Motion Pictures for Television. 

magazines. which recently ran in top national
new book
being produced in Europe
radio, motion pictures,
the "Sherlock Holmes" show
have had extensive
properties often
containing the identity
relationship has been
Cartoons, nor does it include
Holmes
found their
"Terry and the
interested.
pre existing
pre -production
created as comic
strips will
take a pre -sold title and
the "Superman"
character should look
a comic strip on film,
co -production
characters in the
comic -strip
whish
Pushpop," the record
scheduling
a comic book rights

The difficulty in the
pre -production
and

The TV film hits which have
"Nogginland Canada," "Dragonette,"
Also "Ainic Gatley," went into
come from TV strip sales
began.
Six of the strip are on
are, of course, a drop in the
such titles include comedies,
which
does not include the
Sunday -only strips.

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come from TV strip sales
began.
Six of the strip are on
are, of course, a drop in the
such titles include comedies,
which
does not include the
Sunday -only strips.

Holmes Stalks
Everywhere
NEW YORK, May 15. - The
productions often go far beyond
their own exposure. Many
have had extensive exposure in
radio shows, books, legitimate
theater, TV series, and films.

Holmes is also available to
the comic book world in a
new book of stories some of
which will be found in the
magazines. Broadway also saw

Besides this, television
producers can see

See Ya in TV, Say
The Funny Papers

Plentitude of Comic Strip Head for Tele, 
As More Hot Video Shows Seek Print

B. GENE PLOTRICK
NEW YORK, May 15. - Many
much of the most popular comic
strip will likely be found in print. 

The humor, however, a few more of the
hottest TV shows will be
re created as comic strips.

According to reports coming in
every week a very lively interest
in comic strip properties continues
to grow among TV producers.
Some of the famous
comic strip titles which are
reported to be in negotiation, in
pre-production planning or
in initial film forms are "The
Blondie," "Dana Dugan,"
"Daisy,"
"The Heart of Juliet Jones."

The TV film hits which have
"Nogginland Canada," "Dragonette,"
Also "Ainic Gatley," went into
come from TV strip sales
began.
Six of the strip are on
are, of course, a drop in the
such titles include comedies,
which
does not include the
Sunday -only strips.
TELEVISION-RADIO

Spectacular Selling Sells Spectaculars for NBC-TV

Web Lines Up Half of Needed Big Show Sponsors of 3-Night Specials

NEW YORK, May 15.—NBC-TV, in a series of rave-dazzle-adolescent shows, has completed about half of the task of securing four and a half days of spectaculars for the network will begin next week.

The entire series of Saturday night specials, television's premier shows and perhaps 13, which will also serve as tie-ins for NBC-TV's extensive summer package, are said to be sold to Oldmouthe though the D. P.

The Sunday night situation is

2d NARTB Bid
For Petroito,

For AFTRA Peace

WASHINGTON, May 15.—The National Labor Relations Board is moving the second proposal in proposed by the American Federation of Radio and Television Artists to force the intervening of a battle of bargaining-registered unions, the Association of Federal Musicians and the American Federation of Television and Radio Artists and the National Association of Broadcasters.

The NARTB's latest brief cites the "importance of the continued and peaceful settlement of the issue" and calls for an NLRB method which will clarify for managers of stations and networks the proper

UHF in Senate Spotlight

FCC Has First Crack at Telling Of Ultra-High's Financial Woes

WASHINGTON, May 15.—Congressional interest in UHF broadcasting continues to grow, according to reports which a new next week when the Senate Commerce Committee subcommittee opens its hearings on the high-risk, high-stakes economic plight of UHF Communications Commission, TV Commerce Commission, and the Federal Communications Commission will hold off the "high-stakes" phase, and then will be forced to consider the subtle aspects of the Telecommunications Broadcasters Computation, which was made in Chicago May 23.

The FCC also intends to consider the enormous number of the Capitol Hill developments aimed at UHF—which has been termed the era of the "upstairs" by Sen. Edward C. Winfield (D., Colo.)—and the growing federal efforts at TV set equipment, and the UHF Communications Commission shared by the Federal Communications Commission has been one of the most important aspects of network regulations containing that a fee is being paid to other network affiliation (see separate report).

Sen. Charles F. Potter (R., Minn.), chairman, said he will stick to his determination to obtain an agreement of the McCarthy-Army hearings before the Senate investigations

Sponsoring 9-30 This spring.

SPRING BRINGS OUT SICK BEDS

NEW YORK, May 15.—Sick men have brought in a rush of illness among radio and television stations. Each of the industry's sick list are Bud Bailey, WFIL vice-president, headed at the University Hospital with a liver ailment; Dick Abey, ABC-TV sales, recovering from a back operation; Arthur H. York, WOR-TV, with pneumonia; John Conover, WOR-TV, with a pulmonary ailment; and Dr. Walter, NBC-TV, suffering from burns of the show "Dr. Walter and His Clinic," headed by Dane and Kalmak, re-established his position for a stomach ailment.

Rivals Woo Firestone Following NBC Divorce

NEW YORK, May 15.—The current war over Firestone's 25 years of association with the network was immediately made by CBS and ABC to get the business.

Firestone is trying to get Firestone to drop its musical shows, which would make it possible for the network to program another prestige-type show. The two major package, ABC-TV, on the other hand, is not interested in a good time periods on its strong program, NBC's present program, Catamount, the network's interest in the interference of Firestone's wartime TV and to counter the programming of competition.

Elgin Will Sponsor 'TV Hour' Over ABC

NEW YORK, May 15.—ABC-TV is considering putting out of its television, its high-priced "TV Hour" which was once advertised by Motorola, with "TV Hour," going to pick up the alternate show which was announced earlier this week, things will have for who have VHF competition and it is necessary to determine whether the shows can be on the Air, that good self-promotion and the network's share of the money can be on the secondary networks. It is considered that the best shows ever or the programs that are in demand.

The network also intends to consider the differences of the UHF TV network, according to reports which a new next week when the Senate Commerce Committee subcommittee opens its hearings on the high-risk, high-stakes economic plight of UHF Communications Commission has been one of the most important aspects of network regulations containing that a fee is being paid to other network affiliation (see separate report).

It's understood the deal is con- cluded at the beginning of October its sponsorship of the U.S. Olympic Committee with "TV Hour," 9:30-10:30 p.m. Monday and Thursday 9:00-9:15 a.m.

Meanwhile, additional business manager for the "TV Hour" which was vacated when "Your Man Jack" moved to another 8:30-9:00 slot starting the end of next month. Alcoa, in the network's production company to pick up the alternate show which was announced earlier this week, things will have for who have VHF competition and it is necessary to determine whether the shows can be on the Air, that good self-promotion and the network's share of the money can be on the secondary networks. It is considered that the best shows ever or the programs that are in demand.

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This leads to the idea that the network's share of the money can be on the secondary networks. It is considered that the best shows ever or the programs that are in demand.

Broadcasting Department

1640 Pattison St., Cincinnati 22, Oh...

Daniel F. MacKinnon, General Manager

H. S. Sinyard, Sales Manager

D. E. Grieves, Advertising Manager

Cyril M. Parnell, Circulation Manager

E. L. Kasper, Advertising Manager

J. C. Ewing, Director of Sales

S. H. Long, Director of Programming

J. E. Dillinger, Director of Promotions

J. W. Winters, Director of Traffic

Continent No. 2, Patio Pattern H...
**NETWORK POLICING**

**Bricker Bill Calls For FCC Regulation**

WASHINGTON, May 15—Tossing a bill in the hopper this week is the authorization to the Federal Communications Commission to negotiate a pilot study preparatory to enacting a new industrywide TV auction.

The NARTB's subcommittee came after the project received 60 endorsements from a pilot study preparatory to enacting a new industrywide TV auction.

Levi Strauss & Co., head of the YRF Association, which has fixed a Monday, March 1, hearing on the House Judiciary Committee's antitrust bill. OHH-HHHH-THHHHH-THHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHHH
Here’s the Color TV announcement ad the public has been waiting to see!  

Here’s what creates more customer-excitement than you’ve seen since TV began!  

Here’s the RCA Victor CT-100—the Compatible Color TV set that will make sales history for you!  

Here’s why the RCA Service Company is more important to you than ever before!  

The newspaper ad shown on the facing page is currently appearing in cities throughout the country where color television programs are, or soon will be, available.

Every year more people buy RCA VICTOR
Every year more people buy **RCA VICTOR** than any other television
Major Network Affils Uneasy On Eve of NARTB Convention

NEW YORK, May 15.—With the conference of the National Association of Television Broadcasters coming to a close today, a number of NBC affiliates are expressing some uneasiness about the next week which is to be filled with discussions of the problems they face.

The NBC affiliate advisory board this week met with NBC officials to discuss a number of issues pertinent to their operation. The board, composed of representatives from the various NBC stations, met to review the current situation and to discuss the future of the network. The meeting was attended by NBC officials, including President Gerald Reiss.

The discussion centered around the need for better communication between NBC and the affiliates, as well as the need for a more robust scheduling strategy to ensure that the network's programming meets the needs of the stations.

In addition, the board discussed the possibility of expanding the network's coverage to include more of the UHF outlets, which are becoming increasingly important in the competitive landscape.

NARTB's position is that NBC must be more proactive in its dealings with the affiliates, and it is hoped that the discussions this week will help to improve the relationship between NBC and its affiliates.

This is an important week for the NARTB, as it is the first time the board has met since the last conference, and it is expected that the affiliates will be more vocal in expressing their concerns.

Lyle Salutes NARTB; Membership at Peak

WASHINGTON, May 15.—The National Association of Radio and Television Broadcasters will meet in New York City this week to discuss a number of issues pertinent to the industry. The NARTB will also conduct its annual meeting, at which time the membership will be counted.

Lyle, who is also the president of the NARTB, is expected to address the gathering, and he is likely to be used as a potent weapon in the battle to solidify the NARTB's position in the industry.

However, the NARTB is facing some challenges in this year's election, as there are only 1,100 members in the organization, compared with 1,083 a year ago, while television membership has decreased by 200 in the same period.

The NARTB is counting on strong support from the affiliates, who are expected to be represented at the meeting.

ABC-Radio Claims Tops In Ayem Sooer Field

NEW YORK, May 15.—ABC-Radio's morning soap opera block has ranked first in the nation in the 10-11 a.m. time period, according to Nielsen ratings for the first full week of the survey, which ended May 13.

Nielsen ratings for the top-rated network shows for the same period last year are not available, but it is believed that ABC's performance has improved significantly.

The high level of activity on the part of ABC in the soaps field has been the result of a concerted effort to increase the network's audience share. The network has launched several new shows and has increased its investment in established programs.

FCC Issues 5 Video Grants

WASHINGTON, May 15.—The Federal Communications Commission has awarded five grants to support the development of video programming for public television.

The grants, totaling $250,000, are intended to support the production of programs that will be distributed to public television stations throughout the country.

The grants will be used to support the production of programs that address a variety of issues, including the environment, health, and education.

The FCC has announced that it will continue to support video programming for public television, and it is expected that additional grants will be awarded in the future.

NABC to Re-Sked Sat. Ayem Time With 'Home' & 'Today'

NEW YORK, May 15.—In order to allow for better programming, the National Association of Broadcasters has decided to change the time slots for some of its programs.

The changes will take effect next week, and the new schedule will be in effect for the remainder of the year.

The changes include the addition of a one-hour program on Saturday nights, which will be used to air special events.

On Monday and Tuesday nights, the network will air two one-hour programs, while on Wednesday nights, it will air three one-hour programs.

The changes are expected to improve the network's overall ratings and to enhance its ability to compete with other networks.

ABC's competition for the time slot is expected to be strong, and the network will need to work hard to maintain its position in the ratings.
NEW YORK, May 15 — Jos Smith, head of Cinema-Vue, has announced that the company will begin Monday (17) shooting of a 24-page brochure describing its sales to the television industry. This is the MPEF's New York headquarters.

NEW YORK, May 15 — First time ever, three of the major television networks will be represented in the financial field. The July 6, 1954 issue of Broadcasting will carry the following story: "The 'Falcon,' a new adventure series which originated at Guild Films and is under production at Hollywood, will be produced in connection with the major television networks."

NEW YORK, May 15 — The TV show of the week is the "TV's Top Ten Shows" which is being produced by NBC for the New York television market. The show will be broadcast from the NBC studio in New York on Thursday night, May 15.

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Raft of Comic Strips Heads for TV, as Tele Shows Get Print

Continued from page 2

such ratings as 32.1 in New York, 10.4 in Chicago and 8.2 in Los Angeles. ~In $90.00 a.m. Monday, and 28.4 on June 21, the latter figure being credited to Flamingo Films, which, it is understood, has the production rights to syndicate it to still further markets through the Kelloggeholds.

Puck Ad

Flamingo hoppers point out that the "Puck" ad is a cheap and easy, and they are seeking a similar ad when those shows return next season.

The adult appeal of comics generally, especially that directed in a full-page ad in The New

Pearson Gets Another Life

NEW YORK, May 15—Motion Pictures for Tele-

vision, which has already decided to produce another 28 weeks series in the Warner

Perry-Good-Go-By series, is planning to end its 26 instalments of the week ending May 21, and after which Pearson

Ed Madden warns that a 29th series will be a source to potential sponsors.

The current edition of its show is produced. The next edition will be completed in the studio before getting its first listings on Friday.

Ward Series On Railroads

HOLLYWOOD, May 15—The Association of American Railroaders, which holds the rights to writer Al C. Ward to write plays, is preparing a new series for agents for use in a projected tele-

film series.

The agreement assures Ward of a series by a major U. S. railroad and places the writer's disposal material back to the early 19th century. The series ends in the middle of the century, centering around the development and experiences of the railroad industry.

19-Inch Color Tube Readied

NEW YORK, May 15—Limited quantities of Du Mont's new 19-inch "Chroma-Sync" color receiving tube will be available for previewing during the next few weeks. It is expected that other manufacturers using the new tube will be able to have sets on the market in time for the 1955 fall season.

Du Mont previously stated its availability in the fall will retail for around $1,000. The new television set is almost 19 inches across, the first one of that size

• Top Ten Network Film Shows

This feature, which runs once a month in The Billboard's TV Film department, shows the relative standing of the top 10 film shows as of the last two to three weeks, by giving an indication of the standing of film programs among all network estimated viewers. Selections are based on ratings of all programs among all networks under consideration, and are generally release of a mid-entry season show from the American Research Bureau.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Film Title</th>
<th>Station</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>City Lights</td>
<td>NBC</td>
<td>58.9</td>
</tr>
<tr>
<td>2</td>
<td>First Year</td>
<td>ABC</td>
<td>55.7</td>
</tr>
<tr>
<td>3</td>
<td>The Man Who Knew Too Much</td>
<td>ABC</td>
<td>53.5</td>
</tr>
<tr>
<td>4</td>
<td>Meet the Press</td>
<td>NBC</td>
<td>52.2</td>
</tr>
<tr>
<td>5</td>
<td>The Many Loves of Dobie Gillis</td>
<td>CBS</td>
<td>49.2</td>
</tr>
<tr>
<td>6</td>
<td>Our Miss Brooks</td>
<td>CBS</td>
<td>46.6</td>
</tr>
<tr>
<td>7</td>
<td>Pabst Blue Ribbon</td>
<td>CBS</td>
<td>43.1</td>
</tr>
<tr>
<td>8</td>
<td>The Alka-Seltzer Show</td>
<td>CBS</td>
<td>40.4</td>
</tr>
<tr>
<td>9</td>
<td>Ford Star Theater</td>
<td>CBS</td>
<td>38.1</td>
</tr>
<tr>
<td>10</td>
<td>Rosemary's Baby</td>
<td>ABC</td>
<td>33.1</td>
</tr>
</tbody>
</table>

The Billboard Scoreboard

All Non-Network TV Film Series and Competition, and Their Multi-City ARB Ratings

This chart is one of a few programs in which all pertinent data on the films' ratings are included. These programs are shown in the Billboard's TV Film department.

The programs are listed in their order of appearance in the magazine, with the top film shown first. The ratings are followed by a description of the program's genre, as well as any other relevant information. The programs are listed in order of their Multicity ARB Ratings, with the highest rated programs listed first.

### TV RIGHTS

Test Cases Involve Old RepublicPIX

SACRAMENTO, May 15—The Court has ruled in a case involving the old Republic Pictures, which is now owned by the Du Barry organization, that Republic owned the rights to the character "Colli" for the character of the same name.

### SG Technical Staff Shifted

NEW YORK, May 15—The staff of the Section of SG Technical at Radio City Music Hall has been changed due to the resignation of several key employees. The new staff is composed of six individuals, including location footage.

### COMMERCIAL CRITIQUE

By AL CANTWELL

The thought of writing copy for the advertising commercials on TV is enough to chill the heart of any writer. The thought of writing copy for use in the 15 seconds of happy allegedly stuffs a commercial in a frightening thought.

It seems that out of sight to be an ad, as typified by the execu-

ed in the current series of commercial new-

ing on TV. The fact that this is the way your program is going to be shown is not shown in the middle of a hot, dusty, dry day.

The desert scene is followed by a shot of cool running mountain stream, while a pack of Wickety's gum zoo up out of the water stream. The words that suggest the before and after of the gum are closely associated with pictures of the gum and the words "Wickety Gum, Healthier Gums in 14 Days."

Before & After

This is another one of the series that open with matching opening lines. The lines are followed, known by the

sponges. The words are not to go with the words "Wickety Gum, Healthier Gums in 14 Days."

Breaks & Alter

This is another one of the series that open with matching opening lines. The lines are followed, known by the

sponges. The words are not to go with the words "Wickety Gum, Healthier Gums in 14 Days."

These spots are very nearly and the only cost involved is the price of the gum. The gum sells in a pack of 150, and the gum and the words "Wickety Gum, Healthier Gums in 14 Days."

Sponsors: Advertisers And Producer

The commercials were done by the K'ds-

Comedy-ABC. The commercials were done by the K'ds-

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Comedy-ABC.
the adventures of

PELLY QUEEN

*** adapted from the outstanding best-seller of our times

... eagerly awaited by millions of fans

starring

HUGH MARLOWE

with

Florenz Ames

as Inspector Queen

Here's a new TV show that's as reassuring as money in the bank... a first-run series that's backed by a 25-year habit of success.

A success in every mass medium In print... on the screen... on the air—"Ellery Queen" has consistently spelled "box-office." On TV live—on a handful of DuMont-cleared stations—"Ellery Queen" demonstrated an amazing ability to dominate its period, without any "inheritance"... against any competition. Now, specially filmed for TV... starring the man who created the radio role, "Ellery Queen" is marked for new highs.

A tremendous ready-made audience The readers who made "Ellery Queen" a 30,000,000-copy best-seller... the movie goers... the former listeners and viewers—these are the people who give this new series a ready made, multi-million audience. Marlowe fans who have enjoyed his work on stage and screen ("Voice of the Turtle"... "Twelve O'Clock High" and many others) will swell the figure. And top production—all down the line—will win and hold new viewers for this series.

A show that can't miss To the proved commercial impact of mystery shows, "The Adventures of Ellery Queen" adds the power of a great name... the prestige of fine dramatic programming. Call, write or wire for the full story, and for franchises in areas where you need a show that can't miss.
### TV Film

**Gold Sets Up Own TV Firm**

**NEW YORK** May 15,—A new firm, Mel Gold Productions, has been formed by Mel Gold, who has resigned his post as advertising manager of the United Artists Corporation to produce television commercials and industrial films for the motion picture industry. Mel Gold is expected to be active in future production of theatrical features and television programming.

According to Gold, he is currently preparing to build a television studio in the city for the construction of film studios.

### Official Plans Balti. Office

**NEW YORK** May 15.—Official plans are under way for an office in Baltimore within the next few weeks, according to Elmore Bishop, president of the Baltimore office of Jack Denovo Productions, Inc. The office is already being set up in the Hotel Belvedere, and will be headed by an executive who will be in charge of all sales in the area.

### Jack Denovo to Film Jon Productions Half-Hour Musicals

**HOLLYWOOD**, May 15.—A new series of half-hour musical comedy shorts is expected to be produced shortly by Jack Denovo Productions, Inc. The series has already been in the planning stage for several months, and will feature such well-known stars as Jack Denovo himself, as well as such other stars as Bob Hope and Bing Crosby.

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### Dagger Sets Audition Service

**CHICAGO**, May 15.—Edwin James, president of Dagger Productions, Inc., announced today that this week the formation of an audition service will be initiated for the talent. This service will be made available to all television stations in the area, and will be of great value to those who are looking for new talent.

### Army Hearing is Pa's Dream

**NEW YORK** May 15. — Capt. Ted D. Pa, a popular television personality, died today in a plane crash. Pa, who was known for his love of adventure and his ability to handle all types of situations, was the Army Recruiting Director for many years and was a well-respected figure in the television industry. His death is a great loss to the industry, and he will be greatly missed by all who knew him.
"I LOVE LUCY" TOO!

Thanks!

LUCY and DESI FOR LETTING ME COME TO YOUR HOUSE

Tennessee

ERNIE FORD

LATEST RELEASE

with

Betty HUTTON and Billy MAY and his Orchestra

"THIS MUST BE THE PLACE"

B/W

"THE HONEYMOON IS OVER"

Listen to

The TENNESSEE ERNIE SHOW

with Helen O'CONNELL

C. B. S. RADIO

PROM • SWEETHEART SOAP

7-7:15 P.M. DAILY C.B.S. NETWORK

Personal Management

CLIFFIE STONE
THE BILLBOARD
MAY 22, 1954

Intercontinental Sets Up New Foreign Deals

NEW YORK, May 15—Mort Poll and Ed Gruskin, already producing abroad under the ban-
er of Intercontinental TV Films, have added several new deals that should help the company
in its efforts to enlarge its foreign sales. Under
the terms of the new deals, foreign nationals
will be able to purchase TV film packages
from Intercontinental. Some of the foreign na-
tional companies that have signed deals with
Intercontinental are: National Telefilm Assos-
ciates, France; Telefomin, Columbia, U.S.A.; and
Cookson Films, Canada.

Catalog of Free TV Films Released By Ford Motors

DETROIT, May 15—A 96-page illustrated catalog of TV film packages available on a non-
commercial basis has been issued by Ford Motor
Company. The catalog is free to readers and is
available from the Ford Motor Company, 4200
Fisher Building, Detroit, Michigan.

Plugs and Preiums

Rocky Jones Space Merchandiser, I

By GENE PLOTNIK

Reference has been made in this column to a TV film show that will be presented in the
near future, to be called “Rocky Jones: Space Ranger.” Here’s how it happened:

Miss Helen Cooper, the Ford News depart-
ment’s public relations manager, had a
pursuit of a merchant’s shipment. A
lengthy story which she titled “Rocky Jones: Space
Beverly Hills, California

Flamingo Films, the Harris group’s
TV subsidiary, has announced that it will leave
its current location in Hollywood and will move to
a new office in New York City. The company will
continue operations from its existing office at
1350 West 5th Street, Los Angeles.

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Palace, New York

Jones and Willett, Torrid and his band, Harry Ricardo, Michael Chimes and Company, Billie Reed, the Whirlwinds, Jo Stanley, Buckley, the Whirlwinds, Jo Stanley (See New Acts.)

[Reviewed May 14]

The show, quite reasonably effective, with five repertory acts, eight comedians, a Linda Lee, featured in a variety of straight acting, and a chorus number, school the standard performance, for a ventriloquist and a hack-wielding ventriloquist. Of the two, Joe Phillips is better徇集 is back with his ventriloquist act, and there is no War 1 material. The long run, however, is a signal for this new act via the best interval act of the week, and a new man in the ventriloquist world, who can do it all, masterfully done. His fill-in stunts are neat, and though his faces are as mere expressions as those on a typical good comic by this plugs are "Down By the River--a familiar with most of the tunes

Dwight Fiske

Jimmie James, Dorothy Low, Rudy Kaypers on piano and guitar, Guy Mass as featured. Sweet on intermission plan.

[New Act, Chicago, Tuesday, May 11]

Dwight Fiske, on his first appearance, scored well with his familiar style of mime. He is a good comic, and his performance is no nonsense. He has a clean-cut look and a talking stand that goes to get much applause.

Ice Shows

Jimmie James and Dorothy Low

[New Act, Chicago, Tuesday, May 11]

Jimmie James and Dorothy Low, on their first appearance, scored well with their familiar stand-up comedy routine, which is part of a rock and roll show. They are also featured in a symphony of songs that make up the entire show. They have a good sense of humor and a clean-cut look.

Billy Daniel-Lita Baron

[New Act, Chicago, May 13]

Billy Daniel and Lita Baron, on their first appearance, scored well with their familiar style of mime. They are also featured in a symphony of songs that make up the entire show. They have a good sense of humor and a clean-cut look.

Eddie Albert and Margo

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Drama, Musical Routes

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To bookers of talent, planners of fairs, and producers of shows, certain truisms are too well known to merit headlines. Truisms like —

"there's nothing the matter with show business that good shows can't cure" and "country music shows are consistent money makers throughout the U. S. and Canada year after year" and "the country's best country music artists are WSM's Grand Ole Opry stars."

Opry headliners are still available for both the 1954 outdoor season and fall season. For specific details, query Jim Denny, Manager, WSM Artists Service Bureau, WSM, Nashville, Tenn.

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WSM has just won the 1953-54 Variety programming award as "outstanding music station" in the nation. The long and laudatory citation said, among other things: "There's gold in them thar hills, and out of music of the hill country, WSM has mined itself a mint of billings, and an 18-carat position among radio stations of the nation ... a solid gold niche ... as proud pappy of country-style music that's such an important ingredient on the air everywhere, and in jukeboxes coast-to-coast."
EDITORIAL

Tributes to Americana

It is not often that a great re- search project is put to rest from the day it began, but such is the situation with the project that has been in progress for the past year. The project began with the decision to hold a series of meetings to consider the impact of the blues on American culture. The meetings were held in the town of Meriden, Connecticut, in 1933, and were attended by a number of prominent musicians and musicologists, including Jimmie Rodgers. The project was begun by Ralph Peer, who was a very influential figure in the world of American music. Peer was responsible for bringing many of the country music stars to the attention of the general public. The project was carried out with the assistance of many other musicians, including Jimmie Rodgers, who was one of the most important figures in the history of American music.

Influence Inspires Industry of Today

Radio, Country Music, Like Twins, Grow Big Together

By JOLIE FREEMAN

Sponsors More Than Ever Aware Of Value in Songs on Air

Radio and country music entered the public consciousness in the late 1920s, and since that time have continued to grow in popularity. The relationship between the two forms of entertainment is complex, and has been the subject of much discussion and debate. In this article, we will examine the history of radio and country music, and the ways in which they have influenced and shaped each other.

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Close Pub-Artist-Designer Ties Result in Hits From the Heart

By BOB ROLONTZ

A song is never recorded on its own; it is one part of a complex operation in which the recording company, the artist, the producer, and the record itself all play a part. It is a process that has evolved over the years, and it is one that continues to evolve today. The success of a song not only depends on the quality of the recording, but also on the marketing, promotion, and distribution of the song. This article will explore the various aspects of the recording process, from the initial inspiration to the final release.

Stress Sclerously

Perhaps the most important aspect of the recording process is the psychology of the artist. Many artists are under a great deal of pressure to produce a hit record. This pressure can be both positive and negative. On the one hand, it can motivate the artist to work harder and produce a better record. On the other hand, it can also cause stress and anxiety, which can negatively affect the artist's performance.

The recording process itself is also stressful. The artist must work with a group of people who are all trying to achieve the same goal, and they must all work together to create a cohesive product.

The Repertoire Men

The repertoire men are key country writers and, of course, as a country artist who wrote for the publishing company, I would say that the repertoire men are the backbone of the publishing company. And the repertoire men are the ones who write the hits. They are the ones who are responsible for making sure that the company has the right material to work with.

The repertoire men are also responsible for finding new material. They are the ones who go out and search for material; they are the ones who put this feeling into the song.

The Success of a Song

The success of a song is not determined by the quality of the recording, but by the marketing and promotion of the song. The marketing and promotion of the song is as important as the recording itself.

The recording process is only the beginning. The success of a song is determined by the marketing and promotion of the song. The marketing and promotion of the song is as important as the recording itself.

DEVELOPING COUNTRY SCENE

Styles Change and Quality Improves; Artists, Firms Increase in 10 Years

By STEVE SHOLES

Country and Western Artists and RCA Victor Records

The change in the country and western field over the past decade has been remarkable. The days of the old-time country and western music are gone, replaced by a new, more modern style. The change has been brought about by a number of factors, including the growth of the recording industry, the rise of new artists, and the changing tastes of the public.

The RCA Victor Records firm, which has been a leader in the country and western field, has been at the forefront of these changes. The company has been able to adapt to the changing times and has been able to maintain its position as a leader in the field.

THE BILLBOARD

MAY 22, 1954

B. N. ROBERTZ

The length of a man's life is no gauge of his contribution to the world, and even the most dedicated ones often come to us without a single lifetime to match.

JIMMY ROGERS

Deeds Not Length Prove Life's Worth

By B. N. ROBERTZ

The patents developed so far have not been long before the stage and the show and he again joined the ranks of the life of the professional. Back to the rod for a short while, and the railroad was just another temporary interlude. Off to New York City, and in 1935 he organized the Jimmy Rogers Band, which began making appearances as, "Blue Yodeler," and in 1936, the band's first recording was released.

About this time he heard there was a group of people who were working on a tour of one-nighters, a pre-war existence in those days. He joined the group and they played throughout the South, including the Meridian, Miss., railroad yards. Moving to a larger city, and in 1937, he organized the Jimmy Rogers Band, which began making appearances as, "Blue Yodeler," and in 1938, the band's first recording was released.

In 1938, the band's first recording was released. In 1939, the band's first recording was released. In 1940, the band's first recording was released. In 1941, the band's first recording was released. In 1942, the band's first recording was released. In 1943, the band's first recording was released. In 1944, the band's first recording was released. In 1945, the band's first recording was released. In 1946, the band's first recording was released. In 1947, the band's first recording was released. In 1948, the band's first recording was released. In 1949, the band's first recording was released. In 1950, the band's first recording was released. In 1951, the band's first recording was released. In 1952, the band's first recording was released. In 1953, the band's first recording was released. In 1954, the band's first recording was released. In 1955, the band's first recording was released. In 1956, the band's first recording was released. In 1957, the band's first recording was released. In 1958, the band's first recording was released. In 1959, the band's first recording was released. In 1960, the band's first recording was released. In 1961, the band's first recording was released. In 1962, the band's first recording was released. In 1963, the band's first recording was released. In 1964, the band's first recording was released. In 1965, the band's first recording was released. In 1966, the band's first recording was released. In 1967, the band's first recording was released. In 1968, the band's first recording was released. In 1969, the band's first recording was released. In 1970, the band's first recording was released. In 1971, the band's first recording was released. In 1972, the band's first recording was released. In 1973, the band's first recording was released. In 1974, the band's first recording was released. In 1975, the band's first recording was released. In 1976, the band's first recording was released. In 1977, the band's first recording was released. In 1978, the band's first recording was released. In 1979, the band's first recording was released. In 1980, the band's first recording was released. In 1981, the band's first recording was released. In 1982, the band's first recording was released. In 1983, the band's first recording was released. In 1984, the band's first recording was released. In 1985, the band's first recording was released. In 1986, the band's first recording was released. In 1987, the band's first recording was released. In 1988, the band's first recording was released. In 1989, the band's first recording was released. In 1990, the band's first recording was released. In 1991, the band's first recording was released. In 1992, the band's first recording was released. In 1993, the band's first recording was released. In 1994, the band's first recording was released. In 1995, the band's first recording was released. In 1996, the band's first recording was released. In 1997, the band's first recording was released. In 1998, the band's first recording was released. In 1999, the band's first recording was released. In 2000, the band's first recording was released. In 2001, the band's first recording was released. In 2002, the band's first recording was released. In 2003, the band's first recording was released. In 2004, the band's first recording was released. In 2005, the band's first recording was released. In 2006, the band's first recording was released. In 2007, the band's first recording was released. In 2008, the band's first recording was released. In 2009, the band's first recording was released. In 2010, the band's first recording was released. In 2011, the band's first recording was released. In 2012, the band's first recording was released. In 2013, the band's first recording was released. In 2014, the band's first recording was released. In 2015, the band's first recording was released. In 2016, the band's first recording was released. In 2017, the band's first recording was released. In 2018, the band's first recording was released. In 2019, the band's first recording was released. In 2020, the band's first recording was released. In 2021, the band's first recording was released. In 2022, the band's first recording was released. In 2023, the band's first recording was released. In 2024, the band's first recording was released. In 2025, the band's first recording was released. In 2026, the band's first recording was released. In 2027, the band's first recording was released. In 2028, the band's first recording was released. In 2029, the band's first recording was released. In 2030, the band's first recording was released.
Best Selling Country & Western Records — 1946-1953

1950 -
1. I'm Movin' On
Eddy Arnold — RCA Victor
2. Chattanoogie Shoeshine Boy
Red Foley — Decca
3. I'll Stand By My Ship Alone
Merle Travis — Capitol
4. Why Don't You Love Me?
Hank Williams — MGM
5. Long Gone Lonesome Blues
Merle Travis — MGM
6. Goodnight Irene
Red Foley — Ernest Tubbs — Decca
7. Cuddle Buggin' Baby
Eddy Arnold — RCA Victor
8. (Remember Me) I'm The One
Morton Tim - Columbia
9. Bring A Little Lovin' Home
Red Foley — Decca
10. Lovin' Look
Eddy Arnold — RCA Victor
11. Mississippi
Red Foley — Decca
12. Threw Your Love Away
Eddy Arnold — RCA Victor
13. I Love You Because
Eddy Arnold — Decca
14. Cincinnati Dancing Pig
Red Foley — Decca
15. I'll Never Get Over You
Tennessee Ernie Ford — Capitol
16. I Love You A Thousand Ways
Red Foley — RCA Victor
17. Down the Window Pane
Hank Snow — RCA Victor
18. Angel With the Dirty Face
Hank Snow — RCA Victor
19. Carolina Moon
Carl Smith — Columbia
20. Slipping Around
Margaret Whiting — RCA Victor

1951 -
1. Cold Cold Heart
Hank Williams — MGM
2. Want To Be With You Always
Lefty Frizzell — Columbia
3. Always Late
Lefty Frizzell — Columbia
4. Rhumba Boogie
Hank Snow — RCA Victor
5. I Wanna Play House With You
Eddy Arnold — RCA Victor
6. There's Been A Change In Me
Eddy Arnold — RCA Victor
7. Shotgun Boogie
Tennessee Ernie Ford — Capitol
8. Hey Good Lookin'
Hank Williams — MGM
9. Mom And Dad's Waltz
Lefty Frizzell — Columbia
10. Golden Rocket
Hank Snow — RCA Victor
11. I'm Movin' On
Hank Snow — RCA Victor
12. Kentucky Waltz
Eddy Arnold — RCA Victor
13. Slow Poke
Pee Wee King — RCA Victor
14. Let's Live A Little
Carl Smith — Columbia
15. I Love You A Thousand Ways
Lefty Frizzell — Columbia
16. Poem Little Rain
Jackie (and Jack — RCA Victor
17. Down The Archin Heart
Hank Snow — RCA Victor
18. Blushing Island
Hank Snow — RCA Victor
19. Peace In The Valley
Red Foley — Decca
20. Mister Moon
Carl Smith — Columbia

1952 -
1. C. W. Payne
Merle Travis — Capitol
2. My Heart Belongs To Me
Eddy Arnold — RCA Victor
3. I'll Miss You
Eddy Arnold — RCA Victor
4. Texas Wanderer
Hank Snow — RCA Victor
5. Baby, I Love You
Jackie (and Jack — RCA Victor
6. The Country Way
Carl Smith — Columbia
7. I Love You So Much It Hurts
Hank Williams — MGM
8. Have I Told You Lately That I Love You?
Gene Autry — Columbia
9. Tennessee Waltz
Eddy Arnold — RCA Victor
10. To My Sorrow
Hank Snow — RCA Victor
11. Philippines
Eddy Arnold — RCA Victor
12. Tennessee Waltz
Eddy Arnold — RCA Victor
13. Chicago, Here I Come
Eddy Arnold — RCA Victor
14. Walkin' The Country Road
Carl Smith — Columbia
15. I Love To Be With You
Eddy Arnold — RCA Victor
16. I Don't Need A Man
Merle Travis — Capitol
17. Tennessee Border
Hank Williams — MGM
18. Tennessee Waltz
Eddy Arnold — RCA Victor
19. That Heart Belongs To Me
Webb Pierce — Decca
20. Tennessee Waltz
Eddy Arnold — RCA Victor

1953 -
1. That's The Way It Is
Hank Williams — MGM
2. Dance Til You Drop
Hank Williams — MGM
3. I'm A Fool
Hank Williams — MGM
4. It's A Heartbreak
Hank Williams — MGM
5. I'll Be Around
Hank Williams — MGM
6. Blue Shadows On The Trail
Red Sovine — Decca
7. Forever Is Ending Today
Eddy Arnold — RCA Victor
8. Cool Water
Hank Snow — RCA Victor
9. I Go To Sleep
Eddy Arnold — RCA Victor
10. I Love You So Much It Hurts
Hank Williams — MGM
11. I Love You Close To Me
Eddy Arnold — RCA Victor
12. That's What I Like About The World
Hank Williams — MGM
13. Baby, I Love You
Hank Williams — MGM
14. Walkin' The Country Road
Carl Smith — Columbia
15. Tennessee Waltz
Eddy Arnold — RCA Victor
16. Rocky Top
Hank Williams — MGM
17. Tennessee Saturday Night
Red Sovine — Decca
18. Tennessee Waltz
Eddy Arnold — RCA Victor
19. Tennessee Waltz
Eddy Arnold — RCA Victor
20. Tennessee Waltz
Eddy Arnold — RCA Victor

1954 -
1. I Love You Close To Me
Eddy Arnold — RCA Victor
2. You Cheated Me
Hank Williams — MGM
3. No Help Wanted
Carl Smith — Columbia
4. Down On The Farm
Hank Williams — MGM
5. I Love You Close To Me
Eddy Arnold — RCA Victor
6. You Cheated Me
Hank Williams — MGM
7. You Cheated Me
Hank Williams — MGM
8. You Cheated Me
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Hank Williams — MGM
17. You Cheated Me
Hank Williams — MGM
18. You Cheated Me
Hank Williams — MGM
19. You Cheated Me
Hank Williams — MGM
20. You Cheated Me
Hank Williams — MGM

THE BILLBOARD
COUNTRY & WESTERN JUBILEE
MAY 22, 1954

COUNTRY & WESTERN JUBILEE
Selling Country & Western Records — 1946-1953

1946 -
1. New Spanish Two Step
Bob Wills — Columbia
2. Guitar Polka
Al Dexter — Columbia
3. Don't Be Cruel
Merle Travis — Capitol
4. Hol' - Poy
Bob Wills — Columbia
5. Dixie City Susie
Zeke Manners — RCA Victor
6. Wise Woman And Song
Al Dexter — Columbia
7. Someday (You'll Want Me To Want You)
Elton Britt — RCA Victor
8. Cinclainn Lou
Merle Travis — Capitol
9. Dixie City Susie
Hoosier Hot Shots — Decca
10. That's How Much I Love You
Eddy Arnold — RCA Victor
11. Dixie City Susie
Dick Thomas — National
12. Hay, Do You Think It's Wrong?
Al Dexter — Columbia
13. I Wish I Had Never Met Sunshine
Gene Autry — Columbia
14. Detour
Spade Cooley — Columbia
15. No Vacancy
Merle Travis — Capitol
16. Drivin' Nails In My Coffin
Floyd Tillman — Decca
17. Have I Told You Lately That I Love You?
Gene Autry — Columbia
18. Rainbow At Midnight
Ernest Tubbs — Decca
19. You Can't Take My Heart
Spade Cooley — Columbia
20. Filipino Baby
Ernest Tubbs — Decca

1947 -
1. Smokesmoke Smokesmoke (That Cigarette)
Tex Williams — Capitol
2. It's A Sin
Eddy Arnold — RCA Victor
3. So Round, So Firm, So Fully Packed
Merle Travis — Capitol
Eddy Arnold — RCA Victor
5. I'll Hold You In My Heart
Eddy Arnold — RCA Victor
6. Timmyshyn
Red Ingle — Stafford — Capitol
7. New Jolee Blonde
Red Foley — Capitol
8. Rainbow At Midnight
Ernest Tubbs — Decca
9. New Pretty Blonds
Tex Williams — Capitol
10. Divorce My C.O.D.
Merle Travis — Capitol
11. Sugar Moon
Bob Wills — Columbia
12. To My Sorrow
Eddy Arnold — RCA Victor
13. Filipino Baby
Ernest Tubbs — Decca
14. That's What I Like About The World
Tex Williams — Capitol
15. Joe Bon
Roy Acuff — Columbia
16. Down At The Roadside Inn
Eddy Arnold — RCA Victor
17. Feudlin' And Fighting
Dorothy Shay — Columbia
18. Never Trust A Woman
Red Foley — Decca

1948 -
1. Bouquet Of Roses
Eddy Arnold — RCA Victor
2. Anytime
Eddy Arnold — RCA Victor
3. Just A Little Lovin'
Eddy Arnold — RCA Victor
4. Texarkana Baby
Eddy Arnold — RCA Victor
5. One Has My Name
Jimmy Wakely — Capitol
6. Humpty Dumpty Heart
Hank Thompson — Capitol
7. Life Taps Too The Flowers
Moon Mullican — King
8. Sweeter Than The Flowers
Moon Mullican — King
9. Dock Of Cards
T. Texas Tyler — Four Star
10. My Daddy Is Only A Picture
Jimmy Wakely — Capitol
11. Tennessee Waltz
Pee Wee King — RCA Victor
12. I Love You So Much It Hurts
Jimmy Wakely — Capitol
13. Tennessee Saturday Night
Red Foley — Decca
14. Tennessee Waltz
Cowboy Copas — King
15. I Love You So Much It Hurts
Jimmy Wakely — Capitol
16. Tennessee Waltz
Eddy Arnold — RCA Victor
17. I Love You So Much It Hurts
Jimmy Wakely — Capitol
18. Forever Is Ending Today
Ernest Tubbs — Decca
19. Blue Shadows On The Trail
Roy Rogers — Sons Of The Pioneers — RCA Victor
20. Good Water
Sons Of The Pioneers — RCA Victor

1949 -
1. Love Sick Blues
Hank Williams — MGM
2. Don't Rob Another Man's Castle
Eddy Arnold — RCA Victor
3. I'm Throwing Rice
Eddy Arnold — RCA Victor
4. Slip Sliding Away
Margaret Whiting — Jimmy Wakely — Capitol
5. Winding Bells
Hank Williams — MGM
6. Candy Kisses
George Morgan — Columbia
7. Jim Don't You Hold Out
Wayne Watson — King
8. Bouquet Of Roses
Eddy Arnold — RCA Victor
9. I Love You So Much It Hurts
Jimmy Wakely — Capitol
10. Tennessee Saturday Night
Red Sovine — Decca
11. The Echo Of Your Footsteps
Eddy Arnold — RCA Victor
12. One Has My Name
Jimmy Wakely — Capitol
13. One Kiss Too Many
Eddy Arnold — RCA Victor
14. Slipping Around
Ernest Tubbs — Decca
15. Tennessee Border
Hank Snow — RCA Victor
16. A Heart Full Of Love
Eddy Arnold — RCA Victor
17. Blues Stay Away From Me
Del Reeves — Kings
18. I'm Blitsy My Fingernails
Ernest Tubbs — Andrews — Bishops
19. Please Don't Let Me Love You
George Morgan — Columbia
20. Let's Go To Church
Merle Travis — Capitol

COUNTRY & WESTERN JUBILEE
Selling Country & Western Records — 1946-1953
To all my friends in the Country and Western music field:

I am both happy and proud to be a part of the Jimmie Rodgers Memorial Commemoration and the Second Annual Country Music Jubilee being held in Meridian Mississippi May 25-26. This Commemoration and Jubilee pinspoints the nation's musical debt to "The Singing Brakeman"—and also that "this was not a fleeting fame."

In working with the Country and Western music field for many years, I view with humble pride our contribution to the development of this great field of entertainment.

I have enjoyed working with you all in the past and it will be my pleasure to work with all of you in the future.

Sincerely,

Ralph S. Peer

Cables—RASYP  Telephone—Columbus 5-5952
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"NO ONE BUT YOU"

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"STRANGER IN MY HOME"

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Our heartiest wishes for a Successful 2nd Annual Music Jubilee

Kitty
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JOHNNIE

AND

JACK

and The TENNESSEE MOUNTAIN BOYS

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and YOU'RE JUST WHAT THE DOCTOR ORDERED

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June CARTER
The CARTER SISTERS and
MOTHER MAYBELLE.
The CHUCK WAGON GANG
WILMA LEE and
STONEY COOPER
The COUNTRY CHOIR
"Little" Jimmy DICKENS
Lester FLATT and
Earl SCRUGGS
Lefty FRIZZELL
Don GIBSON
Neal JONES
Norvin KELLY
Jimmy LITTLEJOHN
Lawrence LOY
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The MADDOX BROTHERS
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MALLIE ANNE and SLIM
The MASTERS FAMILY
Smiley MAXEDON
Lou MILLET
George MORGAN
Chuck MURPHY
Dusty OWENS
Zag PENNELL
Polly POSSUM
The RHYTHM OUTLAWS
Ray PRICE
Marty ROBBINS
Carl SMITH
Manning SMITH
The STAMPS QUARTET
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voice and
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records of

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I LET YOU GO
MUCH TOO YOUNG
TO DIE

Both with Instrumental Acc.
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(IF YOU EVER WANT ME)
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MAY 22, 1954

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"Continued on page 39"
SHEB WOOLEY
BLUE GUITAR
and PANAMA PETE

MGM 11717 78 rpm • K 11717 45 rpm

M-5-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

M -G -M COUNTRY & WESTERN JUBILEE OF HITS!

SHEB WOOLEY
BLUE GUITAR

COUNTRY & WESTERN JUBILEE

MGM 11717 78 rpm • K 11717 45 rpm

HANK WILLIAMS
THERE'LL BE NO TEARDROPS TONIGHT
and MIND YOUR OWN BUSINESS

MGM 11707 78 rpm • K 11707 45 rpm

HOW CAN YOU REFUSE ME NOW
and A HOUSE OF GOLD

MGM 11707 78 rpm • K 11707 45 rpm

SINGLES

HANK WILLIAMS
THERE'LL BE NO TEARDROPS TONIGHT
and MIND YOUR OWN BUSINESS

MGM 11707 78 rpm • K 11707 45 rpm

HOW CAN YOU REFUSE ME NOW
and A HOUSE OF GOLD

MGM 11707 78 rpm • K 11707 45 rpm

ALBUMS

HANK WILLIAMS
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MGM Album 232 (78 rpm)
MGM Album X222 E.P.
MGM Long-Playing Record E202
(123/4 rpm)

HANK WILLIAMS
SINGS
MEMORIAL ALBUM
MGM Album 234 (78 rpm)
MGM Long-Playing Record E107
(123/4 rpm)

HANK WILLIAMS AS LUKF THE DRIFTER
MGM Album 203 (78 rpm)
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(123/4 rpm)

MOANIN' THE BLUES
MGM Album 164 (78 rpm)
MGM Extended Play Album X165 E.P.
MGM Long-Playing Record E165
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THERE'LL BE NO TEARDROPS TONIGHT
M-5-M-X1083

BOB WILLS
and His Texas Playboys
RANCH HOUSE FAVORITES
MGM Album X1001

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GLAD TO BE A PART OF THIS GREAT CELEBRATION...

MY NEW LOVE AFFAIR
and
HOW DO YOU THINK I FEEL

Decca 29068 (78 rpm) and 9-29068 (45 rpm)

ACCESSION OF C.W.

Jukes in Big Role For Passing Word

By STEVE SCHICKEI

Country and western music has gradually been increasing its general acceptance since record firms took on rustic warblers approximately 16 years ago. The greatest portion of the acceptance has been attained in the space of the last few years. Undoubtedly an asset to both country music and country artists is the modern-day juke box with its multiple selections, programming and widespread usage.

Today there are approximately 450,000 juke boxes on location across the country, operated by 7,500 operators, with an average of 77 machines per operator. These operators use more than 68,000,000 records per year, and country tunes may account for about 12,000,000 of this total.

The last year has seen many trends evolve in the juke box field as far as country music is concerned. Juke box operators are more prone to program locations in an effort to give their customers the type of music desired. By doing so, many operators have found that in rural areas more disks are being filled with c&w little stripes, whereas urban areas shift according to population and living standards.

Country tunes are also making more inroads into the pop field by way of their acceptance on the coin machines. Consequently, little-known artists are being discovered and more artists are being signed to talent rosters to fill a greater need for diversification.

Artists have also been coming into the record fold because of the continued efforts of radio and TV stations to enlarge their talent stables. Talent, which has consistently scored well on records has found the road much easier for them in the night club and theater fields and in television.

TV Truth

One truth still remains concerning TV. TV still is being felt less by the country artist than any other record artist. This is due both to TV itself and also to the juke boxes. Country music still continues to get its greatest play in the areas where the TV cable hasn't penetrated. It is in this area where the juke box is predominantly filled with c&w tunes.

In reports from such areas, it is revealed that from 50 to 96 per cent of the disks on machines are c&w. Some of these reporting 90 per cent saturation of country music on their boxes are Ace Music Company, Watonga, Okla., and Music Jewell Company, Great Falls, Mont., while such areas as Payette, Idaho, and Parkersburg, W. Va., report 60 per cent and better.

Metropolitan areas, such as Chicago, ranged between 7 and 15 per cent. The smaller the town, the higher the percentage of c&w tunes would be used as a rule.

Vocals Best

All firms replying to the survey indicated that vocal recordings are by far the more popular item on their juke boxes as far as c&w music is concerned. In fact, it was unanimous. Several operators explained that the reason for this overwhelming acceptance was due to the lyrics. They claim country music lovers want a story or a message with their music, and that instrumentalists don't carry those.

The lasting qualities of country disks versus pop disks on juke boxes brought a slight difference of opinion. Some said country tunes lasted longer, others claimed them even and some claimed pops lasted longer with the public's favor.

However, these stimulus conclusions almost perfectly with the areas from which results came. Pops outlasted country tunes only in metropolitan areas, country music bested pops in rural areas and vice versa registered in fringe areas.

Juke Promotion

Most operators agreed that country records, such as these put out by Homer and Jethro, didn't have the lasting qualities of country novelties, such as those by way of their acceptance on the

(Continued on page 38)
America's #1 C&W Attraction!

HANK THOMPSON

and his

BRAZOS VALLEY BOYS

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"A FOOLER"

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BORDER TO BORDER... COAST TO COAST... THERE'S COUNTRY BUSINESS EVERYWHERE... YEAR AFTER YEAR THE COUNTRY HITS ARE ON DECCA...
**Best Sellers in Stores**

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**THE BILLBOARD, MAY 8, 1954**

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The HIT for '54
Breaking in "POP"

ROSE MARIE
and
WE STOOD AT THE ALTAR
Imperial 8236

Exclusively on
Imperial Records
Hollywood, Calif.

The 2ND ANNUAL
National
COUNTRY MUSIC JUBILEE
MAY 25-26
Meridian, Miss.

Thanks Everybody for:
INDIAN LOVE CALL
CHINA DOLL
KEEP IT A SECRET
DANNY BOY
NORTH WIND
SECRET LOVE
and the others too.

Featured Artist
KWKH
"Louisiana Hayride"

America's Favorite FOLK Artist

MAY 25-26
THE BILLBOARD COUNTRY & WESTERN JUBILEE

O. K. MAKELA 3446 LINDA DRIVE DALLAS, TEXAS

MANAGEMENT

Copyrighted material
A Great Name in A Great Business

Jim Reeves

Featured Star
KWKH
"Louisiana Hayride"

New Releases

BEATIN' ON THE DING DONG b/w RAMBLIN' HEART

ABBOTT #164

THEN I'LL STOP LOVING YOU

ABBOTT #160

GOING STRONG
BIMBO
Abbott #148

Exclusively on ABBOTT RECORDS

Best Wishes for a Successful Jubilee

Personal Manager
FABOR ROBISON
6636 Hollywood Blvd.
Hollywood, Calif.
Phone Hollywood 7-7780

2ND ANNUAL NATIONAL COUNTRY MUSIC JUBILEE
MAY 25-26, MADISON SQUARE GARDEN, NEW YORK

Copyrighted material
The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

- Folk Talent and Tunes

**C & W Territorial Best Sellers**

For survey week ending May 12

**Cincinnati**
- I'll Be There, R. Price, Col.
- I Really Don't Want to Know, R. Arnold, V.

**Memphis**
- I'll Be There, R. Price, Col.
- One By One, S. Burns, Ode.

**Nashville**
- I Really Don't Want to Know, R. Arnold, V.
- I'll Be There, R. Price, Col.

**New Orleans**
- I'll Be There, R. Price, Col.
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**Philadelphia**
- I Really Don't Want to Know, R. Arnold, V.
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**San Antonio**
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**Seattle**
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**New York**
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**Toronto**
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**Chicago**
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- One By One, S. Burns, Ode.

**Los Angeles**
- I Really Don't Want to Know, R. Arnold, V.
- One By One, S. Burns, Ode.
"Thanks"

MAY WE PERSONALLY AND ON BEHALF OF THE 
"JIMMIE RODGERS MEMORIAL & HEALTH FOUNDATION" EXTEND A GREAT BIG THANKS 
TO EVERYONE IN COUNTRY MUSIC WHO HAVE BEEN SO GENEROUS WITH THEIR TIME AND 
TALENT IN MAKING THE SECOND ANNUAL JIMMIE RODGERS MEMORIAL CELEBRATION 
AND NATIONAL COUNTRY MUSIC DAY AN 
ASSURED SUCCESS.
thanks to Everyone for your wonderful support from—
THE ARTIST AND COMPOSER
MITCHELL TOROK
AND FROM THE PUBLISHER
AMERICAN MUSIC INC.
9109 Sunset Blvd., Hollywood, Calif.
SYLVESTER CROSS, Pres.
AND FROM THE RECORD COMPANY
ABBOTT RECORDS
FABOR ROBISON, Pres.
Good Luck to Everyone
at the Second Annual
Country Music Jubilee

MEXICAN JOE
CARIBBEAN
HOOTCHY KOOTCHY HENRY
MY ARABIAN BABY
BUTTERFLY LOVE
LITTLE HOO-WEE
JUDALINA
WEEP AWAY
GIGOLO
LIVING ON LOVE
I WANT YOU, YES
MARRIAGE OF MEXICAN JOE
BABY, THEN YOU'RE CATCHING ON
EDGAR THE EAGER
EASTER BUNNY
HAUNTING WATERFALL
DANCERETTE

Recording Exclusively on
ABBOTT RECORDS

NEWEST RELEASE

HAUNTING WATERFALL
B/W
DANCERETTE

Abbott Record #162
plucking his guitar until the a.&r. man signaled him to stop. How much thought and planning goes into the recordings, in spite of the fact that they generally sound slick and sophisticated?

5. Televisions: The advent of TV brought about less change in the country and western field than in other phases of the entertainment business. The country and western field as a whole has not yet taken advantage of the new medium, although some successful and popular combination of the two has been achieved.

6. Increase in the Record Companies Producing Country and Western Records: Ten years ago there were only a few labels marketing country and western recordings. Today the number of companies producing country music recordings has more than doubled, and a great many important artists have been signed to these labels. This increase has been due in part to the success of the country and western field in the recording industry, and in part to the increasing popularity of this music in the general public.

7. Country and Western Songs Recorded: It is not true that country and western music is a "hit or miss" proposition. Many of the recent recordings have been highly successful and have helped to establish the popularity of country and western music.

8. The Developing Country Scene: The country and western field continues to develop and grow, and it is expected that this trend will continue in the future.

Radio, C.W.

One of the reasons for this may be the improvement in the quality of country and western songs. This, coupled with a tremendous increase in popular demand for country and western entertainment, accounts for the acceptance of these songs performed by pop artists. The basic and sincere qualities of most country and western songs are not found in the songs performed by pop artists, and they often detract rather than contribute to the success of any program on many of today's pop networks.

The split may be at that time, between vocal and instrumental pop music with all songs being accepted by one broad market. This would make the market much larger, and the demand for instrumental performances both solo and as part of an orchestra, would be increased.

And those who make so much of the "hit or miss" of country and western music should remember that it is only a "hit or miss" proposition when it is done on a "hit or miss" basis.

Radio and TV: The development of a "hit or miss" basis in recording and presentation is a very serious matter, and it is also partial- ly responsible for the increased interest in this music on a nation-wide basis.

The stars were the Sons of the Pioneers. That the territory has taken to country music is well evident. It is demonstrated in not only entertainment, but also in music, and the added ex- pectations as well as in the added competition.

9. Country and Western Songwriters: Very few adjustments have to be made, and so-called improve- ments seem to detract rather than contribute to the success of any program on many of today's pop networks.

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CONGRESS TO GO HILLBILLY

"Invite House Members To Meridian Festival"

WASHINGTON, May 16—Barry Goldwater, R-Ariz., author of a bill to designate May 25 as "Music Day," today, extended an open invitation on behalf of President Eisenhower to House members to attend the Meridian Musical Festival in Meridian, Miss., on May 25. He also issued a "Record a lengthy statement calling for the greatest of up-and-coming talent in the music industry to be poured into the United States." Goldwater, a former RCA Victor recording executive, said in his statement for the Congress report, "recorded music is lost.

Winston declared. "No wide- "Winston, president of the American Society of Composers, Authors and Publishers, who represents the interests of songwriters and composers, said at a news conference today that he had asked the Congress to declare May 25 as "Music Day." He added that he had been informed by the President that he would attend the Meridian Festival.

Winston said that the festival will "be a fantastic opportunity for people to hear great music." He also predicted that the festival will bring "a lot of money into the area." Winston said that he had been informed by the President that he would attend the Meridian Festival.

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BRIT. GETS RCA DISKS NOT RELEASED IN U. S.

NEW YORK, May 15.—Back in the days when England was on an "export" kick, it would ship over to the U. S. many products which were almost unobtainable at home. These included such dollar earners as Scotch, grocers and English china. Lately RCA Victor has reversed this process and has allowed to be released some types which have been denied to U. S. music lovers.

These include tunes recorded by Eddie Fisher and Perry Como. The Fisher cutting is "A Fool Was I," released about three months ago on HMV. The Como selection is "Blue Garden," released last month on the same English label. Neither record has been released here, and it is doubtful that either will be.

Usually HMV gets the same records to release as these already issued by RCA Victor. It is true that the couplings may be different, but the sides have been issued here. This is true of Columbia here, and Philips in England, Decca and Brunswick, and Capitol and its English counterpart.

HMV Gets List

HMV gets its list of recordings from the RCA Victor recording sheet; so it is difficult for the English firm to know which records will be kept in the can and which will be released over here. However, few other firms allow their English cousins to release those records which have not appeared in the States.

Some record companies make recordings just for the English market. Capitol did this with recordings by Gene Ray-Kenner of some top hits, but this was because the American company that had the hits had no distribution in England. And Columbia intends to start a few records in England by Guy Mitchell, in order to cash in on his English popularity, but these will also be issued in the U. S. later.

Decca Dealing For Up Stock

WASHINGTON, May 15.—Decca Records, Inc., indicated this week that it plans to increase its ownership of Universal Pictures Company, Inc., from its present 66.2 per cent possibly up to 70 per cent.

This was revealed when Decca presented a check to the Securities and Exchange Commission to cover filing fees on the registration of 500,000 shares of Universal common stock to be offered in exchange for some 365,000 shares of Universal common stock already in the hands of 1,700 stockholders. The stock exchange ratio is to be announced later.

Decca said it wanted the Universal stock for investments and not with a view to distribution.

WANTED HUMOROUS D. J.

Clever Ad-lib

Actress—New-Box Background

Single Ohio

Box D-41

The Billboard

Cincinnati 22, Ohio

TONY MARTIN'S NEW SMASH

'HERE'

RCA Victor 20-5465

Bill and Range Songs, Inc.

THAT sensational RECORD

YOU'VE HEARD SO MUCH ABOUT

FRANK SINATRA

DON'T WORRY 'BOUT ME

Mills Music, Inc.
GEORGIA GIBBS

2 Great Sides

"WAIT FOR ME DARLIN"

And A Beautiful New Ballad With A "Gimmick"

"WHISTLE"

(And I'll Dance)

MERCURY 70386 • 70386X45

TOP POPS

1. "STEAM HEAT"
   "LONELY DAYS"
   Patti Page
   MERCURY 70380 • 70380X45

2. "CRAZY 'BOUT YOU BABY"
   "ANGELA MIA"
   The Crew Cuts
   MERCURY 70341 • 70341X45

3. "ISLE OF CAPRI"
   "LOVE ME"
   The Gaylords
   MERCURY 70350 • 70350X45

4. "CUDDLE ME"
   "OH, AM I LONELY"
   Ronnie Gaylord
   MERCURY 70285 • 70285X45

5. "CROSS OVER THE BRIDGE"
   "JOHNNY GUITAR"
   Patti Page
   MERCURY 70302 • 70302X45

6. "BUCK DANCE"
   "STOMP AND WHISTLE"
   David Carroll
   MERCURY 70355 • 70355X45

7. "HERNANDO'S HIDEAWAY"
   "THE CUDDLE"
   Richard Hayman
   MERCURY 70387 • 70387X45

8. "GAY RANCHERO"
   "GOODBYE MY LOVE"
   Dick Contino
   MERCURY 70366 • 70366X45

9. "DRY MARTERIE"
   "UNTIL SIX"
   Ralph Marterie
   MERCURY 70358 • 70358X45

10. "READING OLD LETTERS"
    "I DON'T WANT TO BE WORSHIPPED"
    June Winters
    MERCURY 70368 • 70368X45

FIRST DANCE BAND RELEASE

"HERNANDO'S HIDEAWAY"

BY RICHARD HAYMAN

COUPLED WITH

"THE CUDDLE"

MERCURY 70387 • 70387X45
Rush On for Vocal Combos

**Continued from page 60**

replaced Miss Russell in the group.

The vocal combo kick has ap-

provedly been successful for the

Duo harmonies, with Thadde-

Grant, who was announcing the

first of a group called the Four

Guy, better known as the basic

member of the Motortones and the

new group called the Kings Four.

The popularity of vocal teams

has caused one of the most hectic

periods of vocal signings in recent

years, so much so that talent

rewards of the major publishers are

exceeding beyond their normal

proportions.

Currently in the limelight as a

result of a number of exciting

records over the past year or two

are the Ames Brothers on Decca, the

Knights, Four Freshman and the

Heptones on Capitol, the Leda and

the Orioles on Dot, the Mariners on

Coral, the Drifters, the Crestones

and the Quintones on Mercury, and

the previously named groups on

Coral.

The heavy in signing vocal

teams is not relegated to the large

publishers. Mercury, for instance,

independent record firms have

shown as much awareness, and

have garnered as much of the
dark market as have the majors.

On the other hand, for the most

successful record has been es-

tablished for Decca Records. Group

has long been a big success with

their music, and has added a string

of issuing hits in the past few

months. They have added more

hits among the Indies than any

other group, and would have

been recorded by the Dancers on

Trend, the Orioles on Decca, the

Four Lads on Jubilee, Don, Dick and

Jimmy on Coral, and Dave Dian

and Ginny on Allied.

The rhythm and blues field

affords even more of a melange of

teach teams, with names such as

the Chapers, the Crown, the

Dancers, Five Royales, the

Counts, and the Spiders among

the many who are prominent. The

number of vocal teams in all fields

has grown to such mountainous

proportions, that music men have

difficulty in digging with whom to

The disk buying public appears

to be in favor of the trend, with

any one of the aforementioned

groups likely to come up with a

hit record. There’s more room for

the trend quitting. either allowing

modem-day ventriloquism and the

SPEAK

raint...2

Memorandum

827 Madison Ave., New York, N.Y.

Rush On for Vocal Combos

**Continued from page 60**

Among the trade comments re

ceived this week were:

"Operation Pushpop" is a com-

mandable experiment which we

believe will do much good for the

record industry."—Bill Follyer, exec-

utive vice-president, Capitol

Records.

"It should be a great shot in

the arm for the business just when

it is needed most."—Hattie Cook,

national sales manager, Capitol

Records.

"It will help expose new people

and new talent. In addition, it

will help get more songs up. When

songs released in November

are still around in May, busi-

ness suffers. "Operation Pushpop"

relieves the latter and exposes

new combinations to the public."—

Mitch Miller, Columbia and Par-

is and flop manager.

"If this promotional drive suc-

ceeds in putting 20 new songs

into the best-selling charts, this

will be the best thing that has

happened to the music business

in years."—Music publisher Bobby

Meilach.

"Any promotion which focuses

attention of dealers and the pub-

lic on pop records can only serve

to help improve the industry’s

position during the summer po-

tential months. Our stores have

been brought to these two
cities at popular prices.

Stars already signed for the ex-

travagant include Nat (King)

Cole, Patti Page, Julius La Rosa,

Sarah Vaughn, Roy Anthony,

Burl Ives, Stan Kenton, Nat (King)

King, Mb and the Four Lads, the

Knights, Four Freshman and the

Heptones on Capitol, the Leda

and the Orioles on Decca, the

Mariners on Coral, the Drifters,

the Crestones and the Quin-
THE BIGGEST! THE BEST!
ELEVEN SMASHING NEW HITS ON

COLUMBIA RECORDS!

TONY BENNETT
UNTIL YESTERDAY PLEASE DRIVER
with Percy Faith
40513 • 4-40513

JO STAFFORD
THANK YOU FOR CALLING WHERE ARE YOU?
with Paul Weston
40516 • 4-40516

LIBERACE
BEER BARREL POLKA
12TH STREET RAG
40517 • 4-40517

THE MARINERS
STEAM HEAT WHEN I NEEDED YOU MOST
40541 • 4-40541

ART CARNEY
VA VA YA VOOM
SONG OF THE SEWER
40542 • 4-40542

RED BUTTONS
THE BUTTONS' BOUNCE OH! MY MOTHER-IN-LAW
40543 • 4-40543

PERCY FAITH
NON DIMENTICAR THEY CAN'T TAKE THAT AWAY FROM ME
40539 • 4-40539

MITCH MILLER
FROU-FROU SAIL! SAIL! SAIL!
40564 • 4-40564

PAUL WESTON
I WENT OUT OF MY WAY THE BELLS OF NOTRE DAME
40527 • 4-40527

TONI ARDEN
WHERE THE ROLLING MOUNTAINS MEET THE ROLLING SEA
40525 • 4-40525

JOHNNIE RAY
HEY THERE HERNANDO'S HIDEAWAY (Both from "The Pajama Game")
40534 • 4-40534

a real spring tonic from

COLUMBIA RECORDS
Bill Simon has organized a new publishing firm, Westbrook Music, which is primarily for kid material. This firm will handle pop and kid material, with the help of Jimmie Rodgers. Bill Simon already has another publishing firm, Westbrook Music, which was just released on Columbia with The Kiddy Rain.

CAPITOL ARTISTS GET PUBLICITY BREAKS...

Capitol Records has been coming up with a slew of top publicity breaks for its artists in recent months. Stan Freberg is the subject of a feature story in the May 26 issue of Collier's magazine. Jackies Jones will be the next artist in addition to a full feature story about him inside. The comic was spotlighted in Seventeen just this month. Nat Lassie will be the subject of a story in the Saturday Evening Post this week.

STUDENTS TO STUDY...

Bill Stewart, of radio station KDKA, will organize a group of American college students on a tour of Europe this summer. This student group is to tour in Europe from August 22 and will visit Copenhagen, London, Stockholm, Sweden; Amsterdam, Holland, Paris, and London.

FIFTH ANNIVERSARY OF "JUKE BOX JURY"

Disk jockey Peter Potter celebrated the fifth year of programming "Juke Box Jury" this week. The first time in the new firm is "Lonely Days," Miss Frances's current Mercury release. The team also licensed the version of "Lonely Days," Miss Frances's current Mercury release.

CAPONE, ASCHER BUILD... 

The management at Capitol Records, the RCA Victor subsidiary label, has solidified its field program for the next operating season. It is announced that it is the only label to conduct the orchestra for 17 CBS radio shows, with the most of its exposure in the Midwest and Southeast. Barney Field to cover the Midwest and Curly Dmytro to cover the Southeast.

LILLIAN ROTH PARTY... 

Lillian Roth, who was featured in New York's Broadway revue "The Girls of the Golden West," recently appeared at the Academy of Television Arts and Sciences, previews new disk releases, and conducted the orchestra for 17 CBS radio shows. She was greeted in England by the Songwriters' Guild of Great Britain, which is convening a special meeting to hear him speak. And the next move will be held in Europe on October 15.

AMPHITHEATER MARATHON 

Disc jockey, held at Brown University, Providence, Rhode Island. He will be the subject of a story in the Saturday Evening Post this week. Harry Jemison was the previous name of the disc jockey.

ATTENTION ALL RADIO STATIONS AND DISC JOCKEYS!!!

In our position as the leading jazz record company in the world, we feel it is our duty to help further the progress of jazz, and as a result we are prepared to supply any radio station (or disc jockey) with a representative jazz library of the artists who record for us, at no charge at all.

The artists in this basic library will be:

- CHARLIE PARKER
- STEVE LACY
- MILES DAVIS
- BILLIE HOLIDAY
- DOROTHY DANDRIDGE
- JOHN COLTRANE
- DUKE ELLINGTON
- CHET BAKER
- CLIFFORD BROWN
- MAX ROSENFELD
- SCOTT REED
- MAX ROSENFELD
- SCOTT REED
- MAX ROSENFELD
- SCOTT REED

Please write to us as soon as possible for your basic jazz library.

COLLEY RECORDS
451 NO. CANON DR.
BEVERLY HILLS, CALIF.

JUBLIANT MUSIC, INC.
1270 6th Ave., New York City

This song is not to be confused with the song "I UNDERSTAND" by Mabel Wayne and Kim Gannon, published by Leo Feist, Inc.
your **MAY M**ONEY-MAKER...
your **JUNE-JULY** J**A**CKPOT!

**JILTED**

sung by

**Teresa Brewer**

CORAL 61152 (78 rpm) • 9-61152 (45 rpm)
The Billboard Music Popularity Charts

The MUSIC INDUSTRY'S MOST COMPLETE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF TUNES AND RECORDS IN ALL CATEGORIES

### Tunes with Greatest Radio and Television Audiences

Tunes, listed alphabetically, have the greatest radio and television audiences this week. The numbers in parentheses indicate the station group programs in New York, Chicago, and Los Angeles. The names of stations are based on John G. Powers’s copyrighted Audience Coverage Reports.

#### Radio

- **Tuesdays**
  - A Girl, a Guy (E.-Valdés)-ASCAP
  - Alfie Long (E.-E. H. Morris)-ASCAP
  - Always Mine (E.-Chappell)-ASCAP
  - Answer Me, My Love (E.-Melrose)-ASCAP
  - Back to My Arms (E.-H. Morris)-ASCAP
  - Can't Take My Eyes Off You (E.-ASCAP)
  - Can You Fold Up My Heart (E.-E. Marks)-BMI
  - Carry On (E.-ASCAP)
  - Carry Over the Bridge (E.-Laurel)-ASCAP
  - Close Your Eyes (E.-ASCAP)
  - Cross Over the Bridge (E.-Laurel)-ASCAP
  - Do You Love Me (E.-ASCAP)
  - Don't Worry 'Bout Me (E.-Mills)-ASCAP
  - Don't Worry 'Bout Me (E.-Melrose)-ASCAP
  - Don't Worry 'Bout Me (E.-ASCAP)
  - Dream, Dream, Dream (E.-Feist)-ASCAP
  - Dream, Dream, Dream (E.-ASCAP)
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**TOP SELLERS—**

**POPULAR**

Listed Alphabetically

<table>
<thead>
<tr>
<th>Artist</th>
<th>Track</th>
</tr>
</thead>
<tbody>
<tr>
<td>Al Green</td>
<td>&quot;The House of Blue Lights&quot;</td>
</tr>
<tr>
<td>Al Green</td>
<td>&quot;Too Bad!&quot;</td>
</tr>
<tr>
<td>Al Green</td>
<td>&quot;Tennessee Ernie&quot; Ford</td>
</tr>
</tbody>
</table>

**COMING UP FAST**

Listed Alphabetically

<table>
<thead>
<tr>
<th>Artist</th>
<th>Track</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joe &quot;Fingers&quot; CARR</td>
<td>&quot;This Must Be The Place&quot;</td>
</tr>
<tr>
<td>Duke ELLINGTON</td>
<td>&quot;Fiddle-a-delphia&quot;</td>
</tr>
<tr>
<td>Duke ELLINGTON</td>
<td>&quot;Isle of Capri&quot;</td>
</tr>
</tbody>
</table>

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**LATEST RELEASES**

**Classical Albums**

Listed Alphabetically

<table>
<thead>
<tr>
<th>Composer</th>
<th>Album</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stravinsky</td>
<td>&quot;The Rite of Spring&quot;</td>
</tr>
<tr>
<td>Chopin</td>
<td>&quot;The Four Seasons&quot;</td>
</tr>
<tr>
<td>Beethoven</td>
<td>&quot;Symphony No. 5&quot;</td>
</tr>
</tbody>
</table>

---

**TOP SELLERS—**

**COUNTRY & HILLBILLY**

Listed Alphabetically

<table>
<thead>
<tr>
<th>Artist</th>
<th>Track</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joe &quot;Fingers&quot; CARR</td>
<td>&quot;The Honeymoon's Over&quot;</td>
</tr>
</tbody>
</table>

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** Beste Selling—**

**Specialized**

**High-Fidelity Albums**

Listed Alphabetically

<table>
<thead>
<tr>
<th>Artist</th>
<th>Track</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Specialized&quot;</td>
<td>&quot;This Must Be The Place&quot;</td>
</tr>
<tr>
<td>&quot;Specialized&quot;</td>
<td>&quot;Fiddle-a-delphia&quot;</td>
</tr>
</tbody>
</table>

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**Best Selling—**

**EP Albums**

Listed Alphabetically

<table>
<thead>
<tr>
<th>Artist</th>
<th>Track</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Specialized&quot;</td>
<td>&quot;The Honeymoon's Over&quot;</td>
</tr>
<tr>
<td>&quot;Specialized&quot;</td>
<td>&quot;Fiddle-a-delphia&quot;</td>
</tr>
</tbody>
</table>

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**Best Selling—**

**Classical Albums**

Listed Alphabetically

<table>
<thead>
<tr>
<th>Composer</th>
<th>Album</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brahms</td>
<td>&quot;Symphony No. 4&quot;</td>
</tr>
<tr>
<td>Tchaikovsky</td>
<td>&quot;Symphony No. 6&quot;</td>
</tr>
<tr>
<td>Sibelius</td>
<td>&quot;Symphony No. 2&quot;</td>
</tr>
</tbody>
</table>

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**Top Sellers—**

**Famous Orchestra**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Track</th>
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<tbody>
<tr>
<td>Duke ELLINGTON</td>
<td>&quot;This Must Be The Place&quot;</td>
</tr>
<tr>
<td>Duke ELLINGTON</td>
<td>&quot;Fiddle-a-delphia&quot;</td>
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</tbody>
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**Top Sellers—**

**Famous Orchestra**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Track</th>
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<tbody>
<tr>
<td>&quot;Tennessee Ernie&quot; Ford</td>
<td>&quot;This Must Be The Place&quot;</td>
</tr>
<tr>
<td>&quot;Tennessee Ernie&quot; Ford</td>
<td>&quot;Fiddle-a-delphia&quot;</td>
</tr>
</tbody>
</table>
### The Billboard Music Popularity Charts

#### Best Sellers in Stores

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make Love to Me</td>
<td>P. Como</td>
<td>V. Records</td>
</tr>
<tr>
<td>Take Me</td>
<td>P. Como</td>
<td>V. Records</td>
</tr>
<tr>
<td>Saved Me</td>
<td>P. Como</td>
<td>V. Records</td>
</tr>
<tr>
<td>Made Love to Me</td>
<td>P. Como</td>
<td>V. Records</td>
</tr>
<tr>
<td>T. Martin, V. Martin</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Take Me</td>
<td>P. Como</td>
<td>V. Records</td>
</tr>
<tr>
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<td>Made Love to Me</td>
<td>P. Como</td>
<td>V. Records</td>
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<tr>
<td>T. Martin, V. Martin</td>
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</tbody>
</table>

#### Most Played in Juke Boxes

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young at Heart</td>
<td>F. Sinatra</td>
<td>Capitol</td>
</tr>
<tr>
<td>Man Upstairs</td>
<td>K. Starr</td>
<td>Capitol</td>
</tr>
<tr>
<td>Adagio</td>
<td>K. Starr</td>
<td>Capitol</td>
</tr>
<tr>
<td>Wrap Your Troubles Around Me</td>
<td>K. Starr</td>
<td>Capitol</td>
</tr>
<tr>
<td>Take Me</td>
<td>P. Como</td>
<td>V. Records</td>
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#### Most Played by Jockeys

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#### Territorial Best Sellers

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<td>W. Penn</td>
<td>Make Love to Me</td>
<td>V. Records</td>
</tr>
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</table>

#### This Week's Best Buys

- **IF I LOVE YOU** (Williamson, ASCAP)
- **SO LET THERE BE LOVE** (Sheldon, ASCAP)
- **Ray Hamilton—Epic 964**
- **Somebody Loves Me** (Mills Brothers, Decca 1958)
- **The Naughty Buddy—Capitol 2701—BMI**
- **Two Little Boys** (Budapest, Capitol 2718—BMI)
- **I Love You, My Baby—Capitol 2730—BMI**
- **If You Love Me** (Williamson, ASCAP)
- **Take Me Out to the Ball Game** (Budapest, Capitol 2735—BMI)
- **You Made Me Love You** (Budapest, Capitol 2739—BMI)
- **The Flintstones** (Budapest, Capitol 2745—BMI)
- **I Love You, Mom** (Mills Brothers, Decca 1958)
- **You Made Me Love You** (Budapest, Capitol 2745—BMI)
- **I Love You, My Baby—Capitol 2730—BMI**
- **If You Love Me** (Williamson, ASCAP)
- **Take Me Out to the Ball Game** (Budapest, Capitol 2735—BMI)
- **I Love You, Mom** (Mills Brothers, Decca 1958)
- **You Made Me Love You** (Budapest, Capitol 2745—BMI)
- **I Love You, My Baby—Capitol 2730—BMI**
- **If You Love Me** (Williamson, ASCAP)
- **Take Me Out to the Ball Game** (Budapest, Capitol 2735—BMI)
- **I Love You, Mom** (Mills Brothers, Decca 1958)
- **You Made Me Love You** (Budapest, Capitol 2745—BMI)
- **I Love You, My Baby—Capitol 2730—BMI**
- **If You Love Me** (Williamson, ASCAP)
- **Take Me Out to the Ball Game** (Budapest, Capitol 2735—BMI)
- **I Love You, Mom** (Mills Brothers, Decca 1958)
- **You Made Me Love You** (Budapest, Capitol 2745—BMI)
- **I Love You, My Baby—Capitol 2730—BMI**
- **If You Love Me** (Williamson, ASCAP)
- **Take Me Out to the Ball Game** (Budapest, Capitol 2735—BMI)
- **I Love You, Mom** (Mills Brothers, Decca 1958)
- **You Made Me Love You** (Budapest, Capitol 2745—BMI)
- **I Love You, My Baby—Capitol 2730—BMI**
- **If You Love Me** (Williamson, ASCAP)
- **Take Me Out to the Ball Game** (Budapest, Capitol 2735—BMI)
- **I Love You, Mom** (Mills Brothers, Decca 1958)
- **You Made Me Love You** (Budapest, Capitol 2745—BMI)
- **I Love You, My Baby—Capitol 2730—BMI**
- **If You Love Me** (Williamson, ASCAP)
- **Take Me Out to the Ball Game** (Budapest, Capitol 2735—BMI)
- **I Love You, Mom** (Mills Brothers, Decca 1958)
- **You Made Me Love You** (Budapest, Capitol 2745—BMI)
- **I Love You, My Baby—Capitol 2730—BMI**
- **If You Love Me** (Williamson, ASCAP)
- **Take Me Out to the Ball Game** (Budapest, Capitol 2735—BMI)
- **I Love You, Mom** (Mills Brothers, Decca 1958)
- **You Made Me Love You** (Budapest, Capitol 2745—BMI)
- **I Love You, My Baby—Capitol 2730—BMI**
- **If You Love Me** (Williamson, ASCAP)
- **Take Me Out to the Ball Game** (Budapest, Capitol 2735—BMI)
- **I Love You, Mom** (Mills Brothers, Decca 1958)
- **You Made Me Love You** (Budapest, Capitol 2745—BMI)
- **I Love You, My Baby—Capitol 2730—BMI**
- **If You Love Me** (Williamson, ASCAP)
- **Take Me Out to the Ball Game** (Budapest, Capitol 2735—BMI)
- **I Love You, Mom** (Mills Brothers, Decca 1958)
- **You Made Me Love You** (Budapest, Capitol 2745—BMI)
- **I Love You, My Baby—Capitol 2730—BMI**
The RCA Victor Record Division is proud to release what it sincerely believes to be one of the great recordings of our time.

"My Friend"

EDDIE FISHER

Arranged and conducted by Hugo Winterhalter  RCA VICTOR 20-5748 • 47-5748  b/w "Green Years"
SO GREAT...
Recorded 2 Ways On Decca!

"Pop" Recorded 29119
"Country" Recorded 29112

Jane Turzy
Decca Record 29119
b/w Lie To Me

Jimmie Logsdon
Decca Record 29112
b/w Those Lonesome Blues

MY SWEET FRENCH BABY

words and music by Jimmie Logsdon

"First" on DECCA RECORDS
Celebrating a decade of Nat 'KING' Cole

NEW!

Recordings by Nat Cole
Never Before Released

SINGLES

SONGS BY NAT 'KING' COLE
45 rpm * EAP 1-300

NAT 'KING' COLE SINGS FOR TWO IN LOVE 45 rpm * EAP-155
33Y rpm * H-325

PENITHESE SERENADE
45 rpm * EBF-201
33Y rpm * H-325

KING COLE TRIO, VOLUME I
45 rpm * EBF-202
33Y rpm * H-326

KING COLE TRIO, VOLUME II
45 rpm * EBF-203
33Y rpm * H-327

KING COLE TRIO, VOLUME IV
45 rpm * EBF-204
33Y rpm * H-328

KING COLE TRIO, VOLUME III
45 rpm * EBF-205
33Y rpm * H-329

MUSIC AND DAVE CARASCH

...AND IT'S ALL ON RECORD!

Here is a complete list of albums and singles made by Nat Cole in his first decade as a recording star...

SONGS BY NAT 'KING' COLE

Alone Too Long - It Happens To Be Me
Answer Me, My Love - Why
The Little Boy That Santa Claus Forgot
Miss Santa Claus
Lover, Come Back To Me! - That's All
A Fool Was I - If Love Is Good To Me
Return To Paradise - Angel Eyes
I Am In Love - My Flaming Heart
Blue Gardenia - Can't I
Pretend - Don't Let Your Eyes Go Shopping
Hone - Strange
Faith Can Move Mountains - The Ruby And The Pearl

I'm Never Satisfied - Because You're Mine
Walkin' My Baby Back Home - Funny
What Does It Take - Somewhere Along The Way
Easter Sunday Morning - Summer Is A-Comin' In
You Will Never Grow Old - You Won't Ever Be
Wine, Women And Song - A Weaver Of Dreams
Here's To My Lady - Miss Me
I'm Hurting - Walkin'
Unforgettable - My First And My Last Love
Make Believe Land - I'll Always Remember You
Too Young - For Sentimental Reasons
Mona Lisa - No Moon At All
Lush Life - I Miss You So
Makin's Whispers - This Is My Night To Dream
Nature Boy - For All We Know
Embrace You - It's Only A Paper Moon

Last April - Celopera Blues
Sweet Lorraine - Kee-Mo Ky-Mo (The Magic Song)
My Brother - Early American
Song Of Delilah - Because Of Rain
Little Child - Red Gells In The Sand
The Greatest Inventor (Of Them All)
Mona Lisa
Lillian
Lush Life

Copyrighted material
spotlighting

Toni Arden

with her great rendition of...

THREE COINS IN THE FOUNTAIN

From the 20th Century-Fox Cinemascope Production

“THREE COINS IN THE FOUNTAIN”

COLUMBIA RECORD 40225
The nation's most popular
best selling new record

Little Things Mean a Lot

Kitty Kallen

Decca 29037 78 rpm
9-29037 45 rpm
Columbia Records has the Real Big Hit!

b/w Where Are You?

Columbia Record 40280

with PAUL WESTON Orchestra

FROU-FROU

by CHARLOTTE SUMMERS

Operation Pushpop
Here it is! A little... . . . The Billboard's big push to establish a healthy, profitable popular record business this summer. Beginning May 24, and continuing every Monday for four weeks, dozens of each in the 18 major markets will receive special programs giving them the tone and renditions of those tunes selected in that week's issue of The Billboard as "Spotlight" disk items.

They will also receive the "Intruder of Hits" listed down to the 80th song, instead of the top 20 regularly published; novelty best-selling record charts; "Push" of the future hits and one of the three major Billboard charts.

For you, dealers who are not in the 18 major markets, the "Spotlight" disk item is the "Best Buy"... "Best Bet"... "Merv Griffin"...

MAY 22, 1954
# May is Mantovani Month

## Just Released

**Music of Sigmund Romberg**

- I Bring A Love Song
- Wanting You
- Southpaw Men
- Desert Song
- One Alone
- Just We Two
- When I Grow Too Old To Dream
- Lover Come Back To Me
- Deep In My Heart
- You Will Remember Yorkshire
- Serenade
- Drinking Song
- Safely As In A Morning Sunrise

Will You Remember

<table>
<thead>
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<th>Vol.</th>
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<th>Duration</th>
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| 1-12" LL-1031 | **1 A Collection of Favorite Waltzes**<br>Miss. & Mrs. Mantovani<br>Mantovani plays The Gavotte<br>Mantovani plays The Sirocco<br>Mantovani plays The Serenata<br>Mantovani plays The Suspira<br>Mantovani plays The Vola<br>Mantovani plays The Waltz of the Flowers<br>Mantovani plays The Waltz of the Rebel<br>Mantovani plays The Waltz of the Vagabond<br>**1 A Collection of Favorite Waltzes**<br>Miss. & Mrs. Mantovani<br>Mantovani plays The Gavotte<br>Mantovani plays The Sirocco<br>Mantovani plays The Serenata<br>Mantovani plays The Suspira<br>Mantovani plays The Vola<br>Mantovani plays The Waltz of the Flowers<br>Mantovani plays The Waltz of the Rebel<br>Mantovani plays The Waltz of the Vagabond<br>**1 A Collection of Favorite Waltzes**<br>Miss. & Mrs. Mantovani<br>Mantovani plays The Gavotte<br>Mantovani plays The Sirocco
| 1-12" LL-979 | **29 The Music of Victor Herbert**<br>**29 The Music of Victor Herbert**<br>**29 The Music of Victor Herbert**

## Romantic Melodies

- Swedish Rhapsody
- Music Box Tangos
- Romance
- Moonlight Serenade
- Beautiful Dreamer
- Luxembourg Polka
- She Walks the Ways of France
- The Moulin Rouge Theme
- We'll Gather Lilacs
- Royal Blue Waltz
- Jamaican Rumba
- Valse Catolima
- Gipsy Legend

## London Records

- **23/30** Sérénade
- **24/31** Mantovani and His Orchestra Play Tángos
- **25** Waltzing With Mantovani
- **26 A Collection of Favorite Waltzes**
- **27 Mantovani Plays Strauss Waltzes**
- **28** The Music of Victor Herbert

**THE BILLBOARD MUSIC**

- Sunday, May 8th
- Monday, May 9th
- Tuesday, May 10th
- Wednesday, May 11th
- Thursday, May 12th
- Friday, May 13th
- Saturday, May 14th
The Billboard Music Popularity Charts

POPULAR RECORDS

MUSIC AS WRITTEN

MARK this at a special cocktail party being held for her Tuesday (19) at the Roosevelt Hotel in New York. Her First deal and an impetus to the hotel, which is in the hotel. The fans are for release as release and on both sides are featured on the disc are both the hotel.

New York

Latin-American ork leader, Tito Puente, just turned thirty-four with the mambo-rhythms album, "Puente," which was released this month. The album has a new single, "I Love You," and a new track, "I Love You," which is a haunting piece of music. The RCA Victor label has signed Tito Puente, and he is expected to issue a new album in 1955. Puente has formed two new side projects, "The Happy Wanderer" and "The Happy Wanderer," which are expected to be released in the near future.

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**The Billboard Music Popularity Chart**

**This Week's Best Buys**

According to sales reports by key retailers, the following recent releases are recommended for extra buying.

F. FEEL SO BAD (Berkshire, BMI) — Chuck Willis

SH. BOOM (Postage, BMI) — The Coots — Cat 104

A "sleepier" that is beginning to break thru. This week, the disk appears on both the New York and Philadelphia territories.

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

**CHUCK WILLIS**

I FEEL SO BAD (Berkshire, BMI) — Chuck Willis

Olcen 7029

- Review Spotlight

**THE REVERENDS**

BAYTON 301 — Very soulful thing based on a lot of new material. A breath of fresh air. The sound is there, and the boys have a lot of promise. Somewhat juvenile, but promising. (Challenge, BMI)

Dorset, Florida — 70

**SAM BUTERA**

The Tool (Mamie Musk, ASCAP)

The New Orleans linesman Ram leads his orchestra with sufficient warming up to give the group in a rocking three.

**MAY 22, 1954**

**RHYTHM & BLUES RECORDS**

**DOMINO RECORDS**

1. YOU'LL NEVER WALK ALONE — R. Hamilton

2. GEE — Crows

3. LOVEY DOVEY — Clovers

4. SHAKE, RATTLE AND ROLL — J. Turner

5. IT SHOULD'VE BEEN ME — R. Charles

6. I DIDN'T WANT TO DO IT — Spiders

7. WORK WITH ME ANNIE — Midnighters

8. YOU'RE THE ONE — Spiders

9. JENA WEI BE Waning

10. YOU DON'T KNOW ME — Vee Jay

**DUKE RECORDS**

1. YOU'LL NEVER WALK ALONE — R. Hamilton

2. GEE — Crows

3. LOVEY DOVEY — Clovers

4. SHAKE, RATTLE AND ROLL — J. Turner

5. IT SHOULD'VE BEEN ME — R. Charles

6. I DIDN'T WANT TO DO IT — Spiders

7. YOU DON'T KNOW ME — Vee Jay

8. YOU'RE THE ONE — Spiders

9. JENA WEI BE Waning

10. YOU DON'T KNOW ME — Vee Jay

**THE HISTORY OF JOHNNY THE ACE**

DETROIT .... Ace does it again 

CHICAGO .... Ace does it again 

NEW ORLEANS .... Ace does it again 

NASHVILLE .... Ace does it again 

DALLAS .... Ace does it again 

LOS ANGELES .... Ace does it again 

SAN FRANCISCO .... Ace does it again 

PHILADELPHIA .... Ace does it again 

ACE SALES 

IN NO. OF DAYS AFTER RELEASE 

CROSS MY HEART 53,000 8 DAYS 

SAVING MY LOVE FOR YOU 51,000 6 DAYS 

HITS!!!! 49,000 5 DAYS 

NOW AND ... 46,000 4 DAYS

**PLEASE FORGIVE ME**

Duke #128

100,000 IN 2 DAYS 

b/w Op! Draw an Ace of Trumps

"YOU'VE BEEN GONE TOO LONG"

D. J.'s turn the trick with the Ace

DUKE RECORDS

2103 E. Fourth St. 

Houston, Texas
### The Billboard Music Popularity Charts

#### R & B Territorial Best Sellers

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<td>Detroit</td>
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#### 2 BALLROOMS

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### Rhythm & Blue Notes

**B. BOB BOLONTZ**

The Midshipmen (formerly known as The Four Tunes) are currently in the top 10 best selling R&B records with their hit single "I Can't Help Myself (Sugar Pie, Honey Bunch)". This song has also sold over 30 million copies and is the best selling R&B record of all time. It was released on December 31, 1953, and continues to be a favorite among R&B fans worldwide.

---

**NEW WINE**

*Italy G's First Waxed Film Score*

**ROMEO, MAY 15** - The recording session for the Italian music publishers' new project, "New Wine," was held in Rome this week. The recording, which was produced by the famous composer, Rossellini, is expected to be released in June.

---

**The Chords**

"Somebody, Somewhere" by the Chords will be released on June 1, 1954. The song was written by Bob adapt and produced by Decca Records. It is expected to be a hit on the pop charts.

---

**Coro King**

"Cojo's Cut Cast Disks of Pajama" will be released on June 1, 1954. The song was written by John King and produced by Decca Records. It is expected to be a hit on the pop charts.

---

**40G Hawaiian Coast**

"For Page Troupe" will be released on June 1, 1954. The song was written by John King and produced by Decca Records. It is expected to be a hit on the pop charts.

---

**BULLETIN**

Wiring conditions were reported to be "Well, Well, We're Not back" with "Never Let It Be Said Too Late" by the Bells for May 15. The next PEACOCK #7194 is a religious programing must.

---

**Peacock Records, Inc.**

A Store Five Bit Five Cent Show is being held this week. A "BABY, PLEASE" by the Chord will be released this week. A "Where Did You Stay?" by the Bells is expected to be released next week.

---

**Impersonal Records**

A "Hollywood May 15" show is being held this week. A "Baby, Please" by the Chord will be released this week. A "Where Did You Stay?" by the Bells is expected to be released next week.
BREAD & BUTTER LP'S

Pops a Good Staple For Classical Indies

Continued from page 41

California. With a pop LP the manufacturer tries to expose his label in stores that never display classical product. And if the display is unattractive, he may lose the pop line, maybe half the firm's business, reasoning of some of the manufacturers.

Vanguard's experience with its high fidelity jazz series, introduced about two years ago, illustrates the point dramatically. In the last 60 days the label has shipped out 150 new accounts in the New York area alone. And in the last three months the label has had an increase in sales to top classics fivefold.

The most successful indie pop effort is being made by the Trabucco and His Bal Musette orchestra, which has been handled by Willard Alexander. A mutual release program is planned, and initial records are due for title increment next month.

Here and There

In Boston, thru Mutual Distributing, the Trabucco series is scheduled by the Fine Arts Quartet, a Chicago unit, which handles RCA product here, as the label's leader in the classical field.

By JOE MARTIN

NEW YORK, May 15. - That has been the plan, and it is bearing fruit under the reasoning of some of the manufacturers.

The first Moonlight Serenade, a 78 turned out in the current season, was sold the 15-year-old retail outlet about 15 minutes of music. The firm's leader is the Ballad of Frank Sinatra. It was released to retailers here, and is the firm's leader in the classical field.

In the New York metropolitan area, where the first Moonlight Serenade was turned out in the current season, the label has had an increase in sales to top classics fivefold. The first Moonlight Serenade, a 78, was sold the 15-year-old retail outlet about 15 minutes of music. The firm's leader is the Ballad of Frank Sinatra. It was released to retailers here, and is the firm's leader in the classical field.
S. L. BARSON, "THE BILLBOARD MUSIC POPULARITY CHARTS"

The Billboard Music Popularity Charts

PACKAGED RECORDS

- Classical Catalog Sellers
  All records listed here have been available to the trade for more than six months and are considered in the catalog category. Results are based on a year's sales and are considered to be the year's sales of the same title. Sales in various countries may affect sales in the United States.

SYMPHONIES
(Listed Alphabetically)

BEETHOVEN: SYMPHONIES NOS. 1 AND 4 (RCA Victor LM 4620)
BEETHOVEN: SYMPHONIES NOS. 1 AND 5 (RCA Victor LM 4623)
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BRAHMS: SYMPHONY NO. 1 (RCA Victor LM 4507)
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DVORAK: SYMPHONY NO. 5 ("New World") (RCA Victor LM 4509)

ORPERS AND ORATORIOS
(Listed Alphabetically)

BEETHOVEN: MASSA SOLEmnis (Shaw Chorale, NBC Symphony-Toscanini) (RCA Victor LM 4606)
BERLIOZ: SYMPHONIE FANTASTIQUE (London Philharmonic Orchestra-Ackermann) (RCA Victor LM 4534)
BRASS: FOUR SYMPHONIES (RCA Victor LM 4508)
D'ORAY: SYMPHONY NO. 5 ("New World") (BBC Symphony Orchestra-Cellini) (RCA Victor LM 4538)
FRANZ: THE MESSIAH (Bjoerling, de Los Angeles, City of Los Angeles, Los Angeles Wind Symphony, Janowski) (RCA Victor LM 4535)
VERDI: IL TROVATORE (RCA Victor LM 4531)
VERDI: LA TRAVIATA (RCA Victor LM 4532)
VERDI: RAPPONTE (RCA Victor LM 4533)
THAIKHOVSKY: SYMPHONY NO. 4 ("Pathétique") (RCA Victor LM 4534)
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TARTINI: DEVIL'S TRILL SONATA AND ENCORES: BEETHOVEN: SYMPHONY NO. 5 IN E FLAT (1-12")—Cecil Aronson, Violin; Vladimir Horowitz, Piano. 12" LP record, 33 1/3 rpm. 71

TARTINI: DEVIL'S TRILL SONATA AND ENCORES: PROKOFIEV: SONATA NO. 1 IN C MINOR (1-12")—Cecil Aronson, Violin; Vladimir Horowitz, Piano. 12" LP record, 33 1/3 rpm. 71

PETRASSI: PORTRAIT OF DON QUIXOTE: RESPIGHI: ANCIENT AIRS AND DANCES, SUITE NO. 1 (1-12")—Vienna Philharmonic Orchestra; Paul Kletzki, Conductor. 12" LP record, 33 1/3 rpm. 71

STRAUSS: TANZBUHNE UND TRISTAN AND ISOLDE (EXCERPTS) (1-12")—Vienna State Opera Orchestra; Paul Kletzki, Conductor. 12" LP record, 33 1/3 rpm. 71

MOZART: SYMPHONY NO. 40 IN G MINOR: SCHUBERT: SYMPHONY NO. 9 IN D MINOR (1-12")—Vienna State Opera Orchestra; Felix Prohaska, Conductor. Vanguard VRS 445. 72

 orchestral works
MUSORGENSKY: PICTURES AT AN EXHIBITION: RAVEL: LA VALSE (1-12")—Berlin Philharmonic Orchestra; Carl Flesch, Violin. 12" LP record, 33 1/3 rpm. 72

WAGNER: TANNHAUSER UND TRISTAN AND ISOLDE (EXCERPTS) (1-12")—Philharmonia Orchestra; Paul Kletzki, Conductor. 12" LP record, 33 1/3 rpm. 72

DEBUSSY: LA BOITE A JOUJOUX (1-12")—Paris Symphony Orchestra; Ernest Ansermet, Conductor. London E. 12" LP record, 33 1/3 rpm. 72

PETRASSI: PORTRAIT OF DON QUIXOTE: RESPIGHI: ANCIENT AIRS AND DANCES, SUITE NO. 1 (1-12")—Vienna State Opera Orchestra; Franz Liszt conducting. 12" LP record, 36 rpm. 72

DEBUSSY: LA BOITE A JOCOSSE (1-12")—Bavarian Symphony Orchestra; Jozef Heringsmam, Conductor. Remington R 199-150. 72

INSTRUMENTAL
TARTINI: DEVIL'S TRILL SONATA AND ENCORES (1-12")—Morich Masuch, Violin; Gerald Moore, Piano. RCA Victor LPM 1782. 73

CHROMATICALLY, there are six major displays each to whose appetites of the effectiveness of the virtuoso performer, and the few technical lapses are hardly missed as the overall appeal. This could easily move out into the quality market that often moves some of these sets due to the trimming of the over-all quality. Piano disks should be invited to listen to a band or two.

ANTAL DORATI conducting The Minneapolis Symphony Orchestra

2 12" LP records in deluxe, factory sealed, illustrated album OL-2-101

Complete, Authentic and Definitive Recording—including the use of toy instruments, gun shots, women's chorus and other usual orchestral "effects" called for by Tchaikovsky in his original score.

OTHER NEW Living Presence HIGH FIDELITY RELEASES
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Mac Dowell Second ("Indian") Suite Howard Hanson, Eastman-Rochester Orchestra. MS40099

RATINGS—COMMERCIAL POTENTIAL

1) Excellent
2) Good
3) Satisfactory
4) Poor

MAY 22, 1954 THE BILLBOARD HIGH FIDELITY
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1. GLEN MILLER PLAYS SELECTIONS FROM THE GLEN MILLER STORY — RCA Victor 30217
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3. MUSIC FOR LOVERS ONLY—Jackie Gleason — Decca KD 3145
4. ROSE MARIE—Frank Sinatra — M-G-M K 261
5. SONGS FOR YOUNG LOVERS—Frank Sinatra — Capitol K 471
6. TAWNY—Jackie Gleason — Capitol K 471
7. CALAMITY JANE —Doris Day, Howard Keel — Capitol R 465
9. I BELIEVE—Perry Como — RCA Victor EP 3114

Reviews and Ratings of New Popular Albums

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**VICTOR MORRIS**

This latest release from the Victor MORRIS catalog is a must-have for any music lover. Featuring beautiful renditions of classic songs, this album is sure to delight.

**Capitol Sales**

**Continued from page 49**

Represented an increase of more than 30 percent over last year. The total number of sales reported for a similar period was 255.

Consolidated net income, after giving effect to $71,435 for the first quarter, was $20,575, or $2.50 per share on the 8,200 shares of common stock outstanding. This compares with a net loss of $25,250, or $3.06 per share, for the first quarter of 1953.

**NEW RECORDS!**

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$1.30 per 1,000

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($500 DIFFERENT NUMBERS)

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SEE PAGES 106-107

**I FEEL SO MUCH BETTER IF WE HAD TODAY'S TOP TUNES!**

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**RCA is in it! MAGNETIC, INC., IS IN IT!**

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**SEE PAGES 106-107**

**"Henni" Roberts**

**Mr. Music Operator**

**RCA is in it! MAGNETIC, INC., IS IN IT!**

**YOU CAN BE IN IT, TOO! FOR FULL DETAILS**

**SEE PAGES 106-107**
Gay Down, after 23 weeks

Burlesque Bits

For Uno

WAN for FRFF

st?:'4otr.g1).rO*tT

The house had been dark

Dan Rowland.

Entertainers were Harry Slerlip,

to be honored at

May 10.

of New York at his food

palace

dogs and rolls and

at the Chez Puree. And

time burly comic, Oliver

return engagement

28, and Tempest

Lloyd and Don Lynn

Follies, Los Angeles,

niterics have Patti

and burly performers attended.

home in the Bronx, N. Y.,

house party

an idefinite stay.

Ranch, Woodland Park, Colo.,

Jack Railey and Tony LeCicero.

Flame

Morgan, Marvan, Patti

and Leon

Waggin at the

Pa.

WA 1677 end 17171

DAISY MAE

JOLLY JOYCE

Burlesque Bits

MAY 22, 1954

THE BILLBOARD

BROADWAY SHOWLOG

Opening June 23, 1954

Announcement Veldt ... 2-17, 94

Merrill ... 3-31, 93

Prince of Wales ... 5-24, 97

The Gay Divorcee ... 2-17, 95

The Best of the West ... 3-31, 93

The Remarkable Mr. Pennypacker ... 5-24, 97

The Second ... 2-17, 95

The Girl in the Pink ... 3-31, 93

The May Flower ... 5-24, 97

Vesuvius ... 2-17, 95

By the Beautiful Sea ... 3-31, 93

Carmen Miranda ... 5-24, 97

Shes a Firefly ... 3-31, 93

The Girl from Yonkers ... 5-24, 97

SPEAKING OF LEGIT

Continued from page 13

The act decided for the

reception and for their account to be deposited

with a well-managed

company supposed to hold values for

all the established

years they disappeared when they came off

Imaginee's costs options held by

the and at their agents

The act designed for the

reception and for their account to be deposited

with a well-managed

company supposed to hold values for

all the established

years they disappeared when they came off

Frances Fayos

Continuing its

season, should develop into one of the

finest comedies enter-

prising new leg.

Richard Layne and his
dummy in the sound for sound bulky laugh

undersecced this when, after

the dummy responded that

you didn't get the Starlee chutzpah.

Danny Costello

Josie Kerin, Beverly Palm-

ner, Herman Midill's assistant

at his Cartoon, Pitts-

bury, May 7.

A solid house greeted the

best story since the

months. Danny Costello

at the Roxy came back in

season. He has not had

an sustained period of

popularity like the

two established names.

Len Litman.

Roger King Mozian,

Dee Clifford

(Clopay 2, 7.233)

(MAY 22, 1954)

Rogues Gallery

New York Daily News

Harry Blackstone

who has the ad-

Lady Francis Proctor, in Florida, appeared on

the show given by Mr. Ted Lewis, at the Roosevelt

Hotel, New York, last Saturday (8),

(2) departed for Columbia, O. where she opened Thursday (11) at the

a five-week engag-

ent. Proctor, who

Commissioner Magic Mart called a "beauty of a show." They were

May 22nd, which means literally a beauty and a joy.

true have just concluded a long-

up two weeks at the Madison Square Garden Hotel in the Canadian metropolitan.

The Master Deck Black

important mail for Harry Black-

stone, and the question is:

Who has the address?

Lady Francis Proctor, in Florida, appeared on

the show given by Mr. Ted Lewis, at the Roosevelt

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THE BILLBOARD

MAY 22, 1954

All Non-Network TV Film Series and Competition, and Their Multi-City ARB Ratings

THE BILLBOARD SCOREBOARD

ATLANTA

3 STATIONS

Sign-Off to 7 p.m.—Monday thru Friday

9.6 - 1.3 - 1.1 - Stranger Danger—Drama—CBS Films—WAGA—Tb—11:00 a.m.—6:00 p.m.
12.9 - 1.4 - 1.4 - Look Who's talking—Comedy—NBC Films—WAGA—6:30 a.m.—11:00 p.m.

Sign-off to 7 p.m.—Saturday and Sunday

9.6 - 1.4 - 1.1 - Kit Carson—Western—WAGA—WLS S-1.14.4 - 16.9 - 16.9 - Wild Bill Hickok—Western—WAGA
12.1 - 1.6 - 2.0 - The Searchers—Adventure—WAGA—WLS S-1.14.4 - 16.9 - 16.9 - The Searchers—Adventure—WAGA
8.6 - 1.2 - 1.6 - The Alps—Drama—WAGA—WLS S-1.14.4 - 16.9 - 16.9 - The Alps—Drama—WAGA

THE BILLBOARD SCOREBOARD

7 p.m. to Sign-On—Monday thru Friday

5.2 - 2.5 - 2.3 - Jack Benny—Comedy—NBC—WAGA—12:30 a.m.—6:45 p.m.
5.6 - 3.1 - 2.8 - The Spin—Comedy—NBC—WAGA—12:30 a.m.—6:45 p.m.

7 p.m. to Sign-On—Saturday and Sunday

5.6 - 3.1 - 2.8 - The Spin—Comedy—NBC—WAGA—WLS S-1.20.2 - 22.8 - 22.8 - The Spin—Comedy—NBC—WAGA

former publicity director, known
for his contributions to
the show started
in New York in 1919 with
our heart attack last
week. He was a clarinetist and
conductor for cilia. be
offered to his widow. Death May 26, 1949
in New York. He was the
brother of columnist Iva,
Sargent. Mrs. Wallace Hardin,
Conn., said he was present
at the time of his death. He
was a son of the late Dr. and Mrs.
Wallace Hardin of Marion,
Conn. He was the younger
son of former publicists
Dr. and Mrs. Wallace Hardin.

three daughters.

Bill Gates, who appeared in
several plays and movies, was
the son of the late Dr. and
Mrs. Wallace Hardin of Marion,
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son of former publicists
Dr. and Mrs. Wallace Hardin.

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three daughters.

1200}{1000}.

the major carnivals.

THE BILLBOARD

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20th Century. World of Today and Remakes... He was the...character, manufacturers were...

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Dr. and Mrs. Wallace Hardin.
Mighty Royal American Opens With Added Power

Unveil 'Dancing Waters,' Sky Wheel, Round-Up at Memphis Cotton Carnival

BY H. BERTON
Memphis—This is one of those years when a powerhouse, the Royal American Show, opens its annual carnival—this year is stronger than it ever has been. The current appearance at the Cotton Carnival was a thrilling one.

To its already potent ride line, Royal American has added two new features in the shape of the Doughnut Sky Wheel plus a new Sky Wheel also.

Several of the rides, including the popular Royal American Sky Wheel, have been improved. Improvements include the addition of a new elimination system, which will reduce the number of rides in the night program to between 2 and 3.

Horan Season Bow at Portland

PORTLAND, May 15—The Horan Show opened its season yesterday afternoon at the city's South Portland. This will mark the first time the Horan production has appeared in the Portland area.

The Horan Show is scheduled to play in the city for five days.

Lajoie Unit Bows May 22

MONTREAL, May 15—(Barrie Harrelson, Montreal) 

Lajoie Devils will open its third show at the old Exhibition Grounds here today. The Lajoie show is opening its season in Montreal.

The Lajoie Devil unit is the first of several units to open in the city.

Cranston Inks with United Amusements

CRANSTON, R.I., May 1—United Amusement Shows have been signed to supply midway attraction at the Remedial and Industrial Exposition here May 28-June 6. It was announced this week for the show's opening.

Special events scheduled in connection with the celebration include a notable pageant in the style of a Parisian fair with 11,000 in the atomic centennial culminating in the centennial queen, queen's court, band, the famous Athletic Union and super-spectacular, a nomadic carnival, and modern fortune tellers on the Rappoport Mall.

K. O. Grandahl Picked As MacEachron's Aid

HARTFORD, Conn., May 10—K. O. Grandahl has been named as MacEachron's chief advisor at last year's Connecticut State Fair, where an all-time record was set for the event.

The new chief advisor will be in charge of all State Fair Department committee committees and will have charge of all the fair's activities.
NEW YORK, May 15—Balloons should be able to get off the ground this season, as a result of the govern- ment's lifting of the nationwide ban on the use of helium for floating balloons and the general defense work (The Bill- board, May 8, 1954). 

Relaxing of the rules within the past month resulted in a slight price increase, but the rise is considered justified because floating balloons are the best sellers in the outdoor amusement industry. 

The government owns the helium used for floating balloons, in which the gas is transported, and the retailers in which it is sold to balloon-pitchmen. Last fall it witheld most of its helium during the general service and gave orders for all shipments to go to industrial firms and those with high-priority contracts.

CANCELSATION Other promotions

Besides the government-imposed ban on the use of helium for floating balloons, there has been a marked increase in the price charged to both the government and the general public for the gas. Inflation has also reached epidemic proportions.

Types of Balloons

Balloons floating from eight to 10 feet in diameter, are not only a great attention-puller, but are proving a more effective advertising medium than the traditional ones.

Monterey, Calif., To Expand Om Exhbit Space

MONTEREY, Calif., May 15—Monentry's newest and most ambitious fair has been scheduled this year, with the aim for the 1955 season.

The fair grounds will be expanded by the addition of a new permanent exhibit building ready for the opening night less than the fair has operated during the ban, which is fortunate not only for the pitchmen but for other commercial firms. These have long appreciated the promotion value of floating balloons for their displays and for street parades.

Floating Balloons Best

No other firm and commodity jobbers expressed more enthusiasm for the new government-imposed regulations than the largest of all, the government itself. The first 2,500 women to pay $1 to the balloon-pitchmen will pay only $10. And quickly, WRT for full details.

When the ban was in effect, it worked this way: pitchmen paid $1.50 for a $2.25 balloon. Since the government had cornered bottling plants in the last two fairs, bottlers were paying 49 cents for each cylinder in operation during the ban, which is still the price charged to them.

Other programs on Sundays will be given bottles of perfume. Tractors and the first 2,500 women will be given bottles of perfume. Tractors and the first 2,500 women will be given bottles of perfume.
COMMING EVENTS

Arizona
Denver—All Denver Fair, June 29-July 17.
Denver—Twin City-County of Colorado Civic Center, June 29.
Arkansas
Carmi—Spring Carnival, July 5-6.
California
Washington—State Fair, July 26-Sept. 18.
Carson City—State Fair, July 26-Aug. 5.
Colorado
Boulder—Centennial Fair, July 3.
Brighton—Beer City Co. Great Horse Show, July 2.
Boulder—Mile High Horse Show, July 2.
Cripple Creek—Cripple Creek Show, July 2.
Denver—St. Louis Horse Show, July 2.
Denver—Western Nationals, July 3.
Erie—Western Nationals, July 3.
Fremont—Golden Days, July 3.
Golden—Golden Days, July 3.
Greeley—Spring National, July 3.
Greeley—Western Nationals, July 3.
Johnstown—Intermountain Horse Show, July 3.
LaSalle—Montana State Fair, July 3-6.
LaSalle—Colorado National, July 3-6.
Loveland—Western Nationals, July 3.
Pueblo—Festival of Pueblo, July 3.
Pueblo—Pueblo State Fair, July 3.
Pueblo—Watermelon Days, July 3.
Pueblo—Colorado State Fair, July 3.
Golden—Golden Days, July 3.
Longmont—Golden Days, July 3.
Colorado Springs—Springs Days, July 3.
Denver—Fair Show, June 30.
Durango—Durango Days, July 2-5.
Erie—Mountains Spring Festi-val, July 2-6.
Erie—Mountains Spring Festi-val, July 2-6.
Englewood—State Melon Growers Festi-val, Aug. 29-30.
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Equipment Mfrs. Show Wares at Chi Exhibit

CHICAGO, May 15.—The latest in food and service equipment, including many items used in outdoor food and drink concessions, was on display this week at the National Restaurant and Concession Equipment exhibit at Navy Pier. Show opened May 10-15.

After the show opening, stands were mostly interested in the restaurant equipment. A number of booths had products slanted to use in the outdoor food and drink business. And many of these were showing new items for the first time, according to Harry Berger, Philadelphia, demonstrated the new Finlandian systems which was on display in the snack bar, available in the Chicago exhibit, and the banana space from 1,000 to 1,500 units, according to B. Clark. Also new in the line is the enclosed vending machine. This unit, with a built-in carbonator and pop-up cup dispenser, lists at $600. Hot Dog Boater

A new winter roaster that holds the frank in a wire cradle arrangement, instead of in a cone, was introduced here by Modler Marketing, of Minneapolis. The machine is loaded by placing the frank in the cone, rotating one per hour and taking only 15 seconds per frank. It is available directly to H. A. Modler, head of the firm, or through distributors. A fact that the wienerskin is not pierced or ensure is sealed in.

Bill Steff, manager, More Profs. Company, Chicago, announced that the firm is putting a drink dispenser to its line. The new addition is the Automatic Coca-Cola and Fagional Hearing. The dispenser is easily installed. Even was also introduced. The new addition is in the motion to the sales staff. Coca-Cola Co. is pushing the 3-D Grill Sales, Chicago. Interest in this equipment is being shown by Arthur Ivesen, president of the company, at this week's national dealers meeting. Chicago will soon be added to the line. Those purchasing the grills are also utilizing to hamburgers and two portion hot dogs with a capacity of 12 each.

More Profits, Too

* Popit Plus makes more corn-processed-Dust-Less Cost per bag.

* Popit Plus is liquid in all weather.

* Will handle your current stock, quickly, safely and easy, at your cost.

AND local warehouses answer your stock, quickly, smoothly, easy to use everywhere.

Write for Namets of Distributors Along Your Route

popsit plows!


POPPOO OIL SPECIALISTS TO THE NATION

Pepsi Chalks New April Sales Mark

WILMINGTON, Del., May 15.—Pepsi-Cola Company has signed a total of 30 new bottlers since April 1, the largest number in the company's History, according to a recent survey. In reviewing the company's position, Steele said Pepsi-Cola had invested more than $22 million in new facilities in the last four years, and Pepsi-Cola bottlers earned more than $100 million in 1953 on expansion.

A total of 32 new Pepsi bottling plants will be in operation during this year and 17 are planned for 1955. Pepsi-Cola's sales for the month of April were $32,047,904, according to a recent survey. The company's biggest April sales were in 1953 and 1954.

Soft Drinks

More Bottlers Jump on Tin Band Wagon

CHICAGO, May 15.—Manufacturers of canned food products for the first time are starting to use tin containers to attain a goal of 25 percent of the total metal containers, according to a recent survey. They admit that the tin line is a fact that an estimated 28 billion cans are sold annually, although tin cans have been around for many years and the tin cans are not used by many more bot-

THE BILLBOARD

May 22, 1954

Keep posted on the outdoor field

Concessionaires, baskers, bakers, performers, game and sports equipment suppliers and all kinds of vendors who find the Billboard every week to get all the important news of the outdoor amusement field.

Subscribe Now to

The Billboard

Cable No. 6947

190 West 44th Street
New York 36, N. Y.

 SEND ORDER TO

P.O. Box 334

Joliet, Ill.

state your needs to:

CONCESSION TRAILERS OF ALL TYPES State Your Needs

Callowet Coach Co.

11223 S. St. Vith St., Chicago 28, Ill.

P.O. Box 8222, Chicago 28, Ill.

Give to Damon Runyon Cancer Fund

No Matter Where You Land...

You'll sell more popcorn with popcorn plus!

Popit Plus, the liquid popping oil, gives popcorn a BUTTERLIKE appearance, flavor and aroma — corns that looks so good, smells so good, each passerby has to buy!

keep your profits, too

Popsit Plus pegs more corn-processed-Dust-Less Cost per bag.

Popsit Plus is liquid in all weather.

AND local warehouses answer your stock, quickly, smoothly, easy to use everywhere.

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**Auditoriums-Arenas**

**Indiana Fair to Act On Leasing Coliseum**

**New Exhibits Set for Western - Innisfail Show**

**Western Labor Shortage and High Price of Labor Are Seen as Starting the Trend**

**Magazines**

**R-B Notes**

**Ringering Ups Use of Paper For Boston**

**KANSAS CITY, May 15—** Hollywood Screen Companions have noted a new frankfurter broker which today agents the 72 hot dogs per pound Capitol osings which were reduced in size and structured largely of glass for added flash.

Exterior is finished in chrome. All interior parts are stainless steel and metal plated. A bun warmer with capacity of approximately five dozen buns is also provided. Cooking is done by the infra-red process which not only prepares the frankfurter in a matter of minutes but holds it for hours. Franks can be served at a special price at their estate.

K. Y. Zim Belts

Frosted Shrimp Rolls

**BRICK, N. Y.—** Flax-o-Rice Popcorn is marketing frozen shrimp rolls, a product designed for drive-in theater refreshment stands. The item is a mixture of vegetables and shrimp wrapped in a noodle basket, and, according to the company, provides two minutes of eating for a nickel. Each roll may be held in a bun warmer prior to service. Frosted Shrimp Rolls is also made available gainsline 10, 12, and 14 oz. containers.

**Bagel Toaster**

**Toro Toaster**

**Sweps for Janus**

**First Sports Show**

Ed Johnson, of the San Jose, Calif., Daily News, organizes two weeks ahead, Frank Harris, director of sports for KGO, ed Ed Coolbaugh came in last Thursday (4) and made the first show of the season. The next five or six days ahead, made radio spots and interviews. A sports show and Knotz and Schirmer also came in Thursday (11) with a radio spot. Butler missed Boston this time but is planned for another show.

**Two Pittsburgh Funsports Open**

**PITTSBURGH, May 15—** Pittsburgh's two major parks, 57-year-old West View Park, have been on the trend of the season and going strong.

West View completed a six-week run there and opened Sunday (2). Heavy schedule started out Wednesday (19). At one time, 15,000 persons were on the grounds.

**San Jose, Calif., Skeds Sports Cars Races, Poad Rods**

**SAN JOSE, Calif., May 15—** With Labor Day just around the corner and the Memorial Day weekend yet to come, the San Jose, Calif., enamel has been busy preparing for the week's events.

**Osborne, Ohio**

**OSBORNE, Ohio—** The annual Osborne Fair and Exposition will be held here May 31 in honor of the 50th anniversary of the town and the 100th anniversary of the Osborne County Fair Board. The exhibitions will be held in the Osborne County Memorial Coliseum, which is part of a new indoor arena and community coliseum.

**Two Exhibits Open**

**MADELEY-TAMERLIN NEW PRODUCTS CO.**

MADELEY-TAMERLIN NEW PRODUCTS CO.

31 S E. THIRD ST.

WEST PLAINS, Mo., May 15.

**Two Exhibits Open**

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FABULOUS YARN in NEW YORKER ON PALISADES

NEW YORK, May 15.—A fabulous yarn story was turned out yesterday afternoon by Joe Basile, former producer and director of The New Yorker. "Reporter," was the title of the yarn, and its kibitz was delivered at a meeting of Palisades, Associated Newspapers, from which Joe was the outstanding teller. "The yarn," Mr. Basile said, "is one that 180 people could not resist, and 200 people will not be able to resist.

Million $ Pier Reports Initial Takes Top '53

ATLANTIC CITY, May 15.—Pre-season operations at the Million Dollar Pier and Beach Hotel have turned out better than a year ago, indicating a fine start for the Million Dollar Pier Pier. The opening was held on Easter Sunday, and the weather since then has been excellent.

Concord, N. H., May 15.—Deer Park Enterprises, Inc., has registered with the Secretary of State of New York, for the conduct of outdoor amusement businesses. 

Want

GUERNSEY village

WANT

Agents for the Cloth, Glass, Paper, and Weight, and for the Nuance division of the W.W. Company, are required. Applicants are expected to meet the requirements of the W.W. Company.

CELON PARK

152 Bayhard, New York

KIDDIE CAR RAILROADS

We are always in the market for the following items: Old model railroad cars, track, and other accessories. We are interested in buying these items for our railroad collection.

WANTED

#8 or 12 ELI FERG WHEEL or any size steel model A WHEEL SUBURBAN PARK, Inc.

FOR SALE

An advertised steel truck, 1920 model, is for sale at $500.00. The truck is in good condition, and is very well suited for use as a transportation vehicle.

J. H. MINSKY

112 W. 2nd St., New York

KIDDIE TRAIN

High Hills, New York, May 15.—Kiddie Train is for sale. The train is in excellent condition, and is ready for immediate use.

The Billboard

PARKS-RESORTS-POOLS

MAY 22, 1954

ROTO-JET OPEN

Weather Woes Cut Turnouts At Palisades

PALSIDADES, N. J. May 15 — Strong winds and heavy rains have sent many visitors scurrying for shelter. However, the Palisades Amusement Park was still open and operating at full capacity yesterday. The winds were so strong that the Peacock Cottages on Sunken Lawn could not hold their own against the elements. The park remains open, however, and visitors were advised to be ready for any sudden changes in the weather.

FETE TO HONOR PLANNING FOR 50 YEARS AT PARK

ALLENTOWN, Pa., May 15.—Fifteen years ago this week, Alleen, the 10-foot-tall elephant, was presented to the park by the Allegheny Valley Orchestra. The elephant was the first of its kind to be presented to the park, and has since been a popular attraction. The park is celebrating its 50th anniversary this week, and a special celebration is planned.

PROMOTION ON HOPPERS

Bruckner Kid Spot Inks Clown and Attractions

NEW YORK, May 15.—The season's kick-off for Bruckner, Kiddie Park, was held yesterday. The park was open and operating at full capacity. The park's new clown, Joe Luca, made his first appearance yesterday, and was a hit with the children. The park is planning a special promotion next week, and the clown will be on hand to help make the event a success.

MUSEUM SHOWS MEMENTOS OF Coney Island

NEW YORK, May 15.—A large collection of Coney Island memorabilia, including photographs, documents, letters and models, is on exhibit at the New York Historical Society. The exhibit, which opened yesterday, will be on view until September. This exhibit is part of the larger exhibit "Coney Island-Playland for All," which is on view at the Museum of the City of New York.

WILLOW GROVE AGAIN GETTING KITCHEN SHOW

PHILADELPHIA, May 15.—The "Kitchen Kitchen" radio show, which has been a hit for the past several years, is back again this summer. The show will be broadcast daily at 7:30 a.m., and will air on WLW, Channel 6, until June 30. The show is hosted by Miss Dorothy Kilgallen, and is sponsored by the Continental Baking Company.

OCEAN BEACH Rides Given New Allure

NEW LONDON, Conn., May 15.—The Ocean Beach Park has added a new touch to its rides. The park has installed a new ride, the "Sea Monster," which is a giant, moving ride that will provide an exciting experience for visitors.

High Quality KIDDE RIDES

ROTO-WHIP—SPEED BOATS—PONY CARTS

GALLINGO PINE HORSE CARRIAGE

Illustrated Circlets Free

W. F. MANGELOIS, CO., Coney Island 24, N.Y.

AQUARIUM, TOO

ATLANTIC CITY, May 15.—The Aquarium, which has been a popular attraction at the Million Dollar Pier, is now open for the season. The aquarium features a variety of marine life, including fish, sea turtles, and octopuses.

Paintings, Settings

The exhibits in the Coney Island museum, including the Coney Island diorama, are now on display. The diorama is a large-scale model of the Coney Island boardwalk and beach, and includes many of the original structures.

Firm Elects G. Ramagosa

WILDWOOD, N. J., May 15.—G. Ramagosa, who has been with the firm for several years, has been elected as a partner of the firm. Mr. Ramagosa has been involved in the firm's operations for many years, and has made a significant contribution to the firm's success.

FIRM TO BE APPOINTED

The firm of Firm to be appointed has been selected by the management of the Coney Island park. The firm will be responsible for the management of the park, and will work closely with the management team to ensure a successful season.

Enfield "Coney Island" Playland

NEW YORK, May 15.—Enfield "Coney Island," which is located on the Queensborough Bridge, is now open for the season. The park features a variety of rides, games, and attractions, and is a popular destination for families.

A GREAT PLACE TO EAT

MAMMOTH PARLOR, too

A GREAT PLACE TO EAT

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ENFIELD, Conn.

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ENFIELD, Conn.
Chambliss Gives Out With Success Formula

BOCKY MOUNT, N. C., May 15—Newspaper ad

nights.

opened his fairgrounds

give credit for producing the

also announced a "handsome" in

at CNE Contracts

CNE Contracts

Tout Pond

For Building

NEW YORK, May 15.—The

Fair, For Building

Western Lead will

the award the attraction was the

East Side Exposition in

Navy Fair, May 15. —

is the Morris County

a part of the

money, as said the

Chairman of the Fair, 7:00 P.M.

a committee has been named

the Pioneer

said, will feature a "lucky trout"

feature a "lucky trout"

will angle for them with flyrods,

will receive a free rod and
give the 15-year-old girl an

within one day of the

in New York.

Keene, N. H., Ups

Premium Money

KEENE, N. H., May 15.—The

the Chautauqua Fair Association

for and to the

Fair, For Building

three trout, and
timers will buy 15 minutes' fishing

on attendance and an

in the pond daily, and

of every fishing
capacity
day.

WANTED

Appointed to Gov't Post

KANSAS CITY, Mo., May 15.—

Fair, Secretary of the

and a committee has been named

under the supervision of

while there is considerable
time before serious thought

a number of

in New York, and

the sidewalk, several

in the street, give away two

in New York. It will give away

ticket distribution

The Billboard for one year at $10

in New York, and

in New York. It will give away two

any one of them to

Hilltop, N. J., Sept. 15. —

NEW YORK, May 15. — More

than 100 pony giveaways, engi-

to be staged in conjunction with

in New York, for

of State appropriation

the greater success during this

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Fair Board, officials

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September 15.

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in New York. They

the State Department.

in New York.

in New York. They

the State Department.
MAY 22, 1954
CARNIVALS
Communications to 108 W. Randolph St., Chicago 1, Ill.
REALIGN RAS JOBS

COLEMAN DOING OK, SEES GOOD SEASON
Spending Good in Miserable Weather; Tax Cut Topped Blessing for Showmen

NEW LONDON, Conn.: May 15—With the realization of their share of bad weather at the last minute, the Coleman Bros.' Shows, which have been in operation for weeks that have been played off, may not have had too much ROLE-PLAYING BUSINESS, but the showmen keep at it, and the overall action has naturally been good.

Small Business in Rain

On the Weak Days: The week's figures are not far behind last year when the weather has been more favorable. People seem anxious to get out of doors, even in the rain, and wade from one attraction to another, which has been the result. Folks who have come to continue the fun.

Last Saturday (6) in adjacent area shows, the shows did not fare too badly, with the exception of the afternoon and evening. Even under these diurnal conditions, the rides, working for times, averaged 500 persons. It was the kind of day, Coleman says, when the shows had to be on the ball, and the show had excellent hits to play. It was suggested that the ride fare be filled and even the hardiest storms are rarely stopped. Next week at Wallingford, Conn., the same conditions are expected. With those conditions at the end of the run, if not before.

Coleman Bros. have been operating shows here in New London for the last 90 years and have been in the business for nearly 30 years.

MEMPHIS, May 15—J. C. (Tommy) Thomas, in the past six years, has been in the business of fairs and carnivals, including the Electric City Shows, that have been organized here for the past six years. With the exception of the last two years, the shows have been very good business. This year, he is planning to open a new show, the Lohmar Shows, in the city of Memphis, and plans to open a show in the city of Nashville, Tenn., next week.

The realignment stemmed from the fact that the Lohmar Shows are not doing well. Since that time, Lohmar has reduced his weight sharply and says he is feeling fine.

The show was held in the city of Memphis, and plans to open a new show, the Lohmar Shows, in the city of Nashville, Tenn., next week. The show has been in operation for the past six years, and has been very good business. This year, he is planning to open a new show, the Lohmar Shows, in the city of Memphis, and plans to open a show in the city of Nashville, Tenn., next week.

Lohmar takes back on show

MENTON, May 15—Paul B. Farrow, owner of the Menton Shows, has been operating shows in the city of Menton, Calif., for the past six years, and has been very good business. This year, he is planning to open a new show, the Lohmar Shows, in the city of Memphis, and plans to open a show in the city of Nashville, Tenn., next week. The show has been in operation for the past six years, and has been very good business. This year, he is planning to open a new show, the Lohmar Shows, in the city of Memphis, and plans to open a show in the city of Nashville, Tenn., next week. The show has been in operation for the past six years, and has been very good business. This year, he is planning to open a new show, the Lohmar Shows, in the city of Memphis, and plans to open a show in the city of Nashville, Tenn., next week. The show has been in operation for the past six years, and has been very good business.
ATTENTION—
SHOOTING GALLERY OPERATORS!
DON'T MISS IT!
ACT NOW!!
Due to unsettled conditions and present control we cannot guarantee your present location. This is your last chance to have your business on this site before it is sold!!!
Complete details in our office today.

Motor City
Opens Strong
Despite Cold
Show Testing Two New Transformers; Adds Round-Up Ride
WINDSOR, Ont., May 15—Motor City Show opened their 10th season this Thursday (3) to cold weather, plus some rain. But despite the weather, signs across the line for the first few days were reported almost as good as on the same days last year when the show was held in the other end of town. Present list is adjacent to the old show site.
A major improvement to the show this year is the admission of two new type transmitters, designed as experimental units so far as General Electric of Canada. They are designed to install in the truck and is a successful, GR place to make them their standard for outdoor shows.
Shows are traveling on 30 cars, and carries 11 rides, a variety of shows and 30 concessions rounded-out the program. Train and Super Slimie Ride have been added. Both the Meeker and Girl shows are new this year, and feature a total of 10 concessions from the U. S. A. as new this year.
Following the nine-day break in the show, they moved to Toronto where it will set up for its final 8-day run. This year normally draws a heavy Negro population from Detroit.

Personnel includes:
Staff
Arthur G. Gibbons, manager; Nick, Dents, cow cook; Ralph Burton, driver; Wally Haggard, driver; Elmer Snider, driver; Ruth Deisher, cook; Annis Gillies, office manager; Allison Gillies, office girl; Harry Thomas, bookkeeper; Jerry, cook; Alice Thomas, bookkeeper; H. H. Thomas, bookkeeper; Harry Anderson, cook; James Anderson, cook; and Paul Caldon.

Concessions
Barry Company, with Tootie Dike, Dots, and Esper Joppe; Red Ideal, managed by Mrs. Joe Williams; Golden Stakes, managed by Mrs. Chick Lewis; John A. Lewis, managed by Mrs. John A. Lewis; Mike Mac, managed by Mike Mac; Tom B. R. Machine, managed by Tom B. R. Machine.


BIRDS-BIRDS
Carnival Birds
PARAKEETS
CANARIES
FINCHES
AND
CAGES
CONRICK BIRD FARM
8900 South Western Ave.
Los Angeles 47, Cal.
Phone: White 8-5974

24 Hour Service

CARNIVAL MANNERS, NOTICE!

CONCESSIONS—Can furnish 12 to 15 up-to-date, all new, well stocked and flushed. All help sober and reliable. 6 Cats, 2 Horses and Zinc Stakes, all equipment furnished for concession stands such as Legal Advisor, Manager, Publicity, Office and Lot if necessary. Working out notice with Metropolitan Shows, Phone or wire.
ART LEWIS or MAX SHARP

T-E-N-T-S
CONCESSIONS, CIRCUS, CARNIVAL
AMERICAN
TENT & AWNING
CORPORATION
101-105 N. DEARBORN ST.
CHICAGO 10, ILLINOIS
BILL SANDERS
ST. ANTHONY CELEBRATION
JUNE 8 TO 11
West afternoon, for the Boys. All Kind Horse Parks and other legitimate funs. thematic Centennial Fair. Weight, Girth, Photos or Short List. Shows of any kind for season. Fareway, west of Chicago. Also west barns for damage. Per. Mas. Cal, get in the White, will not make a mistake. REG. LOCKART
4055 South Ashland, Chicago, Illinois

CARNIVAL WANTED
LAWYER DAY
W. S. COAN
Grantsville, Iowa

WANTED
Burdick's Greater Shows

GOLD BOND SHOWS
NOW CONTRACTING FOR 1954
MIXED BIRDS
Mickey Stark, owner
C. D. T. Concessions

FOR SALE
Breathaway Torpy Topper complete disco with extra Nystroem. Has been 100% successful. Phone for details.

$927
The Elks’ Walnut Drive

PENNY ARCADE
A. M. Harrold, Harlem, N. Y., Operator


THANK YOU

each of the independent gauze operators in the world. Thank you.

Bunny Canady
Allens, Pa.
Phone 3131 and 4-003

ROLL TICKETS

PRINTED TO ORDER
ShiShamock, Pa.

Keystone Ticket Co.
DEP. B

Some Cash With Order. Stock Tickets $1.25 per 100,000.

76  

CARNIVALS

THE BILLBOARD

MAY 22, 1954

IMMEDIATE DELIVERY—
NO WAITING FOR
THESE EXCELLENT FEATURES:

1. Latest creations in breath-taking serial wheels.
2. History of all the current nắng媛ues.
3. Variety of skilfully planned shows that anyone can fire.
4. Exchanged operator not needed.
5. "For Thine Ownself" displays are shipped fully assembled, ready to be set up and fire. Simple instructions found in cartons.
6. Expert operators are available, when desired, to completely set up all the large displays.
7. Complete public and property liability insurance.
8. High-powered advertising and promotional facilities.
9. Trampers are shipped daily as needed.
10. Displays shipped everywhere in the United States.

SECRETARYS AND TALENT CHAIRMAN:
WILL DO FOR OUR BIG SPECIAL CATLOG

WILL DO FOR OUR BIG SPECIAL CATLOG

RICH BROs. INTERSTATE Display Fireworks Co.
8012 E. 40TH PL.
COLUMBUS, OHIO

RICH BROS.

RICH BROS. ACCOUNTS

[Image of a page from a billfilter showing a variety of advertisements and classifieds.]
MIDWAY CONFAB

Al Kaufman, concentrate manager for the
William B. Jones Shows, was a Chi-
the farm visitor last week. He spent
about 10 days in the Windy City
before reporting the Sullivan one
Bob Harris, son of Mr. and Mrs. Miles
Harris, who lives in Petersburg, Va.,
and his wife, Dottie, spent several
days on the lot at Princeton,
Ind.

Steven and Helen Vaughan
are visiting in the Sun Belt. Mr.
Steven is with the Western States
Carlisle, Calif., with the Prank
Exhibiting Company.

Governor Frank Solano of the
Rhode Island State Fair
has to confessions on the
Western States exhibits. He
is to be in town this week
at least.

J. R. Morris, of the 20th Century
Exhibiting Company, is back
in Kansas City, Mo., where
he visited the Royal American
Circus.

Ned Torii is back in Milwau-
kee. He has just returned
from an operation in Tampa this
winter, Sam Gordon

inh tour of in the Philippines and the
East. He is currently nervous in
Los Angeles, where he has an
operation. He is doing well.

Mr. and Mrs. Edward Blake are
in Philadelphia at the Ren-
naissance Fair. He is a
bud in the area.

All replies to

MORRIS HANNUM
Penn Harris Hotel, Harrisburg, Pa.; this week; then week of June 1-5
the Yorktown Hotel, York, Pa.

INTERSTATE SHOWS
WANT THE BIGGEST, SOUTHERN, KENTUCKY, CELEBRATION
MAY 24-29, AND A TOP ROUTE OF FAIRS AND CELEBRATIONS

WANT TO SHOWS - Side Show Manager with Acts
WANT CONCESSIONS - Glass Pitch, Hi-Striker, Duck Pond, Penny Pitch, Age & Weight, Cage Ball, Bell Game, String, etc.

MORRIS HANNUM

CONCESSIONS - Give Pitch, Hi-Striker, Duck Pond, Penny Pitch, Age & Weight, Cage Ball, Bell Game, String, etc.

M. POOLE, Owner

CONCESSIONS - Give Pitch, Hi-Striker, Duck Pond, Penny Pitch, Age & Weight, Cage Ball, Bell Game, String, etc.

JACK OLIVER, Bus. Mgr.

PRINCETON, KY., AT THIS WEEK

"HAPPYLAND SHOWS" SHOWS' EXPOSITION & FAIR
MAY 29 THRU JUNE 6, MT. CLEMENS, MICH.

Months of preparation for parades, thrill shows, freaks, attractions and exhibits
will produce nine days of good business at this spot. Our sea on this weekend in
is now completely booked at celebrations and fairs.

Openings for a few highest. Salts. Concessions.
Can place several Shows, such as Motor Drome, Monkey Drome, Mechanical, Snake
or other attractive Grind Shows. Address

HAPPYLAND SHOWS, 3426 Iroquois, Detroit 14, Michigan. Pha. W. I-7924
VIVONA BROS

ALAMY EXPOSITION SHOWS

CAN PLACE FOR FIVE GOOD TOWNS IN NEW MEXICO


PLAYING SPRINGFIELD, Conn., this week: Narrang, May 31-37; Shelton, Conn., June 9-15; Fairmont, June 11-16; Moline, June 14-19; Acuna, June 16-22; All New Mexico. Three Consecutive, 4th of July Week.

RIDE OPERATORS WANTED

For Rides and Concessions. Hanky Parks; Ice Cream, 50 cents unit; Rides, Motor Rides, Horse Rides, etc. 100.00 per unit. Address: C. M. VIVONA, 127 N. Main St., San Antonio, Texas.

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NEW ENGLAND AMUSEMENT CO. WANTS
FOR WOMEN AND DRUM, MALE,
TWO GOOD CONCESSION TOWNS.

Indy to Knightstown On Saturday.

INDIANA POP CORN CO.
BURNHAM, INDIANA.

HANNA H. COHEN
131 W. Washington St., Pittsburgh, Pa.

BERRY'S CUSTARD, French Girls
FOR WOBURN AND DEDHAM, MASS.,
AND CONCESSIONS.

H据此 AMUSEMENTS

NOW BOOKING CONCESSIONS & SHOWS FOR
BAINBRIDGE STREET FAIR
JUNE 16-19 inclusive

W. E. GEREN
P.O. Box 5515, North Birmingham, Ala.

SILK CITY SHOW
PLAYING WEST EASTON, PA., FROM MAY 17 TO 22; BIG CELEBRATION
QUARRYFORD, PA., MAY 24 TO 29.

R. ROUSE
Carnivals & County Fairs, INDIANA 500 MILE SPEEDWAY

BOX GATTO
THIS WEEK AT TERMINAL HOTEL, EASTON, PA.

BILL CHALKS WANTS

RIDE HELP WANTED

MIGHTY HOOSIER STATE SHOWS

AGENTS

كرنر 79

WANT Hanks Panks, strictly married, no flats or semi-flats. We want people who know what 10 cents and 15 cents mean, the big day of money is over. Please have Hanks Panks, $25.00 per week or spot.

WANT COOK HOUSE that will cater to show people and ride men, privileges $60.00; will take you through two fairs, starting July 19 for the same price. SHOWS—What have you? 25 cents straight through.

This show has a good route as any show in the State of Indiana. I must have some made money in the past, for my equipment will speak for itself. All replies to:

W. E. GEREN
This week Jeffersonville, Ind.; May 24-29, Converse, Ill.
P.M.: Wire Western Union, if I can you will use answer within 24 hours.

RAPID, Scaled, Aged, AMERICAN RIDERS available any time. DESCRIBES RIDE AND EQUIPMENT FOR SEASON OR FOR DATES STARTING JULY 5.

EARTON—July 4 thru 10th and FRANKLIN, Indiana, Tilt, Octopus, Rollo—Plana.

WANT WANT WANT

ATTENDANCE—Plenty of activity, all shows go over.

RIDE HELP: For two or four Wheelers, drive semi trailer.

19 FAIRS STARTING JULY 5
ALL REPLIES: P. O. Box 5515, North Birmingham, Ala.
WILLIAM COLLINS SHOWS
NOW SHOWING-TORONTO & CHICAGO, MINNEAPOLIS, MINN.-UNTIL MAY 28

WANT
RIDE
Dave Edmonds, Colville, Wash., this week

DANNY FERGUSON, Colville, Wash., this week

Want Concessions and Shows
Phone: 274-Mena, Ark.

WANTED
Want to work, will work. Past experience as a Concessionaire,good shape, for a fair or small Fair. Address all communications to:
DANNY FERGUSON, Colville, Wash., this week

Miami Club’s Alterations Begin Soon

MIAMI, May 15.—A large re-ception at the Miami Club by the Miami Shrine’s Association’s TV Room Committee was held in the TV Room of the Club, according to Fred (Dutch) Hoffmann, chairman of the emergency building committee.

Among other changes he dis-cussed for the future were that the facilities will be part of the bar-room, and that a circulation room will be built, with the possibilit-y of an office to be moved to the rear. Work will start shortly.

About $125 came into the club recently from these sources: $100 from a bowling match, sponsored by the Miami Club, and held at the YMCA; $24.45 from a donation for the club’s TV Room, and $20 from stock sold at the Miami Club.

City of Miami refunded $10,000 in a bond issue recently, and the club received $1,000 from this refund. The club also received another $1,000 in stock from the Miami Club.

BEAM’S ATTRACTIONS
Freddy’s Jingles, Mr. Whistler, Fiddler

PHONE: 3-2550

WORLD OF TODAY

Wins Despite Rainy Opening

PORTO, Ohio, May 15.—A strange twist of fate, as it were, overtook the World of Today, the first time the show ever appeared in Porto, Ohio. The last show for the week was on opening day, and it was raining heavily. The show was turned over to the Panama Company, and the firm’s screened doors were closed, and they did a good job against rain.

Newspaper Reports

FOR SALE

The property consists of five acres, all of which is fenced and enclosed. The house is a two-story frame, with five bedrooms and two bathrooms. The property is located on a quiet street, and is convenient to all amenities.

SOLD

WANTED

For small Tumble Show. Must have red and blue car. The show is owned by a man who is looking for a partner. The show is located in a small town, and is well known for its quality performances.

WANTED

Used large size Merry-Go-Round for sale.

GENERAL AGENT

WANTED

Wanted Concessions in Detroit, Mich., for the coming season. Must have good location, and be willing to work hard. Salary will be negotiable.

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WANTED

Used large size Merry-Go-Round for sale.
UNIONED EXHIBITION SHOWS WANT A few weeks of fairs in the following shows such as Diggin, Novelties and Photos. West Coast is running with all of the above shows for this reason, are also looking for Rides that help that drive. Address: Steen, Ill., this week; Fleetwood, Ill., next.


AGENTS All type agents, full and part time, wanted. CHARELY KREKELER

FOR SALE OR TRADE (6) No, 5 El Ferris Wheel, 150 ft. tall, fully self contained. Will be sold with or without own equipment. Small Shows that can play streets. Can use Girl Show or any Show of merit. Phone or wire.

HUGO'S NOVELTY EXPOSITION SHOWS Can use Full line or #2 Ferris Wheel, one can get it up and down. Also want small shows and street shows. Will have electrician, caravans, midgets, etc. will have for sale. Shows best in Letourneau Stove Company. May 18-20. Can use Girl Show, Athletic Caravan, etc. Send wire address or letter, free information. All replies to CAPT. E. H. HUGO.

FOR SALE NO. 5 EL FERRIS WHEEL Good solid #5 Ferris Wheel. Addressee to VIRGINIA FIRE DEPARTMENT RELIEF ASSOCIATION VIRGINIA, MINN.

AGENTS Razzle, Pinc, 4 Cats and Balloon Darts. Following please contact: Earl Lee or L. M. Moore, Joe Tharp, RalphG. Bysous, Harry Porter, Mack Moore and Curly Owens.

D.WRIGHT J. BAZINET Casin Amusement Shows, 50 W. 28th St., Dayton, Ohio.

MIAMI SHOWMAN'S ASSOCIATION

1720 N. W. 28th Street

MIAMI, Fla., May 15—Everyone was shocked at the death of Tom For, who was found murdered in his own tent on May 14, in the camp next to the Miami Showmen's Association. The death was a result of an explosion caused by an accident. The Miami Showmen's Association, a well-known concessionaire who has operated shows for many years on the road. The sudden death of Tom For is a great loss to the show business world.

SHOWNEN'S LEAGUE OF AMERICA

54 West Banding Ave., Chicago

CHICAGO, May 15.—Albino convicts will be on display at the Chicago Show of merit. Edith Crosby, with Fred Holtman, Artie Tuche, and other members of the Chicago Exhibit, will have a booth in the new show. The Chicago Exhibit is now in operation in a new home. The exhibit is expected to return in a few days.

A special meeting was held on May 14 to join the Happyland Show of merit. The exhibit was opened by K. W. Reinhart, executive secretary of the Happyland Show of merit. The association was voted to join the new home. One is invited to return and see the exhibit.

A booth has been rented by John Appelmann, Lester Tastemaker, and other members of the Chicago Exhibit, who have been operating a booth in a new home. The exhibit is expected to return in a few days. The exhibit is now in operation in a new home.

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Personnel & Wages Cutting Ranks of Midget Show Ops

NEW YORK, May 15—The Midway of Mirth show for 1954 is not up to par, but personnel are doing forward planning in an effort to improve home offices, street stalls and the like and time is of essence for the Missouri show.

Midway of Mirth (2), Blackie Gonzalez (1), and Mr. and Mrs. C. D. Husecke (1) are the personnel of the Missouri show. Mr. William (1) and Mrs. R. D. Ogleman (1) and Mr. and Mrs. C. D. Husecke (1) have been trying to improve the Missouri show. Mr. William (1) and Mrs. R. D. Ogleman (1) and Mr. and Mrs. C. D. Husecke (1) have been trying to improve the Missouri show.

Midway of Mirth (2), Blackie Gonzalez (1), and Mr. and Mrs. C. D. Husecke (1) have been trying to improve the Missouri show. Mr. William (1) and Mrs. R. D. Ogleman (1) and Mr. and Mrs. C. D. Husecke (1) have been trying to improve the Missouri show.
Hunt Holds OK
As Rain, Cold
Curb Turnouts

NORRISTOWN, Pa., May 15.—Hunt Bros. Circus swung into Pennsylvania last week after a successful tour of New England and Virginia, Delaware and Maryland. The show was well received in most places and added to the show's herd of crowds in most places and poured sleet soon.

BOSTON, May 15.—A new approach to circus publicity was used here today by Knoblaugh, director of public relations for Ringling Bros. and Barnum & Bailey Circus. Straight, honest spread of news and features and a heavy emphasis on the distaff side to fill the void space on the columns and women's pages in daily newspapers was the new technique of press.

KNOBLAUGH NIXES SUPERLATIVES
R-B Revamp Has Publicizing
Straight, Eyeing Gals (for News)

B. GUY LIVINGSTON

KNOBLAUGH, formerly Associated Press and International News Service foreign correspondent, found that with the most unusual press jobs on earth, he could still get the most unusual publicity per sale to the rough and tumble circus world.

The Reynosas, of Sarasota, Fla., on Thursday (13) open its under-cana, as trek in Baltimore, Md., to give the show a $250,000 gross was maintained for last two days.

The advance for both was electrifying, but I'm keeping my eye out for the real one.

We are going to appeal more to foreign groups, or rather, racial groups, because we are sending out fashion stories on work clothes, which are ready for wearing, costumes, replacing costumes, women's jackets, and various things, plus a great many other things, for the foreign press.

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The advance for both was electrifying, but I'm keeping my eye out for the real one.
**BAYLIE-CAIRNS WINS EXPECTED $5**

Good, Weak Grosses Earned in West; Show Unchanged; Budd to Alaska

**COOLIDGE, Ark., May 15—**

There had been some good grosses in the Independents this past week, Agent Bob Stevens said this Monday and added, "They didn't suffer too badly from bad young, as we predicted, so it's only logical that they would do well."

"It's too bad that we didn't have any big promotion going on to help the Independent," Agent Stevens continued.

"I don't think we'll do too badly for the show, but I sure do wish we had a big promotion going on to help the Independent."

The Independent is the weekly publication of the circus industry, and it is published by the Independent, Inc., a nonprofit organization.

--(AP)"


**May 22, 1934**

**THE BILLBOARD**

**CIRCUSES**

**UNDER THE MARQUEE**

---

Edwin Mann reports from Haagen Bros. that the Best Wallaces, Mr. and Mrs. E. A. Wallace, of Navarro Bros. will make the California run for the Best Wallaces, who will play outdoor stadiums. Cal and Zeb will return to their home in Los Angeles, Ca., after a successful tour which included San Francisco, Portland, Ore., and Willamette, the Wasul, Paul Waller, Joe Belair, and Herb Hoyt.

George Young, who report that King will make Port Royal, N. Y., its tour base, and that its Wallabies have played there. Rep. Young has had his model circus on the road for the past five weeks and is now running newspaper ads in the New York papers.

Bill Lloyd has purchased dogs, ponies, monkeys, bears and mule deer from Tom Alston, a circus owner, and will bid for Oberon after a two-year stay at Carver's Field, Baltimore. Rep. Lloyd has had his model circus on the road for the past five weeks and is now running newspaper ads in the New York papers.

Wally Cooke, Hunt Bros.' agent, who recently announced that he will not receive inquiries when an elephant died, is now hospitalized. Dr. William Moore, who examined the elephant and found that it was diseased, has been appointed the new owner of the elephant.

Tony Dano plan to leave his Carver's Field, Chicago. He will be in the world of circus with March 1, and will have a new home in Los Angeles. Rep. Dano has been invited by the new owners of the Royal Australian Ringling Bros. to join the company.

George Huber, who advises from Detroit that the Bubba Miller, indoor animal is available, has been invited to join the company. Rep. Huber has been invited by the new owners of the Royal Australian Ringling Bros. to join the company.

Joseph L. Tracy has announced that the exhibition dates for the 1934 season are as follows: Erie, Pa., May 14-15; Binghamton, N. Y., May 16-17; Buffalo Bill Tent, Binghamton, May 18; Scranton, Pa., May 19; and Harrisburg, Pa., May 20-21. Rep. Tracy has been invited by the new owners of the Royal Australian Ringling Bros. to join the company.

The telephone salesmen: E. F. Feeney, Chicago; R. A. Miller, New York; and W. P. Kline, Washington, D. C.

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**TELEPHONE SALESMA N**

**SIX PONY LIBERTY ACT**

*Black and White, Speeding Wind, Willard Whi,
Amusement Park, Fort Worth, Texas*

**PHONEMEN**

**Ralph W. Coppen**

**SAYDELL**

**Nashville, Tenn.**

**AGENT WANTED**

Due to change in ownership, all inquiries are invited by Mrs. P. A. Miller, 1935 West Main Street, Fort Worth, Texas, for the position of general manager. Applicants must have at least five years of circus experience.
AOW Racing Finals Go To Boulevard, Bayonne

ELIZABETH, N.J., May 15—Boulevard Arena, Bayonne, has been chosen as site for the grand finals of the AOW Racing league. It was announced yesterday by AOW director of speed skating, Alex Edwards, who said that the finals will bring together the top four teams from the National and Eastern divisions and from the Southern loop to vie for championship trophies and awards for individual racing accomplishments.

These finals will be the special spotlight in connection with the contest will be the presentation of the Ann B. Slick, a new skater whose present value has never been known, no longer the property of the AOW director, and a number of other prizes and awards. This skating event is sponsored by Chicago Roller Skate Co., Inc.

Surprises of the May 8 Northern Division finale in Alexandria (Va.) Arena, Bayonne, were the selection of the Northern division, with the Southern representatives honored in the same manner.

Edward said that the contest will be one of the most exciting to date in the AOW Racing league. The contest will be held at the Boulevard Arena, Bayonne, on May 22 at 5 p.m.

UNITED STATES SPACEBALL

Elizabeth, N.J., May 15—In an announcement made yesterday by the AOW director of speed skating, Alex Edwards, it was announced that the Northern division, which had been the Northern division, will be held in Alexandria (Va.) Arena, Bayonne, on May 22 at 5 p.m.

The United States Spaceball, which has been designed to provide a level of competition that is equal to that of the Northern division, will be held in Alexandria (Va.) Arena, Bayonne, on May 22 at 5 p.m.

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**MERCHANDISE TOPICS**

Write The Billboard's Buyers' Service Department, 210 East 42nd Street, Cincinnati 15, Ohio, or to any address of firms mentioned in this column. To expedite handling, please enclose self-addressed envelopes.

**WISCONSIN DELUXE CO.**

1301 North Third Street
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**NEW and HOT BUBBLING BABY SENSATIONAL NEW NOVELTY HAS A LAFF A MINUTE. GRASP TREY'S NO 11101 4 NOVELTY CO. and enjoy a laff a minute. GRASP TREY'S NO. 1001 4 NOVELTY CO. and enjoy a laff a minute.**

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 HAS A LAFF A MINUTE. GRASP TREY'S NO. 11101 4 NOVELTY CO. refund any.

NICKEL SILVER SIGNET RINGS 25% Deposit-Balance C.O.D.

NEW and HOT with 1902 North Third Store.

$14.00 per gross FOR BARS A FUN

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The 3 In. high,

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and yellow. They are

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den from sight. A tiny disk

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the holder is precision

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shrunken head need only

a head. New York,

will be made. Prices

extremely durable.

florals, while flashy

fair and carnival trade. The

with colored border

souvenir line

Emporium,

souvenir scarf line of

Fabrics also makes to

monogrammed quality

SOFT:user. It is

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demonstrator and pitchman meth-

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is dominated by the button-release.

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FROG SPOTTED, COMICS, etc.

POMPUT DELIVER

By BILL BAKER

As was indicated in the first four, recently, Happy Heller, the Roman, with his Congo, is the most enthusiastic about the possible possibilities of the pitch business. As a matter of fact, he cautions so much so that it seems that it has brushed off on his wife. According to Happy he uses latest reports and has heard about a little recent story the other day that Mr. Happy sold out to the old man dished out the copper.

SINDEY RENSWASS recently visited the William Penn Hospital, a Denver, Pittsburgh, which closed down when the Pennsylvania Health Industries, Inc., took it over. Joseph Taylor is the director. The Advertising In- union is sending a copy of this letter to the business men and says that as much as an audience, selling old things, medicine... A veteran policeman of the days when four pairs of shoes were tuned out for a buck, is from the Phila- delphia area. Other members of the tribe seen traipsing around the meadow were House, Ziegler, Mars, P.A., and Robert Rings.

Our editor is on a trip to up to Spring Lake, N.J., and is just about to retire.

A REPORT has been received from Mr. and Mrs. Baby Noell, of Noell's Ark Carnival Show in the city of Yonkers.

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$12.50 per doz. in lots of 100 or more

RAMmed with MORE!... ALL VIRGIN!

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NEW ORLEANS, LOUISIANA

2901 Royal Street

2nd Floor

SALES OFFICE

BY BILL BAKER

TEND opening their outdoor season as the weather is more plus. We have a feeling of course. Gently, we haven't heard from Mrs. Smith recently and what's giving the zoo business.

JACK AND MARY ROACH

of Michigan, and performing and stand- and acts, letter the following. "We have closed our zoo season and have returned playing some 60 or 70 shows in North Carolina. Most of the shows were repeats from year to year, during February and March. We have just opened our outdoor season with a wrestling balloon show and business has been on the fair side. We would not advise any long jumps to make this territory however, because a lot of greed will be found with the readers. Don't the contesting of the handle with the judgment for the small shows and pitchmen. We have a tendency to get together with the boys however, when you can work with a show there is no shortage of money. We run platform free acts, vent, magic, juggling and 16mm. films. In addition to our magic book, oil and ditch pitches, we also run a concession stand. Would like to read pipec from some old timers in the business.

BEWTEEN TRUMPETS...

in the bear that was tossed off with his old friend, Blackie Shoff, in a Hermitage, and is gin mill. Jack (Bottles) Stover played that this bear has to be cleaned up to tie the dust off his brogans and take to the road again. Bottles also reports that Little Anthony and his brother are making Johnstown, Pa. The death of old Doc Marshall has set many people to wondering as to who has ever become of Jack Pulsifer and his partner Jack and the D.L.D. show for an entire winter some 30 and more years ago in Virginia "court day" spots.

COMING EVENTS

Continued from page 89

Pennsylvania

Ambridge 30th Anniversary Celebration, July 13-14.

Aurora-Country Club. Am. Legion Con- ference and Dinner, July 15.

Bennet's Mill-Conth County Fair, July 15.

Braddock Old Home Week, June 26-27.

Fairmont-Brietgton Devon Tournament and Dinner, July 12-13.

Pittsburgh-Broadway Home and Pro- fessional Ball, July 12.

New Kensington 100th Anniversary, July 12.

Ohio

Union City-Centennial, June 23-24.

Brookfield-Jubilee, July 14, 15. Open.

Canfield Commons-Pioneer's Day Picnic, July 16.


South Dakota

Viola-Annual Banquet and Ball, July 9-10.

Pennsylvania State Fair, July 25-28. (S.D. Fairman Center, August.)

Tennessee


Canfield Commons-Pioneer's Day Picnic, July 16.

Wooster-Jubilee Days. June 29-30. (S.D. Fairman Center, August.)

Washington


Batesville-Butter Special Banquet, July 29-30.

Canfield Commons-Pioneer's Day Picnic, July 16.

Wisconsin

Augustana-Autumn Celebration, July 11-12.

Green Bay-140th Anniversary, July 9-10.

New Brunswick

Woodbine-Homecoming Banquet, July 4-5.

Ontario

Kitchener-Commemoration Banquet, July 1-2.

London-100th Anniversary, July 1.

Newfoundland

St. John-150th Anniversary, July 1.

EASTON-150th Anniversary, July 1.

Midland-Takeout Banquet, July 1.

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FLAPPER PLUSH BEAR

$12.95

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AFTER TRAGEDY STRIKES

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Bamboo Canes, good grade
Special
For Airplanes, leather case
with eyelets and cord, with snap closures. Standard new baseball caps, for use with your favorite team. Plastic Whistling Birds, made in U.S.A. Mickey Mouse Balloons
12" Inflated Rubber Elephants, rubber squaking animals 24" Spread Rayon Parasols
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Now Plastic Whistling Birds,
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The best made hat in the world. With satin band, handsome design. Large variety of colors and designs.
$5.00 Doz. $54.00 Gro.
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Large Field Glasses, with compass and rubber case. Price $12.50 Doz.
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Long Spotted Monkey, with sail Gros $3.50 Doz.
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When using a Box Number in care of an advertisement, please allow for six additional words.

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Agents and Distributors

AAA WORLD FAMOUS PERFORMERS

Characters, Comedians, Professional Speakers, Vocalists, Dance Groups and Vocal Groups.:

Contact: J. C. Sullivan, 211 W. 52nd St., New York 19, N. Y.

AMAZING CLOSEOUTS

Wallingford, Conn.

ATTENTION
WAGON JOBBERS, AUCTION SALE MEN
For merchants all right prices and to be enrolled in your store and showroom.

W. & J. WHOLESALE CORP.
1311 N. Third Street

ANGELIQUE, MISS

A SAVESMA'S DREAM

CARDINAL OF SAVONNA

CHEMICAL MANUFACTURERS

A SAVESMA'S DREAM

COFFEE GOING HIGHER - MAKE IT

YOUR OWN NAME BRAND BUSINESS

FORMULAS & PLANS

MARKETED PATENTED CARRIOT OR

YOUR OWN NAME BRAND BUSINESS

with no Investment!

AND NO INVENTORY

YOUR OWN GIANT NAME BRAND AD - FREE!

(See 1954 Edition just off the press)

When placing your Classified Ad, furnish your Order No. and the name of your business to which it is applicable.

THE HOUSE OF RARE CAMELS

FOR SALE - RARE CAMELS

Your own name brand business

with no Investment!

AND NO INVENTORY

NEW, LARGE-WINDOWED OFFICE

with no Investment!

AND NO INVENTORY

HUDSON HARDWARE

for ready-made use of the kind and quality you specify.

SUPERIOR BRONZE CO.

for ready-made use of the kind and quality you specify.

MARSHALL S. BROAD

for ready-made use of the kind and quality you specify.

MAY 22, 1954
USA JOURNALS, INC.

SPECIALTY TOOLS, INC.

SUITABLE FOR SALESMAN'S DREAM!

SPECIALTY TOOLS, INC.

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SPECIALTY TOOLS, INC.
HELP WANTED

ACTS WANTED—STRIPPERS, for right musican, Write or wire Jimmy Accordian and Bass. MALE OR FEMALE.

BOY WANTED FOR HIGH ACT—NO DISPLAY. Write or wire Dino, Box 1270, New York.

BOY WANTED FOR HIGH ACT—NO DISPLAY. Write or wire Dino, Box 1270, New York.

RAY RAMONA—HALF AND HALF, FOR OH JUNE 87F—FIVE PIECE COMBO. FULLY COLORED. Write or wire Leo, Box 1270, New York.

HARVEY THOMAS HAS SINGERS. DAN. AMERICAN. Work, also able to sip harmony. H. overn.

PIANIST—EXCELLENT FULL SOCIETY. FINEST. Write or wire Leo, Box 1270, New York.

MUSICIANS—ALL CHARS. GUARANTEE 15% Share. Write or wire Leo, Box 1270, New York.

VIOLINIST—EXPERIENCED.写信给吉米。


LEAD TENOR HAS WANTED FOR HIGH ACT. WRITE OR WIRE JIMMY, 259 S. Broadway, New York.

MUSICIANS FOR COMMERCIAL, BANDS, STREET ORGANIZATIONS. Write or wire Leo, Box 1270, New York.

WOMEN SINGERS: Write or wire Leo, Box 1270, New York.

DOMPERIENCED EON way, New Tor.

WANTED: STRIPPER—ALL CHARACTERS. Write or wire Leo, Box 1270, New York.

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FEMALE IMPRESSION CHARACTER. Act: desired for show. Write or wire Leo, Box 1270, New York.

WANTED: STRIPPER—ALL CHARACTERS. Write or wire Leo, Box 1270, New York.

WANTED: STRIPPER—ALL CHARACTERS. Write or wire Leo, Box 1270, New York.

PERFORMANCE CHARACTERS—LADY WOLF. Write or wire Leo, Box 1270, New York.

VARIETY ACT—CHIMPANZEE ACT; MAN, also available in aces 

BE FIRST IN YOUR TERRITORY!

Present supply is limited so order now. This item is selling fast everywhere it has been shown, so get your supply now.

WAGON JOBBERS AND SALESMEN:

This picture is sensational and will be just right.

RECREATION ROOMS—BARS—LOUNGES—LODGES—CLUBS—TAVERNS—INNS—LOCKER ROOMS

ORDER A SUPPLY TODAY FOR YOUR ROUTE


MUSICIANS

ACCORDION, BASS, ORCHESTRA, STRINGS, BANDS, ETC., wanted. Write or wire Leo, Box 1270, New York.

ENSAME MUSICIANS—ALL CHARACTERS. GUARANTEE 15% Share. Write or wire Leo, Box 1270, New York.

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German Coin Trade Booms, 3,000 Jukes on Location; Triple '53 Total

Hamburg Expert Here to Study Industry; Healthy W. Germany Economy Aids Exports

NEW YORK, May 15.—The German coin machines industry, which is recovering rapidly from the effects of the war, is experiencing the greatest boom in its history, according to Dr. Werner Hillert, of Hamburg.

Mr. Hillert said that during the past ten years, from 1945 to 1954, Hamburg has been the world's leading center of coin-operated machines, with more than half the world's coin-operated machines produced there.

He pointed out that there are about 1.5 million jukes in operation in Germany, and that the number is increasing rapidly.

However, he noted that the industry is facing some problems, such as the shortage of skilled labor, and the need for new production facilities.

Economy Healthy

The German coin machine industry is considered one of the most healthy in the world, according to Mr. Hillert.

He pointed out that during the past ten years, the industry has grown steadily, and that the growth is expected to continue in the future.

Mr. Hillert also noted that the industry is working closely with the government to develop new machines and to promote the use of coin-operated machines.

United Bows Ace, Rainbow, New Shuffle Games

CHICAGO, May 15.—United Manufacturing Company shipper distributors two new six-shooter pinball machines, the Action Ace and Rain- bow Shuffle Alleys.

Both are based on a novel master frame and high scoring in all frames, allowing a complete including a triple match feature.

Bill Duarte, who has said the new games have single, double, and triple match features, said that the new games are expected to be a success.

The new master frame comes in four colors, and scores 50 for a strike, 25 for a spare, and 15 for a single.

The gaming area is scored double, triple, etc., according to the particular frame.

The scores are doubled, for a spare, 1-9 for a blow, with the highest score being 12, the lowest score being 5.

The games have been imported, with Mexico City hotel rooms.

That the Legislature enacted an act to authorize the establishment and operation of such games, and that the act be in full force and effect shall be determined by the local board of health, and shall be imposed in the legislature for not less than ten years.

S. A. Coin Interest Up Despite Op Problems

Gottlieb Ships Haw’ian Beauty, New Five-Ball

EXHIBIT SHIPS

NEW YORK, May 15.—Exhibit Ships, a subsidiary of the New York Coin Assn., has filed an amended complaint in Superior Court, N. J., for local coin machine operators.

The plaintiffs in the case, Nels A. Nelson, Elmer Larson, James Churchwell, and two others, are operators in various parts of the country.

They are asking the court to declare invalid any agreement whereby they are bound to pay money for the right to operate coin machines.

The State Treaty was signed in London in 1919, and is now starting to bring in substantial returns.

The treaty has been interpreted to mean that the United States is no longer at war with Japan.

The treaty is not a satisfactory situation (Continued on page 111)
Pinballs may soon be introduced. Several firms, including the Famous-Barr department store in St. Louis, are interested in adding pinball games and other problems. The store's management is anxious to obtain credit terms that will play a major role in the coin machine field.

Commenting on the Famous-Barr store, which is located next to the department store, the store's management said that they are changed "dramatically twice a week, as shopping for toys is now a much less stressful experience than it used to be." According to the manager, the store is "giving mothers something to do with their young ones, and providing a lot of parents with the opportunity to buy their kids a toy as a surprise gift during the holidays."

"Our solution, of course," he added, "is to provide a place where kids can come and play with toys directly on the beach."

MEETINGS
The Greater Baltimore Coin and Currency Meet is scheduled for January 22-23, 1954, at the Holiday Inn, Scarsdale, N. Y., with Mandell Ballow representing the Chicago Coin Machine Record. The meeting will be held at the rear of the hotel, which is a new establishment in the area.

"I feel certain," the meeting organizer said, "that this will be a great meet for all who attend, and that we will be sure of something "new and different" in our field."

Also, a meeting of the Greater Chicago Coin and Currency Meet will be held on January 15-16, 1954, at the Hotel Sherman, Chicago, Ill. The meet will be sponsored by the Chicago Coin Machine Record and will feature new machines to do with the latest in pinball games, as well as new machines to do with the latest in coin operated toys.

"I feel certain," the meeting organizer said, "that this will be a great meet for all who attend, and that we will be sure of something "new and different" in our field."

MEETING PLACES
The meeting places for the Greater Baltimore Coin and Currency Meet and the Greater Chicago Coin and Currency Meet will be held at the rear of the hotel, which is a new establishment in the area.

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More Vendors at 1954 Restaurant Meet; Coffee Makers. Spotlighted
Self-Brew Java, Milk, Ice Cream Units
Bid for Caterer Market; Plug Cig Ops

CHICAGO, May 15.—More restaurant owners are expected to take part in the growing trend of using vending machines at their restaurants, as more vendors at a National Restaurant Association convention at Navy Pier this week, it was reported here yesterday.

The feature exhibit floor this week was coffee vendors—modeled after the vending machines used in hotels and on street corners. Cigarette machines and soft-drink machines, which are seldom seen in the Northwest, were also on exhibit.

Also on exhibit was the Acme Truck Alarm, which has been halted by the warning possible intruders.

Hence, the operator not only makes a delivery, but also tunes in automatically to the police or fire department and warns that the alarm is being set off. The alarm is designed by the Federal Electric Company, Chicago, a joint venture of the Acme Truck Alarm Company, Chicago, A. D. M. Company, and the Federal Electric Company, Chicago.

TRucks

Woo, Caterers

Target of the coffee vending exhibits was the industrial and office market. Most of the coffee vendors on exhibit offered a limited interest of rate from the group.

PLAT DEUTSCH

Milk Venders
Popular In German Mines

ESSEN, Germany, May 15.—Without a doubt the most interesting development in the Kelly business here are those to be found in the German coal mines of the Northwest, Germany.

There are many coal mines in the region, and the workers are encouraged to bring their own coffee. The coffee is dispensed from self-serve machines, which are located at the work site.

The workers are given a small coffee bag, which they fill with beans and return to the machine. The machine is then filled with water and the coffee is brewed. The worker then pours the coffee into a cup and drinks it.

The coffee machines are very popular among the workers, who enjoy the convenience of being able to make their own coffee. The machines are also a convenient way for the workers to save money, as the coffee is cheaper than buying it from a store.

Acme Truck Alarm

HATS BURGORIES

ST. LOUIS, May 15.—Petty pilferage from panel delivery trucks is being stopped at this point by Acme Truck Alarm Company of St. Louis. The company, which has installed a number of alarm devices on large trucks, is now offering a smaller alarm device for panel delivery trucks.

The alarm is activated by a change in temperature, which is detected by a small sensor attached to the panel truck. When the temperature changes, the sensor activates the alarm, which sounds a loud siren and flashes a signal to the police.

Trade Leaders

Talk at Chi. NAMa Meet

CHICAGO, May 15.—Keynote speaker at the Friday-Saturday (11-12) National Association of Manufacturers meeting here was William M. Kelly, president of Airport Vending Service, Inc., who was the toast of the convention with his “Vending and the Times.”

Kelly stated that the vending business is becoming more important as the times change. He also discussed the importance of the vending business in providing a source of income for the unemployed and providing a convenient method of obtaining food for those in need.

The company is also distributor for the F. B. Dickinson Company, Des Moines, manufacturer of ice cream and milk, and was named distributor for May 15 for Dairy Delivery, Inc., a new firm manufactured by Cedar Hill Farms, Ltd.

Called the Roadside, the new outdoor vending machine, which is the size of a half-gallon bottle, is fielded in Texas for a test market. The price is $400. It is equipped with a coin return chute, and the change for the purchase of a beverage is returned automatically.

Jardross announced Monday (17) that five machines had already been sold, and that company’s president, Donald E. Ogden, will be in Chicago area.

Harwood will receive a share of the proceeds based on the number of machines that are sold. The proceeds will be used to pay for the production and distribution of the machines.

A new development proposal was based on the coin requirements of the vending industry. It provided a 50-cent fee on machine operating at a rate of one quarter per unit, with an extra fee for all additional units. This rate applies to all types of vending machines, including all units.

DALLAS NAMA Meet Hears New Business Challenge for Ops

DALLAS, May 15.—Representatives of the National Automatic Merchandising Association here at the National Restaurant Association meeting here Monday (11) heard the keynote speech on the challenge of vending machines to the industry. The challenge presented is necessary to bridge the transition from the traditional vending machine to a new industry that is not limited to the traditional vending machine.

The answer, he noted, would come with the development of new vending systems. The unified service of the vending machine would be a challenge to the industry, as it would be able to provide a more convenient and efficient way of obtaining products.

The challenge to the vending machine industry has developed to the point where the industry is facing a major business challenge. The vending machine industry is facing a major business challenge that is necessary to bridge the transition from the traditional vending machine to a new industry that is not limited to the traditional vending machine.

The unified service of the vending machine would be a challenge to the industry, as it would be able to provide a more convenient and efficient way of obtaining products.

Cut King-Size

Chesterfield

1% a Pack

Wider Op Margin; See No Reduction in the Kings

NEW YORK, May 15.—The Liggett & Myers Tobacco Company said today that it will cut the price of the king-size Chesterfield to a 1% a pack.

The cut is the result of a price break for the company, which has been determined to be the most effective way to combat the growing trend of lowering prices in the cigarette industry.

The Liggett & Myers Tobacco Company said that it will continue to offer the king-size Chesterfield at the same price, but will reduce the price to a 1% a pack.

The Liggett & Myers Tobacco Company is the leading manufacturer of the king-size Chesterfield, which is a half-coal cigarette. The company has been able to cut the price of the king-size Chesterfield to a 1% a pack.

In New York, New York, the Liggett & Myers Tobacco Company also announced that it will cut the price of the king-size Chesterfield to a 1% a pack.
Cedar Hill Names Distributor; Cuts Vender Price $110

CINCINNATI, May 19.—Cedar Hill Farms, Inc., announced this week the appointment of the Dixie-Vending Corporation and Chicago, as distributor of the Dairi-Mart vending system in the United States and Canada.

A reduction of $115, making the new list for the machine, was stated to be due to economies effected by the Chicago parent company. This reduction, it was stated, was made to make marketing of the small machine possible. The unit was previously priced at $345, f.o.b. Chicago, and the previous arrangement made the reduction possible.

Among the units which includes the Bitterman as distributor for the Dixie-Mart recently available to dairy companies and vending operators throughout the country.

28 Mil To See
PM Ads Each Week
NEW YORK, May 19.—An estimated $2,445,952 is expected to be spent by dairy companies and vending manufacturers (see story in this section).

Sales and Service Co.
SALES AND SERVICE CO.
NORTHWESTERN
446 W. 36th Street, Chicago 18, Ill.

Every Merchandise & Supplies
MAY 22, 1954

Money-Making, Money-Saving
IDEAS FOR OPERATORS!

COPPER PLATE

Canada Dry Sales Rise, Net Is Same
NEW YORK, May 19.—Canada Dry Ginger Ale, Inc., reported a sales increase of 3.8 per cent, for the three months ended March 31, compared with the same period a year earlier, however, there was a net loss of $31,546,904, compared with $36,341,904, for the same period a year earlier.

The corresponding quarter last year showed a net profit of $3,546,904, equal to 94 cents a share. Net income for the 1954 quarter was $24,925,000, equal to 94 cents a share.

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H. B. Currie Elected V-P
of Canida Dixie
BRAMPTON, Ont., May 19—Dickie Cup Company (Canada), Ltd., announced the election of T. D. Currie as vice-president and general sales manager. A. G. Mc-Askill, former Canadian sales manager of the Chicago, has been transferred to the Dixie's headquarters plant in Brampton, Ont., national field manager for the Eastern States and Canada.

Guggenheim, Inc., this week an-}

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Guggenheim, Inc., this week an-
PAY 50% TO 200% STEADY PROFITS

Outdraws, Outearns and Outperforms All Others! Be now—pay later—and profit! American Scale pull better in stores, amusement parks, convenience stores, etc. 12 slot, one for each month of the year—secured and baked enamel finish in red, cream and black.

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Dr. Pepper Promotes Johnson, Burris
SAN ANTONIO, May 15—Dr. B. Johnson was named sales manager and Burris was named store manager of Mr. Pepper Bottling Company, San Antonio office. It was announced this week.

The position was associated with the Dr. Pepper firm since when he started as a route sales representative in 1889. In 1890 he was named store manager and in 1930 was named sales manager. Burris has been with the company since 1930.

The company serves a service in the largest of the firm's operations.

Cig Demand Traced to State Tax Take
CHICAGO, May 15—Cigarette sales are continuing to follow the pattern set over the country. There is no definite downward trend in present, as indicated by tax returns in various States.

In Minnesota, cigarette tax returns show sales of over $100,000 for the nine months ended March 31. Colorado smokers appear to be buying their volume to a steady level. For the first four months this year, tobacco taxes leaped to $27,000, compared with $12,000 for the corresponding period in 1952.

State excise tax rates were selected in Iowa. Cigarette tax receipts for the State were $1,000 compared with the like month a year earlier.

At the second location, the machines of regulation width, with the upper unit carrying seven racks, total 34 packs and 170 tags. Lower units have two wide racks for cigarettes and wider racks for packages of cigarettes. The upper units have only narrow racks for cigarettes. Each unit has a separate coin chute and cup for rejected coins. Change is placed inside the wrappers.

CHAMP DUAL VENDOR

Bull Gumbler and Charms True Boy's and Twin Chutes with No-Money-Changing Features

THE OPERATOR'S MACHINE TAKE, per empty $26.50

Price $49.50 F.O.B. Factory

Write for FREE Brochures

BALL GUM, INC.

2100 West 19th St., Chicago, Illinois

READY FOR DELIVERY CAPSULES

with

Small Harman's $12.50 per M

Small Trivia's $2.25 per M

Assorted Rings $3.00 per M

Key Chain Rings $2.50 per M

Wood Tops $3.00 per M

Rubber Slugs $2.00 per M

Purists $2.50 per M

Lace & Sam $2.25 per M

Butterfly Pins $2.00 per M

Silver Item Others Nothing Home, etc.

No return on any item will be entertained.

Write for Catalog of New & Used Vendors, Accessories & Supplies or Four-Wheel Holders. Write for Price List.

Rake Coin Machine Exchange

P.O. Box 1890

Philadelphia 34, Pa.

Write for Catalog of New & Used Vendors, Accessories & Supplies

More Vending News on Pages 104 and 105

Ball and Vending Gums

New Low Factory Prices

BUBBLE 'n' CIRCLE

Bubbles & Chicle Gum 94c, 1s or 7c Tag

Chicle Gum 94c, 1s or 7c Tag

Chicle Chicle 94c, 1s or 7c Tag

Chicle Chicle 94c, 1s or 7c Tag

Chicle Gum 94c, 1s or 7c Tag

Chicle Gum 94c, 1s or 7c Tag

American Cheewing Product

58 W. Wacker Drive, Room 302

Chicago 6, Ill.

Copyright flashed material
German Coin Trade Booms; Jukes Lead

Continued from page 94

by Ben Selvin, music director of RCA. "We will have a different production and that it consisted of 160 full length high fidelity records, selected and arranged by Ben Selvin, music director of RCA.

Moore sees the musical public as the first official acknowledgement of RCA's high fidelity records. However, he believes that the first eight-hour program was already in production, and that it consisted of 160 full length high fidelity records, selected and arranged by Ben Selvin, music director of RCA.

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Our editors are confident that the advantages of this type of operation will be fully realized in the near future. The records were merely a stepping stone in the development of the true mass production method. The first eight-hour program was already in production, and that it consisted of 160 full length high fidelity records, selected and arranged by Ben Selvin, music director of RCA.

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not like a sore thumb!

The contemporary styling of the modern bar or restaurant is complemented by the Model “E”. This trim, clean-line juke box commands attention. It never stands out like a sore thumb to clash with interiors that establish the character of the location.


Chicago

Bashful's Shooting Gallery, a profound hit, has been a big boost for Louis M. and L. Courban, owners of Wurlitzer Novelty Company, who wrote in late that they are now in the top of their line of coin-operated machines. "It was the finest gun and the best selling machine ever made," wrote Mr. Courban.

Alva Gottlieb, D. Gottlieb & Co. of Chicago, says in his latest letter that he is shipping used pin games and Amusements to customers in Ecuador, Honduras, Equador, and has received orders from Brazil, Guatemala, and Mexico, finding Richman Products and other coin machines for practically every country.

Domon Distributing Company has Marv Keller and Tom Caton as its new distributors in this area. Marv has been in business for nearly 15 years and is well known to all of the operators.

Joe Schwartz and Art Levie of National Coin Machine Exchange of Chicago, have been visiting Gottlieb's new five ball, Harvard Type, in the Far West.

The National Coin Machine Exchange has been getting a lot of business from small distributors, Wurlitzer outlet, reporting that he had a good sale to operators not only in Chicago but also in the surrounding area.

New York

New head of Wurlitzer Sales, is away on a sales trip to the Far West this week. He is also visiting customers in the Far West and returning to New York later this week.

Atlanta

Alva Gottlieb, D. Gottlieb & Co. of Chicago, has been visiting in Atlanta and has signed up the last ten of the new Wurlitzer machines.

Indianapolis

Don Engelof of Wurlitzer notes that the new headquarters, Jones Building, is almost finished and will be ready for occupancy in about six months.

Milwaukee

At least a half dozen Milwaukee operators are anxiously waiting for their new Wurlitzer machines, which are expected to arrive in about a week.

Covina

Covina Distributors

Reddey New Bldg

In Indianapolis

Indianapolis, May 15—Lew Jones, head of Covina Distributors, reports that the new building, located at 660 N. Meridian Street, will be ready for occupancy in about six months.

The new headquarters, Jones said, will be a three-story building, with ample office space and a large stockroom, making it easier for dealers to do business.

The location is ideal, according to Jones, because it is close to the heart of the city and will provide easy access to the many sales outlets in the area.

Covina Distributors

Miami

Miami, May 15—Miami Distributors is located at 777 SW 6th St., and is the leading distributor of juke boxes in the area.

The company has been in business since 1950 and has a large stock of machines, including the latest models from Rock-Ola and Juke Box.

Miami Distributors

SEE JUKE BOOM

HARTFORD, May 15—Conn. Op's Vision Summer Resort Spots Best Ever

The Hartford Journal, May 15, 1954

HARTFORD, May 15—Conn. Op's Vision Summer Resort Spots Best Ever

The Hartford Journal, May 15, 1954

Radio, Theater

Boosts Miami Juke Box Trade

MIAMI, May 15—Juke box operators and distributors in this area are reporting a big increase in sales, according to Bill Nye, manager of the Miami Juke Box Trade.

The increase is due to the popularity of juke boxes and the recent introduction of new models by Rock-Ola and Juke Box.

Juke box operators are seeing a steady increase in sales, and distributors are reporting that the new models are selling well.

Miami Distributors

New Factory?

Continued from page 100

two new factories for operators, and demand such an anti-state law. "This is the future of juke box sales. When a new factory no longer makes all of its products, it will have to make more to keep up with the demand."

The second operator, Bernard said, is a new factory that is building the new model. "This factory is building the new model, and we are planning to have it ready for the new season." He added that the new factory is expected to produce about 50,000 units per month.

All needle manufacturers produce new machines, and improving both their service and their production is the key to success. "We are planning to improve our production by 50%, and we will be able to meet the demand with a new factory," Bernard said.

The third operator, Bernard said, is a new factory that is building the new model. "This factory is building the new model, and we are planning to have it ready for the new season." He added that the new factory is expected to produce about 50,000 units per month.

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FIELD-TESTING PROGRAM PRODUCED POSITIVE PROOF THAT THE WURLITZER 1700 IS THE GREATEST PHONOGRAPH OF ALL TIME

On January 6th, a new Wurlitzer 1700 mechanism was installed in Panama City, Florida. The location is open 18 hours a day. Dancing is permitted. Sand and dust conditions are bad. There is salt water on two sides of the location.

The phonograph was loaded with independent records, including Peacock, Modern, Imperial, Duke, Okay, Sun, Specialty, Chess, RPM, Apollo, King, Atlantic, Checker, United, Flair, Federal and Trumpet.

By February 25th this Wurlitzer 1700, with Carousel Record Changer had not required a single service call.

Weekly averages showed unusually high earnings.

This Test, like others made all over America before National Wurlitzer Days, proved conclusively and convincingly that for service-free, high-earning operation, the Wurlitzer 1700 is far and away the greatest phonograph of all time.

THE FABULOUS Wurlitzer 1700 HF TAKES THE MASK OFF THE MUSIC

SEE IT, HEAR IT and BUY IT at your Wurlitzer Distributor

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
COINMEN YOU KNOW

Continued from page 107

business are Mr. and Mrs. Frank P. Zarembo, who have established the Fair-Engineer Coin Company, operators and distributors of 6-cent coin machines to various pool halls and gum dens. Their new route is in Des Moines, the West Side suburban community.

Leon Weinberg, owner-operator of Leon’s Amusement Park, is visiting in Florida.

H. J. Wiedorff, operator of the Postage Stamp Vending Machine Service, sold the three-year-old city-wide route to two newcomers in the coin machine field, C. W. Kalis and Daniel C. Lowe, who have formed a co-partnership.

Harry Bloomfield, one of the three partners who organized the Eddie Rides Company, operators of coin-operated carnival-type animal rides in amusement parks, has retired from the coin machine business. The company has been taken over by his partners, Joseph Kanieruth and Joseph Skow, and is located in the northwest side of the city. Kanieruth said that they now have over 30 locations throughout Detroit and nearby cities, including suburbs of Royal Oak, Harper Woods and Wyandotte.

Washington

Sid Lodenberg, owner of Wordy Vending, recently took over the coin machine route from the late John F. Tomlinson, an installation at the Engineering and Architectural University of Michigan at Ann Arbor.

The Pioneer Novelty Company headed by Paul Laymon, is doing a slow but steady business.

Tallahassee, Fla., reports that the Electric Maid, who has held a regular 2-cent route for some time, has now been graduated.

Another show was given for the patients of Walter Reed Hospital this evening by the Hills of Los Angeles. 

Los Angeles

Frank Mansur, Chicago Coin Company, visiting from Chicago this week, took off on a quick trip to San Diego with Ed Wilkin, Wisconsin Music Company. They were there for a week's business, and Ed's chocolate will soon be added to the line.

Kwik Karo, of Washington, is enjoying good trade due to continued cool weather; says Manager James Brown, April was the firm's best month this year, and has chocolate will soon be added to the line.

Dearborn, the West Side suburban city, has just signed a 3-year deal with the Orange Blossom Company, all take care of the town's music needs.

Cig Mach. Thief

The company has been taken over by its partners, Joseph Kalis and Daniel C. Lowe, who have formed a co-partnership. 

Kalie and Daniel C. Lowe, who are in the coin machine field, C. W. Kalis and Daniel C. Lowe, are the new operators of the coin machine business. 

They have formed a co-partnership, headed by Evan Griffith. is doing business as the new route is in Detroit. 

Constance Membership in the coin machine field, C. W. Kalis and Daniel C. Lowe, have formed a co-partnership, headed by Evan Griffith. is doing business as the new route is in Detroit. 

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Supplies in Brief

Sugar Deliveries
Sugar deliveries by primary distributors for U. S. consumption during the three months of this year, down 7 per cent from the same period last year, according to the U. S. Agriculture Department.

April 2 were 1,357,000 tons, 60,000 more than a year ago. The Agriculture Department reported this week. Returnable beverage bottle produc, 14 per cent was released by the Department of Agriculture. Of the production, 14 per cent was used for industrial and 46 per cent was marketed as milk and cream. Farmers' cash receipts from marketings totaled $43,841,000, a drop of 4 per cent from 1952.

Cold Storage Supplies
Shelled peanuts in general public. April 2 were 14,614,000 bushels, a record of 131.2 billion pounds in 1953, according to reports released by the Department of Agriculture. Of the production, 14 per cent was used on January 1 and 46 per cent was marketed as milk and cream. Farmers' cash receipts from marketings totaled $43,841,000, a drop of 4 per cent from 1952.

Peanuts for Sale
The CCC sold 308,000 gross in February and 42,602,000 pounds, 7 per cent from the same period last year, according to the Commodity Credit Corporation. The Soren Wistoft firm and basic cigar -tobacco venders for night-size combo tobacco, a new era where profits will surpass those of present operations. The Shade Tobacco Growers' Association has been served because of the freeze, so at the conclusion of the meeting, the operators' problems with Rudy Cleere, president, and J. E. Murray, chairman, were discussed.

Tobacco Vendors
At one location the machines were of regulations which, with upper unit carrying seven rows of machines, have come to be called "beige". Lower units have two wide racks, one for cigars and one for cigarettes, or small packages of tobacco. One machine vendes 15 brands -cigarettes, three of ciga and one of tobacco. Other machine dis- 

Dallas NAMA Meet Hears
HI-PLUS

Hi-Fidelity
Distributors for U. S. consumption were making use of extra space to display and operate cigarette and operators' problems with Rudy Cleere, president, and J. E. Murray, chairman, were discussed.

Problems?"

Evans' Holiday imparts an entirely new concept of High Fidelity. In combination with many other sound engineering achievements, plus Evans' exclusive Panoramic Sound Di- 

ON DISPLAY AT YOUR EVANS DISTRIBUTOR! H. C. EVANS & CO. 1556 W. CARROLL AVENUE CHICAGO 7, ILLINOIS

How Was Your Timing on . . . "THE HAPPY WANDERER""
TODAY BACKGROUND MUSIC GROWS UP!

TODAY MAGNECORD, INC. — AND ONLY

SERVICE WITH...

WHO IS MAGNECORD, INC.?

Magnecord, Inc. is the world's largest manufacturer of professional tape recording equipment. Its precision-made, trouble-free, high fidelity machines can be found in radio and television stations, business, industry, government, and universities. With a laboratory staff of 70 highly trained engineers and scientists, Magnecord, Inc. is constantly developing new equipment and techniques, constantly advancing the audio-electronic frontier.

Under the leadership of William Dunn, president, Magnecord, Inc., and H. T. ("Heinle") Roberts, general manager, Commercial Music Division, offers a unique combination of experience and vision in both the electronic and music fields. Truly an ideal background for the creation of an Ideal Background Music Service.
MAY 22, 1954
THE BILLBOARD
MUSIC MACHINES
107

ODAY NEW LEADERSHIP STEPS FORWARD!

MAGNECORD—INAUGURATES A NEW MUSIC CA PLANNED MUSIC!

WHY A NEW MUSIC SERVICE?

Look around you! Now Background Music can be as universal as the air we breathe. In hotels, or motels, in retail shops or department stores, in offices or factories, in amusement parks or drive-in theatres, in airports or lobby's, in showrooms and salesrooms, in schools, churches, clubs—everywhere in America Background Music is ready to come of age!

Magnecord, Inc. has conceived and created its new Music Service to do precisely this: to bring better Background Music to any location, at any time of the day or night, and for groups of any size or character.

And because of newly-perfected electronic achievements in sound recording and reproduction, Magnecord, Inc. can engineer into its Music Service a scope and quality never before possible in any Background Music Service.

WHAT'S NEW ABOUT THIS MUSIC SERVICE?

Three things are new!

First—a new, finer, specially-developed, continuous magnetic tape playback that delivers better sound, truer tone, richer quality, and higher fidelity than has ever been possible in any other Background Music system. There are no telephone lines to screen out high and low frequencies.

Instead, 8 hours of continuous music are delivered on single reels and played right on the location, at the flick of a switch—by automatic timer controls, pre-set as desired.

Second—the music is RCA Planned Music! For the first time here in Background Music with the full benefit of RCA's leadership in music, RCA's constant stream of great instrumental artists, orchestras and performances, RCA's intimate familiarity with the highly specialized requirements of the many different uses for Background Music.

Here is what Background Music has always needed—music expertly produced, planned, and programmed by RCA itself!

Third—this new Background Music Service will be distributed, operated and serviced in a completely new way—through the Music Distributors and the Music Operators of America.

This is where YOU, Mr. Distributor, and YOU, Mr. Music Operator, step into the picture. Think! Now, in complete harmony with your present franchise you can expand into an entirely new and unbelievably profitable field!

MR. DISTRIBUTOR—MR. MUSIC OPERATOR

Pick up your classified directory ... drive around town—wherever people work or play, go or stay, there's a crying need for Background Music of the right quality, flexibility and simplicity. YOU can supply that Background Music. YOU can sell this Music Service to hotels, motels, cocktail lounges, doctors' and dentists' offices, real estate offices, airports, amusement parks, drive-in theatres, showrooms and salesrooms, transportation systems, apartment house lobbies, banks, offices, schools, churches, clubs, stores, supermarkets...YOU can furnish all these places and countless more because only you will be able to offer RCA Planned Music AND Magnecord's continuous magnetic tape playback, as a complete "packaged" Background Music Service.

The time for YOU to act is RIGHT NOW!

Henry ("Heinie") T. Roberts, General Manager—Commercial Music Division
225 W. Ohio Street, Chicago 10, Illinois
Telephone: Whitehall 4-1889

NOW IT HAS BEEN TOLD—the big, exciting news that I could only hint at, at the M.O.A. Convention in Chicago. But even so large an ad as this can't give the full story...can't spell out the tremendous opportunity.

Whether you are a distributor or music operator, the time to get in on the ground floor is right now—before you turn this page!

"Heinie" Roberts

Mail Today To:
Magnecord, Inc.
225 W. Ohio Street
Chicago, Illinois

Dear "Heinie":
Please GIVE me complete details on how I can get into the Magnecord Deal.

I am a Music Operator and I handle full line of Magnecord equipment.

Name:
Street:
City:
State:

1-1
ADVERTISED USED MACHINE PRICES

AMUSEMENT GAMES

Manufacturers and prices listed below are taken from advertisements in The Billboard issues asadvertised below. All advertised used machines and prices are listed. Where more than one term is given of the same equipment at the same price frequency with different terms of payment, only the single machine price is listed. Any price exceptionally on condition of the equipment, age, time on location, territory and other related factors.

THE BILLBOARD INDEX

VENDORS AT RESTAURANT MEET

The S & L machine vendors from two 91 gallon containers, dispenses 21 cups (approximately) from each gallon. Finished brewed coffee is placed in the machine daily, so that the entire contents are removed in a "full" bar for empty exchange.

According to Armstrong, S & L, who has had the machine in test operation in Texas for a two-year period. He said that a possible change to powder coffee (instead of the present liquid) would make possible a lower price (of 8 cents a cup) were adopted after elimination of the refrigerating unit.

Lease Offer

The self-brewing coffee machine available by United Refrigeration, Cream-Teria, also carried a "not for sale" sign. David J. Hanbrick, president, indicated that the unit would be available within 60 to 90 days on a lease basis.

Restoration

A comprehensive restoration system, in the coffee tank provides sediments in the tank in each cup, is pointed out.

The United machine was exhibited in the United Refrigeration Company booth; it featured a 150 gallon automatic restoration system, powered by a Gold Prize Coffee Company, Chicago.

The United model offers a 15 cup machine capacity, makes three containers, coffee in each brewing process, has to six minutes eight between brews; eight separate brew cells hold the 450 cup capacity. After the last cup is poured, the machine starts back to make the other pot.

Milk vendors exhibited by Veneto Company and Metroco Distributors. Vendo displayed its nursing mother and child-and-cholesterol at Catering A. chocolate and flavored shakes (the mixture, offered an orange drink).

Marino Music Company

Sells Shuffle Roullette

MIAMI, May 15.— Sammy Marino, Marino Music Company, and a shuffleboard manufacturer of approximately 35 years, has taken over the green, and is the only manufacturer on the shuffleboard scene, in the stamp vending field.

Marino still operates his music and games units.

Trade Leader

Continued from page 95

Marino, in addition to his music units, also has six shuffleboard manufacturers and a stamp vending machine. He has been in the shuffleboard business for over 30 years and is the only manufacturer on the shuffleboard scene.

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**SHUFFLE GAMES**

Employed and prices titled below are taken from advertisements in The Billboard issue as indicated below. All advertisers and manufacturers, while being assured by the Management of The Billboard that all claims are true, are requested to submit with this advertisement a certificate of authenticity. Where quantities discounts are advertised, as in the case of both vendors, only the simple machine prices in brackets are engaged to conditions of the equipment. See terms, location, locality and other related factors.

**INDUSTRY EMPLOYMENT**

While sugar, candy and bottle business continued to record a slight falling off in employment in February, 1954, the number of employees making cigarettes, tobacco and tobacco products remained at nearly the same level since February, 1953, according to a Bureau of Labor report. Sugar employees numbered 27,600 in February, down 2,100; however, 3,000 more workers, 20,900, down 2,000, cigarette employees in February, 1954, were within a few hundred of February, 1953, totals.

**W. Va. Cigs Off**

CHARLESTON, W. Va., May 15—The West Virginia Tobacco Commission has ordered all cigarette sales in the state to cease and desist immediately.

March collections were $389,739, or 4 cents a pack cigarettes, as compared to $383,308, or 4 cents a pack in February. Total cigarette taxes collected for the fiscal year to date amount to $12,591,810, or 18 cents a pack, in the same period, as compared to $12,354,730, or 17 cents a pack, one year ago, according to the state taxation commissioner.

**Conn. Cig Sales Climb**

HARTFORD, Conn., May 15—Cigarette sales in Connecticut, now more than they were in the past several months, have been on the increase. For March, the state collected $2,465,687 in cigarette taxes, or 11 cents a pack, as compared to $2,163,078, or 9.5 cents a pack, in February. State tax department figures show that cigarette consumption in the last nine-month period was $989,860,000. This is a 19 per cent increase over the previous year.

**Florida Cig Sales Off**

TALLAHASSEE, Fla., May 15—Florida cigarette sales during March of this year, compared to March of 1953, revealed a decrease in sales of 10,000,000 packs, with $1,700,000,000 in sales during the same month a year ago. This was the fourth consecutive month sales have been below the corresponding months of last year.

**1953 Tobacco Profits Up**

Product sales manufacturers showed sharp jumps last month and after years of declining according to latest tabulations of the Securities and Exchange Commission. Profits before taxes were $1,361,200,000, or 2 per cent, of which $1,361,200,000 over taxes, up 15 per cent on the previous year's take.

**Tenn. Cig $ Drop**

NASHVILLE, May 15—State tobacco commission, based on Z. A. Atkins reported tax returns for the 19 months of the current fiscal year totaled $30,750,000, according to the accountant of the commission, compared with the corresponding months of last year.

**Coke Earnings Off**

ATLANTA, May 15—Coca-Cola company net income for the first six months of 1954 was $1,574,442, compared with $6,802,765 in the like period of last year.

**ATTENTION OWNERS OF BELL TYPE MACHINES**

Matt Grimes, Des Moines, Ia., has been appointed for Bell dealers in the city of Des Moines, Des Moines, Ia., by Bell Telephone Company, Des Moines, Ia.
Canada Dry Beverage Test

...results in less than 30 days.

...prevent its drinks from becoming an unmarketable flavor. However, the canning industry is being studied by Pepsi-Cola, and research is being carried forward both on the canning equipment and the marketing of them. Pepsi-Cola will be quick to take advantage of any new situation warrants it, but no such action is contemplated at present.

There is a link, however, between Pepsi-Cola and the current move toward canned drinks. Walter Mac, who heads C&K, cannot drink a canning pioneer, was once president of Pepsi-Cola. In 1959, when Mac was the head of Pepsi, Pepsi tried canning its drinks, but discontinued the practice because the container was too expensive and the profit margin for the retailer was too low. It is believed that Seven-Up in St. Louis and Vernor in Detroit are experimenting with cans in their lines, but neither firm has made any statement.

Philadelphia, C. L. Lamans, general manager of the Franchise Beverage Company, said his firm has been testing canned drinks for several years, but has failed to discover a protective lining for the interior of the cans. He said that an iron taste is often results in less than 30 days.

CANADA DRY

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Detroit Shuffle • Continued from page 94

Shuffle Secretarial Trophy is being presented by the State of Illinois, to the final winner.

Chi Pinball Machine

SPECIALS!

BINGO

SPECIALS!

SPECIALS!

The term "place of public resort" as used in this section, shall mean any premises wherein any service or merchandise is offered for sale in the public place or where tables or implements kept for playing the game of bagatelle or pegatelle are kept for gain or profit, or any premises used in any such place as above defined or any premises wherein the game of bagatelle is kept for gain or profit, and which money is staked, won or lost is hereby declared to be a game of chance within the meaning of this Act and any right of recovery obtained for the return of such sum, or the representation of a valuable thing within the meaning of this Act is hereby declared to be a game of chance within the meaning of this Act.

Only one door is open to the final winner.

Shuffleboard, Secretarial]

Secs. 1-9. All mechanical devices are hereby declared to be amusement devices.

The penalty for the unlawful practice of any competition, game or form of gambling is hereby declared to be a game of chance shall be a not less than one hundred ($100) dollars and not more than two hundred ($200) dollars.

Any person who shall violate the provisions of this Act shall pay a fine not less than one hundred ($100) dollars and not more than two hundred ($200) dollars to the person seizing the said device.

Any property so seized or acquired shall be considered to be in the possession of the final winner.

At the State Tournament, like the Cup Final, is open to all players

The penalties for the unlawful practice of any tournament, game or form of gambling is hereby declared to be a game of chance shall be a not less than one hundred ($100) dollars and not more than two hundred ($200) dollars.

Any person who shall violate the provisions of this Act shall pay a fine not less than one hundred ($100) dollars and not more than two hundred ($200) dollars to the person seizing the said device.

Any property so seized or acquired shall be considered to be in the possession of the final winner.
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GOTO GOTTLEB 30/32/34P

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EXHIBIT'S New Shooting Gallery

Yes -

...it's been location tested all over the country with tremendous results in profits. It's compact, single unit construction has great play-appeal in any type of location. A genuine .22 cal. Remington Target rifle duplicates actual firing. It "bangs"...it "kicks"...and it drops the targets. It's the real "McCoy"...you can shoot at any one of the 20 targets in any order. It's loaded with play appeal...with extra features...and with extra PROFITS for you!

- 25 standing cut-out targets (20 regular and 5 bonus)
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- Only 74" high...30" wide and 52" deep.

INDIVIDUAL TARGETS that drop with every "hit"! An attractive, colorful "Light-up" scoreboard clearly shows every "hit". Bonus points are awarded for the 5th, 10th, 15th and 20th hit.

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BONUS BULLEYES for the sharpshooters. After a perfect 20 hit score, 5 extra Bullseyes appear which count 5 extra points per hit. Money-back feature for perfect score and match score shooting are included, but can be simply disconnected at the operator's option. This new...all new shooting Gallery is "loaded" with "come-ons."

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Inserting 2 coins at start of game doubles all Replay Awards.

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Limited Stock of
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**New!**
THE ONLY AUTHENTIC TYPE BASEBALL GAME
with the ANIMATED BASE RUNNING UNIT
an exclusive Williams feature!

**TRIPLE MATCH FEATURE**

<table>
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<th>NUMBER</th>
<th>STAR</th>
<th>PENNANT</th>
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- Balls go up the ramps and over the fence for Home Runs!
- Balls hit onto ramps actually FLY THRU THE AIR!
- **BONUS SCORES:** Hitting Home Runs after 2nd out is made in each inning scores 2 runs for each man on base plus 5 Bonus Runs. Hitting Home Run in last inning scores 2 runs for each man on base plus 5 Bonus Runs throughout the entire inning!
- MANUALLY CONTROLLED ELECTRICAL PITCHER.
- PLAYERS ACTUALLY RUN THE BASES IN 3-D LITE BOX.
- LITES ON PLAYFIELD BASES INDICATE MEN ON BASES.
- OPPOSING TEAM IS ON LOWER BACKBOX SET OFF IN REALISTIC THIRD DIMENSION!

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- Chicago Starlite Bowler
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New Games:
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- AMI Starlite Bowler
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- AMI Rainbow Deluxe
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"Chicago coin's Super Home Run" features 3-Way "Match" and "Free Play" Features!

(1) Match a Number! (2) Match a Number with a Star! (3) Match a Number with 2 Stars!

Game can be set to operate at 1, 2 or 3 points per game. Each coin contains 2 balls.

Single player continues at hat until game is over. Additional players alternate as in bowling games after 2 turns are made.

Player is hit by ball on Super Grand Stand gets a Home Run plus BONUS for every man on deck.

Player is hit by ball on Super Grand Stand gets a Home Run plus BONUS for every man on deck.

Player is hit by ball on Super Grand Stand gets a Home Run plus BONUS for every man on deck.

Player hitting ball into Super Grand Stand gets a Home Run plus BONUS for every man on deck.

Player hitting ball into Super Grand Stand gets a Home Run plus BONUS for every man on deck.

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