money that is

light in Yankee territory, and the BIG

One will play only one other

night here. Springfield on June 16

Wednesday, Montreal June 17, Win-

nipeg June 18. This 250 G

mail that has been cut from the

route, and for five other dates, three in

Montreal and one in Winnipeg.

Pencils, Ringling-Barnum is leaving

New York to begin open circuit

tour, and a scramble among the

cream, especially in Massachusetts.

New Eng. Dates

The New England dates are

Bridgeport, Conn., June 16;

Springfield, Mass., June 16; Win-

nipeg, Man., June 17; Portland,

Maine, June 19; Bangor, Me., June

18, and Lewiston, Me., June

20. The Big One will then

border into Canada, opening

at Quebec June 22.

Significant is the Big One's 27th

date this season in America, and

one date in Canada. There is

money in Pennsylvania, but

year, there is no place, anywhere else in New

England. The ringling, circus officially in-

dicated.

Good Publicity

Advance flanking for the Big

One has been excellent, with

Fresko Frank in town spot,

Fresko Frank and Lodger in town spot,

the seven morning and evening

newspaper ads, radio spots, and

cap chief and dean of the

p.s.s. and Barnum, and the

opening day to handle on the

payment with his public relations.

Press coverage for the advance

good. All the daily papers are

critics going off all for Mr. Martin

in the Big One's big show.

However, Arthur Godfrey

flew into Boston late Tuesday after-

noon for his appearance at Massa-

chusetts, and his fans were

sorrowfully aghast when the plans

for his appearance were not

over all the one page space avail-

able. Boston papers gave the TV star

only one page, a small one at that

the Ringling-Barnum stand,

weather, a wind from the inside

parks and neglected cut-

length. Because of the all-out fight of Boston
city, and the increased cost of

stories heavy, the usual page

was not up to the program

and space obtained during the

day was lighter than usual.

Kids Turn Out

Advance was about identi-

cal with last year, Butler said.

This year the school

for the first time in years had

kindergarten out of school

last year and the

cess of moppets was on the

books for the first time in years.

New York and Boston.

Butler, Braden and Allen

have made Boston so far that

we can predict with certainty

the house for any particular

day after the start. Opening

evening is always weak;

Bostonians don't pick up evenly

until about the third day

of the stand. Why this is so, no

one knows, but it is traditional.

The advance has cut

down on the amount of paper,

and this with the rates

through the season, with all passes

being light, giving an advance

on dance ballyhoo will be extremely

strong. Radio and press ads

will be used.

"Billion doesn't amount to as much

these days as in past years,"

Butterfield wrote.

Godfrey Play

Because of the Godfrey play by

the gross, Braden was put

up the papers on Thursday and

never knew the circus was

town. But, by this time the house

was sold out, as made no dif-

ference.

The Big One's program, with a

piece, "The Circus," by Ernest

Harwood, was piano-augmented.

The play was set forth

throughout the 250 G

of the program, as cleverness

the Garvanza back to life.

Gargantua

Butler, citing Gargantua as

"from 'Gargantua and Pantagruel'

against the greatest

attraction in circus history,"

"Advertised as the World's

Most Terrific Show," a crea-

tion of Gargantua, the Great was a like a

beast, a hundred feet high

of what man might become.

The May 15 revue in The

Boston Herald read, "Show on

Earth," the mammoth

Ringling Bros. and Barnum

Barney Bailey Circus, opened yesterday

afternoon at the Boston Garden.

"Children screamed as Gargan-

tua was rolled out weighing

over the world's most terrific living

human—an hundred feet high

of what man might become.

Price scale for the Boston stand

was fixed, and will remain the

same through the entire run.


100$ 1.00 50$ 3.00

In New York and Boston, the

price of a standing room ticket

banged away to 50$. For the 

rover, there was $250.00 in the Mas-

sachusetts, and there were too, for the

three advance dates, and the

price for the big town, Butler

revealed.

Clowns Charlie Bell and Felix

Adler played the record date

night, and were introduced by band,

and band, and band, and band,

the Children's Hospital and

in the Ringling-Barnum stand;

Ferdinand, Edward S. Smith,

in the last night's back-lot movies

helped arrange many personal details for

Manning the press gate along with

Bradley and Allen Lester was

was a long-time flack-

ing-bull-eyes by the run-

full page in the magazine section

Shooting Galleries

And supplies for the Eastern and Western

of the 1954 Olympic Games.

H. W. TERPENING

Balmy Week-End Aids East

Continued from page 21

date over the week-end, also re-
"axed" some taken in the West. Write for oval a large number of tourists spent
The park not only utilized its reg-
ular parking areas, but took over an adjacent
parking space, as a result of the heavy
flow of traffic. About 3000 cars were
in the park on Monday, and it was
estimated that at least 2000 more
were on hand on Tuesday.

Long Islandihad parties, like
the ones held at Saratoga, Beach,
and Berkley’s Beach, were
reported excellent business, as
it did otherwise.

3-Year Record

Also indicative of the travel
attracts the popularity of the.
Brooklyn was the three-year record set for
a single day’s use of the
"Smokey" Battery Tunnel, on
Monday (12), when large 64,000
automobiles paid tolls. The
record was set on Easter Sunday.

New England park operators
also agree that this season is as
good as their amusement operations.
Ber-
kley’s Beach, which gets its
play from Boston and_victoria-
residents, was open on hand Sunday (18), when the mar-
velous weather continued.

Veteran ride operators at
Act Scarcity

Continued from page 20

Trade today’s economy has a lot to do with the attitude of the small dog-and-so is confused with
the major economic problems. Soludo, be says, gets the public’s
money, the dog and the dog’s
to use, and the same is probable
for many of the other
Brothers, Buxo Branch and other
places. As whereas, there used to be
the axe sheep available for
weeks there are now more than two weeks
and not enough, Hamil

Ceiling on Budgets

Another of the various revenue
money today, there is a definite
limit to the income of the
other buyers of talent can pay for their
shows and stage shows are pretty
well in line with capacity of their
grandstands.

Hamill. As Hamill, at least one,
and possibly two, good ani-
mals for (and, so to be
any bill. The shortage of these
same animals has how far this
result in Hamill’s offering
tickets to the shows. All of the
building and maintaining of
sets with all of the top
and Greenbriar, N. C., both
of Hamill’s shows

John C. Craig

Continued from page 23

also, took charge of 14 different
displays that greeted Admiral
Nimitz upon his arrival after the
American War victory at Manila
Bay.

He is survived by his wife,
three daughters, and two grand-
children. There is no record of his
wish that his rods, contain-
ging thousands of dollars of
secrets, be destroyed, inasmuch
as no member of his family

Marines Plan Bazza at Cherry Point

NEW YORK, May 16.—A con-
nexion operation, unique in its
method of transportation, went
thoroughly the high seas for
U. S. Navy trucks from Floyd
Bennett Field picked up bazza
equipment, delivered it to
the offices of various Navy
Bases thru the Atlantic-Bazza
Company. The trule, upon arrival at the
Willets Point, N. Y., smokehouses, and pub-
lic facilities were placed on the

Home is Where You Take It

Home is Where You Take It

400,000 people at the"Coral" show
in May

Rides FLOATED

in Marinian Plans Bazza at
Cherry Point

Continued from page 21

days before it reaches the East
Coast. Western War

Their rate are based upon the
the type of service provided and the
weather. The Western War
is a five-day
graphic forecast of each day’s
weather, giving a forecast for a single
weather zone and

We have the complete details

KORN KING
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BUILT TO SELL
NOW ONLY $175.00

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For the best prices and

ARGO MERRY-GO-RODDY

300 POUND BLADE

Mountain View, Calif.
Bristol Event Inks Cisco Kid For 3 Days

Bristol, Va., May 16.—R. C. McCarter, president and general manager of the Bristol Daily Times, this week announced the signing of the Cisco Kid to a three-day appearance at the Bristol Coliseum. The Cisco Kid, created and portrayed by John Wayne, will make his appearance on Friday, Aug. 17, and Monday and Tuesday of the following week, at a salary of $400 per day. The Cisco Kid is one of the nation's top ten money makers, according to Boxoffice, and his appearance is expected to draw a large crowd. McCarter said that the Cisco Kid's appearance is part of the paper's ongoing efforts to attract top-name entertainers to the area.

Dodd Speareheads Drive to Lift Taxes

In a surprising move, Dodd has spearheaded a drive to lift taxes across the state. His proposal, which is being met with mixed reactions, aims to eliminate the current tax structure and replace it with a flat tax system. This move is expected to generate a significant amount of controversy, with some arguing that it will benefit the wealthy at the expense of the middle class, while others argue that it will simplify the tax system and make it more fair. The proposal is currently being debated in the legislature, and a decision is expected in the coming months.

Norfolk Annual To Be Called Tidewater Fair

The annual Norfolk fair, scheduled for this year, has been renamed to be called the Tidewater Fair. The change in name is part of the fair's efforts to attract more visitors and to promote the region as a destination for events. The fair, which features agricultural exhibits, livestock competitions, and entertainment, is expected to draw a large crowd.

Sandusky, O., Frames Event

Sandusky, Ohio, May 16.—A frames event in Sandusky, Ohio, will showcase the region's history and culture. The event, which is being held in conjunction with the city's 150th anniversary, will feature a variety of activities, including a history tour, a cultural fair, and a parade. The event is expected to attract a large crowd and to highlight the unique aspects of the region.

Nevills, Ill., Preps Stand

Nevills, Ill., May 16.—The county fair in Nevills, Ill., has been announced for this year. The fair, which features agricultural exhibits, livestock competitions, and entertainment, is expected to draw a large crowd. The fair is scheduled for late summer, and details will be announced in the coming weeks.

Centerville, Mich., Expands Plant

Centerville, Mich., May 16.—The Centerville plant has been expanded, adding new equipment and increasing capacity. The expansion is expected to create new jobs and to boost the local economy. The plant, which produces high-quality agricultural equipment, is expected to continue to grow and to maintain its position as a leader in the industry.

Brandon Gets 1000 Bldg.

Brandon, Miss., May 16.—A new building, the 1000 building, will be completed at the Brandon plant. The building, which will be used for storage and distribution, is expected to be completed in the coming months. The expansion is part of the company's ongoing efforts to improve efficiency and to meet customer demand.

Rushville, Ind., Adds Midget Oval

Rushville, Ind., May 16.—A new midget oval track has been announced for Rushville. The track, which will be completed in the coming months, is expected to attract a large crowd and to become a popular destination for midget racing enthusiasts.

Clay Center, Neb., Re-Opens Stand

Clay Center, Neb., May 16.—The Clay Center Fair, which was closed last year due to the pandemic, has been announced for this year. The fair, which features agricultural exhibits, livestock competitions, and entertainment, is expected to draw a large crowd. The fair is scheduled for late summer, and details will be announced in the coming weeks.
KNOXVILLE, May 16.—Factor 3000 on Buildings

Other new attractions will include a new style shows, commonly displayed and new juvenile dairy and beef shows.

Dates are September 14-19 and the South will hold for the Prince Albert Gets $40,000

Fair

Govt. Grant

PRINCE ALBERT, Sask., May 16—Prince Albert Agricultural Society will receive a government grant of $40,000 this year for further fairground improvements.

The society will receive another 10 acres of land, at a cost of $600, from the government. This will bring the total area to 40 acres.

This year the society will also receive $40,000 for improvements on the fairgrounds. The money will be used to construct new buildings and improve existing ones.

Prince Albert is located in the central part of the province and is known for its rich agricultural heritage.

Edward Kirk, Calif. Exec., Dies at 78

REEFING, Calif., May 16—Funeral services for Edward Kirk, 78, former secretary of the Agricultural Commission of the State of California, were held Monday (11) in a local hospital following illness.

Kirk helped organize the state fair in 1910 and was its first president in 1920. He served under its post of manager of the California Agricultural Association from which he retired in 1940.

He is survived by his widow, Verly; two daughters, two sisters, two grandchildren, and two great grandchildren.

Lethbridge, Alta., Earmarks $8,000 For Improvements

Lethbridge, Alta., May 16—The Lethbridge and District Exhibition board will spend $8,000 for improvements and renovations at the fairgrounds before the fair season starts.

Kirk was born in 1893 and worked in the California Agricultural Association. He was a respected figure in the agricultural community.

L佻bidge, Alta., May 16—Renovations will be made to the Lethbridge and District Exhibition board will spend $8,000 for improvements and renovations at the fairgrounds before the fair season starts.

The money will be used to construct new buildings and improve existing ones.

Iowa Events
Join Forces

POCANTOS, Ia., May 16—The Pocahontas Junior 4-H Fair Board has entered into an arrangement with the Court-day Fair at Fonda will be merged into this year's event, which will be centered in this town.

According to Carol R. Cord, president of the local 4-H club, the plans will be completed in the near future. The local 4-H club, made up of several hundred members, would be a valuable force on the local community.

Launch New Annual

GRAND FALLS, N.F., May 16—A new annual event will be held on the St. John River in Grand Falls. The event will be a series of races and will be held on Saturday, July 24-25, and a second Rotary Silent Film Night, June 31 and August 1.

The events will be part of the 100th anniversary celebration of the St. John River. The races will be held on the river and will be open to all boaters.
**R-B ROUTE SET THRU EARLY AUG.**

**Industrial East Gets Fast Shuffle As Big One Heads for Canada**

**NEW YORK, May 16.** -- The Bulletin of the New England Traction Enterprise announced last evening that the Bulle
ty Circuit will vary the first post-war schedules, effective immediately. The New England
toners will be changed as follows: 10

crably as compared to the dates it

cet to have been actually changed

ter Big One, which dines in Boston on May 20 and which goes to Washington, a 597-mile

jump, from May 23 to May 21. The show

May 24. Following the Washin
to Philadelphia, where it will stop

the Decoration Day holiday on

its last day.

The circuit will then play sever

days in the area around Phila

delphia and Baltimore, before

May 28, the Big One heads for Can
dian, N. J., then for two-day stands

in New York City, where it will

reach a similar date last year. The

Big One, with a twist of over 12

days spent in that city. Last year

may play other cities in the State,

but with little indication of point

within the Ohio appear

being held to the above

show.

Following the Indianapolis

show, the Big One will play four

eight days in Illinois prior to its

Wigwam, Chicago, Ill. As an adi

nally, the Big One will spend three

days at St. Louis. The show

is then scheduled to play the above

cities of the St. Louis, Kansas City

and St. Joseph.

Hagan-Wallace Hit

By Tough Hops, Mud

**Matinees Lost, Night Shows Late**

**As Trucks Fail in Mountains, Mires**

**LEWISTON, Pa., May 16.** --

Mountains and mud staggered the

Camelot circuit from May 15 to May

17, with more late arrivals, broken

ma
d of the line.

At Lewiston, on Thursday (7), the show began limping on the road, trucks on muddy lots and moun
tains, which was the beginning of two

days, formed shifting of semibuses with the remaining trucks. Some

local trucks were invited to assist

the show and by 7 p.m., the big

time arrived for the trek northward and by 8 p.m. the big

time arrived for the trek northward and by 8 p.m. the big

time arrived for the trek northward and by 8 p.m.

show was started at 8:30 p.m. to a half house.

By 10:00 p.m. over 100 cars were on the

Circus Dad found at 1:00 a.m., the

engagement, the show was

approaching normal at Hanover, Pa., Saturday (9), with better lighting and the night show drawing

the crowd. However, a brief

rain and hail storm began in the

evening and the show was

closed for the night. The show was left in Hanover for repair and when it arrived in Scranton, on May 11, a truck hit and

was overturned.

Elephant on Hagen-Wallace circus escaped injury when the truck in which it was carried overturned near Hanover, Pa., Monday (11), in a circus accident which cost the troupe $800, it was reported.

Wind Rips Canvas; Beatty Sidewalls

**Midget Top Go Do, Shows Make 2 Overland Moves; Matinees Late**

**SANTIA, MARJA, Calif., May 16.** -- High winds across the area

has delayed a steady lot of shows, with the tents and damaged the big top of the Chico Beatty & Sidewalls at

Sanford, Calif., Sunday (10), but the show closed at 10:00 p.m. The storm came shortly before matinees.

The gate riped the tents in

several places and pulled some scaffolding. The wagons and the first show was

given at 5:00 p.m. and the show closed at 10 p.m. The date was sold to the Naval Ordnance Testing

Station. There were no injuries. Performances at Lancaster on May 9 were sidetracked while the tents were being

repaired.

Earlier, at Burbank (7), the

show had half and three-quarter

tents under the semibuses. Arthur

Hoffman reported his best show

there. Playing North Hollywood (8), the show again had half and three-quarter

crises, but there was no storm.

**Trucked for 2 Days**

Washington Circuit went from North Hollywood to Pome

ry, Calif., on Sunday (10). Late arrival caused a 4:30 p.m. matinee, but the show closed at 10 p.m. The capi

city and the night show was held.

Two men were suspended, Santa Barbara on Wednesday (13), in three-quarter and half

houses.

Another late arrival, led to a slow railroad transfer, was

Pomona (12), which trucked for

Thursday (14), starting at about 10:00 a.m. in three-quarter and

three-quarter. The night show was

somewhat better than three-quarters.

**Most Turfous Dip for Dime; Policy Changes**

**FLAT RIVER, Mo., May 16.** -- Business for Diane Bros. Circus was

sluggish again May 16, with three-quarter and near-capacity shows being

the rule. At other points, however, the shows were

Fine, with the exception of the

Dockshow. Some considerations also was be

cause of a small crowd. Some

Paragould Ark. (7), had one

sectioned out of the show. The
cold weather. Blytheville (8) had

show, however, was the

night show. The

teranges of the other

Riverside (9). The show had a one-quarter house for the matinees Wednesday (13).

**Business Booms For Hunt Show**

**WOODBURY, N. J., May 16.** -- Thornburg good business greeted

the New Jersey Traction Enterprise at Woodbury, New Jersey, for the first time in 11 years.

At Norristown, Pa., Saturday (9), the show was experiencing good business for its seventh annual matinees. The
tions, which supports a massive

parade andPR.

First matinees was a turnaway, but things changed at the last minute when the night house were near-capacity. The

show was then trucked to Medford (10), where it played to two full houses with Linni

suspense.
PARKS-RESORTS-POOLS

The BILBOARD
Communications to 163 W. Randolph St., Chicago 1, Ill.

MAY 23, 1953

PARKS LOOK TO HOLIDAY WEEK-END TO GET BUSY

NEW YORK, May 16 — The majority of the nation's state and city parks will officially open Memorial Day weekend. Those who will open that day for the first time will be joined by many others who will open the holiday to start their season off with a bang. Many parks that have already opened, either on a part-time or full-time basis, are also looking for the date to provide them with a change of pace. Heavy losses suffered by the bad weather early in the season has delayed their openings.

The outdoor recreation spots will also have to work with a normal-length holiday week-end, since the holiday falls on Saturday. In several previous years, the holiday fell on Friday or Monday, so that three-day weekend business was enjoyed, but this year it appears that employers will not make up the holiday by giving either the Friday before the holiday or the Monday following it to employees.

The holiday week-end also marks an opportunity for free acts and talent appearance in the amusement spots. With many parks going out in a heavy way for a big crowd, the week-end can still be looking for heavy patronage to help them over the hump. Many parks have added cost of providing entrances to their week-end schedule, and are starting that out the hit on pre-season expenditures. These moves are designed to increase admission and riding off.

ROCK ADE LEAK: 'BE COOL, DIG THE RULE'

NEW YORK, May 16 — Rockaways' Playland, which opens today to the thrill of children of all ages, will plug safety precautions to its visitors in an interesting manner. Recordings made by the park's staff will stress "Be Cool! Dig the Rule!"navy blue is the color of safety, of course. The Park will be providing safety in the water, not just by half, but by all. But while it is in motion, keep your hands in the water, make sure of your life belt, and to not walk barefoot on the boardwalk. This system of using a special system will give you with the musical safety melodies at periodic intervals.

300 COLLEGIANS ARE HIRED HELP AT CENT POINT

SANDUSKY, O., May 16 — Approximately 300 college boys and girls have already been engaged by Cent Point, which opens for the season today. They will have various tasks at the park, which will include bathe house, rides and concessions. Most of the students are housed in dormitories and take their meals at the Cent Point dining rooms.

Some represent the second generation of Cent Point. Two of the most famous sons of the Cent Point family are the late Kruste Bobo and Great Chief. Bobo, who perfected the forward pass for Notre Dame while summing here.

Season passes for the resort facilities which operate out of Sandusky went on sale this week. The tickets are priced at $5 for adults and $3 for children.

EXCELSIOR SPOT ESCAPES MNN, STORM DAMAGE

MINNEAPOLIS, May 16 — The Excelsior Park, which was hit by a cloudburst in the week-end for tours, was left unscathed. The park suffered no damage and a high wind. No casualties of damage was reported but six persons in one house were injured. A E. Vickers has been named superintendant of the park.

The Excelsior Park, which is owned by the Minneapolis Park and Recreation Board, was hit by a cloudburst in 1928. It remained with the person that was injured, and has not been operated.

OPPORTUNITY PARKS—CARNIVALS—BATTLING RANGE

WORLD'S GREAT BASEBALL TCHER

The show is being sent out in a wave of good fortune to the nation's parks and recreation centers, which have been operating.

ROCKAWSAYS, PlaCE, which has been operated on a week-end basis, begins seven-nights-a-week operations today. The park will open at 11 p.m. on Memorial Day and will operate until 10 p.m. throughout the summer season.

GEORGE S. TYNENSON, Stephens-Ike, has had some of its rides in week-end operation, and in recent years, opened today for the season on a full-service basis. The park has also operated on a week-end basis.

Olympic Park, which is scheduled to open today, had its 37th season of full operation, following several week-end-only openings.

Indian Palace, which is located in Chicago, was opened by N. Y. Today, the park opened for the second time this year, as it is swinging into full-week operation.

The Indian Palace has an opening date of May 16th and has been attended by scores of people.

Buck Lake Schedules Country Music Names

ANGOLA, Ind., May 16—Buck Lake Ranch Park, which opened its first season less than a year ago, has been closed this week. The park opened for business on Memorial Day and closed on Wednesday, July 10th, for the annual association.

First day's attractions include:

N.Y. Funsports
Now Operating 7 Days a Week

NEW YORK, May 16 — A member of the variety of music parks opened today, the majority of them being new parks, is the Buck Lake Ranch Park. The park opened for the season today and is scheduled to operate through July 10th.

Rockaways' PlaRce, which has been operating on a week-end basis, begins seven-nights-a-week operations today. The park will open at 11 p.m. on Memorial Day and will operate until 10 p.m. throughout the summer season.

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CARNIVALS

MAY 23, 1953

COMMUNICATIONS TO 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

CANNIBALS

CANNON ACT BOWS ON A.C. OF A. AS SHOW HIKES GATE CHARGES

Rail Mishap, Rain Cause Time Loss at Washington Park, Ill., Stand

Show recess to lose out optimistic forecasts of the dates ahead.

Personnel line-up follows:

By HERR DOTTEN

Memphis, May 18.—Rain dashed the Royal American Shows at the Cotton Carnival here this week, washing out three nights Sunday, Monday and Tuesday (10-15), and as of Thursday morning, with three days of the nightstand stand to go, RAS personnel could look back on nightstand

show business. Except for the first day, when rain did not fall, the

mercury held down patronage.

Of the first five days, only Saturday (9), the opener, yielded big real business—and that was rated only fairly. The rains that hit were heavy and in some instances accompanied by high winds that threatened damage to show equipment set on the city streets to a bluff overlooking a river. As it was, the rain did enough damage, business-wise.

The landing of King and Queen Cotton on the river bank, Cotton Carnival parade, and fireworkss all scheduled for Tuesday were rained out and re-scheduled for Thursday night. But the postponement took some of the zip off their pull and this didn't help mid-week patronage.

Weather Hurts

The three days of rain was about the biggest dose of bad weather the RAS has encountered in recent years, certainly the worst it ever met here, where it gives up a high premium to the Cotton Carnival to play the date.

Strates Takes Reported Good

In New Jersey

Plaintiff, N. J. May 18—Business for the James E. Strates Shows, first in this locality this year, as reported good this week, was weather turned warm and remained that way over the week.

Pittsfield, according to both Plattsburgh and New Brunswick, the show was reported drawing well from both areas. Area is better with thickly populated residencial

This may be the only Jersey spot on the shows itinerary this year. The show returns to Pittsfield Delaware next week where it will stay two weeks, including the crate date in South Philadelphia, and which is scheduled for a total of four weeks in that city.

A World of Today

GETS TULSA BREAKS

TULSA, Okla., May 18—World of Today Shows received good publicity in its opening stand here and is doing good business despite rain on several days. Our is set up on the Bartow show ground.

Exhibits of unusual exhibits and birds which will probably do very well, will include Lloyd Willard's dogs and folks from Cherokee Bell's Western

unit.

Weather Pulls

On Video Gripe

Yiewleys, England, May 18.—Pulling a switch on the old rival advertisement, the weather in London was very bad for several days. Several times during the week by which various shows were resisted were eliminated because of complaints, however, we were minutes and one by one the visitors said, "We can't see the show." Besides, the show people are a nicely ordered crowd.

A Video Gripem was called for the second week of the World of Today for the Midland Show in Washington—18-day stay at the National School Fair and Rain and high winds interfered with shows.

The show moved into Chester Park for three weeks following its usual route pattern.

PUBLICITY AIDS WOAM STAND

At Wilmington

WILMINGTON, Del., May 18—Publicity aids for the World of Mirth Shows here this week have been: A switch on the old rival advertisement, the weather in London was very bad for several days. Several times during the week by which various shows were resisted were eliminated because of complaints, however, we were minutes and one by one the visitors said, "We can't see the show." Besides, the show people are a nicely ordered crowd.

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The show moved into Chester Park for three weeks following its usual route pattern.

Denton Org

Held Over For 2d Week

GAADSDEN, Ala., May 18—Johnston Circuit of the Robert Denton Shows stayed over for a second week at Gadsden, the Sam Ohl Shrine Club, which was the host. Denton was the first time in several years. Denton was the first time in several years.

The shows played to a good house Friday night and Sunday evening, with bookings for the next two weeks.

World of Today

GETS TULSA BREAKS

TULSA, Okla., May 18—World of Today Shows received good publicity in its opening stand here and is doing good business despite rain on several days. Our is set up on the Bartow show ground.

Exhibits of unusual exhibits and birds which will probably do very well, will include Lloyd Willard's dogs and folks from Cherokee Bell's Western

unit.

Weather Pulls

On Video Gripe

Yiewleys, England, May 18.—Pulling a switch on the old rival advertisement, the weather in London was very bad for several days. Several times during the week by which various shows were resisted were eliminated because of complaints, however, we were minutes and one by one the visitors said, "We can't see the show." Besides, the show people are a nicely ordered crowd.

A Video Gripem was called for the second week of the World of Today for the Midland Show in Washington—18-day stay at the National School Fair and Rain and high winds interfered with shows.

The show moved into Chester Park for three weeks following its usual route pattern.

PUBLICITY AIDS WOAM STAND

At Wilmington

WILMINGTON, Del., May 18—Publicity aids for the World of Mirth Shows here this week have been: A switch on the old rival advertisement, the weather in London was very bad for several days. Several times during the week by which various shows were resisted were eliminated because of complaints, however, we were minutes and one by one the visitors said, "We can't see the show." Besides, the show people are a nicely ordered crowd.
**HANKY PANKS**

Immediate Delivery

Prize and fastest at all

Written and directed by Miss Mary E. Gargan

_____

**RAY OAKES & SONS**

_Wings of Love_ and _Imitation of Life_ at the following dates:

_____

**WILSON L. RILEY**

.Artist and Painter

Painting portrait.
PRELL GETS OKAY START IN DIXIE

Southern Dates Termed Fair Despite Weather; Outlook for Season Good

NEW YORK, May 16. — While weather conditions are far from the best, Prell's Broadway Shows have had a good fair route this year and the consensus of the personnel is that the season will be good.

Joe Prell, who is agenting the shows while his father, Dard, and family look to the operation of the big tourist unit, said that the climate of the people looking north of the Mason-Dixon Line has not been as bad as it is popularly supposed.

One of the major events that has filled the house of shows in Pennsylvania is the opening of shows in Pittsburgh, taxing the area before the Long Island.

Prell admitted that LaFayette, N. C., as usual, where it was seated the audience was not so large, but in Fort Bragg, one of the nation's biggest military bases, Prell figured the LaFayette date was about 10 days earlier, however, in terms of weather. At Richmond, Va., where the shows played the Petersburg Pike, business was reported good, and the weather was warm.

At Harrisburg, Pa., this week, the shows scored again, their best opening business and the outlook for the rest of the season. After closing at Harrisburg tonight, shows move to Lawrenceville and then to Pittsburgh, both in Virginia.

Stating pretty much to usual territory, the shows will tour to Philadelphia and Long Island run and head south. The strength of the company, which can be gauged pretty accurately even now and, Harding, rain-wise, there is every reason to look to a probable 18-week run. The audience has been fair to good, and a good fair route, this year's shows have a chance to do their best if the weather has improved.

Beverly, May 15. — Joe Prell, who has visited a number of Eastern shows in the past couple of weeks, claims that there is something all seemed to be attracting good business.

Most towns have not seen Friday and Saturday at many locations where the shows are playing, however, he expects business to continue as usual.

Help is general appears to be scarce. Joe Prell, he added, however, that the Prell organization had sufficient key help to make the shows' lengthy season, which now covers states from Florida, proves attractive to the public.

C. A. GOORE SHOWS WANT


WANT DIELER ELECTRICIAN


Major Eastern Carnival


SCOTLAND SHOWS WANT

Wanted Miss For Piano Wheel, Too Mr. and Mrs. Donald A. Womack, Greensboro, N.C. Box 931, Billboard, Cincinnati 22, Ohio.

Electrician Wanted

Wanted a good electrician and janitor assistant. token, Mr. and Mrs. James A. Coleman, Evant, Texas. Evant, Texas. Box 931, Billboard, Cincinnati 22.

Penn Premier Lands

Philly Circus Date

PHILADELPHIA, May 16. — Lloyd D. Serfas' Penn Premier Shows this week grabbed off a healthy audience and a healthy girth which multiplied to play day and date with Ringling Bros. and Barnum & Bailey Cirkus here May 24-30. Harry (Buster) Westbrook, business manager of the shows, announced today that the Penn Premier will tour the South Broad Street, with the Ringling Bros. and Barnum & Bailey.

The shows are especially pleased with the location since it is felt that the 86 per cent of the looks will have to pass along the city again to complete the city's main route. All except the Womack's and the various shows found under the set-up.

Owners also pointed out that his shows are booked solid for the next 12 months, and for an additional 12 months under the set-up.

WANTED

Want For circus Agent. Age 24-35. Good Artus. Good boys get steady. Phone 14-22 or 14-27 in person.

DEMONTE SHOWS

Deano, Maryland.
Good 'N' Bad

Farrow Opens Big But Rain Hits Memphis

MEMPHIS, May 16—Diminutive "Barnaby" Farrow, a 12 year old ex-hippie, has opened his new circus, "Barnaby Farrow Circus," on the square in downtown Memphis.

The day was rain-soaked and the weather in the south had soured Farrow's spirits. But by the time the curtain went up, the weather cleared and the audience was able to enjoy the show.

Barnaby Farrow, the main attraction of the circus, is a 12-year-old boy who started performing at the age of five. He has been a circus performer since he was seven and has traveled with several circuses around the world.

Farrow's circus includes a variety of acts, including acrobats, clowns, and musicians. The circus is known for its unique blend of traditional and modern circus elements.

The show was well-received by the audience, who laughed and cheered as the performers put on a vibrant and entertaining display.

Farrow's goal is to continue to tour the country and bring joy to as many people as possible through his unique and entertaining circus.

Cameron, Nebraska, May 17—The show's schedule for the rest of the week includes stops in various cities across the Midwest. Farrow's next destination is Kansas City, where the circus is scheduled to perform on May 19.
FLOYD O. KILE SHOWS
WANTS
For your own personal use only. May not be sold, traded, or bartered for. Any person caught violating these terms will be prosecuted. All replies: North Birmingham, Ala.

SUGGESTIONS WANTED
For the Betterment of the show. Any suggestions, complaints, or comments are welcome. Please include your name and address.

For Sale or Trade for Kiss show and other rides.

For Sale: Beautiful 1950s Ford, 350 V8. Excellent condition. $3,000. All reasonable offers considered. Contact John Smith, 123 Main St, Anytown, USA, 555-1234.


For Sale: Vintage record player. $30. Contact Mark Davis, 101 Maple St, Anytown, USA, 555-1010.


For Sale: Vintage record player. $30. Contact Mark Davis, 101 Maple St, Anytown, USA, 555-1010.


For Sale: Vintage record player. $30. Contact Mark Davis, 101 Maple St, Anytown, USA, 555-1010.

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WHITE STRAW COWBOY HATS

$4.00 DOZ. $4.50 GR.

LATEST CREATION


$4.50 PER $4.00 PER $4.75 PER $4.00 PER $4.40 PER $4.75 PER 65¢ GROSS 67¢ GROSS 69¢ GROSS

CREW HAT OPERATORS

We have the best Crew Hats in the U.S.A. Also a complete line of assortments to suit the largest of the largest. We are always ready to meet the largest demands of the largest stuff.

$54.00 IMMEDIATE DELIVERY $58.00 IMMEDIATE DELIVERY

HARRIS TAPS THE FIELD

With the most monochromatic color, the direct style of the hat's design, and the deep crimson color of the hat's band, Harris will make the perfect match for any occasion. The hat is sold in black or white.

$12.00 DOZ. Sample $1.50

This is a beautiful hat, with eye-catching colors and designs. Customers and agents are coming in.

BIBBLE BOY FOR YOUR SHOP

Brand New Designs: The latest in color and style. The Bibble Boy is the perfect addition to any shop. Available in a variety of colors and styles, Bibble Boy is sure to attract customers.

$32.00 RETAIL $13.00 WHOLESALE

Your Choice of 3 Styles:

• Maple Leaf Design
• Inset Printed with White Stones in Piles
• Crown with White Stones and Red Stones (Illustrated)

WHITE FOR OUR NEW SPRING CATALOG WITH 64 PAGES OF THE LATEST SHOES, PREMIUMS, CATALOG, AND NOVELTY ITEMS.

JOHNIE DOOLAK, INC.

3515 S. Michigan Ave., Chicago 18, Ill.

SPECIAL 48" CHROMATIC CHOROGRAPH WATCH

WHILE 1000 LAST!


Price $1.00

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TIN TIES FOR SPOOLS OF STRING

CARNIVAL & SUPPLIES CATALOGS BEING MAILED OUT NOW

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KIDDIE FELT CAPS

Gr. $2.50

Large Felt JOCKEY CAPS

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The best made hat on the market. Also have children's sizes. $6 Dozen $66 Gross

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Assorted sizes with any point. Special Price $36.00 Gr.

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$7.25 DOZEN $7.50 GROSS IMMEDIATE DELIVERY

SNAKE BOW TIE

$7.25 DOZEN $7.50 GROSS

HARRIS NOVELTY CO.

1912 Arch Street


B. F. W. 50

HARNESS & TACK

$3.50

BALL POINT PEN

This Item has been

$1.70

MECHANICAL DONKEY

Tyrant, massive, 4-legged, with a tiny head. $21.00 Gr. $.25.00 DEO. Minimum 6 sets. The best pen for the money.

SELLING LIKE WILDFIRE

Loves attention and the inside-out, perfect for the ladies and for men. Beautiful chrome finish.

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HARRIS NOVELTY CO.

1912 Arch Street


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ENSEMBLES BY HEBROS

$13.50 COMPLETE TRAVEL WATCH SET

VALUE, QUALITY AND RELIABILITY

Are combined in this sturdy blend WATCH AND JEWELRY, assembled in one. For the Ladies—the lovely Enamel Ensemble featuring the emotionally stimulated HEBROS Watch with expansion bracelet, Jeweled Enamel Ensemble, and a perfect bracelet. For the Men—the Bronzo set of HEBROS Watch, the Clay, Cuff Links, and Key Chains. Longer staying power than any other brand.

Selling for only $30.00, this beautiful set of watches, yours for just $13.50 or 60 months on easy terms. Now in Wholesale.

Standard Industries Inc.

2186 W. Wabansia Ave.

Chicago 11, Ill.

Modern China Vanity Lamp

Solid Color Glass: Forest Green, Chartreuse, Black and Grey, Contrasting Color Shade. Pierced Patchwork, Height 18". Standard Packing. 32 in a carton of six colors. Other Lamps Also Available. Buy Direct From the Manufacturer $1.25 EACH Sample Prepaid Each $1.00 each 25% Deposit. Balance Due 10 Days

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SAY YOU SAW IT IN THE BILLBOARD!
Make EXTRA Sales — EXTRA Profit!  
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Brings Up To 400% Profit! 

Personalize Any Item In 10 Seconds 
With Sensational, New 23 Karat Roll-O-Gold! 

Easy to use — easy to writing your name. Takes just 10 seconds! You or the buyer — simply write any signature, on practically any material, in beautiful 23-karat gold. That's real personalizing — and you get extra sales, extra profits on your merchandise!

Order Now at lowest wholesale. A Roll-O-Gold™ 101 roll-O-Gold Plate, 50.00 for 100, 10.00 per roll. Write for FREE SAMPLE!

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Famous Geneva Deluxe very thin, waver model, brand new, 72 fancy dial, stream line case. 

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PRE-SEASON CARNIVAL FISH POND DEAL
Consists of 12 pond plants. At least 12 different strains in every deal. Some strains contain 20,000 or more. All come in beautiful, hardy, live, pond plants. All offers subject to change without notice. All offers valid until March 1. Shipped by Express only. 

FLORIDA FLAMINGOS

M. K. BRODY
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FLORIDA FLAMINGOS

M. K. BRODY
1420 North Michigan Ave., Chicago, Ill.
THEY'RE NEW! THEY'RE DIFFERENT! THEY'LL SELL FAST FOR 2 1/2 TIMES YOUR COST!
HAND-MADE, HAND-PAINTED TROPICAL SEASHELL LAMPS!

Printed at 100 shows, your order must be for 10 lamps minimum. Each lamp is made by a local artist, only one of its kind. Each lamp is a unique work of art, so no two are exactly alike. Each lamp is numbered and signed by the artist. Each lamp is packed with care, and shipped to you in a special box. Each lamp is priced at $125.00. The price includes shipping and handling. The special introductory offer is for the first 25 orders only. Any additional orders will be priced at $150.00 each.

SPECIAL INTRODUCTORY OFFER
Priced at $125.00 each, your first 25 lamps will be priced at $115.00 each. After that, the price will increase to $150.00 each. This offer is good for the first 25 orders only. Any additional orders will be priced at $150.00 each.

E-X-P-A-N-S-I-O-N Nickel SILVER IDENT $6
No matter what you want to sell, try the Billboard Classified Section first. It's the best place to sell your goods and services. Want information on how to get your ad in the Classified Section? Call us at 1-800-BILLBOARD.

WANTED TO BUY
INTERESTED IN PORTABLE WATER BASED PAINTING Instructional Booklets and Videos, etc. Write: c/o Los Angeles Studios, 1234 Main St., Los Angeles, CA 90036.

WANTED TO BUY
INTERESTED IN BUYING OR SELLING, rare, vintage, and new musical instruments. Write: c/o Los Angeles Studios, 1234 Main St., Los Angeles, CA 90036.

HELP WANTED
DISPLAY CLASSIFIED ADS...
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Selling? Promotions? Prizes? Gifts?
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NAME BRANDS
NAME BRANDS
NEW! 1953 CATALOGUE
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More than 3,000 NAME BRAND items beautifully illustrated. This year's edition of the Catalogue is packed with over 3,000 items, including the latest in electronics, home appliances, and kitchenware. This is the one-stop shopping guide for all your needs. Order your copy today! The Catalogue is priced at $10.00 per copy, or $50.00 for 10 copies. Order your copy today!

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SLUM Greatest Line Ever Assembled
PLUSH TOYS and DOLLS Superb Values.
FLASH—NEW ITEMS When They Are Now.

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NOVELTY LAMPS, BUBBLES, WINDSOCKS, LIVING CUP SALT & PEPPER SHAKERS.

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Make of Colorfast Plastics. Fits any standard lamp. D. ROBBINS & CO.

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Whips, Batons, Canes, Hats, Balloons, Flying Birds, Leis, Mexican Wind Chimes, etc. Write today

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Build your business with this new mail order offer. Every American can use one.
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All steel cabinet, 3 watts, 1 transistor. Write for full particulars.

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Fabulous gifts that will never be disappointed!

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The New
Ball Pen

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Mario Lanza
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Eddy Arnold
BOOGIE WOOGIE
Tommy Dorsey
CHATTANOOGA CHOO CHOO
Glenn Miller
COCKTAILS FOR TWO
Spike Jones
DON'T LET THE STARS GET IN YOUR EYES
Perry Como

HUBBA HUBBA (Dig You Later)
Perry Como
IN THE MOOD
Glenn Miller
KALAMAZOO
Glenn Miller
LOVELIEST NIGHT OF THE YEAR
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Vaughn Monroe
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Gene Austin
RIDERS IN THE SKY
Vaughn Monroe
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Artie Shaw

SUMMIT RIDGE DRIVE
Artie Shaw
SUNRISE SERENADE
Glenn Miller
THE THING
Phil Harris
THERE ARE SUCH THINGS
Tommy Dorsey
THERE, I'VE SAID IT AGAIN
Vaughn Monroe
THERE'S A STAR SPANGLED BANNER WAVING SOMEWHERE
Elton Britt
THREE O'CLOCK IN THE MORNING
Paul Whiteman
TILL THE END OF TIME
Perry Como
WHEN YOU WERE SWEET SIXTEEN
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WHISPERING
Paul Whiteman
Best wishes on the 65th Anniversary of the Music Machine Industry...

PERRY COMO

My One and Only Heart
Say You're Mine Again
Wild Horses
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RCA VICTOR Records

General Artists Corporation
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THOMAS R. ROCKWELL, President
NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON
MY HEARTIEST CONGRATULATIONS
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ANOTHER
POLKA
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On
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This Summer For
"LUCKY STRIKE"

Publicity, DAVID O. ALBER ASSOC., Inc. Gene Shefrin
Our Sincerest
Best Wishes,
Operators,
on your
65th Anniversary

Our new and modern version of
SAY 'SI SI'
looks even bigger than "Paper Doll" or "Glow Worm"
Composer - Lecuana
Publisher - Marks
Say 'SI SI' 128670
Exclusively

DECCA RECORDS
Best Wishes Ops on your 65th Anniversary

Johnnie Ray

COLUMBIA RECORDS

Personal Management
BERNIE LANG

Direction:

Copyrighted material
PEGGY LEE

- just concluded record-breaking engagements at COCOA-
  NUT GROVE, Los Angeles; LA VIE EN ROSE (5 weeks),
  New York; CHEZ PAREE, Montreal; currently at LATIN
  QUARTER, Philadelphia.

- under contract to WARNER BROS. STUDIOS.

- co-authored score for WALT DISNEY'S "THE LADY AND
  THE TRAMP" (with Sonny Burke) for 1954 release.

- DECCA RECORDING ARTIST. Current: "WHO'S
  GONNA PAY THE CHECK?" (words and music by
  Peggy Lee) and "SORRY, BABY, YOU LET MY LOVE
  GET COLD."

direction: GAC

motion pictures: Louis Shurr Agency

public relations: Frank Liberman  record promotion: Morris Diamond (N.Y.), Jerry Johnson (L.A.)
THANKS OPS you've been don don don dandy!

to

Jackie Gleason

"LOVER'S RHAPSODY"
Capitol No. H-366
1. Desire
2. Flirtation
3. Temptation
4. Enchantment
1. When Your Lover Has Gone
2. Tenderly
3. I'm thru With Love
4. Dark is the Night

"MUSIC FOR LOVERS ONLY"
Capitol No. H-352
1. Alone Together
2. My Funny Valentine
3. But Not for Me
4. Love (Your Spell Is Everywhere)
1. I'm in the Mood for Love
2. Love Is Here To Stay
3. I Only Have Eyes for You
4. Body and Soul

WRITTEN and CONDUCTED by JACKIE GLEASON
Theme of TV Show
"MELANCHOLY SERENADE"
SOLE SELLING AGENT: Leo Talent Music, Inc., 1619 Broadway, N.Y.C.

WATCH FOR "TAWNY"
On the Jackie Gleason Show May 30.
Written and Conducted by Jackie Gleason. Soon to be released...

The Jackie Gleason Show...
Every Saturday CBS-TV
The Multiphone, built at the turn of the century, played 24 cylinders in rotation. Juke box operators early learned they needed to offer selectivity.

1888 to 1953

65 YEARS OF JUKE BOX GROWTH

From Edison to modern multiple-selection boxes: Music you want, when you want it

The juke box was born because American business houses were slow to recognize that Thomas Edison's new-fangled phonograph could cut down steno-typing time and costs. While office managers hemmed and hawed, the public did not. Even the early, crude "talking machines" quickly displayed that basic appeal which makes the modern juke box popular wherever it is found.

Altoha Edison's first phonograph was built 10 years earlier, a perfected model was not available until 1888. In that year, Jesse H. Lippincott, called the "Phonograph Millionaire," formed the North American Phonograph Company, thus marking the real beginning of the juke box industry.

Edison kept the manufacturing rights to his invention, but the sale rights were assigned to Lippincott, who then had the right to manufacture the Phonograph's best commercial feature: the phonograph's ability to substitute for a stenographer. The telephone industry was then starting to mushroom, and Edison and Lippincott, observing how the telephone was marketed, decided to lease the talking machine rather than sell it outright.

Inventors and manufacturers in those days exploited patents on a "Stair Rights" basis, so Lippincott formed 30 subsidiary companies with franchises for the phonograph in a limited territory. Each of these in turn sub-leased the phonographs to subscribers for an annual rental of $6—with half this amount going to North American.

Crudely by modern standards and powered by an expensive electric motor, the phonograph proved too complicated for business use. One of North America's first franchise holders—the Pacific Phonograph Company which had sales rights in California, Arizona and Nevada—developed a nickel-on-dime cabinet for the device when it discovered its office business failing off.

Manager of the Pacific Phonograph Company was a man named Louis Glass. Glass was the first of a long line of imaginative salesmen who saw the real potential of coin-in-the-slot music.

The company had capital stock of $1,000,000. Gottschalk then bought up patents which Glass had taken out on the nickel phonograph.

Automatic's juke box was housed in a four and a half foot, high, glass-topped wooden cabinet. It had an eden phonograph which played a single cylinder. Power was supplied by a storage battery, and patrons listened to the machine thru rubber ear tubes connected to the front of the cabinet.

Caught on Quickly

Within a relatively short time, 250 of the juke boxes were in operation from Maine to Montana. Each was averaging some $1 earnings daily, but the devices were often out of order because of mechanical difficulties, and the American public quickly learned that a good iron age or a button would work as well as a nickel. To combat both these problems, the Automatic Company redesigned its juke box and brought forth a new model in 1911.

Second Box Appears

Meantime, Felix Gottschalk, secretary of the Metropolitan Phonograph Company, which held the New York franchise, had decided Edison's invention was more likely to be a success for its entertainment value than for its office use. Gottschalk said later he got the idea because of the success with which the early coin-operated weighting scales were meeting.

At any event, Gottschalk installed the Automatic Phonograph, Exhibition Company of New York City in February, 1890, 16 of the 19 franchise holders present for North America's second annual sales convention were in the juke box field. They had already placed a total of 1,548 coin-operated models.

Six New Models

Many of the local franchise holders, balking at the high terms Automatic asked for its equipmeant, developed their own juke boxes. Six new models were displayed at the second (1891) convention. Average price $30. They had square orUssing glass legs and were housed in cabinets of oak, sycamore, cherry or mahogany.

By 1896, the Multiphonic Phonograph Company, New York, had placed a juke box on the market which could play five cylinders in rotation. About 1898, the speaking horn replaced the ear tubes so that the juke box could be used to entertain crowds of people rather than a few individuals.

Last of the cylinder juke boxes was the Centenarphone which contained 25 records. It was marketed in 1898 by the Sicily Company.

One of original Edison talking machines with coin control. It was this type mechanism which gave the juke box its beginning.
The Billboard
Juke Box 65th Anniversary Section

May 23, 1953

Manufacturing Company, Chicago, and retailed for $250.

Dick Replacement Cylinder

In 1932 Victor and Columbia began offering the cylinder record manufacturers serious competition with flat disc records of the type known today.

A coin-operated disc-playing phonograph made by the Universal Talking Machine Manufacturing Company, New York, was the first known juke box to play the discs. The first of these machines were marketed in Berlin thru a German subsidiary, and no serious attempt was made to sell the phonograph in the U.S.

The first disc juke box was built in 1952 by Julius water, of Philadelphia. Operated with a nickel. Within a few months the trend was to one in which the coin would be inserted onto the turntable and a sound box came forward with a new needle to play the record.

Because customers could not select the tune they wanted, the juke box had only moderate success compared to the Automatic Entertainers, spring operated, selective juke box, that was built in 1908 by John Gable and built by the Automatic Machine & Tool Company, Chicago.

12 Selections

Gable's juke box had 12 records in racks on each side of the turntable. By turning a knob, the customer could pick the record they wanted to hear. This unique feature was a direct result of the cabinet design, which allowed the cabinet to be mounted on the turntable.

Above the turntable was a magazine which held 150 records that could be selected. This is the modern juke box's predecessor in terms of record selection.

The first juke box, however, was not truly a juke box because it lacked the ability to play records from different sources. The juke box's main advantage was its ability to play records in multiple locations.

Arcades had been the principal locations for juke boxes, but the birth of the motion picture industry required juke box companies to turn their attention to other types of locations, beginning with the nickel-operated player piano.

An 1896 phonograph player was, in a sense, the first juke box. It was a coin-operated machine that allowed customers to choose their own music. However, the machine was limited in its selection and lacked the ability to play records from different sources. The nickel-operated player piano was a significant improvement over the coin-operated player piano and offered customers a wider range of music to choose from.

With a choice of records, and tunes from which to choose, the combination of the coin-operated juke box and the nickel-operated player piano revolutionized the music industry.

The phonograph had been in existence since 1878, but it was not until the 1920s that it began to gain widespread popularity. This was due to the development of the Phonograph Record, which allowed for the mass production of records and made it possible for customers to purchase a wide variety of music.

Lights And Colors

To attract more customers, the juke box industry turned away from simple wooden cabinets. Instead, they added lights and colors, and worked hard to improve total reproduction. These came with the improved speaker design and better amplification. Fine tuners were added with the introduction of the 65000 phonograph, which brought a new level of sound to the juke box.

By 1940, some 250,000 juke boxes were in the public. In 1943, 12,500 juke boxes were sold, and by 1945, 30,000 were sold. In 1950, the number of juke boxes in use had increased to 60,000, and in 1951, 90,000 were sold. The juke box business was booming, and the nickelodeon was a thing of the past.

The growth of the juke box business was a result of the combination of the Phonograph Record and the nickel-operated player piano. This allowed customers to choose their own music and enjoy it in a variety of locations. The juke box industry continued to grow throughout the 20th century, and today, juke boxes are still enjoyed in a variety of locations.
Key to Profits: Care
In Programming Box

Multiple-selection phonographs give operators more leeway for catering to every musical taste.

The reason more people trade at one department store than at another, or eat at one restaurant in preference to another, is that the latter's operators' machines are played more often.

A department store, to best serve its customers, must have an ample supply of merchandise, attractiveness, good service and a good musical selection. The operator must do some advertising, but the impression he makes through music is always more important.

Merchandising is a vital concern of every department store. The record buyer, the record, the music, and the merchandise all work together to build the store.

Merchandising is a never-ending process because conditions, customers' tastes and locations vary. A store's selections have to be in policy or some such change as an adaptation to these conditions.

A change of type of clientele it attracts, and thereby call for a different kind of jive box music.

A music selection of the jive boxes, smart operators program their records and the music selection.

Back to gothic, they have discovered the music selection can supply the top tunes, since the purpose of the larger selection music machines is to cater to all musical tastes as possible.

Record Groupings

Nothing is so calculated to discourage the jive box patron as to find that in order to play the record he desires, he must walk thru all of the title range on the selector panel. Pop tunes may be transmitted through the panel with waltzes, tangos, rumba and favorites.

This is where programming begins. The condition of what tunes are chosen to be placed on the machine, they should be grouped so that they can be easily found.

Record buyers habitually vary from operator to operator, but all agree that the importance of selecting the right tunes at the right place is the right amount. Years of experience prove that the one who uses The Billboard charts are able to 'sell' the record sellers plainly and follow thru. Many operators have been able to achieve selection by their routine.

In recent years, most operators have been able to achieve record buying by their routine. The reason for this change is programming. In order to do the right job of programming, the man who buys the records must know the individual locations, and the man who knows it best is the operator.

The purchase of records by experienced, proven, proved, resulted in a more rigid control over the music on display. Good programming can result in more gross with less record expenses, and greater utility from each record. It is known that a good tune must be purchased quickly and played immediately, in order to get a profit on the play. However, the feeling of a standard or a police favorite in a Pollock house can be kept on the tree for months, even a year or two. This will go well along with no additional expenses.

The average operator spends from $200 to $400 a year in new records, or about 10% of the gross for new records. With less records, he will have less music, which will be better controlled while the gross is down. This result is not to say the music has been improved, but rather: because the music, spent line changing records in the locations, adds up to a dollar and consumes only for every operator.

A side factor developed in
Cancer strikes one in five

Your Dollars will save lives by strengthening the Crusades of the American Cancer Society.

Your Dollars will bring words of truth and hope to you, to your family, to your friends and to your community.

Your Dollars will help ease the pain of the cancer patient.

Your Dollars will train skilled, understanding hands and minds to serve in the hospital, in the doctor's office, perhaps even in your home.

Your Dollars will spend the march of research toward mastery over cancer, the disease that last year killed 125,000 men, women and children.

Give to conquer cancer

American Cancer Society

Mail the coupon to "Cancer"
CIO your head Office.

American Cancer Society

LITERACY
SEND US YOUR

ENDORSEMENT OF L. R. DURSTON TO CANCER:

Cancer is the most destructive disease. It is a problem that affects all of us. It is a problem that we must solve. It is a problem that we must solve together.

The American Cancer Society is dedicated to finding a cure for cancer. We are committed to supporting research, education, and prevention efforts.

Together we can make a difference. Let's work together to conquer cancer.

American Cancer Society

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A note to remember...

five manufacturing firms

have built 450,000 juke boxes

operated by 7,500 small businessmen

in 450,000 outlets and offering as many

as 120 selections, using 60 million disks a year

(Fact-Graph Copyrighted 1953 by The Billboard)
How Juke Box & Amusement
FULL STEAM AHEAD
 Operators, Manufacturers Set
Anniversary Promotion Drive

By STEVE SCHICKEL

CHICAGO May 16—With full steam ahead, the National Juke Box Week campaign in support of the 65th Anniversary of the American Radio History Industry included manufacturers, amusement operators, and customers from all over the nation as the final week drew to a close.

The campaign, which received more than 1,000 direct requests from various members of the industry for promotional kits, including 6,700 kits mailed to top operators, announced the final week of the start of the campaign.

The kits contain sample speeches and press releases, as well as a complete catalog of the industry. Also included was a list of the 300-city Juke Box Week tour sold over one million copies and compiler All-Time Juke Box Favorites.

75,000 Booklets
A. P. C. INCORPORATION road available 75,000 copies of a booklet titled "All-Time Juke Box Favorites" to the National Juke Box Week Committee of the Motion Machine Industry prepared by the Billboard in commemoration of the celebration. Seeburg will in turn distribute the booklets to customers thru their distributors. Operators have asked for the booklets in efforts to celebrate the anniversary.

Ohio Hit Tune Party
CLEVELAND'S, PHOTOGRAPH
Merchants Association joined the celebration of the national Juke Box Week. A Hit Tune Party would be dedicated to the American Radio History Industry. Jack Cole, president of the Ohio State Photo Association, turned over 1,000 booklets to the new location customer.

Another Operator
MCDONOUGH VENDING, Co.
had made arrangements for a press release in the Chicago Tribune.

Location Stickers
AMERICAN, INC. had made arrangements for a press release in the Osceola Tribune.

Window Display
TRUE, CO. VENDING, is having a press release in the West Coast.

Local Tie-in
C. R. QUIRK, of the Quinn Music Company, had made arrangements with his old boy and Chicago plugger to have the Juke Boxes lined up with the Chicago Tribune in the Seeburg display.

Press Release
JACK JEFFREYS, of the Jefferson Avenue, Chicago, Illinois, had made arrangements for a press release in the Chicago Tribune.

A financial report has been released by the National Juke Box Week Committee.

Press Release
Jack T. Schickel, of the Chicago Tribune, had made arrangements for a press release in the Chicago Tribune.

A financial report has been released by the National Juke Box Week Committee.

In on the Act
BEN JARKEE, of the Novelty Sales Company, Rochester, New York, is getting a press release release.

West Coast
The CALIFORNIA MUSIC Guild was having a press release thru the Los Angeles Times.

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the Select-o-matic mechanism

THE MOST REVOLUTIONARY DEVELOPMENT IN THE ENTIRE HISTORY OF COIN OPERATED MUSIC

Seeburg DEPENDABLE MUSIC SYSTEMS SINCE 1902

AMERICA'S FINEST AND

J. P. SEEBURG CORPORATION Chicago, Illinois
100 Selections at the phonograph

100 Selections anywhere in the location

MOST COMPLETE MUSIC SYSTEMS!
how that Nickelodeon has grown!

Atlantic New York Corporation
Is Proud to Have
Participated in That Growth—

Proud to be Affiliated
with the J. P. Seeburg Corporation!

As the Seeburg Distributor in New York, New Jersey and Connecticut we serve the greatest market in America with the finest equipment in the world.

Our three offices —
all our personnel —
all our efforts —

are devoted toward furthering the interests of the Automatic Music Industry the SEEBURG WAY — by delivering the finest and most complete music systems in America.

Our industry has come a long way from the time of the non-selective Nickelodeon to the SEEBURG Select-O-Matic 100 — the greatest advancement in the automatic music industry since the advent of selectivity in coin-operated phonographs. It has been planned progress by the J. P. Seeburg Corp.

We Pledge ourselves to a continuance of this heritage with every resource at our command — ever watchful of new scientific developments and new merchandising methods that will help the music operator.

Atlantic NEW YORK CORPORATION
Exclusive SEEBURG Distributors
583 10th Ave., New York 36, N.Y. — Clieckering 4-0760
In New Jersey: 712 High St., Newark, N. J. — Mitchell 2-3391
In Connecticut: 178 Albany Ave., Hartford, Conn. — Conn. 66-1666
...the PHONOGRAPH that Revolutionized an Industry...

Pioneers in the field of quality and leadership for over 50 years ... Introducing the 100 Selection SELECT-O-MATIC Vertical Mechanism ... Plus the finest in design and workmanship.

We are Proud to be a Member of the Great Seeburg Organization for over 20 years....

Bill Betz
Harry Silverberg

W. B. MUSIC CO., INC., is now in the process of constructing its own new modern building at 29th & Main Streets in Kansas City for the purpose of giving the Operators more efficient service and comfort. Building will be air-conditioned throughout with ample parking facilities available.

* * * * * *

W. B. DISTRIBUTORS, INC., is conveniently located in the heart of downtown St. Louis in its own modern building, where operators are assured of efficient and prompt service at all times.

WM. BETZ

HARRY SILVERBERG

W. B. DISTRIBUTORS, INC.
1012 Market St.
St. Louis, Mo.
Bill Betz

W. B. MUSIC CO., INC.
1518 McGee St.
Kansas City, Mo.
Harry Silverberg
Get More for Your Money with these

SHAFFER SPRING SPECIALS

• Better Quality Used Equipment
  These machines are exceptional buys—completely reconditioned in our fully equipped repair shop by factory-trained mechanics.

• Rock Bottom Prices In Today's Market
  Mechanisms are completely reconditioned... warps replaced... amplifiers reconditioned... tone arms reconditioned or replaced. Order now for your summer spots.

<table>
<thead>
<tr>
<th>Extra Special</th>
<th>SEEKBURG</th>
<th>M-100-A</th>
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<tbody>
<tr>
<td>SEEKBURG</td>
<td>148-M (Blonde)</td>
<td>$295.50</td>
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<tr>
<td>78 RPM—100 Selections</td>
<td>147 Hammerhead Finish</td>
<td>$50.50</td>
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<tr>
<td>$595.00</td>
<td>146 Hammerhead Finish</td>
<td>$120.50</td>
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<tr>
<td></td>
<td>1946 Hideaway (Wood)</td>
<td>$89.50</td>
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<td></td>
<td>1944 Hideaway (Metal)</td>
<td>$95.00</td>
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<td></td>
<td>1943 Hideaway (Metal)</td>
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<td></td>
<td>1942 Hideaway (Metal)</td>
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| WURLITZER               | W150     | $599.50     |
|                        | 1150     | $220.50     |
|                        | 1015     | $189.50     |
|                        | 1017 Hideaway | $95.00   |

| WALL BOXES              | SEEKBURG | M-100-A      |
| 3W1154 (60, 5-Wire)    | $15.00    |
| 3W1536 (5/10/15 Wire)  | $29.50    |

| WURLITZER               | 1030 (24 Selections) | $17.50 |
|                        | 1030 (28 Selections) | $25.50 |
|                        | 4320 (34 Selections) | $29.50 |
|                        | 2109 Stepper        | $17.50 |

| AMI                    | 5/10 Wall Box       | $17.50 |
|                        | Stepper             | $24.50 |

| PACKARD                | Safe Finish         | $5.95  |
|                        | "H" Hink      | 4.95   |

Terms: 25% Deposit, Balance C.O.D.

GET YOUR FREE COPY OF SHAFFER'S ILLUSTRATED CATALOG OF LATE MODEL PHONOGRAPHs. Write Today!

Seeburg

YOUR SOUNDSTEST INVESTMENT IN MUSIC EQUIPMENT

Shaffer is proud to be a part of the Seeburg organization. Through the years, the Seeburg policy has enabled operators to get and hold top locations without costly equipment depreciation due to model changes.

Seeburg was first to discontinue yearly models... first with 100 selections under five musical classifications... first with the 100 selection wall box... first with vertical play and the all 45 r.p.m. system. Stay on the Seeburg bandwagon with Shaffer.

Shaffer Music Co.

Columbus, Ohio 606 S. High St. MAn 5563
Cincinnati, Ohio 1200 Walnut St. MAn 3119
Indianapolis, Ind. 1321 Capital Ave. Lincoln 3571

New Seeburg

SELECT-O-MATIC 100

M-100-C

100 Selection Deluxe Phonograph Fully Equipped celebrating 25 years of service in the coin machine business

Exclusive Seeburg Distributor
IT'S "PAY-OFF" TIME FOR POLICIES

THE POLICIES SEEBURG ESTABLISHED IN AUTOMATIC MUSIC OPERATING BROUGHT A NEW ERA OF PROSPERITY TO OPERATORS...

We're Proud to Help Further this Code of Operating and to Be a Part of the Seeburg Organization

Sparks Specialty Company
SOPERTON, GA.

Personally I am very happy indeed to have been a part of the J. P. Seeburg Corporation since the inception of the Model A in 1955 and have enjoyed doing business with the entire Seeburg personnel for the past 18 years. I have seen a number of changes in the organization including the passing of some of my good friends like Fred Kosecki, Jim Barron, and my personal friend, Earl Holland, and also remember with a lot of pleasure my friendship with Pete Otis, Reid Crawford, and the very fine distributor, Sid Stiebel.

In my 18 years in the music business it has been a pleasure doing business with such a large number of excellent operators in our two states as we have a very fine bunch of high-class business men in the operating business and it has always been my policy to extend help as far as possible to the new operator trying to start in the very fine business of operating music machines. Of course Seeburg has given us a very outstanding phonograph for a number of years, but in these late and current models of the *100* Selectomatic, they have not been surpassed in this industry from the angle of successful and profitable operation.

It is a real pleasure to do business with the Seeburg organization and the high-grade operators in our territory.

Thanking everybody with whom I have done business and hoping for a continuation of our very pleasant relationship, I am

Yours sincerely,

R. M. Sparks

R. M. SPARKS

Our entire organization is ready and glad to do business with you good operators in our States of Georgia and South Carolina, and we sincerely hope you will contact the office in your territory.

Sparks Specialty Co.

Atlanta, Ga.
104 Edgewood Ave.
Phone Lamar 1415

Soperton, Ga.
Phone 33
Main Office

Columbia, S. C.
2608 Main St.
Phone 27164
2 Great Names in the Industry

SEEBURG Select-o-matic
AMERICA'S OUTSTANDING PHONOGRAPH

TRIMOUNT — NEW ENGLAND'S LEADING DISTRIBUTING ORGANIZATION

"In New England 'It's Trimount" — this has been the byword of New England opera-
tors since 1924. Twenty-nine years of cooperation and mutual understanding between
manufacturer, distributor and operator — 29 years of mutual friendship — 29 years of
progress.
The entire Trimount organization takes pride in contributing materially to the ad-
vancement of the coin machine industry through good service, fair dealing and sound
business practices.

WE ARE PROUD TO PRESENT OUR NEW SHOWROOMS,
PARTS DEPT. AND SERVICE SHOPS — THEY ARE ALL A
PART OF ONE OF THE WORLD'S LEADING DISTRIBUTING
ORGANIZATIONS — DOING BUSINESS THROUGHOUT
THE WORLD.

TRIMOUNT AUTOMATIC SALES CORP.
40 WALTHAM STREET, BOSTON 18, MASS., U.S.A.
How the Jones Boys staked out JONESLAND

- 250,000 sq. miles!
- 10 States!

We're exclusive Seeburg distributors in the following territories:


Nine years ago (when the automatic music business was just 56 years old) there was only one Jones Boy with only one office... but he was an exclusive Seeburg distributor. Today Jonesland is 10-States big, and there are twenty Jones Boys (with long legs) to service our 250,000 sq. mi. territory. We staked our land with Seeburg equipment. We’re as proud now as we were then, to be part of the Seeburg operation. We’re proud to be distributors of the finest coin-operated music system ever designed. Yes, sir! We've got our stakes in Jonesland, and they're all Select-O-Matic.

* Thanks, Billboard, you helped too!
Makes a "SOUND" Industry Sound

... and Davis Distributing Corporation is proud to belong to the Seeburg Family... which has, by its solid business policies, assured a sounder today and a brighter future to Seeburg Operators everywhere.

FIRST to develop remote control equipment.
FIRST to discontinue yearly model changes.
FIRST to produce a 100 selection automatic phonograph.

THESE FIRSTS... PLUS Seeburg's Sound Business Policies have led the way for the entire music industry!

DAVIS DISTRIBUTING CORP.

Davis Distributing Corporation is one of the oldest firms in the automatic music industry. From its formation in the thirties down to the present day and into the future, the policies of Davis Distributing Corporation have and will parallel those of the J. P. Seeburg Corporation.

Davis deals in music EXCLUSIVELY.
... its men know music mechanism.
... music merchandising... inside-out!

Davis has four completely equipped offices including showrooms, parts departments and service departments... in Albany, Buffalo, Rochester, Syracuse.

Davis was the first to export rebuilt, reconditioned phonographs, and continues to be a leader in this important phase of the automatic music field.

DAVIS DISTRIBUTING CORPORATION • 738 Erie Boulevard E., Syracuse, N. Y. Branches in BUFFALO • ROCHESTER • ALBANY
WE ARE PROUD TO BE PART OF THE...

Seeburg

ORGANIZATION AND TO EXTEND BEST WISHES TO THE INDUSTRY ON ITS 65th ANNIVERSARY

For more than a decade Minthorne Music has offered complete sales and service in Southern California, Arizona and Southern Nevada. Our staff of 48 people, all experienced, stand ready to serve you at any time.

- And our services are available from three locations. Please call the one nearest you.

MINTHORNE MUSIC CO.

Jean and Dolores Minthorne
stands at the forefront of the Automatic Music Industry shoulder to shoulder with its great affiliate J. P. SEEBURG CORP.

We have always worked to uphold the highest standards of the automatic music industry — to help the operator serve the public with the finest most modern equipment as fast as it was developed.

We have fought for progress in our own organization by enlarging our facilities and improving our services, until today we are outstanding in our field — backing up the operator with the very latest in Seeburg equipment, complete supplies and parts always ready for immediate delivery, and a perfectly trained personnel for service.

On the 65th Anniversary of our great industry we are glad to greet all our old friends in the field — and to extend a hand of fellowship to the newcomers!

the WELCOME mat is always out at

the Musical Sales Co.

Exclusive SEEBURG Distributors

FOR MARYLAND — WASHINGTON, D.C. — VIRGINIA

140 W. Mt. Royal Ave., Baltimore 1, Maryland • Phone: Vernon 5757
It's 'PAY-OFF' time for Seeburg policies

THE POLICIES SEEBUG ESTABLISHED IN AUTOMATIC MUSIC OPERATING BROUGHT A NEW ERA OF PROSPERITY TO OPERATORS...

We're Proud to Help Further this Code of Operating and to Be a Part of the Seeburg Organization

WAYNE E. COPELAND
Copeland Distributors, Inc.
900 N. WESTERN ST.
OKLAHOMA CITY, OKLA.
Phone Forrest 5-3456

SERVING
OKLAHOMA
TEXAS PANHANDLE
NORTHWEST ARKANSAS

GEORGE W. SAMMONS
'COTTON' PENNINGTON
Sammons-Pennington Co.
1049 UNION ST.
MEMPHIS, TENN.
Phone 2-1212

SERVING
NORTH MISSISSIPPI
WESTERN TENNESSEE
MOST OF ARKANSAS

J. H. LYNCH
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Lynch & Zander Company
832 BARONNE ST.
NEW ORLEANS, LA.
Phone Canal 9696

SERVING
MOST OF LOUISIANA
and SOUTHERN MISSISSIPPI

65th ANNIVERSARY
THE MUSIC MACHINE INDUSTRY
1898-1963
QUARTER CENTURY
OF SERVICE
TO THE INDUSTRY

ATLAS
MUSIC COMPANY

Distributors for J. P. Seeburg Corporation

ATLAS MUSIC CO.
2200 N. WESTERN AVE.
CHICAGO 47, ILLINOIS

ATLAS MUSIC CO.
2217 FIFTH AVENUE
PITTSBURGH 19, PA.

ATLAS MUSIC CO.
221 NINTH STREET
DES MOINES 9, IOWA

ATLAS MUSIC COMPANY
of
PITTSBURGH

NOW IN ITS 17TH YEAR...
IS PROUD TO JOIN WITH

OTHER Seeburg DISTRIBUTORS
IN COMMEMORATING THE
65th ANNIVERSARY
of the
MUSIC MACHINE INDUSTRY

ATLAS MUSIC COMPANY
2217 Fifth Avenue
Pittsburgh 19, Pennsylvania
In CANADA...
R. C. GILCHRIST
Brings you the finest in Music...

Select-o-matic

"We are proud to be the Canadian Distributors for the J. P. Seeburg Corporation and are pleased to be able to take part in the Sixty-fifth Anniversary of the coin-operated phonograph industry..."

Reg Gilchrist

R. C. GILCHRIST LIMITED
1166 Bay Street
Toronto, Ontario, Canada

WE TAKE this occasion to express our sincere appreciation of the confidence placed in our organization by our customers... all of them successful operators of the world renowned

Select-o-matic

WE OFFER you our assurance of our continued efforts to provide you... within our means... with the most profitable and efficient music system for your operation...

"MUSIC FOR EVERYONE" with

WOLFE DISTRIBUTING CO.
549 Riverside Avenue
Jacksonville, Florida
ATLANTIC PENNSYLVANIA CORPORATION KEEPS PACE WITH THE GROWTH OF THE AUTOMATIC MUSIC INDUSTRY!

We have opened the most modern showrooms and demonstration centers in the industry. Be sure to visit us.

Our service & parts Dept. is the most complete in the country—and ensures immediate delivery. This helps the operator keep his equipment going—so his income steady!

As affiliated and exclusive distributors for the J.P. Seeburg Corp., we uphold their principle of offering the finest music for everybody!

We are proud to participate in this notable commemoration

... and are most proud of our association with

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1932

Exclusive Distributors SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.
A Salute to You...

The 65th Anniversary of the Juke Box Industry provides a very welcome occasion on which to express our sincere appreciation and to thank the best people in the world...OUR CUSTOMERS...of the mutually fine, friendly, business relations existing between you and our entire organization.

NEEDLESS TO SAY, THE GREAT

Seeburg

Select-o-matic

has provided all of us with a sound and profitable basis on which to continue on indefinitely these pleasant and friendly contacts.

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Exclusive SEEBURG distributors in Kentucky, Indiana and Tennessee

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DISTRIBUTORS OF
SEEBURG PRODUCTS
EXCLUSIVELY FOR
OVER 16 YEARS

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Phone — 54243
S. H. Lynch & Co., of Dallas has repeatedy told operators:
PROGRAMMING
is one of the great Seeburg success-features

You can please
all of the people
all of the time
with Seeburg
Select-omatic

On the 65th Anniversary of the coin-operated music industry...we of
S. H. Lynch & Company of Texas raise our 10-gallon hats in salute to the
J. P. Seeburg Corporation, their ever-superior products, and their policies
always to the benefit of the operator. There are so many reasons why
the current Seeburg Select-O-Matic is the instrument that operators say
increases play, showmanship that attracts and sells music...trouble-free
mechanism that plays 45 r.p.m. scratch-free records vertically...automatic
volume control...correctness of size and weight. In addition, perfectly
planned programming - 100 selections in five natural classifications for
easy choosing: (1) hit tunes, (2) old favorites, (3) waltzes an polkas,
(4) fox trots and rhumbas, (5) classics.

Music to please all of the people all of the time!

S. H. LYNCH & CO.
Exclusive Texas Seeburg Distributors

We're Happy
To Join In
Celebrating
The
65th Birthday
of the
Music Machine
Industry

MUSIC DISTRIBUTORS, INC.
Distributors for the State of
North Carolina
P. O. Box 406
Fayetteville, N. C.
801 S. Cedar St.
Charlotte, N. C.
Selectivity: The Magic That Built the Juke Box Industry

As long as the 19th Century juke box people found the gross rose or dipped when new records replaced older ones on the box.

RECEIPTS increase or decrease in various ma-
ner, depending on how frequently the discrimination is changed, which are changed daily, are good or mediocre, and different locations require different attractiveness.

Out the way "dally" and substitute a "weekly" read that statement—made 93 years ago by one of the nation's early juke box operators—is a good prescription for success in the juke box busi-
ness. The statement was contained in descriptive literature issued in 1897 in connection with the Phonograph Exhibit Company of New York.

Coin-operated pieces, the nickelbox, the Kinetoscope, motion pictures, radio, television—mostly have passed by public attention with the automatic phonograph. The coin piano is a museum piece. Pictures, radio and TV are firmly established with the three replaced the juke box.

The reason for the juke box's 93 years can be summed up in a single word: jingle. The jingle box was and is the medium of public entertainment providing the kind of music the public wants to hear when it wants to hear it, and the variety of music is increased with the passing years.

Early Need When they thought talking machines was outfitted with a "main chain," easy operators were the new "spinners" in their new, large cylinder. They recognized the need for varying the music and did actually change the cylinder's music for their potential listeners as possible.

By 1896, the New York Music Phonograph Company developed an attachment for the Kinetoscope, through which a row of patrons to rotate five cylinders—each attempt at real selectivity. But it was necessary to play each of the five records in succession; he couldn't skip from number three to number four without putting in a nickel for number two.

Although it did not offer automatic selection, John Gabel's "Auto-


The Juke Box of 1906

From the beginning, the jock box and coin-operated phonographs competed for the public's attention. The jockey box gained steadily, gradually replaced the coin piano and the立足点 felt it. The phonograph was only responsible the public couldn't begin to compete on that aspect. The development of radio—and its contribution of power amplifi-
cation—first built into a reel and a jockey box in 1927—sealed the coin-


How Juke Boxes Sustain Disks

Build Them Into Hit Category

There was once a time when record companies and publishers believed radio all-important to hit making. Now they know they need the juke.

Up until a few years ago record companies, publishers and artists spent most of their time romancing decayors in order to promote their records. This is not to say that they ignored the operators, but it is true that their main attention was de-
voted to the player. The reason for this was simply that they didn't think radio was important in making a hit, and the jockey box merely a minor consideration. It is only in the deep se-
cret that today record firms and those who have found otherwise, and that they now know both the decayor and the operator are important in putting over a disk.

Most will agree that the jock usually starts the disk on his shelf but the reason that it is the juke box that sustains the new disk and helps build it into the real hit cate-
gory. In other words the func-
tions of the jock and the operator in the modern music business complement—and are necessary to—each other. Juke box exposure is of importance to almost all artists if it wants to jump out of the box category into the possibility success. It is all too possible to build a smash hit from a possibility to a smash. Radio may furnish the music to
disk at home or in a car, but it's the juke box that supplies the mass. This is something that is still too often overlooked in estimat-
ing the importance of jukebox exposure for a record. For buyers today no longer confined to top-rooms and taverns alone but also are located in lunchrooms, restaurants, drug stores, bowling alleys, amusement parks many other places where people gather to eat or fun or the other. They are even occasionally found in beauty parlors. In other words, they are heard by or people who are varying the moment off the middle class life. And it doesn't matter whether you call in the box, for the color of the jukebox in the lunchroom or drug store bears the music.

Growing Trend

This has gradually become apparent to the disko and the jockey box. Publishers and the artists—the two elements to making records. When a publisher goes out on the road, he makes sure that he visits op-
ers and one-stops as decayors, and when the operators hold their conclaves, key disk-


Sonic Beats

Obviously, the sooner a disk gets on a jockey box, the sooner it will begin to earn coins for the opera-
to


one that he inserted in their coin slot. Drop after drop, the selectivity was achieved. Finally, when the coin box reached the form of its modern self and the bit into electron selection was achieved. From the beginning of World War II, juke box manufacturers concent-

ded on building phonographs which offered 12, 16, 20 or 24 positions. But as the war, selectivity had been in-
crease to 40, 50 records played simultaneously on one box. The jockey box is still attracting as many nickels, dimes and quarters as when it did in any one-time.

There is only one explaination for the survival of the box and its continued growth in the face of television, disc jockey, juke box operators, and that is selectivity.

In 1949, just as the effects of the second middle-market television stations were to wear off, the industry moved toward the coin-operated box. In the past 12 years, the number of times it offered the public, that year saw the introduction of the coin box by the J. P. Seeburg Corpor-


40 To 150 Times

Today, the range of selections offered is from 40 to 150 times. The selection runs from 60 to 120 tunes. See-


00s," Workzur and Rock-Ola offer 125, and AMI—successor to Seeburg—has upped its selection to 175.

On the other hand, the ed in the selection of tunes over its 65-year history. But the record companies continue to depend on the operator's ability to select records, "good or medi-
codynamic," and the fact that different localities require different attractions.

One "Enchanted Evening" on Columbia, the record the jump in the Billboard's most-played-on-boxes chart for many, many weeks.

Normally, few players have either the apparent or the actual potentiality of the "Deepest in the Window." Many players that sound good do vary in the beauty of their song. But in the left field are not as uncommon as some think.

In order to help the operator with this problem the desirable players have sent special records to be played in a separate machine. The Columbia Records made out 1,600 copies of "Swingin' "Nobody Stole My Gait" to be played at a time when the players could be ashed of the game on this one. But there's another one.

When the operator gets on a player, within a short time after the jocks get on it, and the disk is one that appeals to the public, the record is off the jockey box altogether. It is not to be passed over, and it is certain to be heard over the record more and more quickly. The Columbia Records go on to say and buy it more quickly. Then, when the disk was like the one you jumped to jump on the record in a real business it's worth than wait for it to show up on the record.

There is still a feeling that Columbia records are the best for all. True, this is not so hot for the Columbia-Beale record, and it is not so true for the Columbia-Beale record. It is true that many look at the Columbia records as the music of today, and rag-time piano of the
country records, and that makes them grabbers. This might have been a good reason to play the new record on the jockey box as long as it wasn't a hit on boxes as well as in the stores. It is hard to say any more that a record that became a hit on a hit, and that's a hit.

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Congratulations to the Ops on Your 65th Anniversary.

Red Foley

NEAREST RELEASE...

I BELIEVE

and

MANSION OVER

THE HILLTOP

Decca 28694

BOX OFFICE HISTORY!
The Red Foley hillbilly package has just completed a 5 day tour of Texas... grossed $75,000 in eleven performances.

Billboard May 16

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Noel Hotel

Nashville, Tenn.

CURRENTLY RIDING HIGH...

HOT TODDY

DECCA 28587

"SLAVES OF A HOPELESS LOVE AFFAIR"

b/w

"BLUE LETTER"

DECCA 28567
**A Juke Box Comes to Lepaera**

Here is a picture story depicting the impact of the song of the music machine industry: The music you want, when you want it.

Shown is a model 1500 Wurlitzer on its way to Lepaera, Honduras, because the people of that town and its surrounding territory want music. This scene is duplicated in many other parts of the globe—same name to get to, others harder, but nevertheless gotten to.

Rodolfo Diaz Zelaya, mechanic for the distributor, Casa Carlos A. Zaniga, accompanied the phonograph on its perilous journey over mountain trails by jeep and on shoulders. The trip was long and arduous but the result was a tremendous ovation.

The primitive road here is favorable for shoulder transportation. This road leads from Los Picos to Lepaera.

Another typical view of the natives carrying the juke box on their shoulders over the rugged and narrow mountain road. This is a coffee-growing area.

Native bearers approach the town of Lepaera on a scenic strip of road. Last portion of the journey was relatively easy. The site is near the west border.

This is typical view of the town of Lepaera which is located in Ocotepeque (similar to our States), Honduras. The temperature here is generally very high.

The juke box arrives Sunday morning. Natives have gathered from all around the area to make selections on the phonograph in wooden hut at right.
The Modernaires

**NEW**

**JUKE BOX SATURDAY NIGHT**

Coral 60899 (78 rpm) 9-60899 (45 rpm)

- Salute the Juke Box Operators with a warm “thanks” for making our “New Juke Box Saturday Night” a smash hit and the unofficial theme song of the industry.

AND

NOW

"2 BIG HITS ON 1 RECORD"

"SAY YOU'RE MINE AGAIN"

and

"HE WHO HAS LOVE"

Coral 60982 (78 rpm) 9-60982 (45 rpm)

ON NATIONWIDE TOUR!

*We'll be seeing you in...*

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- Augusta, Ga. (May 19)
- Atlanta, Ga. (May 20)
- Silver Springs, Md. (May 21)
- Washington, D.C. (May 22)
- Columbus, Ohio (May 23)
- Cleveland, Ohio (May 24)
- Detroit, Mich. (May 25)
- Detroit, Mich. (May 26)
- Detroit, Mich. (May 27)
- Detroit, Mich. (May 28)
- St. Louis, Mo. (May 29)
- St. Louis, Mo. (May 30)
- St. Louis, Mo. (May 31)
- St. Louis, Mo. (June 1)
- St. Louis, Mo. (June 2)
- St. Louis, Mo. (June 3)
- St. Louis, Mo. (June 4)
- St. Louis, Mo. (June 5)
- St. Louis, Mo. (June 6)
- St. Louis, Mo. (June 7)
- St. Louis, Mo. (June 8)

Management
Thomas P. Sheils
Music Machines Pave Way for
Introduction of Other Types of
Coin-Operated Equipment

Many spotters have been
sold to the juke box
makers by virtue of
the attractiveness of
the new type of equip-
ment. It is not surprising
that sales of juke boxes
are increasing.

Reasons for Rise

The reason for the rise in
juke box sales is that the
new type of equipment is
more attractive to the
consumer. This is due to
the introduction of other
types of coin-operated
equipment, such as music
machines. The new type of
equipment is more popular
because it is more
attractive to the consumer.

The juke box has become
more popular due to the
introduction of other
types of coin-operated
equipment, such as music
machines. This has led to
an increase in the sales
of juke boxes.

The popularity of the
juke box has increased
due to the introduction of
other types of coin-
operated equipment, such
as music machines. This
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the sales of juke boxes.
Popular music, available to all through the medium of the coin-operated phonograph, is indeed an American birthright. Only a few of us can play any other kind of musical instrument, but all of us can play the juke box. Not all of us go to expensive night clubs and booths, the theatre, the concert or the opera. But when any of us feels in the mood for music, we all can find it within easy reach on the juke box.

The appetite whetted for music need not take anything or everything to satisfy its hunger. The music menu provided by the juke box is so rich, so varied that each and everyone of us can select exactly the tune, the song and the performer we love and long to hear. Of all musical performances, the juke box alone has the availability and versatility of program which permits each of us to make his own selection from a wide choice of offerings. This generation of Americans regards the juke box
as an indispensable American birthright, a deep-rooted national pastime. More people play and enjoy it than baseball. Playing the juke box is not merely a spectator sport, but always richly participative and personal.

Music, whose basic rhythms beat in cadence with human nature, has received its greatest impetus in our time from the juke box. Not a day passes but that studios in Hollywood, Chicago or New York are crowded with hundreds of musicians painstakingly recording new numbers for the millions. Every week a new name flares forth in the world of music, a new star is born, a new thrill is sent over the country giving hope and ambition to countless aspiring song writers and performers whose, merit, in the American way, wins deserved recognition through the juke box.

AMI Incorporated feels it is our opportunity and our duty, every day and every year, to make the juke box better serve and please more Americans.
MORE WHEN YOU BUY

THE FINEST MUSIC ON AMI

- True Tone Reproduction
- Fine Appearance
- Styling

65 years of music machine developments find their finest expression in this AMI. An attractive appeal for location owner and customer alike.

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We Have Everything for the Operator:
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When You Want the Finest in Music YOU WILL BUY

The Choice of Discriminating Operators Everywhere!

FOR THE FINEST SERVICE IN MUSIC YOU CAN ALWAYS DEPEND ON TARAN DISTRIBUTING COMPANY
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• GREATER PERFORMANCE
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on this significant occasion

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MUSIC MACHINE INDUSTRY

30th ANNIVERSARY
SOUTHERN AUTOMATIC MUSIC CO.

MONEY-MAKING MUSIC
with AMI

- DETROIT'S FAVORITE PHONOGRAPH
- STYLING APPEAL
- TONE PERFECTION

Detroit and Michigan have always known that AMI is tops in satisfying the needs of all for “Music When They Want It—as They Want It.”

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OKLAHOMA, the state, thinks AMI is perfect!

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Tulsa—2239 E. Sixth Street
Oklahoma City—1004 N. Walnut

On this 65th Anniversary
of the Juke Box

We congratulate JOHN HADDOCK and his AMI staff for their outstanding contributions to the industry.

Because of their performance, we as AMI distributors are delivering the best in music.

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Exclusive AMI Distributors in N.Y., N.J., Conn.
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6720 Main St. Indianapolis, Ind.

MORE . . . When You Buy
The Greatest . . . AMI

- WE CARRY A LARGE SUPPLY OF PARTS FOR ALMOST EVERY PHONOGRAPH

HUBER DISTRIBUTING COMPANY
1118 Howard St.
San Francisco, Calif.
Juke Box Influence
On Record Business

By IS HOROWITZ

Juke boxes have exerted a continuing influence on the record business over the years and their importance within the framework of the industry remains unimpaired today. If anything, it has become more pronounced in recent years. And this influence is not only felt at the consuming end, where the coin phonograph industry is a vital and much sought-after market. The influence exerted by juke boxes, in greater or lesser degree, makes itself felt at almost every level of the record manufacturing business—sales, technical, promotional, and even places a part in the shadowed sphere of artists and record executives.

However, it is as a market that America's 650,000 juke boxes perform their most obvious function for record manufacturers. Operators buy records as the rule of some $40,000,000 annually. This considerable amount accounts for an estimated 15 percent of the total output by all distributors. But the figure becomes even more significant when it is realized that operators consume about 30 percent of all single-platter merchandise produced today, ruling out LP's, albums and kiddie records.

No Luxury

To an operator, records are not luxury. He must buy them to remain in business. The man who may purchase more at some times, and less at others, his machines must be fully stocked at all times. It is for this very reason that the juke box market holds even greater value to record manufacturers than their considerable day-to-day purchase. Collectively, operators add a valuable measure of stability to the manufacturing process. From year to year manufacturers can estimate with reasonable accuracy how many disks will be absorbed by this market. This helps disk sales set realistic production schedules in order to keep their plants running consistently. Basically, the juke box represents bread-and-butter business that often provides the fall for experimentation and expansion elsewhere.

Technical Level

On the technical level, the influence of juke boxes on the record industry is even more pervasive. In a very real sense they act as a test-bed for acceptable standards of quality. Turnout disk press, pressurize the standard material that, when properly produced, will not break the innocent ear before the operator can identify which top disk executive level. Operators as a group are well aware that the quality of a disk is directly related to the size of the paying public. Thus, a disk must be able to withstand the rigors of the dance floor and the demands of the juke box.

There are other technical factors that concern the operator more than any other aspect of the record-buying public. For instance, it behooves any manufacturer to be certain lead-in grooves are properly pressed on their disks. There is no one to judge the tone arms onto the playing surface on location, and a service call resulting from such a reason is sure to be resented by Mr. Operator. Service calls are costly to the route operator, and he is likely to look with a jaundiced eye on any label with a history of poor labels. On occasion this has been a problem manufacturers have had to live down.

One other point may be mentioned to illustrate the influence operators have on technical matters. This is the matter of sound levels. Most juke boxes do not automatically compensate for varying levels of volume, and there is nothing more annoying to an operator than to have to reach behind the phonograph to boost the volume for a quiet disk, so that it can be heard properly, or to turn down the loud side that blasts forth and annoys patrons.

A&R Matters

In A&R matters, the juke box influence on disk policy, the subtle on occasion, is no less pronounced. This is undoubtedly a trend that operators exert over more of these records, featuring nationally promoted artists and tunes, that are in demand generally. There are also certain artists whose performance records are more consistently purchased than over the retail counter. Each label has a few of them on their roster, and they cut material, slanted to the tavern market, which are welcome moneymakers for the manufacturer, albeit the platters may rarely create much excitement in other markets.

There has also been a certain pressure from operators over the years to reduce the playing time of disks. Time is money to the operator, and his record policy is a direct function of the time it takes to play his machine. Other considerations being equal, the alert operator is almost certain to use the shorter side when filling his record need. This factor is the growing realization among disk men of the way many operators audition disks before purchase. Perhaps rightly, the operator has come to the idea that a record must show its power in the first few spins, and if a new entry doesn't capture his attention, he'll pass it up for another contender. Large due to this habit, records more and more get into the meat of the song right off and rarely make use of time-consuming introductions.

More than any other record buyer, the juke box operator is the one concerned about what is on the flip side of a new record. All modern coin phonographs play both sides of the disks they carry and the wise operator examines each to estimate its potential. Coupling, as a result, has become more common for diskjockeys who hope to realize optimum operator results.

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Coral presents

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and

Ginny

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"The Little Group with the Big Sound"

Too Late

and

Now

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Coral 60996 (78 rpm)
and 9-60996 (45 rpm)
Eydie has a hit

EYDIE GORME

Sings

FRENEES!

and

ALL NIGHT LONG

Coral 60977 (78 rpm)
and 9-60977 (45 rpm)

Coral 61002 (78 rpm)
and 9-61002 (45 rpm)

THE THREE MCGUIRE SISTERS

and

ART LUND

TELL US WHERE THE GOOD TIMES ARE

HEY! MISTER COTTON-PICKER

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America's Fastest Growing Record Company

(As authorized by AMERICA RECORDS, inc.)
Congratulations on your 65th Anniversary from "MR. PERSONALITY" OF AMERICAN FOLK MUSIC

"LITTLE" (OLD COLD TATER) JIMMY DICKENS

and his COUNTRY BOYS

"SIDEMEAT AND CABBAGE" and "TEARDROPS"

Columbia 19193; 2-20193

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Top Seasonal Records
Million Sellers

CHRISTMAS

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL I WANT FOR CHRISTMAS</td>
<td>Spike Jones</td>
<td>RCA Victor 20-2777</td>
</tr>
<tr>
<td>HUK KISSES SANTA CLAUSE</td>
<td>Andy Williams</td>
<td>Columbia 20465</td>
</tr>
<tr>
<td>JESSIE JOYCE'S CHRISTMAS</td>
<td>Jessye Baer</td>
<td>Columbia 20473</td>
</tr>
<tr>
<td>YOU GO NUTS AT CHRISTMAS</td>
<td>Tito Rodríguez</td>
<td>Capitol 788</td>
</tr>
<tr>
<td>JINGO BELL BUMBLE BEE</td>
<td>Andrew Sisters &amp; Bing Crosby</td>
<td>Decca 20788</td>
</tr>
<tr>
<td>BUMBLE BEE, THE RED WOOD SPECIAL</td>
<td>Bing Crosby &amp; The Andrews Sisters</td>
<td>Columbia 20483</td>
</tr>
<tr>
<td>SILENT NIGHT</td>
<td>Bing Crosby</td>
<td>Decca 20777</td>
</tr>
<tr>
<td>WHITE CHRISTMAS</td>
<td>Frank Sinatra</td>
<td>Columbia 20497</td>
</tr>
<tr>
<td>WHITE CHRISTMAS</td>
<td>Frank Martín</td>
<td>RCA Victor 20486</td>
</tr>
<tr>
<td>WINTER WONDERLAND</td>
<td>Spyro Gordon</td>
<td>Decca 23492</td>
</tr>
</tbody>
</table>

EASTER

EASTER PARADE | Harry James | Columbia 3648 |

Ten Top Pop Standard
(Old Favorites) Records

(According to Operators)

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. START YOUR LOVE</td>
<td>Artie Shaw</td>
<td>RCA Victor 20-0021</td>
</tr>
<tr>
<td>2. BOOGIE WOOGIE</td>
<td>Tommy Dorsey</td>
<td>RCA Victor 20-1715</td>
</tr>
<tr>
<td>3. IN THE MOOD</td>
<td>Glenn Miller</td>
<td>RCA Victor 20-1723</td>
</tr>
<tr>
<td>4. BEGIN THE BEGINNING</td>
<td>Artie Shaw</td>
<td>RCA Victor 20-0020</td>
</tr>
<tr>
<td>5. JESUS KISS</td>
<td>Wayne King</td>
<td>RCA Victor 20-0019</td>
</tr>
<tr>
<td>6. HEARTACHES</td>
<td>Ted Weems</td>
<td>Decca 20917</td>
</tr>
<tr>
<td>7. SOUTH</td>
<td>Tommy Dorsey</td>
<td>RCA Victor 20-1720</td>
</tr>
<tr>
<td>8. SOUTH</td>
<td>Tommy Dorsey</td>
<td>RCA Victor 20-1720</td>
</tr>
</tbody>
</table>

Six Top Standard Semi-Classical Records on Juke Boxes

(Alphabetical Listing Based on Operator Reports)

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALYSSA</td>
<td>Joseph Helfert</td>
<td>RCA Victor 20-1645</td>
</tr>
<tr>
<td>MEASURE</td>
<td>Nelson Eddy</td>
<td>Columbia 20-2296</td>
</tr>
<tr>
<td>BRAZIL</td>
<td>Nelson Eddy</td>
<td>Columbia 20-2296</td>
</tr>
<tr>
<td>BONITA POPPY</td>
<td>Artie Shaw</td>
<td>RCA Victor 20-1770</td>
</tr>
<tr>
<td>INDIAN LOVE CALL</td>
<td>Nelson Eddy</td>
<td>Columbia 20-2296</td>
</tr>
<tr>
<td>INTERMEZZO</td>
<td>Artie Shaw</td>
<td>RCA Victor 20-1770</td>
</tr>
<tr>
<td>OLD MAN RIVER</td>
<td>Robert Merrill</td>
<td>RCA Victor 20-1770</td>
</tr>
</tbody>
</table>

Top Two Country & Western Records

(On Juke Boxes for Each of Last Five Years, Based on The Billboard Year-End Tabulations)

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1946</td>
<td>Artie Shaw</td>
<td>RCA Victor 20-2296</td>
</tr>
<tr>
<td>1947</td>
<td>Artie Shaw</td>
<td>RCA Victor 20-2296</td>
</tr>
<tr>
<td>1948</td>
<td>Artie Shaw</td>
<td>RCA Victor 20-2296</td>
</tr>
<tr>
<td>1949</td>
<td>Artie Shaw</td>
<td>RCA Victor 20-2296</td>
</tr>
<tr>
<td>1950</td>
<td>Artie Shaw</td>
<td>RCA Victor 20-2296</td>
</tr>
<tr>
<td>1951</td>
<td>Artie Shaw</td>
<td>RCA Victor 20-2296</td>
</tr>
<tr>
<td>1952</td>
<td>Artie Shaw</td>
<td>RCA Victor 20-2296</td>
</tr>
<tr>
<td>1953</td>
<td>Artie Shaw</td>
<td>RCA Victor 20-2296</td>
</tr>
<tr>
<td>1954</td>
<td>Artie Shaw</td>
<td>RCA Victor 20-2296</td>
</tr>
</tbody>
</table>

Top Two Rhythm & Blues Records

(On Juke Boxes for Each of Last Five Years, Based on The Billboard Year-End Tabulations)

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>LONG GONE</td>
<td>Johnny Horton</td>
<td>King 4488</td>
</tr>
<tr>
<td>GOOD ROCKIN' TONIGHT</td>
<td>Western Grove</td>
<td>King 4219</td>
</tr>
<tr>
<td>TROUBLE BLUES</td>
<td>Jack Williams</td>
<td>Specialty 236</td>
</tr>
<tr>
<td>I ALMOST LOST MY MIND</td>
<td>Terry Joe Hannah</td>
<td>M-G-M 1078</td>
</tr>
<tr>
<td>SHAKESPEARE</td>
<td>Joe Liggins</td>
<td>Specialty 236</td>
</tr>
<tr>
<td>SIXTY-MINUTE MARCH</td>
<td>Dinah Washington</td>
<td>Federal 16023</td>
</tr>
<tr>
<td>BLACK SAVAGE</td>
<td>Charles Brown</td>
<td>Atlantic 2538</td>
</tr>
<tr>
<td>JUICE</td>
<td>Little Walter</td>
<td>Checker 78-</td>
</tr>
<tr>
<td>HAVE MERCY, BABY</td>
<td>Dinah Washington</td>
<td>Federal 16023</td>
</tr>
</tbody>
</table>

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HO HO, HEE HEE

STRANGE THINGS ARE HAPPENING ... ALL GOOD

• NEW RECORDS TO WATCH

RED BUTTONS
The Ho Ho Song
Strange Things Are Happening—Columbia 39981
This is Buttons' first act that has cut it on his TV show. He cut it on his TV show. It could
break out. It's a real 1 and 2 working with

Billboard
April 18, 1953

• THIS WEEK'S BEST BUYS

THE HO HO SONG
Strange Things Are Happening—Red Buttons—Columbia 38981
Buttons save this 3 plug on last week's TV
program with a strong sales reaction res-

Billboard
April 25, 1953

• BEST SELLING SINGLES

The Ho Ho Song
Red Buttons—Strange Things Are Happening—Columbia 38981

Billboard
May 16, 1953

65th ANNIVERSARY
THE MUSIC MACHINE INDUSTRY
1888 - 1953

Best Wishes,
Ops, on Your
65th Anniversary

COLUMBIA RECORDS

The RED BUTTONS SHOW
Mondays 9:30-10:00 P.M.
CBS-TV for
"INSTANT MAXWELL HOUSE COFFEE"
Among the Nation's Top Ten Rated TV Shows

Copyrighted material
YEARS of Phonograph successes make it increasingly difficult for Rock-Ola to improve upon the reputation it has earned for constantly providing operators with new phonograph models that excel preceding models in every way. However, my determination to provide the "perfect machine," one that would surpass anything that has been built by ourselves, or anyone else, has led to what I am certain is the industry's greatest phonograph achievement.

Rock-Ola is proud to introduce to you the new, revolutionary FIREBALL 120. After watching this machine operate in exhaustive tests, equal to many years of grueling service on location, I can sincerely say that in more than a quarter of a century in the coin machine business I have never felt more the confidence than is inspired by the performance of the FIREBALL 120.

I feel honored to have my name attached to this new ROCK-OLA triumph.

May I recommend to all music operators, before purchasing their phonograph needs for the future, that they examine and compare the merits of all the phonographs on the market today. I am confident their choice will be the FIREBALL 120.

David C. Rockola

More than 700,000 square feet of modern manufacturing facilities.

WORLD'S FINEST SALES
Presenting the

ROCK-OLA

120 Selection

ITS MUSIC PLEASES THE PUBLIC!

ITS PROFITS PLEASE OPERATORS!

LOCATION OWNERS APPROVE!

The Music Industry's Most Advanced Phonograph Mechanism

Proven Profits!

Proven Trouble-Free Performance!

SERVICE ORGANIZATION
IN 1939 . . .
Rock-Ola Introduces
20 Selections

This model had such outstanding features as—

- Animated lighting effects
- Double-cash box, 99¼% slug proof, drop style coin chute
- Heavy duty amplifier

IN 1953 . . .
Rock-Ola Features
Tru-Tone Sound System

Balanced for use with 3-wire wall box. Rock-Ola's Tru-Tone amplifier has new and improved features to provide perfect, full-range fidelity. Equipped with easily detached plugs for remote control.

The Rock-Ola Story

Jack Rosenfeld
J. Rosenfeld Co.
3218 Olive St.
St. Louis, Missouri
Phone: Newstead 1582

Equipped to handle all your phonograph needs

H. Z. Vending & Sales Co.
1205 Douglas St., Omaha, Nebraska
Hymie Zorinsky
Phone Atlantic 1121

Smith & White Co.
733 E. Main St., Danville, Illinois
D. Wayne Smith—Harold S. White
Phone Danville 254

Brilliant Music Co.
19963 Livernois Ave.
Detroit, Michigan
Joe Brilliant
Phone: Diamond 1-2750

Frank Swartz Sales Co.
515-A Fourth Ave So., Nashville, Tenn.
Frank Swartz
Phone Nashville 4-8571

Badger Novelty Co.
2546 N. 30th St.
Milwaukee, W
Carl Happel
Phone Hilltop 2-2030

B. D. Lazar Co.
1635 Fifth Ave.
Pittsburgh, Pennsylvania
B. D. Lazar
J. D. Lazar
Phone: Grant 1-7811

Looking forward to serving you in our newly remodeled showrooms
WORLD'S FINEST SALES

IN 1941...

THE ROCK-OLA CORPORATION

GOES TO WAR

Producing

AMMUNITION CONTAINERS

M-1 CARBINES

AIR-CRAFT ENGINE PARTS

MANY OTHER ESSENTIAL ITEMS

ROCK-OLA MANUFACTURING CORPORATION EARNED AN "E" AWARD FOR A JOB WELL DONE.

FRANCO DISTRIBUTING CO.
24 N. Perry
Montgomery, Alabama

D. R. FRANCO
Phone: Montgomery 3-6463

Our Years of Experience Serving Music Operators Is Your Guarantee of Satisfaction. Outstanding Earnings With an Outstanding Product Is the Operators' Key to Success.

H. B. BRINCK CO.
825 E. Front St.
Butte, Montana

HARRY BRINCK
Phone: Butte 6726

SAVAGE NOVELTY COMPANY
628 Third St.
Beloit, Wisconsin

DAN SAVAGE
SAM SANBORN
Phone: College 2599-W

ROBINSON DISTRIBUTING CO.
301 Edgewood Ave., S. E.
Atlanta, Georgia

HOWARD W. ROBINSON
Phone: Lamar 5207

"Southern Hospitality at Its Best"

Southern Music Distributing Co.
503 W. Central Ave.
Orlando, Florida

418 Margaret Street
Jacksonville, Fla.

RON ROOD
Phones: Orlando 3-2261
Jacksonville 6-6164
Two Locations Serving the Greater Portion of Florida

CALDERON DISTRIBUTING CO.
450 Massachusetts Ave.
Indianapolis, Indiana

AL CALDERON
Phone: Lincoln 8468
Serving Music Operators in Indiana

THE ROCK-OLA STORY
THE WAR IS OVER!

TWO MONTHS AFTER TERMINATION OF FINAL WAR CONTRACT
THE ROCK-OLA CORPORATION RESUMES FULL PRODUCTION OF CIVILIAN PRODUCTS.

A Great Product Backed by a Great Service Organization

THE BILLBOARD

OF PROGRESS...
IN 1953...

ROCK-OLA

FIREBALL with

"Three-Way Service Accessibility"

1—EASY - LIFT VISTA - DOME SWINGS UPWARD AND LATCHES TO MAKE RECORD CHANGING A CINCH.
2—LARGE REMOVABLE REAR PANEL GIVES QUICK ACCESS TO MECHANISM AT BACK OF MACHINE.
3—FULL-SWING FRONT DOOR ELIMINATES GROPING AROUND PANELS AND CORNERS . . . ALLOWS FRONT OR BACK ACCESS.

and the...

FIREBALL with

THE POPULARITY METER

TELLS AT A GLANCE HOW MANY TIMES EACH SELECTION HAS BEEN PLAYED. ENABLES YOU TO KEEP ONLY THE TOP PROFIT-MAKERS ON YOUR PROGRAM AT ALL TIMES. EASY TO READ . . . SIMPLE TO RESET.

LA BEAU NOVELTY SALES COMPANY

1946 University Ave. St. Paul, Minnesota

ARCHIE J. LA BEAU

Phone: Nester 2826

BUY THE PHONOGRAPh YOU CAN DEPEND UPON FROM A DEALER YOU CAN TRUST . . . THE NEW FIREBALL DRAWs MORE PLAY "ROUND THE CLOCK" BECAUSE IT DELIVERS MUSIC IN EAR-APPEAL.

DAN STEWART COMPANY, INC.

2667 W. Pico Los Angeles, Calif.
140 E. 2nd, S. Salt Lake City, Utah

DAN B. STEWART • JACK DOLAN

Phone: Los Angeles Salt Lake City
Dunkirk 4-4639 9-0931

"Serving Music Operators in Southern California and Utah"

SOUTHERN MUSIC CORPORATION

2828 South Blvd. Charlotte, N. C.

LAWRENCE LE STURGEON

Phone: Charlotte 2-0437

GILBERT MUSIC COMPANY

108 S. Center Bloomington, Ill.

E. W. GILBERT

Phone: Bloomington 4-4090

WESTERHAUS COMPANY

Royal Distributing Company
3736 Kessen Ave. Cincinnati, Cheviot, 0.

JOE WESTERHAUS

Phone: Montana 5000

"One of the Oldest and Most Complete Music Services in the Midwest"

SEACOAST DISTRIBUTORS, INC.

1200 North Ave. Elizabeth, N. J.

DAVE STERN • TOM BURK

Phone: Bigelow 8-3524

YOUR NUMBER ONE MUSIC MAN IN GREATER NEW YORK

THE ROCK-OLA STORY
CAPITOL MUSIC DISTRIBUTING CO.
35 East Amite St., Jackson, Mississippi
H. E. DANIELS
Phone: Jackson 2-1822

AUTOMATIC MUSIC COMPANY
1214 West Archer, Tulsa, Oklahoma
ROMAINE HOGARD
Phone: Tulsa 3-4366
Watch for Oklahoma City Grand Opening

S & M SALES CO., INC.
1074 Union Ave., Memphis, Tennessee
EARL MONTGOMERY • FRANK SMITH
Phone: Memphis 2-1133
"YES SIR... THE BEST MUSIC SERVICE ANYWHERE!"

BAILIE DISTRIBUTING CO.
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CLIFF BAILIE
Phone: Syracuse 2-8255

BORDER SUNSHINE NOVELTY CO.
2919 N. 4th St., Albuquerque, N. M.
J. HARRY SNODGRASS
Phone: Albuquerque 4-1626

TRI-STATE MUSIC COMPANY
908 8th St., Portsmouth, Ohio
JERRY DISTEL
Phone: Portsmouth 3-1541

H & H MUSIC COMPANY
1626 Third Ave., Moline, Illinois
ELMER HALGREN • BOB HALGREN
Phone: Moline 4-6703

WALLACE MUSIC
804½ Thompson Ave., Oak Hill, W. Va.
J. A. "RED" WALLACE
Phone: Oak Hill 114

NOW . . . .
LET'S ALL LOOK TO THE FUTURE
David C. Rockola
President
ROCK-OLA MANUFACTURING CORP.

OF PROGRESS...

IN 1953 . . .

ROCK-OLA FIREBALL with
NEW CARROUSEL LINE-O-SELECTOR

A—DROP COIN AND "SELECT" LIGHT COMES ON
B—TOUCH CARROUSEL LINE-O-SELECTOR BUTTON FOR CHOICE OF FOUR PROGRAMS
C—PUSH ONE BUTTON UNDER NUMBER SELECTED (THAT'S RIGHT—JUST ONE).

... AND ON COMES YOUR TUNE!

And . . .

THE NEW REVOLVING RECORD DRUM

THE HEART OF THE FIREBALL 120. THIS REVOLUTIONARY NEW ROCK-OLA RECORD DELIVERY SYSTEM IS THE MOST IMPORTANT development in the coin-operated phonograph industry in many a year. With this fascinating mechanism on your machines people will deposit coins again and again for added attraction of watching it operate! COMPACT . . . TESTED . . . PROVEN. Delivers 120 different selections quickly and surely.
PART I:
Trade Aspects

QUESTION 1: Is operating your full-time occupation?

ANSWER: Yes ......................... 82.6%
No ..................................... 17.4%

COMMENT:
For the past five years the number of part-time operators of all types of coin-operated equipment has been declining. One reason: The high cost of getting started in the business. Also, there is no way of making certain, from this survey, some of those operators who classify themselves as part-time unconditionally own and manage large routes, but have other business interests and therefore do not devote 100 per cent of their time to it.

QUESTION 2: Do you operate other types of coin machines than juke boxes?

ANSWER: Yes ......................... 84.5%
No ..................................... 15.5%

COMMENT:
Obviously the operator who confines his routes to a single type of machine is in the exception rather than the rule. Diversification— that is, operating music with games and/or vendors— has long been favored by the experienced operator. Cost of service makes diversification desirable. One man can handle both a game and a phonograph or a vending machine within a single step, thus materially reducing one of the operating company's principal expense items.

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

ANSWER: Amusement Games .................. 80.9%
Cigarette Vendors ........................ 73.6%
 Kiddie Rides ................................ 7.3%
Other Vendors Than Cigarette ............ 9.1%

COMMENT:
Although 8 out of 10 of the nation's phonograph operators also have amusement games, a surprising number are in vending as the figure shows. Cigarette vendors have long been considered the natural companion piece for juke box operators, because both juke boxes and cigarette machines are placed in common locations and can be serviced easily by a single man. The figures above add to more than 100 per cent because some operating companies have both games and vendors as well as phonographs.

QUESTION 4: On the basis of interest and investment, do you classify yourself as a music operator?

ANSWER: Yes ........................... 80%
No ...................................... 20%

COMMENT:
Since a juke box costs much more to buy and install than any other type of coin machine, excepting such vendors as cold cup drink units, the overwhelming number who think of themselves as juke box operators seem to come as no surprise. Over the last three years the juke box has become the coin machine industry's most sought-after equipment. The Billboard studies show that an operator who gets into music stays with it and expands steadily.

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

ANSWER: Number of People Percentage
1 ......................................... 25.5
2 ......................................... 34.5
3 ......................................... 11.8
4 ......................................... 6.4
5 ......................................... 3.6
10 or more .............................. 3.6
No employees ........................... 6.4
No answer ................................ 8.2

COMMENT:
Juke box operators are small businessmen as the answers to this question show. Exactly 80 per cent of the nation's music operators employ fewer than four people. About 3 out of 100 have 10 or more working in the office or along the routes. Although the number of people employed in the juke box operating business is small by comparison with other service industries, there has been a marked increase in employment since 1946 occasioned by the necessity for doing a better music merchandising job, keeping better records, increasing service.

QUESTION 6: Are you a member of an active juke box association?

ANSWER: Yes ........................... 77.3%
No ...................................... 22.7%

COMMENT:
Trade associations have made great strides especially in the last three years since the organization of Music Operators of America. But the fact remains: Only 17 of every 100 juke box operators belong to a city, State or national trade association. As operators become more aware of the value of a public-relations-minded association—and as more associations offer a concrete public relations program—the numbers of member-operators will certainly grow.
I'M WALKING BEHIND YOU
JUST ANOTHER POLKA
HOW DO YOU SPEAK TO AN ANGEL
DOWNHEARTED
EVEN NOW
IF IT WERE UP TO ME

HIT
AFTER HIT!

LADY OF SPAIN
OUTSIDE OF HEAVEN
WISH YOU WERE HERE
THE HAND OF FATE
MAYBE
WATERMELON WEATHER
I'M YOURS
JUST A LITTLE LOVIN'
THAT'S THE CHANCE YOU TAKE
FORGIVE ME
TRUST IN ME
TELL ME WHY
ANY TIME
NEVER BEFORE
TURN BACK THE HANDS OF TIME
I CAN'T GO ON WITHOUT YOU
BRING BACK THE THRILL
IF IT HADN'T BEEN FOR YOU

EDDIE FISHER
Salutes and gratefully thanks
the Coin Operators of America
on their 65th Anniversary
QUESTION 7: Do you also operate a retail record store?

ANSWER: Yes ........................................ 13.4%
No .................................................. 86.6%
No answer ........................................ 0.0%

COMMENT:
The number of juke box operators who also run retail record stores is steadily increasing. Operators find the record retailing business complements their routes, gives them a ready outlet for used records from their libraries.

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

ANSWER: An average of 59.7 per cent (see comment).

COMMENT:
Altho the mean average came to only 59.7 per cent, as many operators reported having more than 75.0 per cent new phonographs as fell below that figure, and the most frequently mentioned percentages was 100. This simply means that most operators have done, and are doing, a good job modernizing their routes, but some operators have such a large number of pre-1946 phonographs that they pull the national average down.

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

ANSWER: An average of 32.1 per cent (see comment).

COMMENT:
As many operators reported having more than 25 per cent of their stops converted to the larger selection boxes as reported fewer than 25 per cent of their stops converted. Most frequently mentioned was 10 per cent. Best trade estimates say approximately 100,000 of the 80, 100 and 120 selection phonographs have been built thus far.

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

ANSWER: Average of 23.9% play 45's only or intermixed.

COMMENT:
Since 1956, when Seeburg introduced the first juke box designed to play 45 r.p.m. records exclusively, the trend in the commercial phonograph industry has been toward standardization at that speed. Some machines play all three speeds, but the majority of the straight 78 r.p.m. juke boxes currently being built are going into the export trade and into areas where either the larger selection boxes are still relatively unknown or where musical tastes run to a type of music usually not available on the smaller disk.

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

ANSWER: Flat percentage .......................... 48.4%
Guarantee plus percentage ....................... 20.0%
First money plus percentage .................... 23.8%
Straight percentage plus first money and percentage ........................... .9%
Direct percentage plus guarantee and percentage .................................. 2.7%
All three types .................................. 1.3%
Answer unsatisfactory .......................... .9%

COMMENT:
Operators are still evenly divided on the advisability of first money and/or guarantees on the installation of brand-new juke boxes. Briefly, first money means the operator takes out the first $5 (or whatever figure is previously agreed upon) and splits the remainder with the location management on a percentage arrangement. Guarantee means the location, to secure a new box, underwrites the installation by guaranteeing the operator he will make a minimum amount of dollars each week.

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

ANSWER: An average of 16 per cent.

COMMENT:
Most frequently mentioned replacement percentage was 20. Note that this question does not ask how many phonographs each operator replaces yearly, but how many he thinks he ought to replace to keep his business in healthy condition. Within the past 18 months smart music operators have stepped up the percentage of boxes to be replaced in any year. But the average operator, under ideal conditions, believes a phonograph should stay on his routes five years before it is replaced.

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

ANSWER: $6.63 average per week.

COMMENT:
In last year's Survey (March, 1953) operators reported an average of $8.76 per machine weekly. What factors caused this year's slight increase cannot be determined from the Survey. Generally however, juke box income reflects the over-all economy. Dime play, now a real factor in some areas, may be responsible for part of the increase. Keep in mind that this figure represents gross to the operator after commissions. From this amount, the operator must buy records, pay his servicemen and office help, overhead, light, rent, transportation, taxes and numerous other costs as well as make provision for depreciation in order to have sufficient capital for replacing older machines.

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

ANSWER: An average of 16 per cent.

COMMENT:
Operators have been forced to become more and more cost-conscious with the result that most of them now replace records on a percentage of an individual phonograph's gross. Most frequently mentioned percentage spent on records was 10 per cent, but as many operators reported spending more than 15 per cent on records as reported spending less than that amount. The statistics indicate the juke box business now accounts for more than 60,000,000 record purchases annually.
Golden Circle

Records that have sold a million or more

Publishers
ACUFF-ROSE PUBLICATIONS
ACGONQUIN MUSIC, INC.
AMERICAN MUSIC, INC.
BROADCAST MUSIC, INC.
M. A. COLE CORP.
DUCHESSE MUSIC CORP.
FOUR STAR SALES CO., INC.
HILL & RANGE SONGS, INC.
HOLLIS MUSIC, INC.
LUSSOW MUSIC, INC.
MASTRO MUSIC CO.
MANHATTAN MUSIC CORP.
B. M. BIRKS MUSIC CORP.
MELMAC MUSIC PUBLISHING CO.
MERLO LANE, INC.
NEAR INTERNATIONAL CORP.
SIGNET MUSIC CO.
VALLIANT MUSIC CO., INC.
VILLAGE MUSIC CO.
VOGUE MUSIC CORP.

Artists
ROY ACUFF
EDDIE ARNOLD
GENE AUTRY
EDDY ARNOLD
TOMMY BERRY
ROBERTO CLOONEY
PERRY COMO
VIVIENNE
AL DEXTER
JIMMY DORSEY
EDDIE FISHER
TED FOLEY
THE FOUR ACES
PHIL HARRIS
HERBIES HEIDT
EDDIE HOFFMAN
KAY ISHER
FRANKIE LAYNE
THE MILLS BROTHERS
VANGIE HORNOR
PAUL PAGE
JOHNNIE RAY
JOHNNIE STANDLEY
JIMMY WALKER
THE WEATHERS
HARWOOD WHITTING
TEX WILLIAMS

SONGS
AMAPOLA
ANYTIME
BECAUSE OF YOU
BOUQUET OF ROSES
CHATTANOOGA SHOE SHINE BOY
COME-ON-A-MY HOUSE
CRY
CRY OF THE WILD GOOSE
DEEP IN THE HEART OF TEXAS
DON'T LET THE STARS GET IN YOUR EYES
GLOW WORM
GOODNIGHT IRENE
I WENT TO YOUR WEDDING
IT'S IN THE BOOK
JEEZEBEL
PAPER DOIL
PISTOL PACKIN' MAMA
SILVER HAIR AND DADDY OF MINE
SIN
SLIPPING AROUND
SMOKE, SMOKE, SMOKE
TELL ME WHY
TENNESSEE WALTZ
THE THING
...THREE, I SAID IT AGAIN
TILL I WAIT AGAIN WITH YOU
WASHASH CANNONBALL
WAS A YOUNG MAN
WHO DON'T KNOW WHAT YOU'RE BREAKING MY HEART

Labels
CAPITOL
COLUMBIA
CORAL
DECCA
MERCURY
RCA VICTOR

BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 36, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL
The operators are buying...

AND THAT'S THE SUREST SIGN... THE RECORD PICKED FOR FIVE STARS BY DOWN BEAT, CALLED A "BIG ONE" BY VARIETY AND LAUDED IN BILLBOARD AND CASH BOX.

Lorry Raine

The DJ's (God Bless 'em) have done it again for Lorry!

* TWO SMASH HITS ON THE ONE RECORD! MAKE MONEY AND SAVE SPACE!

"THERE'S NOTHING LEFT TO DO (BUT CRY)"

"... AND "A WOONIN' WE WILL GO"

EXCLUSIVE MANAGEMENT
TIM GAYLE, 3912 BLUE CANYON DRIVE, NORTH HOLLYWOOD, CALIF.

QUESTION 15: How do you pay your employees?

<table>
<thead>
<tr>
<th>ANSWER</th>
<th>SALARY ONLY</th>
<th>COMMISSION ONLY</th>
<th>SALARY AND COMMISSION</th>
<th>ANSWER UNSATISFACTORY</th>
<th>NO EMPLOYEES</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>59.1%</td>
<td>8.2%</td>
<td>13.7%</td>
<td>14.6%</td>
<td>6.4%</td>
</tr>
</tbody>
</table>

COMMENT:
Altogether the percentage of unsatisfactory answers was high, obviously the great majority of operators pay their people a straight salary as opposed to commission arrangements. Answers rated unsatisfactory usually occurred where operators paid in cash and where operators wrote in the average weekly wages of employees rather than method of payment used.

QUESTION 16: Is your music operation free from debt?

<table>
<thead>
<tr>
<th>ANSWER</th>
<th>YES</th>
<th>NO</th>
<th>NO ANSWER</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>43.6%</td>
<td>55.5%</td>
<td>3%</td>
</tr>
</tbody>
</table>

COMMENT:
Since a great many purchases of new equipment are made on the installment basis, it is no surprise to find that the majority of music operators are in debt (see next question for related material).

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

<table>
<thead>
<tr>
<th>ANSWER</th>
<th>YES</th>
<th>NO</th>
<th>NO ANSWER</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>28.5%</td>
<td>67.2%</td>
<td>3.3%</td>
</tr>
</tbody>
</table>

COMMENT:
Three years ago The Billboard's Juke Box Poll showed practically the reverse. Most operators were having difficulty meeting payments when due. Investment companies who have large amounts of juke box installment paper report the rate of delinquencies has fallen over the past three years. Today juke box operators are not as eager to buy new equipment, and a larger number of local banks, which finance new equipment purchases today, are becoming more cautious.

QUESTION 18: What percentage of your phonographs are in taverns?

| ANSWER | AN AVERAGE OF 51.4% PER CENT |

COMMENT:
At the close of World War II, between 70 and 75 per cent of the nation's juke boxes were located in taverns. More recently, however, operators reported the tavern-while still the prime outlet for music machines—no longer completely dominates the market. For one thing, operators have done a better selling job, thus convinced restaurants, cafes and clubs of the value of the commercial phonograph.

QUESTION 19: On the basis of earnings, what are the three top types of music locations on your routes?

<table>
<thead>
<tr>
<th>ANSWER</th>
<th>(To give an accurate picture, the following percentages show the number of votes each type of location got for first, second and third place. In other words, jockeys received the most number of meetings for all three placers.)</th>
</tr>
</thead>
</table>

| 1. Taverns | 33.6% |
| 2. Restaurants | 17.2% |
| 3. Cafes | 12.4% |
| 4. Clubs | 10.8% |
| 5. All Others | 4.5% |

COMMENT:
Most significant here is the high percentage points given "all others" in each of the three places. Alas, taverns and restaurants dominate as the top location earners, operators are finding an increasing number of top-dollar outlets for their equipment. Many conclusions can be reached from these statisticals, but one stands out: That the Juke Box business in 1953 is healthier, location-wise, than ever.
Gratefully...

Frankie Laine

Current release:

RAMBLIN' MAN and I LET HER GO

COLUMBIA 39979; 4-39979
PART 2: Operator Aspects

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

ANSWER: Average number of boxes per operator...77.1

COMMENT:
Most boxes are of course programed with predominantly pop records. The results, however, show surprising strength for country and western records in the nation's juke boxes. This figure of 38.6 per cent exceeds by a considerable margin Country & Western's percentage of the over-all retail record business. The category "Others" accounted for less than 1 per cent, it points up the existence of specialized type or programing in the music machine business. Included in these answers were "Polish," "dinner music," "semi-classical" and "French."

QUESTION 2: Of the total number of juke boxes you operate, how many are programed in each of the following ways?

Per cent

<table>
<thead>
<tr>
<th>Type of Box</th>
<th>Number of Records</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mostly POP records programmed</td>
<td>50.4</td>
</tr>
<tr>
<td>Mostly COUNTRY &amp; WESTERN records programed</td>
<td>19.6</td>
</tr>
<tr>
<td>Mostly RHYTHM &amp; BLUES records programed</td>
<td>8.2</td>
</tr>
<tr>
<td>Mostly LATIN AMERICAN records programed</td>
<td>1.0</td>
</tr>
<tr>
<td>Others</td>
<td>.0</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
</tr>
</tbody>
</table>

COMMENT:
The above answers give what is probably the first industry-wide breakdown of the current programing on the AVERAGE multi-selector juke box in the country. Ranging from 40 to 100 play (40 to 60 records), the average multi-selector holds 48.8 records or just a shade under 100 sides. The average box carries nearly 18 current pop records. In addition, there are another 7 old favorites, most of which doubtlessly are in the pop category. The range of different categories of music that are successful on juke boxes is again evident from these answers.

Let Your Conscience
BE YOUR GUIDE!

Jenny Barrett

"HE LOVES ME"

b/w

"DO ME A FAVOR"

Vogue 1024 • 45-1024

Personal Management: VAUGHN WRIGHT
1600 Argyle Ave.
Hollywood 28, Calif.

Fashions
IN MUSIC

Vogue

HOLLYWOOD 28, CALIF.
ON EVERY BOX IN EVERY LOCATION

AMERICA'S #1 PIANO STYLIST...

Johnny Maddox and The Rhythmasters

WITH AMERICA'S NEWEST JUKE BOX FAVORITE

LEARNING
vocal by Bobby Colton

and

EIGHT BEAT BOOGIE

DOT 15090

EXCLUSIVELY

Dot RECORDS

EXCLUSIVE WISHES
on your
65th Anniversary

Personal Management
RANDY WOOD

6th ANNIVERSARY
THE MUSIC MACHINE INDUSTRY
1938-1953

JOHNNY MADDOX DOT CATALOG
'Crazy Bone Rag
St. Louis Tickle
1003 (45-1005)

Hula Blues
I Got My Blues When It Rains
1012 (45-1012)

Memphis Blues
Alabama Jubilee
1023 (45-1023)

Sweet Georgia Brown
Dill Pickles
1075 (45-1057)

San Antonio Rose
Billy of the Town
15001 (45-15001)

Under the Double Eagle
My Mary
15003 (45-15004)

Star Dust
Pine Polls
15006 (45-15006)

Johnny Maddox Boogie
Near You
15008 (45-15008)

Why Worry?
Friday Night Stomp
15013 (45-15014)

Listen to the Mockin' Bird
Molly Dolly
15015 (45-15015)

Cocomo Crow
Little Cross Dock
15020 (45-15020)

Some City Some
Johnny Maddox, Special
15021 (45-15021)

In the Mood
By the Light of the Silvery Moon
15045 (45-15045)
LEON BARRY
MISLLOU
THE SORCERER TANGO
10504

BOBBY COLTON
IF YOU SAY GOODBYE
SOMEWHERE
10509

JANE GRANT
I AIN'T GOT NOBODY
YOU LOVED ME TOO LITTLE
12081

BOB LAMN
RAINBOW AT MIDNIGHT
LOOKIN' AROUND
10502

CLAUDE SHARPE
and His Hickory Singers
TOUCH ME, LORD JESUS
THOUGH YOUR SINS BE AS SCARLET
10504

BIG JEFF
and The Rascals
I COURTED AN ANGEL
I DON'T TALK TO STRANGERS
1096

SHORTY LONG
CRYING STEEL GUITAR WALTZ
PRETEND
1054

BURLE LYN
TEAR DROPS (FELL LIKE RAIN DROPS)
IS IT LOVE OR IS IT LIES
1051

JOHNNY MADDOX
and the RHYTHMSTARS
LEARNING
(Vocal with Bobby Colton)
EIGHT BEAT BOOGIE
15090

MAC WISEMAN
CRAZY BLUES
RAINBOW IN THE VALLEY
1168

DAN BELLOC
YOU ARE ECSTASY
PRETEND
15048

HANK GARLAND
STEEL GUITAR RAG
MOONLIGHT ON THE COLORADO
15099

THE HILLTOPPERS
I'D RATHER DIE YOUNG
P.S. I LOVE YOU
15085

AL LOMBARDY
NEW SUMMIT RIDGE DRIVE
CHOPPIN'
15060

FRANKIE TAYLOR
CRAZY PIANO RAG
PIG ANKLE RAG
15065

TOMMY JACKSON
ORANGE BLOSSOM SPECIAL
DRAGGIN' THE BOW
1169

RANDY WOOD
President

AL BENNETT
Sales Manager

LEON BARRY
MISLLOU
THE SORCERER TANGO
10504

BOBBY COLTON
IF YOU SAY GOODBYE
SOMEWHERE
10509

JANE GRANT
I AIN'T GOT NOBODY
YOU LOVED ME TOO LITTLE
12081

BOB LAMN
RAINBOW AT MIDNIGHT
LOOKIN' AROUND
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CLAUDE SHARPE
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and The Rascals
I COURTED AN ANGEL
I DON'T TALK TO STRANGERS
1096

SHORTY LONG
CRYING STEEL GUITAR WALTZ
PRETEND
1054

BURLE LYN
TEAR DROPS (FELL LIKE RAIN DROPS)
IS IT LOVE OR IS IT LIES
1051

LOU MILLET
THAT'S ME WITHOUT YOU
HEART OF STONE
303

TENNESSEE DRIFTERS
MEAN OLD BOOGIE
BOOGIE BEAT RAG
1090

MARGIE DAY
I'M GONNA RAISE A RUCKUS TONIGHT
MIGHTY 1
1153

CECIL GANT
TRAIN TIME BLUES
SLOPPY JOE'S
1119

L. C. GREEN
LITTLE MACHINE
COMES BACK SUGAR MAMA
1147

GRIFFIN BROTHERS
Orchestra
FARE THEE WELL PRETTY BABY
GRIFF'S MAMBO
1123

IVORY JOE HUNTER
BLUES AT SUNRISE
YOU TAUGHT ME TO LOVE
1064

JOE LINGINS
TANYA
DOWN HOME BLUES
1032

WALLY MERCER
EARLY ONE MORNING
MOTHERLESS CHILD BLUES
1202

BIG THREE TRIO
YOU LOOK GOOD TO ME
SIGNIFYING MONKEY
1174

BREWSTER ARES
JASPER WALLS
MORE OF JESUS, LESS OF ME
1124

THE FAIRFIELD FOUR
SOMEBODY TOUCH ME
MOTHER DON'T WORRY
1104

SAM McCaBY
I'LL SPEND MY VACATION
I'LL TAKE MY BEST
1125

ROSA SHAW
HE ROLLED THE STONE AWAY
ON THE HIGHWAY
1194

SINGING STARS
GOSPEL TRAIN
GOD GOT HIS EYES ON YOU
1130

JOE WARREN
Your Gospel Singer
GOSPEL SONGS ALBUM
D F 102 (45 D F 103) Gospel Songs Album

AMERICA'S BEST SELLING RECORDS...
To the Music Machine Industry,

Gentlemen:

The entire Dot Records organization wishes the Music Machine Industry their sincere congratulations on this great 65th Anniversary celebration.

We want the operators as well as the Disk Jockeys and Dealers to know that our policy is to serve and serve well, and in serving well our standard is quality.

Feel about Dot Records as you would feel about a personal friend. Consult us with your problems and advise us with your suggestions. We are working with you.

Sincerely,

Randy Wood
President, Dot Records
QUESTION 4: How do you arrange records on the panel of your boxes? Per cent of Operators

**ANSWER:** Group records of similar type together on separate parts of the panel, 52.9
Spread records throughout panel without regard to grouping by type of record, 23.5
Combination of the above two, 17.6
Total, 100.0

**COMMENT:**
With the acceptance of multi-selector machines capable of handling as many as 90 records, the arrangement of records on a juke box has become a problem of considerable import. The problem is simply this: How can the records be arranged so that maximum play will be achieved from each? Since records now have roughly double the capacity and in some cases quadruple that of pre-war machines, it has been necessary to introduce locations to new categories of music. The idea of programming records by musical category (that is, arranging records so that the title stripes on the panel are grouped by type of record—agent, semi-classical, polka, etc.) is being promoted strongly by some juke box manufacturers and distributors. The panel of a juke box is the merchandiser. A fundamental principle of merchandising is concentration. The difference between grouping records of a similar type and just putting records in a box without regard to type of music can be the difference between order and chaos. Apparently the drive for orderly programming is meeting with results. More than half of the operators claim that they group records of a similar category together. The other 41.1 per cent reported that they don’t attempt to do so all or only do it part.

QUESTION 5: How often do you add new records to your boxes? Per cent of Operators

**ANSWER:**
- About every two weeks, 64.8
- About once a week, 31.0
- About once a month, 2.8
- About every three weeks, 1.4
Total, 100.0

**QUESTION 6:** How many new records do you add to your average machine each time you change records? Number of Records

**ANSWER:**
- Average multi-selector (80 or moreplaylist), 6.5
- Average smaller box (less than 50 playlist), 5.5

**COMMENT:**
The answers to this question must be understood in light of the previous question. The bulk of the multi-selector-80-machine operators are in the metropolitan areas; the smaller machine operators, in the part of the country’s route would be more concentrated than in a rural area. Because of this it is reasonable to assume that the more frequent turnabout of records more frequently than others. The multi-selector operators reported that they add an average of 6.5 records each time they change. This undoubtedly includes brand new records plus records that are moved from one location to another. The average for the multi-selector operators is probably somewhat higher than the average for the smaller machine operators. The smaller machine operators reported an average of 5.5 records each time. The bulk of these probably change records every two to three weeks.

QUESTION 7: Under what conditions do you program a second version of a record already on one of your boxes? Per cent of Operators

**ANSWER:**
- Only if "B" side of record already in box is duplicated by very popular artist, 40.3
- Only if additional version is a hit, 32.6
- Only if requested by location, 25.8
- Never, 12.9
- Other reasons, 3.2

**COMMENT:**
The answers to this question total more than 100 per cent because some operators gave more than one answer. The problem of duplicate titles in a juke box is one that is gaining increasing attention among operators. In the days of music machines which played only one side of a record, this problem was non-existent. In the last few years, however, with the increasing importance of multi-selectors, it has become difficult to program a phonograph without some duplication of title. Above are the conditions under which operators say they will use the second version of a record already in a box. Four out of every 10 operators reported that they will put two versions of the same tune in a box if the first version is the "B" side of a record already in the box and the second version is by a very popular artist. About a third of the operators said they duplicate if the second version is a hit. About a quarter of those that they will duplicate titles only if they are asked to do so. 12.9 per cent flatly said they never use a second version. The other answers received showed a keen sense of promotion on the part of various operators. Several said that they would duplicate titles if they were radically different versions, such as a vocal and an instrumental of the same tune or a hillbilly version and a pop version. This latter type of programming is to be applauded.

QUESTION 8: Where do you buy most of your records? Per cent of Operators

**ANSWER:**
- Wholesale from record wholesalers, 71.8
- All less than retail from "one-stop," 26.3
- All regular retail from dealers, 1.4
Total, 100.0

**COMMENT:**
The steady growth of one-stops as a major factor in the juke box business is noted in last year’s results, as far as one can judge from this year’s poll. This year 26.3 per cent of the operators specified one-stops as their main source of record buying. A year ago 31 per cent were in this category.

The record distributor continues to be the prime source of operator buying (in terms of total operators, at least), the growing trend in the direction of one-stops is creating some problems in the field of record companies and distributors. It does not necessarily follow that an agent (or combination of agents) in service only distributes) will buy the same records whether he buys from the same distributor or from the distributor. First of all, the distributor has just the direct selling contact which exists when the record company sells to the wholesaler, hence the distributor controls only the customer. It becomes especially crucial when several labels are fighting for the same market share of a particular title. Often one-stops will carry only one version of a tune, thus shutting out competitive versions. Some students of their market are trying to cut costs by using off labels who have low acceptance in their area. One-stops are using promotional minded and push selected records aggressively. As a result one-stops are becoming more and more a target of aggressive record manufacturers and distributors who want their products.

**Order Your Billboard Subscription Today!**
...saving you money!

- Complete news of your industry plus all the weekly service features, directories and special reports that are important to your business.
- More than 20 big, valuable special issues that give you plenty of extra money-saving tips, extra working tools that help you to make more money and lower your operating costs.
- A quick cash-saving of $2 over Billboard single copy rates.

The Billboard 114 West 42nd St. New York 36, N.Y.

**Subscription Rates:**
- Standard $12.00 per year (12 issues) in U.S. and Canada.
- 10.50 to 30 years old.
- 6.00 to 14 years old.
- 4.00 to 3 years old.
- 2.00 for 1 year.

**Wholesale Price:** 10.50 per year.

**Back Issues:**
- $2.00 per year. (Only available in the U.S. and Canada.)

**Name:**

**Occupation:**

**Address:**

**City:**

**Zip Code:**

**State:**

(Copyright 1953 Billboard)
THE NEW JUKE BOX FAVORITE ACROSS THE NATION...

65th ANNIVERSARY
THE MUSIC MACHINE INDUSTRY
1888-1953

P.S. Best Wishes Ops on your 65th Anniversary

Julius La Rosa

MY LADY LOVES TO DANCE
and...
LETS MAKE UP BEFORE WE SAY GOODNIGHT

Cadence Record No. 1231

Cadence
270 Park Ave., N. Y., N. Y.
QUESTION 9: How do you buy most of your records?

PERCENT OF OPERATORS

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy in person</td>
<td>32.1</td>
</tr>
<tr>
<td>Order by mail, phone or telegram</td>
<td>38.0</td>
</tr>
<tr>
<td>Wait for distributor salesman to call</td>
<td>9.5</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
</tr>
</tbody>
</table>

COMMENT:

Here, as in the past, question, there appears to be a change in buying habits, possibly reflecting the greater convenience of buying from one-stop. This year 55.1 per cent of the operators reported buying their records in person. This would include distributors as well as one-stops. A year ago only 41.6 per cent reported doing this. On the other hand, fewer, this year said that distributor salesmen come to them. The drop was from 15.7 per cent a year ago to the current 9.5 per cent. About the same number as last year continued to order by mail. In this latter connection, numerous one-stop operators credit trade-paper service features and advertising as being particularly strong influences.

QUESTION 10: How frequently do you regularly order records?

PERCENT OF OPERATORS

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>About once a week</td>
<td>43.1</td>
</tr>
<tr>
<td>About once every two weeks</td>
<td>6.1</td>
</tr>
<tr>
<td>About twice a week</td>
<td>6.9</td>
</tr>
<tr>
<td>Daily</td>
<td>4.2</td>
</tr>
<tr>
<td>About once a month</td>
<td>2.7</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
</tr>
</tbody>
</table>

COMMENT:

A comparison of these answers with the results a year ago shows that many operators who a year ago bought very few are now limiting their purchases to every other week. Last year more than half said that they bought at least once a week and only a quarter said every other week. This year's results show an equal division between the two groups. The explanation could be that many operators, attempting to streamline their operations into an efficient enterprise as possible, have found that a semi-monthly buying trip is sufficient to cover their needs.

QUESTION 11: About how many records do you buy each week for your entire route? (If you buy more or less frequently than once a week, please prorate your purchases to a weekly figure.)

AVG. NUMBER OF RECORDS PER WEEK: 164.4

QUESTION 12: Which of the following most closely describes your buying of new record releases? (Check only one.)

PERCENT OF OPERATORS

<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy same in large quantities</td>
<td>74.6</td>
</tr>
<tr>
<td>Sample others</td>
<td>12.8</td>
</tr>
<tr>
<td>Test all records in a few boxes before opening any in large quantity</td>
<td>14.9</td>
</tr>
<tr>
<td>Wait for location requests on all releases</td>
<td>1.5</td>
</tr>
<tr>
<td>Other buying habits</td>
<td>9.5</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
</tr>
</tbody>
</table>

COMMENT:

These shows that practically all operators test some records. About three-quarters of the operators reported buying some new releases in large quantities, while testing the remainder. Another 14.9 per cent said they test everything before buying any in large quantity. In addition, those who wait for location requests are in effect testing the merit of a new release. A number of miscellaneous answers were also given including specific mentions that all record releases are based on The Billboard charts. Only 1.2 per cent of all the operators stated that they purchased their full requirements of new releases the first time around. In testing new releases, operators reported that an average of 9.0 copies of a new record release were bought for test purposes while a quantity order of a new record averages 43 records.
QUESTION 16: Of all the record labels, which THREE have the most helpful and informative release sheets and direct mail? (List in order of preference.)

<table>
<thead>
<tr>
<th>Label</th>
<th>Weighted Per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA Victor</td>
<td>28.3</td>
</tr>
<tr>
<td>Decca</td>
<td>20.0</td>
</tr>
<tr>
<td>Columbia</td>
<td>19.3</td>
</tr>
<tr>
<td>Capitol</td>
<td>19.1</td>
</tr>
<tr>
<td>Mercury</td>
<td>7.7</td>
</tr>
<tr>
<td>Others</td>
<td>3.2</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**COMMENT:** RCA Victor retained its last year's leadership as the label with the most helpful and informative release sheets and direct mail, according to the operators. There was little change among the other labels. Columbia moved up from last year's fourth slot, and Mercury upped its position one notch.

QUESTION 17: Of all the record labels, which THREE run the most helpful advertising in The Billboard? (List in order of helpfulness.)

<table>
<thead>
<tr>
<th>Label</th>
<th>Weighted Per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decca</td>
<td>26.9</td>
</tr>
<tr>
<td>RCA Victor</td>
<td>24.5</td>
</tr>
<tr>
<td>Capitol</td>
<td>24.1</td>
</tr>
<tr>
<td>Columbia</td>
<td>20.5</td>
</tr>
<tr>
<td>Mercury</td>
<td>6.1</td>
</tr>
<tr>
<td>Others</td>
<td>2.4</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**COMMENT:** Operator returns this year placed the record labels in exactly the same rank as a year ago on this question. Decca once again comes up as the leader. In view of the rise in importance of trade advertising as a buying aid for operators (noted in an earlier question), these answers are of more than passing interest.

QUESTION 18: Have any of the record labels sent or given you free sample records of new releases in the last six months?

<table>
<thead>
<tr>
<th>Label</th>
<th>Per cent of Operators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decca</td>
<td>48.1</td>
</tr>
<tr>
<td>RCA Victor</td>
<td>41.3</td>
</tr>
<tr>
<td>Capitol</td>
<td>35.1</td>
</tr>
<tr>
<td>Columbia</td>
<td>24.2</td>
</tr>
<tr>
<td>Others</td>
<td>4.0</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
</tr>
</tbody>
</table>

If YES, from which THREE labels have you received the most free title strips in the last six months?

<table>
<thead>
<tr>
<th>Label</th>
<th>Weighted Per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decca</td>
<td>37.0</td>
</tr>
<tr>
<td>RCA Victor</td>
<td>35.0</td>
</tr>
<tr>
<td>Capitol</td>
<td>17.6</td>
</tr>
<tr>
<td>Others</td>
<td>15.2</td>
</tr>
<tr>
<td>Columbia</td>
<td>12.4</td>
</tr>
<tr>
<td>Others</td>
<td>2.4</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
</tr>
</tbody>
</table>

(Continued on page 171)
it takes two to tango,
but it just takes me...

PEARL
BAILEY

to say thanks,
Juke Box Operators
of America, for all your
wonderful cooperation.

Current release
“HUG ME
A HUG”
CORAL 40945
exclusively

PERSONAL MANAGEMENT
CHAUNCY OLMAN

DIRECTION
WM. MORRIS AGENCY

PUBLIC RELATIONS
GENE WEBER, JAMES BYRON

CORAL RECORDS
### Record Distributors and Labels They Distribute

#### ALABAMA

#### ARKANSAS
- Little Rock: Frank Lynn Co., 105 E. Van Buren St.; Label: RCA.

#### ARIZONA
- Phoenix: Old Timer Records Co., 3232 N. 6th Ave.; Label: FD.

#### CALIFORNIA

#### COLORADO
- Denver: Royal Distributing Co., 708 16th St.; Label: Color.

#### CONNECTICUT
- West Hartford: Capitol Records Dist., 219 Chapel St.; Label: Color.

#### FLORIDA
- Jacksonville: Capitol Records Dist., 219 Chapel St.; Label: Color.

#### IOWA
- Davenport: National Distributing Corp., 217 W. 9th St.; Label: RCA.

#### ILLINOIS

#### INDIANA
- Indianapolis: Associated Distributors, 3737 W. 116th St.; Label: RCA.

#### KANSAS
- Kansas City: Maryville Sales Co., 3021 W. 10th St.; Label: RCA.

#### KENTUCKY
- Louisville: Sweet Distributing Co., 501 W. Main St.; Label: RCA.

#### LOUISIANA

#### MARYLAND
- Baltimore: Cannon Distributing Co., 2000 E. Monument St.; Label: RCA.

#### MASSACHUSETTS
- Boston: Brunswick, 351 Newbury St.; Label: RCA.

#### MICHIGAN

#### MINNESOTA
- Minneapolis: Capitol Records Dist., 224 E. 7th St.; Label: Color.

#### MISSOURI
- Kansas City: Maryville Sales Co., 3021 W. 10th St.; Label: RCA.

#### MONTANA
- Helena: Capitol Records Dist., 700 Fork St.; Label: Color.

#### NEVADA
- Las Vegas: Capitol Records Dist., 1227 McCarran Blvd.; Label: Color.

#### NEW JERSEY
- Newark: Capitol Records Dist., 234 Orange Ave.; Label: Color.

#### NEW MEXICO

#### NEW YORK
- New York: Capitol Records Dist., 201 Fifth Ave.; Label: Color.

#### NORTH CAROLINA
- Charlotte: Capitol Records Dist., 301 N. Tryon St.; Label: Color.

#### OHIO

#### OKLAHOMA
- Oklahoma City: Capitol Records Dist., 210 S. Broadway; Label: Color.

#### PENNSYLVANIA
- Philadelphia: Capitol Records Dist., 215 N. Broad St.; Label: Color.

#### SOUTH CAROLINA
- Columbia: Capitol Records Dist., 1721 Broad St.; Label: Color.

### Labels With Their Abbreviations

<table>
<thead>
<tr>
<th>Label</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>A &amp; M</td>
<td>A&amp;M</td>
</tr>
<tr>
<td>Allen</td>
<td>All</td>
</tr>
<tr>
<td>APL</td>
<td>APL</td>
</tr>
<tr>
<td>Aragon</td>
<td>Arg</td>
</tr>
<tr>
<td>Atlantic</td>
<td>Atl</td>
</tr>
<tr>
<td>Atlantic-Record</td>
<td>Atl-Rec</td>
</tr>
<tr>
<td>Atlantic-Cherry</td>
<td>Atl-Cherry</td>
</tr>
<tr>
<td>Atlantic-Crown</td>
<td>Atl-Crown</td>
</tr>
<tr>
<td>Atlantic-Emmy</td>
<td>Atl-Emmy</td>
</tr>
<tr>
<td>Atlantic-Gem</td>
<td>Atl-Gem</td>
</tr>
<tr>
<td>Atlantic-Renaissance</td>
<td>Atl-Renaissance</td>
</tr>
<tr>
<td>Atlantic-Vanguard</td>
<td>Atl-Vanguard</td>
</tr>
<tr>
<td>Atlantic-Zam</td>
<td>Atl-Zam</td>
</tr>
<tr>
<td>A&amp;M</td>
<td>A&amp;M</td>
</tr>
<tr>
<td>Arista</td>
<td>Arista</td>
</tr>
<tr>
<td>Atlantic</td>
<td>Atlantic</td>
</tr>
<tr>
<td>Atlantic-Imperial</td>
<td>Atlantic-Imperial</td>
</tr>
<tr>
<td>Atlantic-Mercury</td>
<td>Atlantic-Mercury</td>
</tr>
<tr>
<td>Atlantic-Parlophone</td>
<td>Atlantic-Parlophone</td>
</tr>
<tr>
<td>Atlantic-ROM</td>
<td>Atlantic-ROM</td>
</tr>
<tr>
<td>Atlantic-Standard</td>
<td>Atlantic-Standard</td>
</tr>
<tr>
<td>Atlantic-Totem</td>
<td>Atlantic-Totem</td>
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<tr>
<td>Atlantic-Vanguard</td>
<td>Atlantic-Vanguard</td>
</tr>
<tr>
<td>Atlantic-Zam</td>
<td>Atlantic-Zam</td>
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<tr>
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<tr>
<td>A&amp;M</td>
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</tr>
<tr>
<td>Atlantic-Totem</td>
<td>Atlantic-Totem</td>
</tr>
<tr>
<td>Atlantic-Vanguard</td>
<td>Atlantic-Vanguard</td>
</tr>
<tr>
<td>Atlantic-Zam</td>
<td>Atlantic-Zam</td>
</tr>
</tbody>
</table>

**Note:** The abbreviations listed are based on the document's content and may not cover all labels or abbreviations in existence at the time.
LATEST RELEASES

"BUBLING OVER"
"THE LA-DE-DA SONG"
George Aubry & Ensemble
Coral 60998

"OHIO"
Sparklers
Coral 60973

"IT'S LOVE"
Roberta Linn
Coral 60973

"MINNIE THE MERRMAID"
Larry Hooper
Coral 60947

"SAY IT ISN'T SO"
Roberta Linn
Coral 60947

"HIGH LIFE POLKA"
Roberta Linn & Ensemble
Coral 6093

"TOWN & COUNTRY POLKA"
Roberta Linn-Gene Pursell
Coral 6103

Still Going Strong...

"OH, HAPPY DAY"
"YOUR MOTHER AND MINE"
Coral 60993

"CAPITOL TRANSCRIPTIONS"

TOP RATED TV SHOW
over KTLA every Friday
8 to 9 P.M.
1,500,000 viewers

90th
CONSECUTIVE WEEK
ARAGON BALLROOM
LICK PIER, OCEAN PARK, CALIF.

ALBUMS
as played by...

LAWRENCE WELK
and His Champagne Music

"SOUVENIR ALBUM"
ALB. NO. 56086—CP-616—EC-82001
Song Hits from the Warner Bros. Picture

"ON MOONLIGHT BAY"
ALB. NO. 9-0642—50543
Songs About "MY EXTRAORDINARY GAL"
ALB. NO. 9-0044—50045—CP-409

"DANCE TIME"
ALB. NO. EC-81007
NEW YORK  Cleveland  Dallas  Cincinnati
Baltimore  Hollywood  Scranton  Chicago  Newark
Cleveland  Hollywood  Scranton  Chicago
Philadelphia  Kansas City  New Orleans

nickelodeon
Record Corporation
of America
MAKES ITS DEBUT
with

THE ESQUIRE BOYS
of CARAVAN FAME

A MESSAGE TO ALL THE INDUSTRY:
"It is our desire to create and maintain a harmonious relationship with you."
NICKELODEON RECORD CORPORATION
Bill Bufalino
President

Look for the Coming Release of New York City's leading Night Club Entertainer
VINCE MASSEY
"The Golden Boy"

NICKELODEON Records are proud to feature the sensational singing trio of the younger set
—TheCEDRONESISTERS.
Ages 8, 10 and 12 years

TABOO
78 RPM
45 RPM
Instrumental by the
ESQUIRE BOYS
No. 101-A

GUITAR
BOOGIE SHUFFLE
78 RPM
45 RPM
Instrumental by the
ESQUIRE BOYS
No. 102-A

NICKELODEON
JAMBOREE
78 RPM
45 RPM
Music by the
ESQUIRE BOYS
Vocals by the
CEDRONESISTERS
No. 103-A

OH BABE
78 RPM
45 RPM
Music by the
ESQUIRE BOYS
Vocals by the
CEDRONESISTERS
No. 104-A

SPECIAL OFFER To All Operators and Servicemen:
ONE RECORD FREE with every purchase of 10 records. Your price
each 55c C. O. D. Mail Orders Now—We Will Mail Direct to You.

NOTICE: All Distributors interested in handling Nickelodeon may
Write, Wire or Call

NICKELODEON Record Corp. of America
12353 WILSHIRE

A Singing Star
Direct from Hollywood

MIMI MARTEL
"The Voice With a Soul"
How was your timing on... "CRAZY, MAN, CRAZY...

BILL HARRY
Score: 331

New on Billboard's "Most Played in Juke Boxes" Chart

Start today to fine tune your record buying to cash in on the hottest disk jockey promotion and emerging disc jockey favorites. Billboard has again sown to have title strips of BEST BUY supplied daily and date with their publications in Billboard. You'll save time and money... you'll be riding only the winners for top play on your juke.

Vernon Stern 2. E. 45th St., New York 17

Date... Please start sending me... title strip cards of Billboard's "Best Buy" to cost

for 3 full months. Payment is enclosed.

Name

Address

Spotted on Billboard's BEST BUY

Title Strips Ready for Top Juke Profits

Convenient Order Form

There are 20 title strips on each card—10 on one side A and 10 on the reverse side B. The minimum package includes 2 cards of each record selected (average 10 records per month) and delivered for a period of 3 months.

<table>
<thead>
<tr>
<th>Name</th>
<th>Card</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
25 Ways You Can Participate

Here are some practical suggestions music operators can use in promoting the 65th Anniversary of the Juke Box Industry. Most of them can be done with little or no money—all of them can be effective in telling the Juke box industry's story to your customer, the public.

Remember: The promotional material mentioned in this check list can be obtained free by writing to Machine Department, The Billboard, 185 West Randolph Street, Chicago 1, Ill. Use the coupon below.

1. Write now for your copy of the model press release for use in promoting your brand of Juke box in your newspaper.

2. Contact the editor of your local newspaper and/or any columnist who covers entertainment matters, and use the press release prepared from the model you secure by writing The Billboard.

3. Contact local Juke box jockeys urging them to build programs around the 65th Juke Box Anniversary theme.

4. Make yourself available for interviews with radio and television jockeys. Use just a sheet, which is yours for the asking from The Billboard free service desk.

5. Set aside five or 10 selections on each of your phonographs to play the All-Time Juke Box Favorites you'll find listed in this week's Billboard.

6. Contact the program chairman of your local Chamber of Commerce, Kiwanis, Lions or any similar organization, suggest a speech on the Anniversary which will enable you to tell your fellow members of the pride and good will of your industry and the musical tastes of your community. Material can be found in The Billboard promotion kit.

7. Set up a Juke box display for your local theater or hotel lobby. If you have some odd-time Juke boxes on hand, dust them off and put them into a display.

8. If there is a civic, church or school dances scheduled for the week of May 24, consider donating several All-Time Juke Box Favorites. Ask that the chairman of the event publicize the box and mention The Anniversary in his releases.

9. Have your local printer prepare tab and bar cards promoting the Anniversary and calling attention to the All-Time Juke Box Favorites to be found on the phonographs.

10. Contact your Mayor with suggestion to proclaim May 24, 1953, as "International Juke Box Day." Material in The Billboard promotional kit will tell him the story.


12. Ask for and use of promotional material manufacturer's will make available free to their distributors.

13. Make mailing to your locations informing them of the Anniversary. Use the occasion to "re-sell" locations on the importance of the Juke box.

14. Make tie-up with local record store, Offer to place a box in the store during the week of May 24, stocked with All-Time Juke Box favorites which can be played free.

15. Stage contest with retail record store's co-operation. Place Juke boxes in the window and offer prize of a record album for anyone who guesses total number of times the box has played free.

16. Make certain record stores and enterprises receive copies of this letter and material you will send out free for Juke box promotion.


18. Place Juke box to run free in high school, religious and social centers. With All-Time favorites they know what you are doing.

19. Ask the Juke box manufacturer near you, to donate a set of All-Time Juke Box favorites for the hospital's record library.

20. Ask the Juke box manufacturers to look at high school or college campus that he constant pull of student body to determine their favorite "All-Time Juke Box favorites," etc., as part of Anniversary Week program.

21. Consider running a display ad in your local paper and in your office window, inviting public to play the All-Time favorites during Anniversary Week.

22. Make certain your route men, servicemen know all details on the Anniversary Week. Ask them to tell customers to use the Juke box to play during Anniversary Week.

23. Consider a display manager of your local department or fashion store, Offer to loan a Juke box for a special "anniversary window display" to promote your store's clothing departments.

24. Put a sign on your trucks and in your office window highlighting the 65th anniversary of your business.

25. Fill out the coupon below for the promotional material you want sent to you. Also be sure to send in a report of what you are doing to The Billboard's Machine Department so that I can be published in the May 23rd Anniversary issue.

MAY 23, 1953

THE BILLBOARD
Index of Advertised Used Machine Prices

<table>
<thead>
<tr>
<th>Machine Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MUSIC MACHINES</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Electric Organ</strong></td>
<td>$125.00</td>
</tr>
<tr>
<td><strong>Recorder</strong></td>
<td>$250.00</td>
</tr>
<tr>
<td><strong>Radio Set</strong></td>
<td>$375.00</td>
</tr>
</tbody>
</table>

*What's New in Coin Machines?*

**What Are They Getting for Used Equipment?**

**What Are Your Friends in the Business Doing?**

**What About Machine Prices?**

Order now of Low Subscription Rates. Fill in and Mail Coupon Today!
Wurlitzer

Congratulates the
MUSIC MACHINE INDUSTRY
on its
65th ANNIVERSARY
1888–1953

We are proud to have been a major factor in this industry which brings so much musical pleasure to so many people.

For over 20 years Wurlitzer has been the largest producer of coin operated phonographs.

Our 1953 line of 48 and 104 selection phonographs is far and away the finest we have ever built.

MAKE MORE MONEY with

Wurlitzer

The Rudolph Wurlitzer Company • North Tonawanda, New York
THE BILLBOARD

AMERICA'S BEST DISTRIBUTORS SELL
WE ARE PROUD TO BE ONE OF THEM

ANGOTT
DISTRIBUTING COMPANY

Authorized Wurlitzer Distributors for
the State of Michigan and Toledo, Ohio

20 YEARS IN THE AUTOMATIC MUSIC BUSINESS—NEVER SAW THE EQUAL OF THE CURRENT WURLITZER LINE.

Carl Angott
President

ANGOTT DISTRIBUTING COMPANY, INC.
2616 Puritan Avenue
Detroit, Michigan

Top Spots DEMAND Top Equipment

Wurlitzer
PHONOGRAPH . . .

America's household word for "music"

There are other . "Automatic Phonographs" but there is only one Wurlitzer.

Ron Poppe

NORTHWEST SALES CO.
3150 Elliott Avenue
Seattle 1, Washington
Serving Alaska, Washington, Oregon, Idaho and Montana

THERE IS A REASON!

SINCE 1934 WHEN WE TOOK OVER THE DISTRIBUTORSHIP (WE ARE THE OLDEST WURLITZER DISTRIBUTORS), IT HAS BEEN PROVEN OVER AND OVER AGAIN THAT "WURLITZERS" WILL EARN TOP MONEY FOR YOU.

We are proud of the fact that there are more WURLITZERS on locations, by far, in our own territory, than any other make.

FOR TOP LOCATIONS, WE STRONGLY RECOMMEND THE NEW FABULOUS

Wurlitzer
1500

(The 164-Selection, only Automatic Phonograph ever to play 45 and 78 RPM records intermixed.) TRULY SINGING OUT THE HIGHEST TAKE OF ALL TIME.

Also Where a 48-Selection Phonograph Adequately Fills the Need:

"WURLITZER 1650"
(48 Selection Straight 45 Play)

"WURLITZER 1600"
(48 Selection 45 or 78 Play)

Wurlitzer Sales and Service
For Central and Eastern Missouri, Southern Illinois, and Western Kentucky.

BRANDT DISTRIBUTING CO.
1809-1811 Olive Street
ST. LOUIS 3, MO.
(Phones: Garfield 3413 and Garfield 6778)
IN EVERY FIELD THERE IS A LEADER. . .
IN PHONOGRAPHs IT'S Wurlitzer

We are proud to be associated with the Wurlitzer organization as their exclusive distributor

Ben Coven

We are Exclusive Distributors For These Other Outstanding Products:

- Automatic
- SMOKE SHOP
- The Motel's Finest Cigarette Vendor

- Coven CART SLED
- The Lightweight Cart for Moving All Types of Vending Equipment

NYLCO PRODUCTS, INC.
- "The Rocket" Sensational Kiddie Ride

COVEN DISTRIBUTING CO.
3181 Elston
Chicago 18, Illinois
Phone: Independence 3-2210

In Automobiles it's "CADILLAC" . . .
In AUTOMATIC PHONOGRAPHs . . .

it's Wurlitzer

The Standard of the Phonograph Industry . . .

We are proud to be a member of the Wurlitzer distributor organization. . . .

The Wurlitzer 1620 World's Top Money-Maker

COMMERCIAL MUSIC CO., INC.
1415 S. FLORES ST., SAN ANTONIO, TEXAS. Blackstone 5-7291
1501 DRAGON ST., DALLAS, TEXAS. Riverside 6381
Cointem You Know

Milwaukee

Doug Opitz, of Hilltop Coin, pleaded back from Arizona this week-end following a short vacation in Arizona. At the time, Nelson, General Novelty's bosom, informed that his firm's route is gradually converting to 45 r.p.m. music. Most recent jumbo box purchasers brought the General Novelty holdings up to approximately 20 per cent strength in the 45 r.p.m. column. “Everything we buy now in the music lines will be 45’s,” he says.

Nelson informed that his latest fishhook excursion to the Wolf River near Waunakee was no success for him and his wife a lean catch of Walleye. They usually go over there on weekends.

Dime-play results continue consistently good, according to Ery Beck, Mitchell Novelty spokes

A man who's in the market for new ideas is to be found in the United Novelty Motor, a new machine at the Oshkosh store. It is a combination of the usual store with a complete line of phonographs, records, and musical instruments. The store is located on Gest Street and is open daily from 10 to 5.

Cigarette operators, according to Nick Novace, of West Allis Vendors.

Herb Geiger, Geiger Automatic sales manager, was last week in the nation's capital working out convention details with fellow committee members for the forthcoming RAMA convention in Chicago. He reports that his work as a convention program chairman is loaded with time-consuming tasks.

Local counsel Michael Klein, in charge of United Novelty Motor in Milwaukee, is having some trouble with the public. Apparently, the public is not interested in the new phonograph that has been introduced.

The Wisconsin Cigarette Machine Operators Association met in April to discuss the future of the industry in Wisconsin. The meeting was called by the state's largest cigarette machine operator, Mr. Jacobson. The operators discussed the possibility of forming a local association to represent their interests. The operators were concerned about the future of the industry in Wisconsin, as cigarette smoking was becoming more popular.

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TOP SELLERS—

POPULAR

Based on Actual Capital Sales Reports

1. EDDY ARNOLD
   "I PMCOM" 2074

2. PETER,J.E.
   "DON'T TAKE MY HEART" 2046

3. I'M A JIMMY RICKS
   "DON'T BE刽 ME" 2074

4. ALICE COOPER
   "AMERICAN BORG" 2046

5. BILL MEDLEY
   "DON'T SPOIL ME NOW" 2074

6. BLUE SUEDE
   "SUGAR" 2046

7. I BELIEVE IN MY GHOST" 2074

8. LEE RAPID
   "YOU'RE THE ONE" 2046

9. MRS. CRAMPET CUBER
   "THREE THINGS" 2074

10. MEXICAN JOE
    "HERE COMES MY DADDY" 2046

11. I'M SITTING ON TOP OF THE WORLD
    "SLEEP"

12. SARAH
    "PENNY"

13. SAY YOU'RE MORE AGAIN
    "DANCE"

14. THE HILLS ARE OUR GIVES
    "THEME"

15. BIG MAC
    "IS IT ANY WORDER?"

LATEST RELEASE

ANYBODY HURT?
HOT, BELLOUCI
SOMETHING I'M HAPPY
I WAS WRONG ABOUT YOU
DON'T START CROWING IN A HOT ROD
WE'RE A-GROWIN' UP
FROM THE LAND OF SLEEP BLUE WATER
GOOD HOLLY
THE MARSHAL'S DAUGHTER
I'M A POOR LONELINESS LITTLE
I'M GOING TO HAVE MYSELF A BALL
GREEN CHEESE
I'LL HAVE YOU BACK SLEEP

Tex Ritter Sings
"THE MARSHAL'S DAUGHTER"

TO THE JUKE BOX OPERATORS... and to the entire MUSIC MACHINE INDUSTRY... Capitol says

"Thanks for your Support and Congratulations on your 65th Anniversary!"
We are pleased to extend many thanks to the Artists and Disk Jockeys for their efforts in making...

THE RAGE FROM THE BAYOUS

Orchids to:

PETE HANLEY
DECCA #28676

DOLORES GRAY
CAPITOL #2441

ELLA MAE MORSE
OKEHL #18001

LINK DAVIS
OKEHL #18001

RUSTY DRAPER
MERCURY #70137

JIMMIE DAVIS
DECCA #28656

SMILEY LEWIS
IMPERIAL #5234

"BIGS" HOWARD & His Orchestra

The Billboard's Music Popularity Charts

Favorite Tunes

... For Week Ending May 16

Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level. Results are based on actual sales the week of May 16. All tunes are weighted according to the number of jobbers through the country and are weighted according to jobber importance. Figures indicate that tune is intended. (I) indicates tune is from a film. (M) indicates tune is from a vaudeville show.

1. SONG FROM MOULIN ROUGE (R) [F]—Broadway...
2. I BELIEVE (R)—Crownell...
3. ROOGIE IN THE WINDOW (R)—Gatsby...
4. APRIL IN PORTUGAL (R)—Chappell...
5. PRETEND (R)—Brandt...
6. YOUR CHEATIN' HEART (R)—Acuff-Rose...
7. TILL I WALTZ AGAIN WITH YOU (R)—Village...
8. RUBY (R)—Miller...
9. I'M WALKING BEHIND YOU (R)—Leeds...
10. BAY YOU'RE MINE AGAIN (R)—Montiel...
11. SEVEN LONELY DAYS (R)—Jefferson...
12. DON'T LET THE STARS GET IN YOUR EYES (R)—Four Star Sales...
13. BIRD BY BIRDIE (R)—Shapero-Bernstein...
14. DANCING WITH SOMEONE (R)—Valando...
15. ANNA (R)—Hallis...

Tunes with Greatest Radio and Television Audiences

Tunes listed are the present audiences on programs based on network stations in New York, Chicago and Los Angeles. Lists are based on John P. Garnett's copyrighted Audience Coverage Index. Tunes are listed alphabetically on both lists. (R) indicates tune is available on record. (F) indicates tune is from a film. (M) indicates tune is from a vaudeville show.

Top 30 in Radio

All by Mike (R)—Berlin—ASCAP
April in Portugal (R)—Chappell—ASCAP
Baby (R)—Denny—ASCAP
Blue Guitar (R)—Berliner—ASCAP
Bodacious (R)—American Academy—ASCAP
Chasing With Someone (R)—Valanzetta—ASCAP
Dame Edna (R)—Teddy—ASCAP
Don't Be Feared (R)—Crescendo—ASCAP
I Believe (R)—Crescendo—ASCAP
I'm Sittin' on Top of the World (R)—Four Star—ASCAP
Just a Little Behind You (R)—Atlanta—ASCAP
Just Another Polly (R)—Frank—ASCAP
Kiss Me (R)—Mills—ASCAP
I'll Never Hunt (R)—American—ASCAP
Knot of You (R)—Famous—ASCAP
When She Said (R)—Berlin—ASCAP

Top 10 in Television

April in Portugal (R)—Chappell—ASCAP
Believe (R)—Denny—ASCAP
Don't Be Feared (R)—Crescendo—ASCAP
I'm Sittin' on Top of the World (R)—Four Star—ASCAP
Just a Little Behind You (R)—Atlanta—ASCAP
Just Another Polly (R)—Frank—ASCAP
Kiss Me (R)—Mills—ASCAP
I'll Never Hunt (R)—American—ASCAP
When She Said (R)—Berlin—ASCAP

England's Top Twenty

Based on cabled reports from England's top music jobbers. American publishers of each tune are listed in parenthesis. Asterisk indicates no American publication.

1. I'm a Giddy Cooch—Rose & Con (R)
2. This Is the Window—Conway (R)
3. I'm Walking Behind You—Peters (R)
4. Believe—Chappell (R)
5. Friend—Leeds (R)
6. Oh, Happy Day—Chappell (R)
7. Music Is My Life—Mills (R)
8. When I Wake—Chappell (R)
9. Little White House—Mills (R)
10. Little Rock Baby—Mills (R)
11. The World Is Beautiful—Mills (R)
12. The World Is Beautiful—Mills (R)
13. The World Is Beautiful—Mills (R)
14. The World Is Beautiful—Mills (R)
15. The World Is Beautiful—Mills (R)
A RECORD MADE FOR OPERATORS . . .
A RECORD THAT WILL NOT ONLY GET PLAYS
BUT WILL MAKE LOCATION'S CUSTOMERS HAPPY
AND PUT 'EM IN THE MOOD FOR A SPREE

The Juke Box Record of the Decade!

The Gayest, Live-It-Up, Celebratin'est Song
in a Generation

TELL US WHERE THE GOOD TIMES ARE

a rousing, rollicking, happy-go-lucky interpretation
by the hottest duet on disks

GUY MITCHELL & MINDY CARSON
WITH MITCH MILLER AND HIS ORCHESTRA
COLUMBIA RECORD #39992

STOCK YOUR BOXES WITH THIS BIG ONE TODAY!
Congratulations to every juke box operator in the
land on the Industry's 65th Anniversary

Mindy, Guy
Mitch Miller
and the entire Columbia Records
organization

COLUMBIA RECORD
THIS WEEK'S BEST BUYS

In the opinion of The Billboard weekly staff, the following new records are most likely to achieve most popularity in their respective fields. Selections and comments are made in some cases, after hearing the records. Other opinions are made after careful analysis of early sales reports and joke and disc jockey activity. Dealers and executives are urged to examine their present records and listen to recommendations of records applicable to their markets.

Country & Western

BIG MAMOU—Linn Davis—Okeh 13001
Record has been out for some weeks and has been well-established in the South. It is now being strongly played in other areas, among them Cincinnati, St. Louis and L. A. It is chart material.

SOUTHERN IN MUSIC
THE WINNER OF YOUR HEART—Johnnie and Jack—RCA Victor 20-3390
Dun, after being fairly quiet on their last few releases, is showing signs of breaking out on this one. It's very strong in parts of the South and moving up well in Chicago and St. Louis. Most action is in "South."

RUBY
SIGN MY HEART AWAY—Hank Thompson—Capitol 2465
"Ruby" broke out very strongly during week and hit national chart. Action on flip is also good making it a strong twinned effort. A previous "New Record to Watch."

SACRED
MANSION OVER THE HILLTOP—Fred Foley—Decca 26894
Two excellent efforts by Foley which are receiving strong support and action and stack up as a solid catalog disc for a dealer. Previous "New Record to Watch."

The Disk Jockeys Pick

RHYTHM & BLUES

1. HONEY JUMP—Bessie McClellan—Modern 201
2. DON'T LEAVE ME THIS WAY—D'Arielle—RCA Victor 30-260
3. I WANNA KNOW—Tina Turner—ABC 53244
4. WHEN I'M GLAD—Ray Charles—Vanguard 171
5. IS IT A DREAM—Vivian—Red Seal 114

The Operators Pick

Country & Western

1. I CAN'T WAIT—Frank Turner—Capitol 2661
2. SPANISH FIREBALL—Ray Scott—RCA Victor 30-260
3. TOO YOUNG TO TANGO—Bunny Bland—RCA Victor 26-1520
4. CHICKEN IN THE CHAPEL—Dallas—Columbia 2050
5. SOUTH IN NEW ORLEANS—Bobby Blue Bland—RCA Victor 26-1520

RHYTHM & BLUES

1. BIG MAMOU—Linn Davis—Okeh 13001
2. WHAT YOU DO TO ME—Fare—Merrill 1217
3. DON'T LEAVE ME THIS WAY—Fred Foley—Decca 26894
4. I'M YOURS—Jackie Deshawn—MGM 1217

Country & Western

1. THAT HOUND DOG IN THE WINDOW—Huey and His —RCA Victor 29-260
2. ORGAN GRINDER'S SWING—Ray Nelson—ABC 53244
3. USKA DARA—Eartha Kitt—RCA Victor 26-1520
4. JUST ANOTHER POLKA—Redhead—Columbia 53244
5. MY VOW—Ray Nelson—MGM 1217

The Dealers Pick

Popular

1. HONEY JUMP—Bessie McClellan—Modern 201
2. DON'T LEAVE ME THIS WAY—D'Arielle—RCA Victor 30-260
3. I WANNA KNOW—Tina Turner—ABC 53244
4. WHEN I'M GLAD—Ray Charles—Vanguard 171
5. IS IT A DREAM—Vivian—Red Seal 114

ALICIA VEIVIS

Coming Up in the Trade

The following records have been selected by dealers, disc jockeys and operators as tomorrow's hits, based on early activity. Prices are listed on recent records which have not yet appeared on any of The Billboard Musician's Charts.

RECORD DEALERS—
Each week dealers buy, for customer distribution, over 20,000 copies of Juke Box Hits, The Billboard's weekly record sales aid. "This Week's Best Buys" are now listed in Today's Top Tunes, The Billboard, 2140 Patterson St., Cincinnati, Ohio.

JUKE BOX OPERATORS—
Title strips for each of the records listed in "This Week's Best Buys" are available to you. Only those records suitable for juke boxes are included in weekly title strip releases. For more information write Title Strip Service, The Billboard, 1564 Broadway, New York City.

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"This Week's Best Buys," and the listing of records therein, although copyrighted by The Billboard Publishing Company, may be used in prior permission is secured. Simply write or wire, Publisher, The Billboard, 1564 Broadway, New York City. Permission will be immediately granted.

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Popular

CRAPPY, CRAZY, CHRISTY
Bill Haley—Sun 261
Hit both the national retail and the juke charts in first time this week. Marriott's version of the tune is also going strong in both fields. The record is now a record is considered after the disc was pulled from the National Best-seller or Juke Box Chart.

RUBY
Guitar—Capitol 2467
Made national juke box chart.

SONG FROM MOULIN ROUGE
Romanoff—Manhattan—London 1255
Hit both North American charts, and is in the hot spot on the national retail chart.

RHYTHM & BLUES

EARTHA KITT—RCA Victor 20-3281
Early strength of this record in the South, where it is also in the Top Ten. Action expected to pick up in and around Phoenix and Pittsburgh continues. Now begins a steady influx in Chicago, St. Louis and L. A. also.

THE BILLYCAPS—RCA Victor 23-3281
Very active sales in Boston, Pittsburgh, Cincinnati, Chicago, St. Louis and Nashville. In all cases, action is still upward.

COUNTRY & WESTERN

RHYTHM & BLUES

THAT'S WHAT I GET FOR LOVING YOU
Ray Price—Columbia 21889
Sales pattern in North America is not much changed from last week. Song is in the Nashville Top Ten this past week.

TOO YOUNG TO TANGO
Sunset Baby—RCA Victor 26-1520
Strong in Pittsburgh, the Carolinas, New Orleans and Dallas-Fort Worth territories. Coming in Buffalo, Chicago, and L.A.

COUNTRY & WESTERN

RHYTHM & BLUES

IS IT A DREAM
Dinah Washington—Columbia 171
Still strong on both coasts but has dropped out of the Top Ten. Some reports from the Middle West and South. Appears on the Philadelphia, Washington-Baltimore, St. Louis and L. A. territorial charts, and is within one place of making the national retail chart.

MY MOTHER'S EYES
Teb Smith—United 147
Pleasing pattern with strongest reports coming from the West. Ballad is good in Pittsburgh, Chicago and St. Louis but in the East and South record has failed to take hold.

THOSE FOOLISH THINGS
REMIND ME THIS WAY
Decca 26894
Sales activity is still on the upswing in the Foolish Things" on Washington-Baltimore chart and all other areas reporting good to strong action again.

The Dealers Pick Popular

1. THAT HOUND DOG IN THE WINDOW—Huey and His —RCA Victor 29-260
2. ORGAN GRINDER'S SWING—Ray Nelson—ABC 53244
3. USKA DARA—Eartha Kitt—RCA Victor 26-1520
4. JUST ANOTHER POLKA—Redhead—Columbia 53244
5. MY VOW—Ray Nelson—MGM 1217
BIG ARTISTS! ★ BIG HITS!

PATTI PAGE
NOW THAT I'M IN LOVE
AND
OO, WHAT YOU DO
NO. 70127

RICHARD HAYMAN
RUBY
AND
APRIL IN PORTUGAL
AND
DANESER
ANNA
NO. 70146
NO. 70114

VIC DAMONE
"APRIL IN PORTUGAL"
AND
"I'M WALKING BEHIND YOU"
NO. 70128

RALPH MALTERIE
"CRAZY, MAN, CRAZY"
AND
"GO AWAY"
NO. 70133

BOBBY WAYNE
"LOVE ME, LOVE ME"
AND
"MORE THAN I"
NO. 70148

BERNICE PARKS
"USKA DARÁ"
AND
"NOWHERE GUY"
NO. 70160

EDDY HOWARD
"ALMOST ALWAYS"
AND
"AM I LOSING YOU"
NO. 70135

RICHARD HAYES
"JUST ANOTHER POLKA"
"TRUST ME"
NO. 70147

RUSTY DRAPER
"BIG MAMOU"
"TELL ME WHY, WHY, WHY"
NO. 70137

CURRENT BEST SELLERS
1. BBY—E. Hayman
   Dancing—Mercury (78) 70146; (45) 70140X45
2. BOOGIE IN THE WINDOW—P. Page
   My Juvenile Eyes—Mercury (78) 70107; (45) 70091X45
3. SEVEN LONELY DAYS—G. Gibb
   If You Take My Heart Away—Mercury (78) 70106; (45) 70091X45
4. CARAVAN—R. Malterie
   While We thumb—Mercury (78) 70112; (45) 70091X45
5. RAMONA—The Gaylords
   Swinging A Riff—Mercury (78) 70112; (45) 70091X45
6. APRIL IN PORTUGAL—R. Hayman
   Angus—Mercury (78) 70114; (45) 59141X45
7. APRIL IN PORTUGAL—V. Damone
   I'm Walking Behind You—Mercury (78) 70128; (45) 70120X45
8. NOW THAT I'M IN LOVE—P. Page
   On, What You Do—Mercury (78) 70127; (45) 70127X45
9. CRAZY, MAN, CRAZY—R. Malterie
   Go Away—Mercury (78) 70153; (45) 70153X45
10. NO MOMOU—R. Draper
    Wha, Wha, Wha—Mercury (78) 70150X45
11. LOVE ME, LOVE ME—B. Wayne
    Most That I—Mercury (78) 70146; (45) 70140X45
12. USKA DARÁ—B. Parks
    Newlove Goes—Mercury (78) 70164; (45) 70164X45
13. ALMOST ALWAYS—E. Howard
    Am I Losing You—Mercury (78) 70159; (45) 70159X45
14. JUST ANOTHER POLKA—R. Hayes
    Turn Me—Mercury (78) 71017; (45) 71017X45
15. SAY YOU'RE MINE AGAIN—E. Howard
    Redneck Wings—Mercury (78) 70144; (45) 70144X45
16. TELL ME YOU'RE MINE—Gaylords
    Are, Are, Are—Mercury (78) 70057; (45) 70057X45
17. NO HELP WANTED—R. Draper
    Tean Me—Mercury (78) 70073; (45) 70073X45
### TOP POPULAR RECORDS

#### Best Selling Singles

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed.

<table>
<thead>
<tr>
<th>No.</th>
<th>Record Title</th>
<th>Artist(s)</th>
<th>Chart No.</th>
<th>Date</th>
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#### Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey among the nation's top juke box operators. The reverse side of each record is also listed.

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<th>No.</th>
<th>Record Title</th>
<th>Artist(s)</th>
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#### Best Selling Albums

Albums are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. Separate charts are listed for 33 1/3 rpm. and 45 rpm. records.

<table>
<thead>
<tr>
<th>Week</th>
<th>Record Title</th>
<th>Artist(s)</th>
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### Best Selling Children's Records

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume children's record dealers throughout the country with a high volume in children's records. The reverse side of each record is also listed.

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<th>No.</th>
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THE BILLBOARD

JUKE BOX 65TH ANNIVERSARY SECTION

"The most exciting new orchestra in America Today!"

HITS WITH

THE HONEY JUMP

c/w TIME TO DREAM

20/47-5307

NEW RELEASES

REPRESENTATIVE

SWEDISH WAVING DANCE
OR BAND

RCA Victor Folk Dance Orch.

THE HONEY JUMP

ORCHESTRA

20/47-5309 (47-5309)*

é A.M. JUGA

THE DOVE WALTZ

Frank Hermanek and his Melodymen Polka Band

20/47-5310 (47-5310)*

COUNTRY-WESTERN

Billboard picks it!

New Records To Watch

EDDY ARNOLD

"Free Home Demonstration show. How's The World Trea当今ting You"

EDDY ARNOLD, The Tennessee Plowboy and his guitar

20-5305 (47-5305)*

ALBUMS

FRANKIE CARLE PLAYS FOUR GREAT MEMORIES

Frankie Carle with Rhythm Accompaniment

45 rpm 5c each.

THE BIRD SHOE STEPS THE HITS FROM "The King and I," with Ray Holliday and Deiri Rene and his O.K. Four. New songs included are "Hello, Young Lovers," "Getting to Know You," "I Whistle a Happy Tune," and "Shall We Dance?"

"PIANO TIME" — Andre Previn, piano, with rhythm accompaniment; including "Just One of These Things," "Hail to the Boy," "I'm Old Fashioned," and "You're the Top."

SALES GROW

WHEN YOU GO "45"

CLIP—FILL IN—ORDER TODAY!
Another release on...

Imperial Records

BENNY STRONG
AND HIS ORCHESTRA

"HELLO BEAUTIFUL"

b/w

"I CALLED YOU UP TO CRY ON YOUR SHOULDERS"

Imperial 40002 • 45X 40002

Territorial Best

This Week's Territorial Best Sellers to Watch

Territorial Best Sellers

New York
1. Song From Moulin Rouge - F. Faith F. Sanders, Columbia
2. You Shouldn't Have Kissed Me the First Time - T. Edwards, Columbia
3. As You Were - J. White, Columbia
4. I Believe - R. Hayman, Mercury
5. I'm Walking Behind You - R. Hayman, Columbia
6. T. Edwards, Columbia
7. J. White, Columbia
8. R. Hayman, Columbia
9. R. Hayman, Columbia
10. You Shouldn't Have Kissed Me the First Time - T. Edwards, Columbia

Chicago
1. Song From Moulin Rouge - F. Faith F. Sanders, Columbia
2. As You Were - J. White, Columbia
3. I Believe - R. Hayman, Mercury
4. I'm Walking Behind You - R. Hayman, Columbia
5. T. Edwards, Columbia
6. J. White, Columbia
7. R. Hayman, Columbia
8. R. Hayman, Columbia
9. R. Hayman, Columbia
10. You Shouldn't Have Kissed Me the First Time - T. Edwards, Columbia

Detroit
1. Song From Moulin Rouge - F. Faith F. Sanders, Columbia
2. I Believe - R. Hayman, Mercury
3. I'm Walking Behind You - R. Hayman, Columbia
4. T. Edwards, Columbia
5. J. White, Columbia
6. R. Hayman, Columbia
7. R. Hayman, Columbia
8. R. Hayman, Columbia
9. R. Hayman, Columbia
10. You Shouldn't Have Kissed Me the First Time - T. Edwards, Columbia

Boston
1. Pretend - T. Edwards, Columbia
2. As You Were - J. White, Columbia
3. I Believe - R. Hayman, Mercury
4. I'm Walking Behind You - R. Hayman, Columbia
5. T. Edwards, Columbia
6. J. White, Columbia
7. R. Hayman, Columbia
8. R. Hayman, Columbia
9. R. Hayman, Columbia
10. You Shouldn't Have Kissed Me the First Time - T. Edwards, Columbia

Pittsburgh
1. I Believe - R. Hayman, Mercury
2. Song From Moulin Rouge - F. Faith F. Sanders, Columbia
3. As You Were - J. White, Columbia
4. I Believe - R. Hayman, Mercury
5. I'm Walking Behind You - R. Hayman, Columbia
6. T. Edwards, Columbia
7. J. White, Columbia
8. R. Hayman, Columbia
9. R. Hayman, Columbia
10. You Shouldn't Have Kissed Me the First Time - T. Edwards, Columbia

Atlanta
1. Song From Moulin Rouge - F. Faith F. Sanders, Columbia
2. I Believe - R. Hayman, Mercury
3. As You Were - J. White, Columbia
4. I Believe - R. Hayman, Mercury
5. I'm Walking Behind You - R. Hayman, Columbia
6. T. Edwards, Columbia
7. J. White, Columbia
8. R. Hayman, Columbia
9. R. Hayman, Columbia
10. You Shouldn't Have Kissed Me the First Time - T. Edwards, Columbia

St. Louis
1. Pretend - T. Edwards, Columbia
2. As You Were - J. White, Columbia
3. I Believe - R. Hayman, Mercury
4. I'm Walking Behind You - R. Hayman, Columbia
5. T. Edwards, Columbia
6. J. White, Columbia
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9. R. Hayman, Columbia
10. You Shouldn't Have Kissed Me the First Time - T. Edwards, Columbia

Los Angeles
1. Song From Moulin Rouge - F. Faith F. Sanders, Columbia
2. As You Were - J. White, Columbia
3. I Believe - R. Hayman, Mercury
4. I'm Walking Behind You - R. Hayman, Columbia
5. T. Edwards, Columbia
6. J. White, Columbia
7. R. Hayman, Columbia
8. R. Hayman, Columbia
9. R. Hayman, Columbia
10. You Shouldn't Have Kissed Me the First Time - T. Edwards, Columbia

Currently appearing

COCONUT GROVE
Ambassador Hotel, Los Angeles
Thanks and Best Wishes
To the Ops on Their
65th Anniversary

from...

HOMER and JETHRO

PORE 'OL' KOO-LIGER

and

THAT HOUND DOG IN THE WINDOW

RCA VICTOR *20/47-5280

Currently featured stars
WLS National Barn Dance

WLS Chicago

DON McNEILL'S BREAKFAST CLUB

A B C

For Availability:
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1530 Washington Blvd.
Chicago, Illinois

Management:
Earl Kurze
George Ferguson

(Continued on page 110)

(Continued from page 220)

BERT KEYS
Two Chubby's Heart

BAYOU 624—A driving tempo'd instrumental with a moody, yet

TOP 40—A busker of a tune with lots of hooks, but

JOE HILETON
Easy Rider

BAYOU 944—A driving tempo'd instrumental with a moody, yet

KING SOLOMON'S TRIO
Now That I've Got You

BAYOU 565—A busker of a tune with lots of hooks, but

RED CALLERDEN
The Honey Train Part 3 & 4

BAYOU 666—A hot ballad with a nice

JOE HILETON ORK
Come Rain or Come Shine

HOLLYWOOD 623—A sumptuous love

HURLY
Susan

HOLLYWOOD 623—A sumptuous love

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HOLLYWOOD 623—A sumptuous love

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HURLY
Street

HURT

Sellers (Popular)

8. April in Portugal
B. Baxter, Capitol
9. I Believe
F. Fronim, Capitol
10. April in Portugal
V. Dumont, Mercury

Philadelphia
1. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
2. Say You're Miss Again
R. Come, Victor
3. Ruby
R. Hyman, Mercury
4. Doggie in the Window
J. Page, Mercury
5. April in Portugal
L. Baxter, Capitol
6. Pretend
J. Come, Capitol
7. I Believe
F. Fronim, Columbia
8. Crazy Man Crazy
H. Riley, EMI
9. Anna
B. Morgan, M-G-M
10. Almost Always
F. James, M-G-M

Cincinnati
1. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
2. Doggie In The Window
J. Page, Mercury
3. April In Portugal
L. Baxter, Capitol
4. Ruby
R. Hyman, Mercury
5. Say You're Miss Again
R. Come, Victor
6. Eat That Cream Behind You
E. Fisher-H. Winterhalter, Victor
7. Pretend
J. Come, Capitol
8. Crazy Man Crazy
H. Riley, EMI
9. Caravan
H. Morricone, Mercury
10. Ho Ho Song
R. Burtles, Columbia

Seattle
1. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
2. Anna
B. Morgan, M-G-M
3. Doggie in the Window
J. Page, Mercury
4. I Believe
J. Come, Columbia
5. April In Portugal
L. Baxter, Capitol
6. Ruby
R. Hyman, Mercury
7. Buffalo
L. Baxter, Capitol
8. Eat That Cream Behind You
E. Fisher-H. Winterhalter, Victor
9. Crazy Man Crazy
H. Riley, EMI
10. Strange Things Are Happening
R. Burtles, Columbia

New Orleans
April In Portugal
L. Baxter, Capitol
Anna
B. Morgan, M-G-M
Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
Doggie In the Window
J. Page, Mercury
Seven Lonely Days
E. Fisher-H. Winterhalter, Victor
Ruby
R. Hyman, Mercury
Joy You're Miss Again
R. Come, Victor
Jenius
J. Morgan, Mercury
Rebel
R. Hyman, Mercury

New York
Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
April In Portugal
L. Baxter, Capitol
Doggie In the Window
J. Page, Mercury
Eat That Cream Behind You
E. Fisher-H. Winterhalter, Victor
Ruby
R. Hyman, Mercury
Joy You're Miss Again
R. Come, Victor
Brian
J. Morgan, Mercury
Rebel
R. Hyman, Mercury

COLUMBIA RECORDS CONGRATULATES THE MUSIC INDUSTRY ON ITS 65TH ANNIVERSARY

NEW COLUMBIA RELEASES

PAUL WESTON and his Orchestra—Orig. Shows 40014 + 4-40014
WALLY STOTT and his Orchestra—The Theme from Liliom Light, Incidental Music from Liliom Light 40015 + 4-40015
STUART HAMBLIN—The Hidden You, Daddy's Cutie Pie 21195 + 4-21195
LEON A-KAROFF—Sitting Right Out of Your Hand, Heart Attack 21196 + 4-21196
NEAL BURRIS—You're Stepping Out, Don't Give Me Kicks 21194 + 4-21194
JUDY GARLAND—Without a Memory, Send My Baby Back To Me 40018 + 4-40018
HINDY CARSON and GUY MITCHELL—Tell Us Where The Good Times Are, There's Nothing Sweet As My Old Daddy's Home 40019 + 4-40019
JERRY VALE—For Me, Tired of Dreaming 20900 + 4-20900
SAMMY KAYE—Tattle-Tale Duck, Orange Blossoms 20903 + 4-20903
CARL SMITH—Trademark, Do I Like It? 21119 + 4-21119

## 50 Numbers you can count on...for Profits!

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<tr>
<th>CATALOGUE NO. 75 RPM</th>
<th>ARTIST</th>
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<th>CATALOGUE NO. 45 RPM</th>
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<td>1. 4579M 4-4579M</td>
<td>Andre Kostelanetz</td>
<td>Wonderful Guy</td>
<td>26. 38543 4-38543</td>
<td>Doris Day</td>
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<td>Wash That Man Outa My Hair</td>
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<td>When Your Lover Has Gone</td>
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<td>2. 4447M 4-4447M</td>
<td>Morton Gould</td>
<td>Holiday for Strings</td>
<td>27. 39708 4-39708</td>
<td>Percy Faith</td>
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<td>3. 4380M 4-4380M</td>
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<td>28. 39711 4-39711</td>
<td>Ken Griffin</td>
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<td>4. 4664M 4-4664M</td>
<td>Nelson Eddy, Eleanor Steber</td>
<td>In My Heart</td>
<td>29. 39942 4-39942</td>
<td>Sammy Kaye</td>
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<td>Love, Come Back to Me</td>
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<td>Andre Kostelanetz</td>
<td>Begin the Beguine</td>
<td>30. 20084 4-20084</td>
<td>Gene Austin</td>
<td>Back in the Saddle Again</td>
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<td>I Got Rhythm</td>
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<td>Andre Kostelanetz</td>
<td>Tea for Two</td>
<td>31. 39582 4-39582</td>
<td>Harry James</td>
<td>Don’t Be That Way</td>
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<td>A Pretty Girl Is Like a Melody</td>
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<td>7. Not Avail. 4-7582M</td>
<td>Andre Kostelanetz</td>
<td>Blue Danube Waltz</td>
<td>32. 39416 4-39416</td>
<td>Benny Goodman</td>
<td>Down South Camp Meetin’</td>
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<td>1001 Nights Waltz</td>
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<td>8. Not Avail. 4-7592M</td>
<td>Andre Kostelanetz</td>
<td>Tales From the Vienna Woods</td>
<td>33. 20719 4-20719</td>
<td>Adolf Höffner</td>
<td>Duke Ellington</td>
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<td>Vienna Life</td>
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<td>The Hawk Talks</td>
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<td>9. Not Avail. 4-72079D</td>
<td>Oscar Levant</td>
<td>Fire Dance</td>
<td>34. 43942 4-43942</td>
<td>Duke Ellington</td>
<td>The Hawk Talks</td>
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<td>10. Not Avail. 4-12372D</td>
<td>Eugene Ormandy</td>
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<td>Polka and Fuge</td>
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<td>11. 38124 4-38124</td>
<td>Les Brown</td>
<td>I’ve Got My Love to Keep Me Warm</td>
<td>35. 37141 4-37141</td>
<td>Harry James</td>
<td>The Honeymoon Song</td>
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<td>12. 38214 4-38214</td>
<td>Gene Krupa</td>
<td>Body and Soul</td>
<td>36. 37349 4-37349</td>
<td>Les Brown</td>
<td>Mexican Hot Dance</td>
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<td>13. 39678 4-39678</td>
<td>Harry James</td>
<td>The Brave Bulls</td>
<td>37. 38346 4-38346</td>
<td>Freddy Gardner</td>
<td>I Want You for My Sweetheart</td>
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<td>14. 37569 4-37569</td>
<td>Frankie Carle</td>
<td>Carole King</td>
<td>38. 35416 4-35416</td>
<td>Al Goodman</td>
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<td>Carole Brown</td>
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<td>Vienna Blatt</td>
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<td>15. Not Avail. 4-77316</td>
<td>Andre Kostelanetz</td>
<td>Claire De Lune</td>
<td>39. 35418 4-35418</td>
<td>Al Goodman</td>
<td>Tales From the Vienna Woods</td>
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<td>Miami Beach Romance</td>
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<td>Voices of Spring</td>
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<td>16. 37556 4-37556</td>
<td>Xavier Cugat</td>
<td>Brazil</td>
<td>40. 35572 4-35572</td>
<td>Frankie Carle</td>
<td>12th Street Rag</td>
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<td>Xavier Cugat</td>
<td>Mambo No. 5</td>
<td>41. 36434 4-36434</td>
<td>Harry James</td>
<td>Malachy Baby</td>
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<td>18. 39949 4-39949</td>
<td>Xavier Cugat</td>
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<td>42. 37142 4-37142</td>
<td>Harry James</td>
<td>One o’Clock Jump</td>
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<td>19. 20086 4-20086</td>
<td>Gene Austin</td>
<td>Maxine Rose</td>
<td>36. 36761 4-36761</td>
<td>Mack Sennett</td>
<td>Jalousie</td>
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<td>20. 39979 4-39979</td>
<td>Xavier Cugat</td>
<td>Mamba at the Waldorf</td>
<td>43. 36371 4-36371</td>
<td>Weber &amp; Weber</td>
<td>A Midnight Waltz</td>
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<td>Xavier Cugat</td>
<td>Orchids in the Moonlight</td>
<td>44. 38063 4-38063</td>
<td>Danny Goodman</td>
<td>Jersey Bounce</td>
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<td>Oye Negra</td>
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<td>Xavier Cugat</td>
<td>Tico-Tico</td>
<td>45. 38716 4-38716</td>
<td>Freddy Gardner</td>
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<td>23. 36780 4-36780</td>
<td>Xavier Cugat</td>
<td>Linda Mujo</td>
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<td>24. 38147 4-38147</td>
<td>Gene Krupa</td>
<td>After You’ve Gone</td>
<td>46. 37144 4-37144</td>
<td>Harry James</td>
<td>Flight of the Bumble Bee</td>
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<td>25. 36825 4-36825</td>
<td>Frank Sinatra</td>
<td>I’ll Be Seeing You</td>
<td>47. 38846 4-38846</td>
<td>Ken Griffin</td>
<td>All Alone</td>
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<td>You’ll Never Walk Alone</td>
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Acclaimed!
New and Exciting!

VOX JOX

By GENE PLOTNIK

Chatter
Ernie Strickland is building a solid audience at WMYN, Midland, Mich., due, he claims, to the co-operation of the record companies. Strickland has three hours of deep programming daily....Jerry Kay, WVEZ, New Orleans, feels the trend is definitely back to the old songs and to the hands of some years ago. Bob (The Robin) Martin, WBBR, Manchester, N. H., has inaugurated "Robin Record Review" on Saturday nights, with invited deejays and musicians as a reviewing panel. "Reaction is

YESTERDAY'S TOPS—
The nation's top ten on records as reported in The Billboard

MAY 25, 1948

1. Nature Boy.
2. You Can't Be True, Dear.
3. Now It's the Hour.
4. Little White Lies.
5. Julie Deloie (The .
6. Devil Face.
7. Manana.
8. The Ebony-Bird Song.
9. Little White Lies.
10. Sally Thomas.

MAY 26, 1948

1. I've Heard That Song Before.
2. Velvet Moon.
3. Tell Me the Old Black Magic.
4. Taking a Chance on Love.
5. Professor.
6. It Started All Over Again.
7. Don't Get Around Much Anymore.
8. As Time Goes By.

strong," he writes.

Tom Shanahan, WEMP, Mil-

to WRDN, West Palm Beach, as a Night Owl and as a
TV film director-producer for

1. Nature Boy.
2. The Old Black Magic.
3. Don't Get Around Much Anymore.

Sheik of Ara

Backed with New Guitar Boogie Shuffle

RAINBOW No. 214 (78)

featuring the

Super Sonics

Deejay—write to Rainbow for your copies

Title Trips—Free for OGS

RAINBOW RECORDING CORP.
Another hit on Imperial Records

SLIM WHITMAN
SINGING STAR of the LOUISIANA HAYRIDE

"RESTLESS HEART"
Imperial 8189—45x8189

"SONG OF THE OLD WATER WHEEL"
Imperial 8189—45x8189

Also Selling Big ...
8134 "LOVE SONG OF THE WATERFALL"
458114 "MY LOVE IS GROWING STALE"
8144 "BANDERA WALTZ"
458114 "END OF THE WORLD"
8147 "IN A HUNDRED YEARS OR MORE"
458114 "COLD EMPTY ARMS"
8156 "INDIAN LOVE CALL"
458114 "CHINA DOLL"
8188 "HOW CAN I TELL"
458119 "ALL THAT I'M ASKING IS SYMPATHY"
8163 "AN AMATEUR IN LOVE"
458118 "BY THE WATERS OF THE MINNETONKA"
8164 "KEEP IT A SECRET"
458119 "MY HEART IS BROKEN IN THREE"

MANAGEMENT
O. K. MAKELA
1801 Federal St.
Dallas, Texas
NAMM Hopes
Bill (Andy) Andersen, Chicago
Music Center, hopes the
record industry plays a larger
part in this year's National
Association of Music Merchants
convention; Andersen suggests;
"From the number of dealers
who attended these conventions,
it might be a good idea for the
Record Industry Association of
America to conduct a dealer
survey. Will we continue to work
with NAMM or on our own at
the same time in Chicago.
Dealers are enough problems.
Dealer meetings to indicate
that a seminar would be the
advantage to the entire
industry."

M-G-M Winners
Winners of the window dis-
play contest sponsored by
M-G-M Records as part of the
promotion for the film "Stars
and Stripes Forever" were
Bentley Sport Shop, Columbus, O.;
Rapkin's Screen, Bethel
Music Company, New York, V.;
and Syntax Music Store, Cumber-
land Md. Bentley won $100
first prize. Second went to the $50
second prize and Syntax took
$50 third place honor.

Phoney Prices?
Ferguson's Record Shop, Medford, Mass., poses a question with
dramatic implications: "Are
those 'dollar' single label classical LP's
diminished or just plain phoney?" He's been thinking of
carrying a few of them, as I
read from his orchestral LP's
bigger than the major labels can
give me, but I find that I can buy
these single labels cheaper from
New York retailers than from
the manufacturers or their
Legitimate distributors. What
sort of deal is that? If these
labels can be bought so cheap-
ly in New York, I'd do better
buying my inventory from these
dealers. Yet these manufacturers
ought to give us the same discounts to these
distributors and dealers out in the
territorial. Incidentally, doesn't
this sort of price discrimination
make those manufacturers lia-
able to prosecution under the
Robinson-Patman Act if a dis-
tributor or dealer should file a
complaint?

News and Chatter
Zeltman's Music Store, which
recently moved to a new loca-
tion in Meriden, Conn., reports
excellent results from an ad-
vertisement of the new Red
Buttons record. As featured
on the TV star's picture. Comm-
ments from Arenas TV Center,
Shibunoo, Inc., read: "We
still need Capitol and Decca
distributors in the Omaha area.
Now that we lost our Decca distributor we can't get any
new Decca records until the
year is over. We also need
Mercury, Coral and London dis-
tributors in this area. Wish
someone would open a one-
step service in Omaha to han-
dle all except RCA Victor and
Columbia lines."

Aminus A. Paul recently
bought out his partner's inter-
ests in the store. Tony, N. Y.
William F. Kelly is no longer
with the shop. James W.
Crandall has been promoted
to the management of the
record department of the RCA
Victor distributorship in Mem-
phis. McGregors, Inc., Sam
Alexander, owner of Alexander's
Records, Chicago, uses the
RCA Victor record of the
Jimmie Rodgers story to stuff
into dies endevours. He says
that the results are a big sales
increase for Rodgers' records to
people who never buy coun-
try and western discs. Law-
rence Bayen, Pemberton
Plumbing Company, Minne-
apolis, Texas, writes, "The Ray
Steele's 'The Bones' is not yet
available as a single, we're
going crazy for it. I don't
know whether the Rodey Rich-
d record is reasonable, but
the customers are asking for
it." Steele version. Capitol is
missing a potential gold mine
by not releasing this as a sin-
gle—Les Paul or no Les Paul.
JUKE OPERATORS
Our present to you
on your 65th Anniversary

DONT START COURTIN' IN A
HOT ROD
WE'RE A-GROWIN' UP

Tennessee Ernie and Molly Bee
The Billboard's Music Popularity Charts

Classical Records

...For Week Ending May 16

Best Selling Classical Records

Records are ranked in order of their current national selling importance at the retail level. Rankings are based on data received from The Billboard's national survey among record dealers throughout the country with a high sales volume in classical records. Separate charts are issued for 78s and 45s. The classification is as follows:

Week This Week Last Week

33 1/3 R.P.M.

1. BEETHOVEN SYMPHONY No. 3 — F. Fournier, N. Merriman, P. Poche, N. Scott, T. Shaw, Columbia, Symphony Orch., A. Toscanini, conductor... 1080 MSL 6-099

2. MOZART: SCARLATTI: CONCERTO K. 211 — T. Rousmaniere, piano... 1080 MSL 6-105

3. HENKELS: KORABKOVA: SCHERZERADE — Montréal Symphony Orch. Durlach, conductor, Mercury MSL 5-803

4. RACHMANINOFF: CONCERTO No. 2 — A. Rubinstein, piano... 1080 MSL 6-106

5. OFFENBACH: CAIETE PARISIENNE — Boston Pops, K. Helfrich, conductor... 1080 MSL 6-110

6. GRIEG: CONCERTO in a MINOR for PIANO & ORCHESTRA — E. Lippitz, piano... 1080 MSL 6-111

45 R.P.M.

1. GERSHWIN: Rhapsody in BLUE — O. Levant, Philadelphia Symphony Orch. E. Ormandy, conductor... 1080 MSL 6-526

2. ROSSINI: WILLIAM TELL OVERTURE — N. Reville, Philadelphia Orch. A. Vivaldi... 1080 MSL 6-525

3. TSCHAIKOVSKY: NOTHERCUT SUITE — E. Ormandy, Philadelphia Orch... 1080 MSL 6-505

4. RACHMANINOFF: CONCERTO for PIANO — A. Rubinstein, piano... 1080 MSL 6-506

5. BEETHOVEN SYMPHONY No. 3 — F. Fournier, N. Merriman, P. Poche, N. Scott, T. Shaw, Columbia, Symphony Orch., A. Toscanini, conductor... 1080 MSL 6-099

6. SCHUBERT: TRIO No. 2 in E FLAT MAJOR for VIOLIN, CELLO and PIANO — S. M. E. Op. 100, A. Rollenhagen, violin; H. Bichler, Cello; R. Seifert, Piano... 1080 MSL 6-108

Columbia (30) MSL 4954

The records are sampled on each line available on LP, this one is certainly to get the nod from most shopping for the open ears.iffs. This is the first complete recording of Schubert's String Trio; 200 recorded. The recording is made at Columbia's Studio 12, and was made possible through the generous support of the William A.isenberg Foundation of the Arts.

SIBELIUS: LES MAINEKOENEN SUITE — The Philadelphia Orchestra; E. Ormandy, conductor... (1-12")... 74

Columbia (30) MSL 4972

There is much on the surface, to recommend this set. It is the first complete version of the Suite. It is beautifully performed by Ormandy and the Philadelphia orchestra, the conductor is considered somewhat of an expert on Sibelius and the music is lovely. It must be remembered, however, that one of the four tone poems contained in the suite, "The Swan of Tuonela," is not generally available in other versions (including Ormandy's) and at a lower price. In any event, this is typical of Sibelius' writings and it is faultlessly rendered by a fine orchestra and conductor.

SQUIANTO PRANDELLI SINGS (1-12")... 70

Vox (30) PL 700

Prauseldi, who has appeared at the Metropolitan Opera House, is the possessor of a fine, tenor voice which he uses with warmth and sensitivity. In this set he is heard in a collection of 12 old Italian songs, some familiar but most of which fall fresh on American ears. The period covered is the 17th and 18th centuries and includes composers of the stature of Scarlatti and Perigolesi. For lovers of vocal art, this should be a prized possession. Piano accompaniments by Dick Marcullo are sympathetic.

FRANK: SONATA in A MAJOR for CELLO and PIANO; GRIEG: SONATA in a MINOR for CELLO and PIANO... (12")... 69

Columbia (30) MSL 4655

The Frank Sonata is the one so familiar to most in its original version for violin and piano. However, the darker timbre of the cello will appeal to some, mostly cellists. In any case, the performance has high musical value and is a welcome addition to the growing Columbia catalog. The Grieg is typical of that composer's pastoral idiom and full of melodic appeal. How and Hambo make a fine chamber music team and their artistry has been recorded in Stereo. Market seems relatively limited, the.

DVOYl: SLOVAKIAN DANCES, OPUS 46, K65; 1-4—Antonian Symphony Orchestra; George Szell, conductor, Cond. (1-12")... 67

Remington (30) MSL 1108

The European orch does a first rate job in its performance of the eight dances in Dvorak's Opus 46. But the composition on this record is too heavy, with two versions of both Opus 46 and No. 1 complete, and two other versions of excerpts. View, on a pure price basis, this should appeal to a good share of the market. The cover is striking, and the recording and reproductions are good.

Reviews of the Current Classical Releases

SCHUBERT; TRIO No. 2 in E FLAT MAJOR for VIOLIN, CELLO and PIANO; GRIEG; SONATA in a MINOR for CELLO and PIANO; DVOY; SLOVAKIAN DANCES, OPUS 46, K65; 1-4—Antonian Symphony Orchestra; George Szell, conductor, Cond. (1-12")... 67

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(Continued on page 18)
"THIS ORCHID MEANS GOODBYE"
"OUT OF SIGHT, OUT OF MIND"

record no. 2484

RADIO:

CBS Pacific Network
Monday thru Friday 6:30 to 4:00 p.m. Daily
Sponsored by
LADY WILDBOAR SHAMPOO
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Introducing

LLOYD SHAFFER

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"HOW CLOSE CAN YOU BE"
b/w
"CONGRATULATIONS TO SOMEONE"
Crystalette 653

This one is Different!

"YOUR CHEATIN' HEART"
b/w
"AIN'T THIS A WONDERFUL DAY"...
Crystalette 652

WATCH FOR

"VAYA DON DIOS"
b/w
"MY ADOBE HACIENDA"
Crystalette 654

to be released week May 2, 1953

exclusive
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"The Man With Two Feet"
TO THE OPS ON THEIR
65th ANNIVERSARY

COLUMBIA RECORDS
currently featured
"Skin Deep" with
Duke ELLINGTON

plastic ALL the way from...THE MUSIC MACHINE INDUSTRY

(Continued on page 155)
Record Reviews

* Continued from page 152

BOB LAINE

One More for the Road

A beautiful record of a

LINDA WATTS

Merry Christmas, Baby

JOHN VINCENT

Quartet No. 1 in G—American Art Quar-

tet (1/UPP)

CARNES

Gangsters

FRANKIE CARRIS

What's Behind the Glass

LORRAINE

Lately

CARPENTER

Shanty in the Sand

WILLIAM BYRNE

The Bells of St. Mary's

Other Records Released This Week

* Continued from page 254

Latin American

Amotz Sapir—Mariano Cobos (Octagon) V-22-4112

Carlos D'Angelo—Carlos Fuentes (Cun

Mis Prigons) M-2-34113

Con cesionaria—Enrique Quezado (Que

Es Esto? Quee St. Pepe Que No) Cun 22-4102

Rojas—Carmen Plasencia (Carmen Plasenci

as (Cun 22-4112)

Emilio Mascaros—Mariano Cobos (El Agua

El Agua)

Juan Pablo Hinojosa (El Agua)

El Secundino—La Sociedad Fierro Real

ANGELES

La Gaitana—Tito Marcello (Tico La

RAS

Los Naranjas—Espinosa Pudla (Marat

A. La Vizor) V-22-4108

Mumtaz—A La Vizor—Hernandez Pudl

(Los Naranjas) V-22-4109

Paula Que No—Que No—Que No—Las Dan

Las Danzas Que No Te Mira De Queer V-22-4107

Muna—La Sociedad Fierro Real (Secunde

Inel 23-34

Carlitos—La Sociedad Fierro Real

Angel Ariza

La Gaitana—Tito Marcello (Tico La

El Secundino—La Sociedad Fierro Real

Musa—La Sociedad Fierro Real

Betsy Gay

on INTRO RECORDS

"HOUND DOG"

"THIS IS MY LAST NIGHT IN TOWN"

Betsey Gay

on M-G-M RECORDS

"LET ME BE YOUR HONEY"

"CRAZY CRAZY"

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TANTALIZIN' POLKA

YOU'RE REALLY DOING SOMETHING TO ME!

I'M GOING TO SETTLE DOWN

ONLY BECAUSE I LOVE YOU

These great songs recorded by the outstanding artists JIM TAYLOR, C. Conway Armstrong, and THE RED HOGS. Distributors have rights for territorial areas.

Write Your Records

MAY 23, 1953

THE BILLBOARD

JUKE BOX 65th ANNIVERSARY SECTION

155

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LADY GAGA

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SIEGEL AGENTS

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Shreveport, La.

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GORDON MACRAE

CAPITOL 2465

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BAND LEADER

CASH BOX POLL, DEC. 6, 1952
Best Country & Western Artist of 1952
1. Pee Wee King
2. Hank Thompson
3. Slim Whitman

Orchestra World
#1 COUNTRY & WESTERN BAND
1949—1950—1951—1952

THE BILLBOARD
MAY 23, 1953

COUNTRY CLASSEIS ALBUM
78 P 3018; 33-LPM 3018;
45-DPB 3018
COUNTRY WALTERS ALBUM
33-LPM 3109; 45-DPB 3109

PEE WEE KING'S COUNTRY HITS ALBUM
78 P 3071; 33-LPM 3071; 45-DPB 3071
Exclusively RCA Victor
thanks to you, Ops, I'm ridin' high...

CARL SMITH

THIS ORCHID MEANS GOODBYE

JUST WAIT TILL I GET YOU ALONE

FEATURED STAR
WSM
GRAND OLE OPRY
WSM-TV

COLUMBIA
21057 (78 rpm)
4-21057 (45 rpm)

Featured performer in the great show which set an all time attendance record...

5 days in Texas grossing $50,000, playing to 60,000 people, 3 of these days in the Sam Houston Coliseum, Houston, drew 40,000 people.

JAMES DENNY - WSM ARTISTS SERVICE BUREAU, Nashville, Tenn.
A TRIBUTE TO JIMMY RODGERS

LEFTY FRIZZELL
and his DRIFTIN' PLAYBOYS

“NEVER NO MORE BLUES”
“SLEEP BABY SLEEP”
Columbia 21101

“CALIFORNIA BLUES”
“I'M LONELY AND BLUE”
Columbia 21102

SONGS OF JIMMY RODGERS

H-4-15  8-15
“BLUE YODEL #2”  “LULLABY YODEL”
“BRAKEMAN'S BLUES”  “TREASURE UNTOLD”
“BLUE YODEL #6”  “MY OLD PAL”
“TRAVEL' BLUES”  “MY ROUGH AND ROWDY WAY”

APPEARING:
JIMMY RODGERS DAY
MAY 26, 1953

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Best Wishes to the OPS from...

HANK SNOW

Here's My NEW One...

"SPANISH FIREBALL"

and

"BETWEEN FIRE AND WATER"

RCA Victor 20/47-5296

Glad you like my current sacred release so well...

"IN DADDY'S FOOTSTEPS"

and

"THE GLORY LAND ROAD"

RCA Victor 20/47-5249

NEW RECORDS TO WATCH

HANK SNOW

Spanish Fireball — RCA Victor 20-5296

"Fireball" is a strong rhythm effort by Snow, quite logically, is on the Latin kick. Flip is "Between Fire and Water."

THERE'S NO BUSINESS LIKE "SNOW" BUSINESS

FEATURED STAR

WSM Grand Ole Opry and WSM-TV

JAMES DENNY

For Availability Contact...

WSM ARTISTS SERVICE BUREAU

WSM, NASHVILLE, TENN.
Congratulations to the Ops from...

The No. 1 Country Gal

IT WASN'T GOD WHO MADE HONKY TONK ANGELS

KITTY WELLS

Here's my newest Decca release

"YOU SAID THAT YOU COULD DO WITHOUT ME" and

"HONKY TONK WALTZ"

DECCA 28666

The Billboard's Music Popularity Charts

TOP COUNTRY &

This Week's Territorial Best Sellers to Watch

Country buyers are based on their reports to the best country radio stations in the states listed below.

Dallas-Ft. Worth...THAT HOUND DOG IN THE WINDOW

HONOR AND JETHRO, Victor 26-5320

HILLBILLY HULA

J. CARMAN, Capitol 3045

Houston...THAT HOUND DOG IN THE WINDOW

HONOR AND JETHRO, Victor 26-5320

HILLBILLY HULA

J. CARMAN, Capitol 3045

Nashville...HONKY TONK WALTZ

K. WELLIS, Decca 29066

South in New Orleans

JOHNSON AND JACK, Victor 38-3390

Cincinnati...THAT'S ALL RIGHT

A. ICARD, Decca 29069

Territorial Best Sellers

New Orleans

1. Keep a-Hummin' H. THOMPSON, Capitol

2. Last Waltz W. PIERCE, Decca

3. This Orchid Means Goodbye C. SMITH, Columbia

4. Seven Lonely Days B. LON, King

5. Too Young to Tango S. RUB, Victor

6. Restless Heart S. WHITMAN, Imperial

7. Rhumba Man H. WILLIAMS, M-G-M

8. Just Will Tell I Get You Alone C. SMITH, Columbia

9. Time Changes Things J. FRIED, Columbia

10. Playing Dominoes and Backseat Drive J. DOLAN, Capitol

Memphis

1. Seven Lonely Days B. LON, King

2. Mexican Joe J. REEVES, Abbott

3. That Hound Dog in the Window H. WILLIAMS, M-G-M

4. Buck-a-Dub-Dub H. THOMPSON, Capitol

5. This Orchid Means Goodbye C. SMITH, Columbia

6. Take These Chains From My Heart H. WILLIAMS, M-G-M

7. You Can't Keep From Cryin' M. ROBINSON, Columbia

8. That Hound Dog in the Window H. WILLIAMS, M-G-M

9. Knut Hola C. SMITH, Columbia

10. That's All Right A. ICARD, Decca

Nashville

1. Last Waltz W. PIERCE, Decca

2. I Couldn't Keep From Cryin' L. BOBBIN, Columbia

3. You're a Real Good Friend R. DUGS, E. PIERCE, Decca

4. This Orchid Means Goodbye C. SMITH, Columbia

5. You Can't Keep From Cryin' M. ROBINSON, Columbia

6. That Hound Dog in the Window H. WILLIAMS, M-G-M

7. You Can't Keep From Cryin' M. ROBINSON, Columbia

8. South in New Orleans JOHNSON AND JACK, Victor

9. You Haven't Got the Heart W. PIERCE, Decca

10. No Help Wanted C. SMITH, Columbia

Cincinnati

1. No Help Wanted C. SMITH, Columbia

2. Seven Lonely Days B. LON, King

3. Your Flying Days Are Through J. SKINNER, Capitol

4. Mexican Joe T. DAVIS, Decca

5. Red Rose R. WILLET, Four Star

6. Mexican Joe T. DAVIS, Decca

7. This Orchid Means Goodbye C. SMITH, Columbia

8. This Orchid Means Goodbye C. SMITH, Columbia

Another Big ALL-STAR JAMBOREE now at tour throughout

Grand Old Opry Artists George Morgan Dake of Pendleton

Ray Price

Plays special added attractions

The Dickson Sisters Red Garrett and Tennessee Pioneers

Tour direction: E. W. THOMPSON

Tour manager: BOB REES

Tour publicity: HINTON BRADBURY Talent booking: CAPTAIN DON

For available dates see package show and country and hillbilly artists

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Chicago, Illinois

Pendleton 4-5791
WESTERN RECORDS

FOLK TALENT AND TUNES

Nashville
Eddy Arnold had a top opening May 2 at the Hotel Sahara in Las Vegas, Nev., where he's a two-week feature with The Dickens Sisters, Hank Garland and Ray Wiggins. Hank Snow capped the top spot in Country Sing Sing's popularity poll, with Eddy Arnold second and Webb Pierce third. Carl Smith, Faron Young, Ernest Tubb, Eddy Arnold, Slim Whitman, Lefty Frizzell and Ray Price completed the top 10, with another seven spots filled...

Ace Ball
Singing
CHANGE OF HEART
b/w
HOME ISN'T HOME ANYMORE
Okeh No. 18007

Here's our newest RCA release...

SOUTH IN NEW ORLEANS
and
YOU'RE THE WINNER of
my HEART
RCA Victor 20/47-5164

Featured stars
WSM Grand Ole Opry
and WSM-TV

HAPPY FATS'

Cajun King of Song
America's Most Colorful
Folk Song Singer

"BAYOU BALL"
"THE SEVENTH CAVALRY"
"PLEASE FORGET"
"RED RIDE CANYON TRAIL"

Attention, Theaters, Arenas, Auditoriums or Fairs...

Get the Johnny & Jack Show for
that big box office draw. Featuring
the Nation's #1 Country Gal...
KITTY WELLS

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Phone 6-2215

www.americanradiohistory.com
C & W Record Reviews

Continued from page 138

Country War, 73

Once more, Kitty was in a brittle performance on a new novelty, this time the material is not up to the mark.

ERNST TUBB

Where Janie Rodgers Said Good By

Riding High

CARL SMITH

Singing

"JUST WAIT TILL I GET YOU ALONE"

Columbia 21087

TANNEN MUSIC, INC.

146 W. 54th St., NYC.

C & W Record Reviews

Continued from page 138

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Columbia 21087

TANNEN MUSIC, INC.

146 W. 54th St., NYC.

Juke Box Operators...

KNOCK OUT MORE PUNCH... WITH

JESS WILLARD

THE SINGER

WITH PUNCH

"DRINKING AT THE BAR" b/w "TIL THE DAY DIE"

No. 2455

C & W Record Reviews

Continued from page 138

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Riding High

CARL SMITH

Singing

"JUST WAIT TILL I GET YOU ALONE"

Columbia 21087

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YOUR NO. 1 COUNTRY ARTIST

HANK THOMPSON

and his BRAZOS VALLEY BOYS

sing the sensational country hit!

"Rub-a-dub-dub"

and

"I'LL SIGN MY HEART AWAY"

Record No. 2445

OTHER TOP-SELLING RECORDS
BY HANK THOMPSON

- "No Help Wanted" and "I'd Have Never Found Someone New" ........................................... 2.376
- "The New Ways Of You Fool" and "You're Walking On My Heart" ........................................... 2.269
- "It's Better To Have Lost A Little" and "How Cold Hearted Can You Get" ....................................... 2.169
- "Don't Make Me Cry Again" and "Waiting In The Lobby Of Your Heart" ........................................... 2.063
- "The Wild Side Of Life" and "Can't In The Deep Blue Storm" ..................................................... 2.192
- "Favouring And Tea Leaves" and "I'll Be Your Sweetheart" .................................................... 2.143
- "Love Thief" and "How Do You Feel" .................................................................................. 2.145
- "Hank Thompson Favorites" ............................................................................................... 2.151

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Regent 6-0002

Time in-hear Hankou

LIGHT-CRUST FLOUR PROGRAM
OVER SOUTHERN NETWORK—MON. THRU FRI.

FALSTAFF SHOW
OVER MUTUAL NETWORK—TUES., THURS., FRI.
You fellas have sure made this ole boy mighty happy.

THANKS

Lefty

LATEST RELEASES

"BRING YOUR SWEET SELF BACK TO ME"

b/w

"TIME CHANGES THINGS"
Columbia 21084 78 rpm—21085 45 rpm

Still Going Strong...

"I'M AN OLD, OLD MAN"
(Trying To Live While I Can)

"YOU'RE HERE SO EVERYTHING IS ALL RIGHT"
"I KNOW YOU'RE LONESOME"
b/w

"DON'T STAY AWAY"
Columbia 20911-4-20911

"FOREVER" (as always)
Columbia 20997-4-20997

"I WANT TO BE WITH YOU ALWAYS"
b/w

"ALWAYS LATE"
Columbia 20799-4-20799

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Lou Millet

"Get a Grip on Your Heart"
"Bayou Pigeon"

it's gripping the nation... the song that will...
STEAL YOUR HEART

Columbia 21086 4-21086

"Just Me, My Heart and You"
"Bayou Pigeon"
"Your Own Heart You Must Mend"
"Worried, Lonesome and In Love"

BOOKINGS: Write, Wire or Phone
AMERICANA CORPORATION
4527 Sunset Blvd. Hollywood 37, Calif.
A NEW STAR... 
...IS BORN!

BILLY BIGG

TOP R&B RECORDS
FOR WEEK ENDING MAY 16

National Best Sellers

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks</th>
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<tbody>
<tr>
<td>Hound Dog</td>
<td>W. M. Thornton</td>
<td>Railroad Recs</td>
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<tr>
<td>I'm Mad</td>
<td>W. Mahon</td>
<td>Indie</td>
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</tr>
<tr>
<td>Red Top</td>
<td>King Pleasure</td>
<td>500</td>
<td>3</td>
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<td>Help Me Somebody</td>
<td>Five Royales</td>
<td>Imperial</td>
<td>8</td>
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<tr>
<td>Goin' To the River</td>
<td>Fats Domino</td>
<td>Imperial</td>
<td>6</td>
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<tr>
<td>I Wanna Know</td>
<td>Du Droppers</td>
<td>Vee-Jay</td>
<td>4</td>
</tr>
<tr>
<td>Mama's He Treats Your Daughter Mean</td>
<td>Ruth Brown</td>
<td>Vee-Jay</td>
<td>5</td>
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<td>Bear Cat</td>
<td>R. Thomas Jr.</td>
<td>Chicago</td>
<td>7</td>
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<tr>
<td>Crawlin'</td>
<td>The Clovers</td>
<td>Imperial</td>
<td>9</td>
</tr>
<tr>
<td>Crazy, Crazy, Crazy</td>
<td>Five Royales</td>
<td>Vee-Jay</td>
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Most Played in Juke Boxes

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<td>Red Top</td>
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<td>Imperial</td>
<td>10</td>
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<tr>
<td>Off the Wall</td>
<td>Little Walter</td>
<td>Chess</td>
<td>8</td>
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RHYTHM & BLUES NOTES

The crop of new and subsidiary labels that have moved into the R&B markets over the past year has been nothing short of sensational, according to all observers who keep a close eye on the market. And, of course, concurrently with the new labels many, many new record artists, or old record artists under new names, have been paraded by the talent scouts of those infant discographies. This has caused intensified competition in the field, and has served to keep the R&B field one of the most exciting as well as one of the most precarious in the entire record business. The above situation is the subject of separate story this week.

Ruth Brown, who was held over at the Bandbox, New York, will play a number of one-nighters with The Orioles and the Benny Martin crew. On May 28 the unit will play Glen Cove, L.I.; on May 30 the armory, Toney, N. Y., for an Elks Convention; on May 31, Bandbox, New York, and on May 31 at Turner's Arena in Washington. After that, the Atlantic Records' tour will return to New York on May 22, and the last of the three shows will be at the Apollo Theatre May 23. In May 24, Ruth will play the Howard in Washington.

The Cardinals, one of America's most popular vocal groups, are scheduled to appear at the Apollo Theatre in Philadelphia on May 25. The Cardinals will be featured on the same bill as Ruth Brown, and will also play at the Howard on May 26.

The new Atlantic releases are: "Mend Your Ways" and "Wild, Wild Young Men." No. 993

1. Sensational! Ruth Brown's new "Mend Your Ways" and "Wild, Wild Young Men" No. 993

2. Introducing Hal Payne - The New Blues Find! "Drive It Home" and "Break of Day Blues." A Juke Box Natural! No. 996

3. Back with a Big Hit - The Cardinals - One of America's Most Popular Vocal Groups. "You Are My Only Love" and "Lovie Darling." No. 995

4. Presenting Chuck Norris - First Atlantic Disc "Messin' Up" and "Let Me Know." No. 994
This Week’s Territorial 
Best Sellers to Watch

New Orleans... I’VE LEARNED MY LESSON
E. SLAY, SAVOY 892

Territorial Best Sellers

This marks the only time "Territorial Best Sellers in Weekly" have appeared on
the first time this week on any of the charts. These are spotlighted for the
commerce of dealers and operators in other sections.

Nashboro, 535
JESUS PRAYED EVERY STEP
OF THE WAY
THIS MAY BE THE LAST TIME
"THE SKYLARKS"

Excello 2010
HE’S GOT THE WHOLE WORLD
IN HIS HANDS
HE DELIVERED ME
"THE BOYER BROTHERS"

Excello 2007
BROWN SKIN WOMAN BLUES
TEAR DROPS ARE FALLING
“LITTLE MAXIE”

Atlanta

1. I Wanna Know
Du Driggers, Victor
2. 3 Times A Day
W. M. Thornton, Peacock
3. Royal Polka
B. Johnson, Mercury
4. Out Of The Way
M. Alberfield, Chess
5. Dots
B. Johnson, Mercury

St. Louis

1. I’m Mad
W. Mahan, Chess
2. Red Top
B. Johnson, Mercury
3. Hold Me Too
W. M. Thornton, Peacock
4. Bear Cat
B. Johnson, Mercury
5. Help Me Somewhere
B. Johnson, Mercury
6. It’s A Dream
B. Johnson, Mercury
7. Shirley, Come Back To Me
B. Johnson, Mercury
8. I Gave To The River
B. Johnson, Mercury
9. Good Mornin’, Good Night
B. Johnson, Mercury
10. Shov’line And Basket
B. Johnson, Mercury

Detroit

1. Goin’ To The River
B. Johnson, Mercury
2. I’m Mad
W. M. Thornton, Peacock
3. Red Top
B. Johnson, Mercury
4. Help Me Somewhere
B. Johnson, Mercury
5. Good Mornin’, Good Night
B. Johnson, Mercury
6. Shov’line And Basket
B. Johnson, Mercury

Chicago

1. Hound Dog
W. M. Thornton, Peacock
2. I’m Mad
W. M. Thornton, Peacock
3. Red Top
B. Johnson, Mercury
4. Help Me Somewhere
B. Johnson, Mercury
5. Good Mornin’, Good Night
B. Johnson, Mercury
6. Shov’line And Basket
B. Johnson, Mercury

Philadelphia

1. Goin’ To The River
B. Johnson, Mercury

Washington-Baltimore

1. Hound Dog
W. M. Thornton, Peacock
2. I’m Mad
W. M. Thornton, Peacock
3. Red Top
B. Johnson, Mercury
4. Help Me Somewhere
B. Johnson, Mercury
5. Good Mornin’, Good Night
B. Johnson, Mercury
6. Shov’line And Basket
B. Johnson, Mercury

Buddy Johnson & His Orch.
70116

“SHE’S GOTTA GO”

Jimmy Ricks of the Ravens
70119

“You Let My Love Grow Cold”

Dinah Washington
70125

“YOU LET MY LOVE GROW COLD”

“COMING UP STRONG”

“THEME SONG OF MOULIN ROUGE”

Marshall Raval
70140

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www.americanradiohistory.com
FOLK TALENT AND TUNES

- Continued from page 161

take up a country spinning, skald at WINK in Fort Myers, Fla., and Buzzy Knapp, who, with the especially popular yarns on the air. Watts was a regular on the air every Tuesday morning, and with his quick wit and clever words, he was able to carry on the tradition of the old-time country music. He was a true ambassador of the genre and a beloved figure in the community.

McDaniel, WSM, Nashville, publicist director, is still being compli-
mented on his handling of the re-
newed interest in the old-time art-
ists. He's mailed back both sets of records to a dozen Fielding, from disk jockeys and continues to receive them and send them out to stations from that area. One outstanding piece of news this week is that the radio station in Poteau, Oklahoma, has signed a long-term contract with the National Barn Dance, making Madison Square Garden appearances on a regular basis.

Capitol, Richard C. McDonald com-
pounded his month's stay in Detroit with a guest appearance on Chi-
nic's "WLS National Barn Dance," May 4 and in current fillings Texas and Arizona dates on its route to radio stations. Red Harper is appearing in the New York area, and a large number of Midwest stations, making Madison Square Garden appearances on a regular basis.

Detroit, the local Variety Club, wound up a very successful West Coast tour last week, during which Variety's Spade Cooley on his TV show, "Western Variety Club," had several guests appear on the show. From this, Harper, one of the newest performers, has been invited to perform on the show, and it is expected that he will make a great impact on the audience.

Nationally, "The Los Angeles Times" TV show featured "Los Angeles" tonight. "Los Angeles" is a new television show produced by the Los Angeles Times. The show features news and information about the city and its residents. It is a popular show that draws a large audience.

In New York, "The Tonight Show" with Jay Leno featured a performance by "Los Angeles." The show was broadcast live from Los Angeles and featured many highlights from the city. The audience was captivated by the performance and the show received high ratings.

"Los Angeles" also received critical acclaim for its portrayal of the city and its people. The show was praised for its ability to capture the essence of the city and its unique culture. It was a great success and has become a staple of primetime television.
Ad

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SUBSCRIPTION

SAVES YOU MONEY!

—and you are sure to get . . .

... complete news of your industry plus all of the weekly service features, directories and special reports that are important to your business...

... more than 20 big, valuable Special Issues that give you plenty of extra — profit ideas ... extra money-saving tips ... extra working tools that help you to make more money and lower your operating costs...

... a quick cash-saving of $3.00 over Billboard single copy rates.

Order Your Billboard Subscription TODAY!
NICKELODON DISK SALES START JUNE 2

Continued from page 34

The nickelodeon, age 8, and 12, are the daughters of Daniel Cede, manager of the Cede's in the Carollton music store.


to Business

A special inducement to jube box operators will be an offer of a 25 per cent discount on all 2-cent stock, and a further discount of 10 per cent. The average price for 2-cent stock is about $2 per dozen.

The new line of Pathé, headed by Burman, who sold the company to the Pathé Frères, will be the only jube box manufactured by the Pathé company. The new line of Pathé will be sold exclusively by the Pathé company.

The Pathé box is a complete line of Pathé products, including Pathé, the only jube box manufactured by the Pathé company.

Civic Dinner To Fete 65th Anniversary

DETROIT, May 24—A civic dinner, to be attended by leaders of the community, will be a highlight of the celebration of the 65th Anniversary of the Music Box Industry in Chicago, according to the announcement of the Music Box Operators' Guild of Michigan. A number of prominent leaders of the community, including mayors, governors, and members of the common council, will be present.

Irving B. Ackerman, counsel for the Music Box Industry, will be the chairman of the Music Box Operators' Guild of Michigan.

Vista Marks Forty Years With Seeburg

CHICAGO, May 16—(CHICAGO) — The 45th anniversary of the Music Box Industry was celebrated in Chicago on May 16, 1953. The Music Box Industry is one of the oldest and most successful music box manufacturers in the world.

The Music Box Industry was founded by Albert B. Coe and the company is still in operation today as National Juke Box Co.

Telling his story to the "constructive program" sub-committee, Mr. Coe said, "Our mission is to promote the use of juke boxes in all parts of the country."

QUESTION 19: To what extent do you use printed title strips?

Per cent of Operators

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<th>ANSWER</th>
<th>Per cent of Operators</th>
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<tr>
<td>None</td>
<td>55.4</td>
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<td>13.8</td>
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<td>1/2</td>
<td>19.0</td>
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<td>3/4</td>
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<td>Total</td>
<td>100.9</td>
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COMMENT: Judging from the answers to your written survey, it seems that all operators use title strips. However, the results do not indicate the extent to which they are used. Maybe you should consider using title strips in your future surveys.

PART 2: Operator Appearances

Continued from page 118

Two of every five operators reported that they have received free title strips from record companies in the last six months. It appears that record manufacturers and distributors are placing an emphasis on the promotion of their products.

The question asked was, "Do you use printed title strips?" About 55.4 per cent of the operators answered "Yes," with 13.8 per cent using 1/4 title strips, 19.0 per cent using 1/2 title strips, and 2.2 per cent using 3/4 title strips.

The total number of respondents was 100.9 per cent, indicating that all operators used title strips.

Detroit Guild Sets Meeting Schedule

DETROIT, May 24—The Detroit Guild of Music Michigan, Inc. announced its schedule for the rest of the year, as follows:

- Thursday, May 19: The Detroit Bourse, Detroit, Michigan, will be held from 7 p.m. to 9 p.m.

- Friday, May 20: The Detroit Guild will meet at the Detroit Bourse, Detroit, Michigan, at 7 p.m.

- Saturday, May 21: The Detroit Guild will meet at the Detroit Bourse, Detroit, Michigan, at 7 p.m.

- Sunday, May 22: The Detroit Guild will meet at the Detroit Bourse, Detroit, Michigan, at 7 p.m.
FULL STEAM AHEAD

Operators, Manufacturers Set Anniversary Promotion Drive

By STEVE SCHICKEL

CHICAGO, May 16—With full steam ahead, a mass promotion campaign in support of the 60th Anniversary of the Music Machine Industry included manufacturers, associations, dealers, and radio operators from all over the nation as they reached out to a climax today.

To date, The Billboard has received numerous requests from various members of the industry for special kits. Those were in addition to 3,000 direct mail letters distributed to associations and disk jockeys at the major theater chains.

The kits contained sample copies of the special anniversary edition and a complete history of the industry. Those that purchased the kits were a listing of 125 records which sold. A total of 125,000 of these records were shipped, and they comprise the All-Time Top 125 favorite records.

75,000 Booklets
2.5 MILLION DISTRIBUTION

J. SEEBURG CORPORATION made available 75,000 copies of a booklet titled History of the Music Machine Industry prepared by The Billboard in commemoration of the industry's 60th Anniversary. Seeburg will install copies of the booklet at the booth that distributors use in their efforts to celebrate the anniversary.

Ohio Hi-Tone Party
CLEVELAND, May 17—Members of the Ohio Hi-Tone Association celebrated by dabling the June 3rd party in Cleveland, dedicated to the 60th Anniversary of the Music Machine Industry. Harry Cohen, president of the Ohio State Phonograph Dealers Association made the announcement.

Mayor Calls Holiday for Juke Party

California Guild Gets School OK On Hi-Tune Affair

OAKLAND, Calif., May 16—Representatives of the California Music Guild, an affiliate of the National Association, met with the School Board in cooperation with the Fremont School Board to arrange the sponsorship of a California Hi-Tune Party.

The Hi-Tune Party will feature a Juke Party, with a band and an anticipated attendance of thousands.

A proclamation was issued by the school district in support of the holiday.

The superintendent of schools endorsed the party, and the school public relations principal has worked out arrangements for distribution of tickets to the media-agents.

Meanwhile, according to Miller, members of the association are now planning the party, and the school principal will have to put in a distribution of tickets to the people involved.

A "full steam ahead" promotion was expected to ensure a good attendance.

The Full Steam Ahead promotion is associated with the Juke Box Industry.

DJ SELL DJS REQUEST FOR CHARITY DRIVE

CHICAGO, May 17—John Michael's, a local disk jockey for WVBO, is joining the celebration for the 60th Anniversary of the Music Machine Industry across the country.

He is originating his show from his home at 6713 N. Evanston, Ill. and the program will feature a "Juke Box Jamboree," with a list of the top 100 juke box songs.

The program will be broadcast every evening from 6 to 8 p.m. and every hour from 8 p.m. to 1 a.m.

The "Juke Box Jamboree" will feature hits from the past, as well as hits from the present.

With the help of the music industry, the program will feature a wide variety of music, ranging from the classics to the latest hits.

MIAMI Publicity

WILLIE BLATT, of the Amuse- mental Service, is currently active in Miami with the promotion of the 60th Anniversary of the Music Machine Industry.

He is preparing a special promotion package for the Miami Beach area, featuring a "Juke Box Jamboree" every day from 9 a.m. to 5 p.m.

The promotion will feature a wide variety of music, ranging from the classics to the latest hits.

The program will be broadcast every evening from 6 to 8 p.m. and every hour from 8 p.m. to 1 a.m.

Cullifne Airs

RAY CULIFNE, president of the Association of Record Manufacturers, is appearing on radio stations across the country these days to publicize the 60th Anniversary of the Music Machine Industry.

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The promotion will feature a wide variety of music, ranging from the classics to the latest hits.

The program will be broadcast every evening from 6 to 8 p.m. and every hour from 8 p.m. to 1 a.m.

INFO IN OTHER DEPARTMENTS

Among the stories of general interest to the coin machine industry to be found in The Billboard and other departments up front in this issue of The Billboard are:

D 2017 AWARD WINNERS

D Juke Box Awards

The Billboard has announced that three new Juke Box Awards will be given to those who have the most sensational sales in years (Music department)

SET POCKET BOOK RELEASE DATE

Pocket Books, Inc., has set June 15 as the release date for its new book, "Juke Box Charts," which is the 15th edition of the Pocket Book of Juke Box Charts for 1976. The book is a comprehensive guide to the music industry and contains charts and other information on the music market.

RCA SETS GUMMICKER

Oscar G. Gummicker, president of RCA Victor, is involved in three different gimmick promotions on 36 pop disks (Music department).

June Hit Party Fetes 65th Juke Box Anniversary

Show Broadcast Over WGAN; Winner Is 'In the Mood'

CLEVELAND, May 16—Clevelanders tuned in May 16 to a special broadcast from WGAN Studios to celebrate the 65th Anniversary of the Music Machine Industry. The event, co-sponsored by The Cleveland Press and Cleveland News, was dedicated to the memory of the late R. Bruce Robinson, the 65th Anniversary of the Juke Box Industry.

The show featured a variety of performers, including Jack Cohen, president of the National Association of Record Manufacturers, and F. Fred Schachter, owner of the Cleveland Press.

The first half-hour was dedicated to the show's theme: "Juke Box Jamboree." The second half-hour featured a special performance by Jack Cohen and his orchestra.

The program was broadcast over WGAN, and the winner of the "In the Mood" contest was announced.

D. C. MEETING

Guill Name New Heads; Bowles Prewx

WASHINGTON, May 16—Charles Bowles was elected president of the Washington Music Magazine at its annual meeting here recently. Bowles was an active participant in the organization, and the treasurer for the third consecutive year.

W.M.M.'s new vice-president is Charles Bowles. Bowles is a well-known member of the organization, and his policy of building better public relations for the Music Machine Industry has been a major accomplishment.

The Music Machine Industry would do everything it could to promote the industry.

"A guild-sponsored ad, reaching both in local papers and in the numerous trade publications in the country, would do a great deal of good. The Guild would do nothing without a public relations program."
OP FACILITIES

Chicago Gaining
In Export Stature

CHAICAGO, May 16.—This city rapidly gaining in stature as an
importing center, will have a
triumphal entry at the end of
the foreign trade portion of the
American Radio Historical Week
at the Chicago Tribune. A similar
triumphal entry was held last
week (May 18) by The Billboard
that celebrated the 75th anniver-
sary of the publication, which
virtually all shipped from local
warehouses and distributors, totaled
60,912.

The survey pointed out that Chicago, as a port of trade, is growing
as a substantial increase in the
import trade is reaching a
new high.

The important new factor in the
Chicago foreign trade is the
increased interest in the
importing of music and
radio equipment.

Coin machine manufacturers and
export specialist companies such as
G. O. R. M., Bally Manufacturing,
Combustion, Video, and the
distributor companies are
playing a larger role in the
import trade.

The survey showed that
Chicago is a major center for
importing music and radio equipment
equipment, and the trend is
expected to continue.

The increase in the import trade
is expected to continue, with
Chicago becoming a major center
for music and radio equipment
importing.

CHICAGO, May 16.—A series
of articles on coin-operated
amusements are being
published in the leading
trade journals in various
parts of the country.

Leakey Returns
To Photo Mch. Service Field

DETROIT, May 16.—Henry C.
Leakey, operator of a wide variet-
y of amusement devices, has
been appointed to the head
of a new department in the
Chicago Tribune.

Two of his key servicemen are
Paul G. Koehler and John J.
Koehler, who have been
appointed to the head
of the new department.

Currents is con-

VARIED PLAYFIELDS

Top Games on Dime Play
Proving Trade Stimulant

Lemke, owner of one of the
leading coin-operated
arcades in the country, has
returned to the business
field after an absence of
over a year.

The games on display at the
arcades have been
increasingly popular
in recent months.

The five-dollar field is
feted by all the
operators who have
recently acquired new
machines.

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Coin Rides Prove Big Draw at Mass. Fun Park

By GEORGE LIVINGSTON

Beverly Beach, Mass., May 16—Kiddie rides broke out all over the boardwalk as amusement parks opened rides and amusements for a pre-season test run on Sunday (16). The mercury hit 82 degrees, highest of the year, and 30,000, most of them teenagers, invaded the boardwalk.

As predicted by kiddie ride distributors in Boston, Arcade and Merry-Go-Round operators installed the rides in production with dime plans. Their foresight was amply justified, mopped-up waiting in lines for Merry-Go-Round and kiddie rides.

Nautical Playland had four kiddie rides, a Spacehop, Ocean Liner, Roy Rogers and Trigger, and Donald Duck, all getting heavy play. Penny Arcade had two Big Bouncing Boats, one Space Ship and a Charge. Auto Kiddo operators placed a Scientific Spaceship outside their rides.

Operators of other rides and concessions, not having kiddie rides, were interested observers, and indications were that long before mid-season most will have at least one or two kiddie units.

For the first time in Beverly Beach history, the spectacle of coin-operated rides operating in conjunction and competition with mechanical ticket rides should amuse old-timers.

One example of extra profits for operators was the success of an Auto Kiddo rides alongside a Spaceship on the sidewalk. Small fry, walking the beach with their parents, get excited each time they pass a kiddie ride.

Already operators have learned that the best place for the devices is just as near to the striding throngs as possible. Traffic is the key to success in kiddie rides operations at the beach, just as in metropolitan city business.

(See Coin Rides in next issue)

Trade Directory

For ready reference, here is a guide to new product firms and office and personal changes reported in Billboard issues May 9 to May 16.

New Equipment

Joe ride, Army Jeep, National Kiddie Rides.

Fire engine ride, Fire Chief Eagle, National Kiddie Rides.


Chicago Coin Machine Company, Chicago, has ordered a special trap door game, Times Square, Williams Manufacturing Company, Chicago.

Frank Smith, vendor, Vendor, Barth Engineering and Manufacturing Company, Millis, Con't. Hot beverage vendor (kiddo model), Models 689, 690, 630, 630, Coin-O-Mat, Sam Franck, Chicago, and T. H. L. Hohau, Globe Dis-Changer.

Cup vendor, M-339 Simple Cup Vendor, T. B. Kennedy & Company, Chics.


Nasco Sets Carousel For Quick Delivery

PHILADELPHIA, May 16—Nasco Schoeller, manufacturer of Naso Cherron, announced this week that the firm's new Naso Cherron carousel with immediate delivery promised. Deliveries are now in progress and 67 inches high; it weighs 900 lbs. The mechanical toys may be incorporated at a time, or a combination ride for a dime. The coin mechanism was manufactured by Nasco.

New Aqua Jet Locations Set

NEW YORK, May 16—Not Cobb, head of Rite-way sales, this week, announced that they now placed Aqua Jets on a chain in Nashville, Tennessee, New, the District.

New locations include Harvey's Rides, 2412 N. Laramie, Chicago; Stampfer's Department Store, 3127 S. Cottage Grove, Chicago; the Walthamchelion, fourth floor, Empire State in New York; Lord most and son, 300 Market st., Indianapolis; Power of Plants, Atlantic City (two units); Knute M. Ray, 1226 W. 76th, Chicago, by air freight, he said. Cobb also announced that a new location of Atlantic Jet and Aqua Jet has been added in the District.

Pool Specials

BOSTON, May 14—Harry Polo of Pol's, Xanadu Top, has announced the appointment of Pol's at Winthrop, Mass., as special sales representative for a new line of Aqua Jet and Atlantic Jet.

Mellholin has been in the coin operated machine business for 15 years and was formerly director of the Wilburie Line in New England, and a distributor for Atlantic and Eastern and Australian海滨.

Travel New England for Pool's, an independent, is handling Geneo games, Claps, R. H. & N., and Kingston Kiddie rides.

Nascolina, the Nasco Juvenile Music, new model, was announced this week, with the latest model, the 8200, 8000, 800, 800, Coin-O-Mat, Sam Franck, Chicago, and T. H. L. Hohau, Globe Dis-Changer.

Cup vendor, M-339 Simple Cup Vendor, T. B. Kennedy & Company, Chics.


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**Trade Directory**

that is what Kiddie-Ride operators must have, and that's what they get with Bucky SPACE-SHIP and THE CHAMPION. Big profits, too!

**Krazy Top Ride Is Set By National**

NEW YORK, May 16—A. R. & R Manufacturing Company, has released its sixth Kiddie Ride in three weeks.

The ride, called "Krazy Top," is an eight-sided affair with a circular and rocking motion, much like the tops children play with. Tops and base are wooden, with the base measuring 68 inches by 64 inches. Total weight is 450 pounds.

**P & M Resumes Joker Output**

LANDER, Wyo., May 16—P. & M. Enterprises has resumed shipments of Joker, an amusement game introduced two years ago but whose manufacture was interrupted pending a court test of its legality under the Johnson Act. In December it was ruled by the U. S. District Court of Wyoming to be "not a gambling device" and "can be shipped in interstate commerce."

The mechanism for Joker is housed in a bell type cabinet and is non-coin operated. It is equipped with an arm type lever, which activates the mechanism. Remote control units, which indicate the type of play completed and the number of players left for the patron, are housed in a separate cabinet next to the Joker cabinet. In this second cabinet are four push buttons which are used for recording the score and releasing the actuating arm.


**SACRIFICE SALE! PRICES SLASHED! SATISFACTION GUARANTEED 100%**

Miss America Boat Rides Midget Racer Automobiles

Send for KIDDE RIDE FOLDER AND PRICE LIST

**REDD DISTRIBUTING COMPANY, INC.**

218 Lake Street
ALEXANDRIA, VA. 22306

**EXHIBIT SUPPLIES**

- Ray Rogers Tripper
- Sea Shute
- Bow Ride
- Max Corps Spine Platform
- Pete the Pukal
- Big Bumby
- Redhead the Red
- Horse Racer
- M.T. the Bull
- Ferris Wheel
- Space Ship

EXHIBIT SUPPLY, 4218-30 W. Lake St
Chicaco, Ill.

**FOR PROVEN QUALITY RIDES**

**There Is No Substitute For STEEL!**

Wood deteriorates?
Plastic Compounds chip!
STEEL is everlasting!

Meteor Rides Are STEEL

Throughout! Meaning that METEOR RIDES are RUGGED — SAFE — LASTING!

You gain a lifetime of profits — with practically no mechanical servicing expense — with Meteor!

**Meteore PT-BOAT!**

Beautiful authentic replicas of U. S. Navy PT-Boat built to scale. Outplays any boat ride on the market. With summer approaching, cash in on the demand for boat rides... add METEOR PT-BOATS to your route. Indestructible Flex-Tone finish—will not scratch or mar. Chrome trim and numerous flashing lights attract play.

**SPECIFICATIONS:**

- **SEAT:** 6'6" long x 2'6" wide
- **HULL:** 10'6" long x 3'6" wide
- **ENGINE:** 25.5 HP, light weight
- **GROSS:** 9,000 lbs
- **FUEL:** 60 gal.
- **STANDING:** 16 gal.
- **RANGE:** 600 miles
- **PERF.:** 65 M.P.H.
- **WILL GET IN ANY WEATHER EXCEPT AIR, ICE, OR LACK OF WATER.

**YOU ALWAYS DO BETTER WITH METEOR!**

**Meteore ROCKET—METEOR FLYING SAUCER—METEOR PONY BOY**

Low Price—Liberally Financed Plan

**DISTRIBUTORS! OPERATORS!**

Write, Wire or Phone

**MEETOR MACHINE CORP.**

219 Madison Street Brooklyn, N. Y. Phone Myrtle 5-3756

Over 67,000 ACTIVE BUYERS read The Billboard Classified columns each week

**ALERTS!**

Every child wants to be a jet pilot fighter! As cockpit revolves, child flies all space men and superman planets!

**SOLAR CADET**

A RIDE WITH FIRE POWER AND BATTLE ACTION—ALL 3 AT ONE TIME!

**54" High. 23" Wide. 60" Lg. (approx. size of horse) 800 lb. maximum weight.**

**TESTED ON LOCATION**

For his been too popular.
Near location the prices range for less than $10 per week.

**Distributors-Territories Available**

Write—Wire—Phone

**ALERT MANUFACTURING CO.**

12 WOOD ST.
Tolled 1000x S-6014

PHILADELPHIA 6, PA.
Debate Cig Vender Operation At Nat'l Restaurant Meeting

Chicag., May 16—Three days after a week of heated controversy about cigarette vending machines, a group of 250 restaurant displaced men held a meeting here Monday evening, in the Chicago Hilton Hotel.

The meeting was called by the American Restaurant Owners Association to discuss the problems posed by the vending business. The group was divided into two sections, one representing the vending machines manufacturers, and the other representing the restaurateurs.

The meeting was addressed by a number of speakers, including the president of the American Restaurant Owners Association, who said that the vending machine industry had been a great boon to the restaurant business, and that it was time that the restaurateurs recognized the value of the machines.

The meeting was adjourned without any definite action being taken.

New Operating Firm Buys Filene Vender

Super-Shopper Products to Merchandise Costume Jewelry in Grocery Chain

New York, May 16—Sam Schwartz, former owner of the Filene’s vending machine company, has organized a new vending machine company, which he plans to operate in the Super-Shopper grocery chain. The new company will be called Super-Shopper Products, and will be located in the Filene’s building.

Schwartz, who has been in the vending machine business for over 20 years, said that he plans to sell the vending machines to the Super-Shopper chain, and that he will also sell the vending machines to other retail chains.

Show Cigarette Food Vendors At Restaurant Meets

Chicago, May 16—Two vendors, who were recent victims of a restaurant attack, addressed an audience of restaurant operators here yesterday, in the Chicago Hilton Hotel.

The vendors, who were present at the meeting, said that they had been repeatedly attacked by restaurant operators, and that they were now being forced to leave the industry.

The meeting was addressed by a number of speakers, including the president of the American Restaurant Owners Association, who said that the restaurant operators were wrong in their attack on the vending machine industry.

The meeting was adjourned without any definite action being taken.

BAIT ADS CONTINUE

ABBB Cites Vend Trade Complaints

Chicago, May 16—In a continuing effort to promote the interests of vending machine operators, the American Bottlers of Beverage Bottles (ABBB) has continued its campaign to publicize the trade's problems.

The ABBB has been working for several months to develop a series of advertisements that will be placed in leading newspapers and magazines.

The first advertisement, which appeared in the April issue of the ABBF, was well received by the vending machine industry, and is expected to continue to be published for several more months.

The advertisement details the problems that vending machine operators are facing, and urges the public to support the vending machine industry.

The ABBF has been closely following the ads, and is expected to continue its campaign for several more months.

National to Bow 11-Cig Vender in June

St. Louis, May 16—National Vendors, Inc., announced this week that it will introduce a new 11-cig vending machine in June.

The machine, which will be similar to the 8-cig machine that was introduced last year, will be sold for $100.

The machine will be made of heavy-duty metal, and will be designed to last for many years.


New York, May 16—C. J. Van Huizen & Son, Inc., manufacturers of dime bars, announced this week that a new line of dime bars will be introduced in June.

The new line will include a variety of bars, including chocolate, peanut butter, and coconut.

The bars will be sold for 10 cents each, and will be distributed in a variety of shapes and sizes.

The move is expected to increase the company's sales by 500%.
Supplies in Brief

Here are the current trends in supplies and commodities which affect vending machine operators, direct from The Billboard's Washington Bureau.

Sugar Tonnage
A total of 2,904,553 short tons of raw sugar during the first four months of this year were charged against an oversupply quota of 1,705,000 short tons, compared with 2,418,611 short tons charged against the quota during the same period last year. The Agricultural Department reported this week.

Bottle Summary
In a summary of 1952 glass consumer industry activity, the Commerce Department has noted that the year was one of returnable beverage bottle shipments, up 23 per cent over the previous year. Returnable beverage bottle shipments, reached a five-year high of 7,891,000 in 1953 compared with 6,558,900 in 1951, Commerce reports.

Operator Aids
Local Newspaper

Undoubtedly the most practical and useful of aids to the newspaper operator offering a soda fountain or soda vending machine service is the cooperation of the local newspaper. The five-kent novelty is another example of the many ways in which the local newspaper operator can please his customer.

Nominate W. Va. Cig Op for Mayor

DONNAR, W. Va., May 16—Guy Moss, head of Champion Cigarette Vending Company operations, has been nominated by the Democratic executive committee of a West Virginia city for the position of municipal councilor.

Tobacco Harvest

An estimated 2,054,650,000 pounds of U. S. tobacco was harvested from 1,773,000 acres in 1952, according to the U. S. Tobacco report for 1952, issued by the Agriculture Department. The total is down 28 per cent from 1951.

NDHEL GUARANTEED USED MACHINES

Chewing Machines

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You can DEPEND on VICTOR Always... FOR THE LATEST AND BIGGEST MONEY-MAKERS IN BULK VENDING

SOLD EXCLUSIVELY THRU VICTOR DISTRIBUTORS

For Information on "ROCKET CHARMS" Contest write to: Victor Corp., 3584 W. Davis St., Dallas, Texas.
Halifax Coin Plans Expanded Cup Operation

HALIFAX, N. S.—May 16—Halifax Coin Machine Exchange announced this week that it had signed the first contract for installation of coin cup vending machines in industrial plants located in the Nova Scotia province. The machines, which will be placed at airports, amusement parks, beaches, schools, and other locations where the public can be reached, will be under the supervision of the manufacturer.

The introduction of the new machine is being received with enthusiasm by the Halifax Coin Machine Exchange, which has a large number of machines in the Atlantic provinces. The company has been in business for over 30 years and has a large number of customers throughout the area.

Am. Tobacco Sales, Not Ahead of ‘52

NEW YORK, May 16.—American Tobacco Company this week reported a sales increase of 3.4 per cent for the first quarter of 1953. This is due to the company’s successful promotion of its cigarettes. Total sales for the quarter were $1,990,000, an increase of 3.4 per cent over the corresponding quarter last year.

Bait Ads

Continued from page 316

Newads, which is "the world's largest advertising company," has been recognized as a leader in the industry for its innovative and creative approaches to advertising. The company's slogan, "When advertising matters," is a testament to its commitment to delivering results for its clients.

100 Honor Coan At Anniversary Dinner in Chi

CHICAGO, May 16.—A 30th anniversary dinner was held in honor of J. W. Coan, president of Coin Manufacturing Company, Madison, Wis. The Indian Head Hotel here Friday evening (13). Coan celebrated his 30th year in the vending industry April 27.

Chairman of the anniversary dinner committee, Jack Chalcraft, Coin consultant, spoke about the company's history and the role it has played in the vending industry.

Among the speakers at the dinner were Fred Shilt, vice-president of National Bank, and Ray Heilman, Coin equipment salesman. The speakers highlighted the company's contributions to the vending industry and its commitment to customer service.

Regina Refuses Cig Vendor License

REGINA, Saskatchewan, May 16.—A recent decision by Regina municipal council has made it impossible for cigarette vendors to operate in the city. The council voted 7-2 to pass the bylaw prohibiting the sale of cigarettes.

The bylaw was introduced by Mayor J. A. McDonald and seconded by Alderman J. D. Keating. The council was also presented with a petition from a group of residents who opposed the sale of cigarettes in the city.

Vending Now

Continued from page 316

As the vending industry continues to grow, new opportunities are emerging for vending operators. With the increasing popularity of vending machines, there is a growing demand for innovative and creative vending solutions.

Best Investment in the Coin Machine Field!

Operators all over the United States agree the new AUTO PHOTO STUDIO is a MAJOR PROFIT PRODUCER. And, what is equally important AUTO PHOTO STUDIOs have HIGHEST RESELLER VALUE, on your investment, as a SECURITY (Shelon have several years old are as productive as when originally installed).

AUTO PHOTO STUDIOs alone give four different piece of equipment, prints are permanent, will not fade, have great depth and contrast — can be reproduced or enlarged.

AUTO PHOTO STUDIOs are completely automatic—easy for customers—easy for operator. Invest in the AUTO PHOTO STUDIO now, our PLAN today. Write for illustrated literature.

Vend PARCHED CORK for hot weather

Excellent for taverns. Send 1.00 for 6 lbs. Please, pack in 1 lb. paper boxes. Other boxes, no. 1, 2, receive 1.00 per box. Patterson Food Prod. Co., 1002 A. W. A. B. P. 11422, Huntington, W. Va.
Debate Cig Vender Operation

Continued from page 118

ted self-ownership was not so profitable, Teahan said, the equipment eventually had to be sold or traded in by the operator.

Concluding, Teahan declared, "I'm not responsible manufacturer of cigarette machines will sell to location owners, as (mainly) to the "own your own" service problem." "Own Your Own." R. W. Shepard, Superior Manufacturing Company, keyed his "own your own profit for the restaurant owner," according to when he purchased his own cigarette vendor. He stated such profit ranged from $600 to $1,200 a year when it was not shared on a commission basis.

"The $75,000,000 gross profit on cigarette sales during 1931 is even higher now," Shepard said. "This means that you as a restaurant owner can realize a profit of your own on your own cigarette machine." The Superior eight-column man, who has had experience in vending cigarette machines, is very well informed on the machine operation.

Answering questions from the floor, he said his firm has been in the vending of machines distributing them, and that there were thousands in use.

Superior jobs, Shepard said, provide repair and maintenance service to location owners. Answering on a question on king-size packs from the floor, he said his unit was equipped to "vend the king-size packs in any column." Concluding the question of ownership operations versus a service cigarette machines, and from the official of the Robin Hood Restaurant chain, commented on the "warning round up about where it started at the beginning of the debate." "

Perfumat, Mercury Tell Distrif Facts

TORONTO, May 15—Lawrence M. McKeown, president of Island Tobacco, Ltd., and O. J. Shaw, perfumers in charge of the Aromatic and Mercury Tell Distrif., Ltd., collaborated on the recent study of distributors regarding distribution of the former two products under this award.

Contrary to earlier reports, J. H. Wright, Mercury Tell, Inc., is not the U. S. and foreign distributor for Perfumat of Canada, but for Mercury Tell & M. W. Hoffman stated that exclusive selling and prices on the unit were awarded to Mer-Tex, Ltd., which turned over to Lo-To B. U. S. and foreign distributor in October, 1933.

THE BILLBOARD Index of Advertised Used Machine Prices

- Vending Machines

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THE BILLBOARD Index of Advertised Used Machine Prices

- Vending Machines

Equipment and prices listed below are taken from announcements in The Billboard or in advertising columns. All advertised machines are on sale at prices listed. Whenever the advertisement indicates the same equipment of the same price, frequency with which the prices appear in the classified columns. Where actually advertised, it is the case of both vendors, only the single machine price is listed. Any price definitely depends on conditions of the equipment, size, location, territory and other related factors.

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## The Billboard Index of Advertised Used Machine Prices

**Amusement Games**

Equipment and prices listed below are taken from advertisements in The Billboard as indicated below. All advertised used machines and prices are listed. When more than one firm advertised the same item, only the machine and price listed by the last firm are indicated in parentheses. Where quantity discounts are advertised, in the case of both vendors, only the single machine price is listed. Any prices displayed depend on condition of the equipment, age, time location, territory and other related factors.

<table>
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<tr>
<th>Vendor</th>
<th>Equipment</th>
<th>Price</th>
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<td><strong>Arcade Equipment</strong></td>
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<tr>
<td><strong>Formica Tops</strong></td>
<td>Special United States Model</td>
<td>$115.00</td>
<td>Columbia, Missouri</td>
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<td><strong>ARCADIA</strong></td>
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<td><strong>Shuffle Games</strong></td>
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<td><strong>Bingo Games</strong></td>
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## Coin Machines

**FOR SALE**

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<td><strong>Hermietage Music Co.</strong></td>
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<td><strong>Electronic Industries</strong></td>
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• NATIONAL

Guaranteed Values! Seaborg M100DA... $699.00

MERCURY

AERIAL

SCHEMATIC

WIRING

This... COMMERCIAL MACHINE... at

GREAT LAKES SYSTEM.

FOR SALE

12 Peek-View Panoramas

Price $195.00 each

LOT OF 12, $2,250.00

Write or Phone

Amusement Arcade

677 Liberty Avenue, Pittsburgh 22, Pa.

Telegraphic: Courier 1-3796

SPECIALS

10 Spot Lights.... $250.00

10 Bright Lights, droop shades and large pans... 200.00

10 Bright Spots... $250.00

WORLD'S BIGGEST... One-third deposit, balance C.O.D.

D & P MUSIC

57 E. Philadelphia St., York, Pa.

We Carry Complete Line of

COIN COUNTERS

COIN SORTERS

COIN REORDERERS

COIN WRAPPERS

PARTS AND SUPPLIES

WHOLESALE-RETAIL


1600 Canton Rd., Canton, Ohio

THE BILLBOARD is the only trade paper covering the general showbusiness field with an acknowledged paid circulation.
Detroit
Marcel Henry, Arcade operator in this city, who is a District visitor, is making a quick trip to the South, where he will visit his home, his former partner, Louis P. Whitehouse, at his hotel in Jacksonville, Florida, and his brother, Charles F. Ansclup, of the Atlantic Hotel, at Pensacola, Florida. Whitehouse is a graduate of the University of Michigan and has been in the hotel business for many years.

The Brayce Corporation, owners of the Wayne County franchise, have moved their sales office from the former location at Fourteenth Street, north and east of Highland Avenue, to the new location at the corner of Eighteenth and Fifth Streets. The company's new facility is expected to open in the near future.

James R. B. Redding & Son, who operate the new television station, have taken over the operation of the F. W. W. and Michigan Motor Company, which is located at the intersection of Seven Mile Road and Eight Mile Road. The company has invested a large amount of money in the new facility and plans to open soon.

William M. Campbell, owner of the Detroit Motor Company, has added Adeline Campbell as a sales representative for the company's sales staff.

The Grand Rapids Manufacturing Company has established a new office in the city, at 123 West Michigan Avenue. The company is involved in the production of automotive parts and is expected to expand its operations in the future.

The company is capitalized at $500,000, with an additional $1,000,000 to be raised.

Los Angeles
R. S. McNaughton, secretary of the Los Angeles Coin Makers' Organization, is expected to leave soon on his summer vacation in Europe.

Business Opportunities
- Arcade for Sale — Squares of coin operated machines located at the corner of Hollywood and Vine Streets in Los Angeles. For more information, contact Mr. Thompson at 123 Main Street, Los Angeles.
- Coin-operated laundry for sale, located at 4534 Los Angeles Avenue, Los Angeles. For more information, contact Mr. Anderson at 2365 Rodeo Drive, Beverly Hills.
- Coin-operated washers and dryers, located at 321 South Main Street, Los Angeles. For more information, contact Mr. Morgan at 1235 Vine Street, Los Angeles.
- Coin-operated dryers, located at 2365 Rodeo Drive, Beverly Hills. For more information, contact Mr. Thompson at 123 Main Street, Los Angeles.
- Coin-operated laundry, located at 321 South Main Street, Los Angeles. For more information, contact Mr. Morgan at 1235 Vine Street, Los Angeles.

Washing Inc.
Westway Vending, headed by Sid Langerman, replaced the machines.

ADVERTISING RATES
- REGULAR RATES
  - Per ad: $10.00 per column inch. Minimum charge $10.00. Payment in advance.

- DISPLAY RATES
  - Per ad: $10.00 per column inch. Minimum charge $10.00. Payment in advance.

- ADVERTISER'S INDEX:
  - To be included in our index at no charge.

- DISPLAY ADVERTISER'S INDEX:
  - To be included in our index at no charge.

- Cost: each additional page for less than 3 insertions. Please include an additional $25 for each additional page for the sake of a page number in the cost of handling and forwarding of your ad.

Coin-operated Equipment
- Used Coin-Operated Equipment
  - A-1 Super — Coin Catcher and Coin Vending Machine
  - Coin-receivers, coin catchers, and coin venders, all in excellent condition. For sale at $250 each. Contact Mr. Johnson at 2365 Vine Street, Beverly Hills.

- Coin-operated Equipment
  - Coin-operated equipment, all in excellent condition. For sale at $250 each. Contact Mr. Johnson at 2365 Vine Street, Beverly Hills.

- Parts, Supplies & Services
  - Coin-operated machine parts, all in excellent condition. For sale at $250 each. Contact Mr. Johnson at 2365 Vine Street, Beverly Hills.

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Wanted To Buy
- Used Coin-Operated Equipment
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YOU'RE IN THE "CLEAN-UP SPOT" WHEN YOU GO TO BAT with GOTTLIEB'S

GRAND SLAM

- Rotation sequence 1 to 9 when numbers 1 to 9 are hit in rotation, one of five numbers ELUITS for REPLAYS. As play continues, REPLAY LIGHT TRAVELS TO ANY ONE OF THE OTHER BUMPERS!
- When "A", "B", "C" ROLL-OVERS are made, TWO BOTTOM "HOMER RUN" ROLL-OVERS LIGHT UP FOR REPLAYS. ROLL-OVERS "A" and "C" LIGHT ADDITIONAL CONTACTS FOR SUPER-HIGH SCORES!
- A HOME RUN TARGET!
- Roll in knockout hole awards HIGH SCORE and puts a MAN ON BASE. Hitting any of the HOME RUN TARGETS brings in men on bases for additional runs.
- Max out any two bases, light up SPECIAL ROLL-OVER for REPLAYS!

SUPER-HIGH SCORE TO 7 MILLION!
3 "POP" BUMPERS!
2 SUPER-POWER FLIPPERS!

ORDER FROM YOUR DISTRIBUTOR NOW

FLASH!

We Are Now Shipping Again...

JOKER

A NEW GAME DESIGNED SPECIFICALLY FOR USE AS AN AMUSEMENT MACHINE... NOT A CONVERSION!

COMpletely LEGAL...

It has been held in U. S. District Court of Cheyenne, Wyo. Case No. 4155, to be "not a gambling device" under the U. S. Johnson Act, and can be shipped in Interstate Commerce.

TAX-FREE...

"Not taxable as an amusement or gambling device" as ruled by the Internal Revenue Department.

Hundreds of K JOKER machines already in use in Clubs and similar locations. Amusement feature proved even more popular and profitable than the familiar bell type machines. Adaptable to all Foreign Countries as it is NON-COIN OPERATED.

WRITE, WIRE OR PHONE for Complete Details Today!

B. T. McMANUS P. & M. ENTERPRISES
LANDER, WYOMING PHONE 700

THE HARDEST HITTING,
MOST COLORFUL
PERFORMANCE EVER ON A
PLAYING FIELD!

WHAT A HIT!

GRAND SLAM EARNINGS WILL MAKE IT YOUR ALL-TIME "GAME OF FAME"!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

LOOK AT THESE SPECIALS

ARCADE EQUIPMENT

BINGO GAMES

ONE BALLS

SHUFFLE ALLEY'S

NEW EQUIPMENT

VENDORS

MONROE

COIN MACHINE EXCHANGE, Inc.
2843 MAPLE AVENUE, CLEVELAND 16, OHIO
Toll-Free: 1-800-845-7723

ELECTRIC SCOREBOARDS

WALL MODELS
Marquee Type, $21.95 each
Overhead Models, $25.95 each

OVERHEAD MODELS
Marquee Type, $21.95 each
Overhead Models, $25.95 each

VENDORS

Strobe Light, $2.95 each
Rollover Lights, $2.95 each
Bell Lights, $2.95 each
Flashing Lights, $2.95 each

MARVEL MFG. CO.
A TREASURE-TROVE OF PROFITS!

NEW! THRILLING UPRIGHT BALL GAME by GENCO!

NEW! SCRAMBLED NUMBER LANES
Tests player's skill—increases flipper importance in building sequences.

IN-LINE AND SEQUENCE SCORING
Can be set up for 2 to 6 players. Score 1 to 450 points. Features a score keep to record scores.

TESTED TROUBLE-FREE ACTION
Proven by thousands of games in actual use.

AVAILABLE IN 5c, 10c and 25c COIN CHUTES

GENCO MANUFACTURING & SALES CO.
2607 N. Oaklawn Ave., Chicago 14, Ill.

EXCLUSIVE SPACE-SAVER DESIGN
Only 24"x17"x55" high. Weight only 190 lbs. created. Perfect for export.

NEW! CENTER LANE "BONUS BUILD-UP"
Scores Extra Special when A, B or C is lit

NEW! Shoot 6 Balls ONE AT A TIME . . .
Up to 6 extra balls on extra coins.

NEW! GALLY COLORED CABINET
With Built-In extra protection for playfield and glass.

WRITE, WIRE OR PHONE YOUR GENCO DISTRIBUTOR TODAY!

for better buys, buy McGinnis

ROY McGINNIS CORP.
2111 MARYLAND AVE., BALTIMORE 16, MD. PHONE: BILMORT 1990

COIN OPERATED TIMING METERS
EASILY ADAPTABLE TO THE APPLIANCE OF YOUR CHOICE

- WASHERS
- T.V. SETS
- RADIODES, Etc.

Available settings seconds to hours. Saturated for both dry and export. Short post--reste proof.

MONROE COIN MACHINE EXCHANGE
3 PAYNE AVE., CLEVELAND 14, OHIO
SNO. 1-6000

WE EXPORT
- PIN GAMES
- MUSIC MACHINES

Joe Ash

ACTIVE AMUSEMENT MACHINES CO.
566 S. Broad Street Philadelphia 3, Pa.
Phone: Franklin 3-4545

"You can't lose in Active at Active ALLWAYS!"

CLEVELAND MACHINE EXCHANGE, INC.
201-2025 Prospect Ave., Cleveland 13, Ohio
All Phones: Token 1-4133

MECHANIC
3001 N. Broad Street Philadelphia 3, Pa.
Phone: Franklin 3-4545

SPECIAL! "POP" COIN SEZ 10c VENDORS
NEW Reconditioned
RECON MACHINES
SALVATORE S. DELLER

Be sure to list his machine on your inspections... name him for your next check!

Of all the trade publications covering all areas of showbusiness... THE BILLBOARD is the only paper with an AUDITED PAID CIRCULATION.
OPERATORS FROM COAST TO COAST AGREE THAT

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