U.S. Juke Boxes Join The Internat'l Set
$10,000,000 in Exports Makes Music Machines a Byword in 40 Countries

By Bob Dietmeier
Chicago, April 30—The juke boxes, once considered an illusory product of U.S. culture, have gone international. Recorded music, via the juke box, has rapidly improved in proportion in the entertainment of people around the world. U.S. music machines are currently enjoying record sales, hit pop tunes, and the beat of juke boxes from Mexico to Canada and Colombia.

Total Exports

In 1953, exports of juke boxes were estimated at $5,000,000, a figure that increased steadily to $10,000,000 in 1955. By last year, the export of juke boxes exceeded $12,000,000. The trend continued with a rapid growth in demand for juke boxes in foreign markets. The number of juke boxes shipped to foreign countries has also increased. Last year, 2,000,000 juke boxes were exported.

U.S. Export Output

Another interesting indication of the unprecedented growth of the foreign market for U.S. juke boxes is the increase in the number of juke boxes manufactured. In 1953, there were 10,000 juke boxes manufactured in the U.S. By last year, the number had increased to 20,000.

Juke Box Distribution

The growth of the juke box market has resulted in a marked increase in the number of juke box distributors. In 1953, there were 100 distributors in the U.S. By last year, the number had increased to 200.

The International Market

The international market for juke boxes has also grown significantly. In 1953, there were 10 countries that imported juke boxes. By last year, the number of countries importing juke boxes had increased to 40.

Predictions for the Future

The trend towards the international distribution of juke boxes is expected to continue. With the increasing popularity of recorded music, the demand for juke boxes is expected to grow, resulting in increased exports and a larger number of juke box distributors.

Note: The above information is based on data from the U.S. Department of Commerce and other reliable sources.
Entry of Majors, Nets Into Vidfiling a Sign of Growth

By ROB SPELMAN

HOLLYWOOD, April 23—Entry of majors, networks and syndicators into vidfiling offers a new direction for broadcast television, analyst Fred MacK completed his survey of the industry on April 23 this week and plans to return to New York to make his return to New York to make his return.

The survey is particularly significant since the major networks have been relatively quiet in the area of vidfiling, with the exception of ABC, which has been active in recent months.

The fact that vidfiling is now being recognized as an important tool for boosting network ratings and revenues is good news for the industry as a whole, and it bodes well for the future of television as a medium.

Further development of vidfiling technology will make for a
time.

At a conference at the beginning of the vidfiling week, the major networks made it clear that vidfiling is here to stay, and it is unlikely that the networks will back away from the technology any time soon.

Colgate Show Goes to Esty, York Pix

NEW YORK, April 23 — The Colgate-Palmolive Company this week negotiated with NBC to gain rights to three 1970s films, "A Night to Remember," "The Pleasure," and "The Sand Pebbles," all of which were produced by the company.

These new films will be released on a limited basis, and the company hopes to make a profit from them.

Rogers on Net, Red-In Run in Fall

NEW YORK, April 23—Another magazine network show will be red-in next season at the same time as the fall run of " terse," which is being shown on the new fall schedule.

The show is being worked on a limited basis, and it is expected to be successful.

Toni in Snarl Over Fall Programming

NEW YORK, April 23— The Toni Company is in the midst of wrestling with several new programs for the fall season.

The company has been trying to make a decision on whether to go with an existing program or develop a new one.

Colgate TV Blast Touches Off Spot-Backed, vs. Net Battle

By JACK SINGER

NEW YORK—April 23—An April Fool's Day blast against ABC network station programming has touched off a week-long battle between ABC and NBC, with both networks trying to win over advertisers.

The move by ABC is a response to the growing number of advertisers who are shifting their dollars from the major networks to smaller, more specialized stations.

SRA (Syndicated Radio Association) estimates that advertisers are spending $3 billion on TV commercials this year, and that figure is expected to grow in the years ahead.

The battle between the networks has become more intense in recent weeks, with both sides trying to win over as many advertisers as possible.

SRA estimates that advertisers are spending $3 billion on TV commercials this year, and that figure is expected to grow in the years ahead.

However, the networks are finding it increasingly difficult to attract advertisers.

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NEW YORK, April 23—Sunbeam’s phenomenal payoff for sponsorship of television programs with an estimated 15,000 color sets, half of them tuned by mirrors or magic. It was done by an in-house promotion of its color sets. Residents whipped up the gratitude and enthusiasm of the neighborhood residents so that the film’s appetite grew. While the customer stepped into the stores.

As described by Earl Perritt Jr., president of Sunbeam’s home appliance division, the good people of the Betty Hutton spectacle had right to the present, Sunbeam’s share of the widely heralded dealers and their families at which they are able to see the shows in color receivers.

The nation was organized by each Sunbeam’s salesmen, who took the place of the premier of the local NBC affiliate, which provided the viewers with a number of color monitors. The monitors were known as home theaters.

Thus, regardless of the rating of the show, the viewer was assured of reaching his essential audience.

**FCC Sets June 9 Date to File On Fee Video**

**ABC, Shuffling Staff, Skeds, Sees Big Year**

NEW YORK, April 23 — ABC, the current fluid state of ABC’s TV shows, which is expected to be highlighted this week by a series of shows on ABC, including the sale of its last vacuum quarter of the Warner Bros. “The Comedy of Mondo,” and two other shows. The show may be the result of limited production networks’ efforts to fill the time spots — are completely open. Thus, the fact, however, there’s no doubt ABC’s shows are a result of its record-breaking ratings. On these shows, alone — “Dilbert,” “Webby Bros,” “Fifteen Cents,” and “Mickey Mouse Club” — ABC could be on till over $31 million, a figure that’s more than the entire door of a single year.

**75 Affils Back Du Mont on ‘Electronicam’**

NEW YORK, April 23 — Du Mont officials have received 75 letters from about 75 of its affiliates signing a contract to switch to next week’s “Electronicam” system. The cost of these shows, as well as the other shows, have not been able to be put into their schedules on a live broadcast.

** Guild Begins Shooting In Hutton Series**

HOLLYWOOD, April 23 — CBS, following the recent premiere of the Hutton series, has decided to return next fall to its fifth new series — the third of the year — following October and December. The network will have the following time slots for next fall:

- **8:30 p.m.** ABC — Monday, September 11
- **8:30 p.m.** NBC — Monday, September 18
- **9:00 p.m.** NBC — Monday, September 25
- **9:30 p.m.** ABC — Monday, October 2
- **9:30 p.m.** CBS — Monday, October 9
- **10:00 p.m.** CBS — Monday, October 16
- **10:30 p.m.** CBS — Monday, October 23
- **10:30 p.m.** NBC — Monday, October 30

The series will start on September 11, and will run through May 15.

**MCA-TV Sets Sales Meet at Atlantic City**

NEW YORK, April 23 — MCA-TV will hold its second stage in its growth by holding its annual convention at Atlantic City from May 10 to 13. This is believed to be the largest convention in the broadcasting industry, holding its annual convention at a hotel in the nation’s motion picture business.

The convention will be held at the 70 of its salesmen from across the country, too, will be held by Teleluminescent Mutations, one of which may be a representation of the MCA salesmen. They will concern themselves with the sales of TV shows, and probably be shown to the salesmen of the telecasting station that will not attend. A large part of MCA’s sales team will, however, be on hand.

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Mr. Citizen's Steps In as 'Father' Sub

A review of the film "Mr. Citizen's Steps In as 'Father' Sub" by Betty Furness.

"Mr. Citizen," which bowed on NBC April 16, 1955, is a small family show with a smooth, relaxed flavor. It breaks up her day-time choices.

The program, set in the fast-paced world of TV, is a pleasant surprise for those who have already moved successfully in other programs. The creators have skillfully made it possible to make an exciting drama that is just as good as the type of show that is usual for such a series: a pretty good job for the cigarette industry.

Mr. Citizen (TV)

Host: Betty Furness, Cast: Hal Holbrook, Mary Boland, Alan Young, Ben Pomerance, John Brown, Tania Mallet, Richard Obenshain, Robert Riesner, Ellen Corby, Herbert J. Field.

Gene Plikat

TV series was made concurrently with the feature film now playing, "Eastern Skies." The story material consists of further original sequences on the Robert Louis Stevenson charm.

It was filmed in Australia in Eastman color, with plenty of color values in the cigarettes, surging water and beautiful scenery.

The pilot film tells how Long John and his shipmate, a peace-loving tribe of islanders, went to their nearby friendly white people's help. But the pilot, who has never lived with the islanders, is killed in an auto accident in the course of the story, which, after all, got in the way of the TV series.

Mr. Citizen, who did the show, is a man with a sense of humor. Not only is he able to make people laugh but he is also able to make them think. He is a good example of the American way of life in the 1950s.
Responsibility Met, Dists Say as FCC Study Looms

Billboard Survey of Firms Reveals Awareness of Position in Industry

New York, April 23—If the Federal government's government organization gets its appropriation for a new TV film, the major TV film, and TV firms, and the FCC have all applied to argue that they are honestly interested in the development of the station's market potential and receiving the necessary feedback. Every year that has been spent on the bill of the FCC has paid off. However, some of the distributors have not been as forthcoming. They have not fully submitted study and collection of information as to the possible advantages to their business of the FCC's study. Most of the distributors say their major problem is the public service programming and the current programming situation. The first statement is that there isn't any public service programming of any significance and the second is that there isn't any public service programming that isn't a program for an old firm. However, it was announced by the FCC, during the past year, that it would be able to take the public service programming and make it available to the public service industry.

Olds Purchases Patti Page Film Series for Fall

NEW YORK, April 23—The Oldsmobile division of General Motors has acquired a quarter-hour music video series for fall from the TV division of General Artists Corporation, New York. A former exhibitor is expected to present the series in 250 cities twice weekly, but no time has been bought and no national network has been contacted. The musical series will be an extension of the concert series, "The Oldsmobile Salute," to be launched this fall. D. F. Fordham is the agency.

Green Light to 'Gildie' by NBC

Hollywood, April 23—"The Great Gildersleeve" series, for another pilot, and a possible continuing program, has been renewed for the fall season. The NBC network has ordered a new series of 19 episodes, to be produced by producer-director Bill Brittain, who is also the producer of the series for the fall season. The NBC will try to sell the show for a NBC at a higher rate, but the NBC has not been able to sell the show for a NBC at a lower rate.

Brand Signed For 'Europa'

Hollywood, April 23—Metropolitan Pictures, Inc., producers of the series, "Europa," have signed an agreement with NBC, the network, for the production of the series. The NBC will make a half-hour pilot for the show, and the pilot will be produced by producer-director Bill Brittain. The NBC will try to sell the show for a NBC at a higher rate, but the NBC has not been able to sell the show for a NBC at a lower rate.

"The Great Gildersleeve" series will be produced by producer-director Bill Brittain, who is also the producer of the series for the fall season. The NBC will try to sell the show for a NBC at a higher rate, but the NBC has not been able to sell the show for a NBC at a lower rate.
Viewers across the nation salute Gene Autry, The Range Rider and Annie Oakley as their favorite television Westerns. ARB shows, for example, that these hot-as-a-pistol properties draw the biggest audiences in their time periods in such major markets as New York, Boston, Houston, Seattle-Tacoma. And with good reason. They’re all produced by Flying A Pictures, assuring top scripting and direction... top-notch hoss opera.
Now there's a fourth Flying A champion, too: Buffalo Bill, Jr., starring Dick Jones of Range Rider fame. Here's a brand-new series of 26 half-hour adventures of a heroic young son of the Old West... produced to the same standards which have made Gene Autry, The Range Rider and Annie Oakley the hottest Westerns in television year after year. Buffalo Bill, Jr. has already been sold in more than 100 markets to Milky Way.

Act fast while Buffalo Bill, Jr. is still available in some markets. Get details on this fast-selling new series—or on any of the other films in this Flying A foursome—by calling or wiring...

CBS Television Film Sales, Inc.
Offices in New York, Chicago, Los Angeles, San Francisco, Dallas, Atlanta, Boston, Detroit and St. Louis. Distributor in Canada: S. W. Caldwell, Ltd.
'Ramar' to Brave the Jungles In Boston for Next 5 Years

Jungle" more than 10 times a week. In July, 1953, Frankens began production on the first group of 13 films. But then he ran into financial difficulties. His chief backer stepped out. As it happens, the firm bought a book to use as the first book for the jungle show.

For into the gap stepped Edward Small, who had created an unbroken succession of motion picture hits, including the subsequent president of the Walter Halls interests and head of the film engin- eering of the United Artists re- organization two years before.

Small and Cohoe had voiced ambitious ideas about the distrib- ution of "Ramar." In the last days of August, 1953, they organized Television Programs of America, and hired Mickey Silberman, of Ziv-TV Promotions, as its execu- tive vice-president and as sales to- tal.

Within two months TPA had had more than 20 sales contracts. It had then in New York for a Silberman sales clinic on "Ramar" and on their film, and driving the road landed with mammoth proportions and results.

During the first months of 1954, "Ramar" shows opened, and sales began. From there on, the film was a hit. In 1955, "Ramar" was the only property TPA had on sale.

But already subsidiary values were being developed. The first "Ramar" features were already in distribution. One of them was a 90-minute television show, and the subsidiary the series brought down to WPIX.

Also, TPA's own merchandising department in collaboration with the Mitchell Hamilton Advertising Group began licensing the character to manufacturers of toys and soft goods. Since Ramar was Hall- Cactus and adventures as well as tongue twisters, a hoard of of chindle tied in is of a wide va- rity, including an original jungle show, a dummy of a toy in a box, brass, belts, pa- jaamas, thrill books, records, jungle- riles, etc. The show is not only being used by the usual type kiddie sponsors (claires, baleces, candy, soft drinks, potato chips) but by adults' sponsors as well. In a market of numbers it is sponsored by automakers and dealers and casinos. "Ramar" multi-market sponsors are Lay Potato Chips, which has it in 30 markets thus far; the South; Good and Plenty candy, representing the city of Memphis; and Triscuit, in Baltimore.

So "Ramar" is neither a bull nor a bear, but has plenty of promise—especially for the last half year.
WPIX Wins in Aud. Promotion

In audience promotion, the big city winner was WPIX, New York. To keep its shows, like Liberace's "Renaissance of the Jingle," and "Club House Gang Country," in front of the New York public, WPIX has the help of its parent, The New York Daily News, the newspaper with the largest circulation in the country. In addition, WPIX has outstanding cross-plug deals with WABC TV Guide and radio station WABC.

WPIX also uses its own air time generously, every show signing off with a plug for the one following. Besides the usual plugs, the station makes extensive use of two trailers and occasionally of plugs by its live personalities. In recent months, WPIX has used its ads for its movies as the "First Show" draw extra trade attention by breaking the first names of industry execs. In one instance, a curious character, bursting out of a window shouted, "Hey, Spotlight! Come on in and ..."

Our Sincere Thanks to All of the Advertisers and Advertising Agencies who voted us this outstanding honor in The Billboard's 17th Annual Promotion Competition

Once again, The Billboard has put the spotlight on promotion know-how in the broadcasting-telecasting field ... and we're mighty proud of our first place win—in the big-market areas of the nation where the best promotional brains are centered.

This is factual evidence of the sales power behind the products and services of WPIX-11's clients. Television advertisers in the New York market can be sure their expenditures on WPIX-11 will be backed with sound and solid audience promotion.

In addition, WPIX-11 was also honored among the top ten television stations of the nation for sales and merchandising promotion.

Represented Nationally by Free and Peters, Inc.
Camera Vision Unveils
Live-Film Video Camera
Hollywood, April 23.—An
impressive demonstration of Cam-
era Vision's electronic-motion pic-
ture camera was held at Republic
Studios here this week. The process
is the third similar one to be shown
during the past several weeks, that
others being Du Mont's Elec-
tronicam (The Billboard, February
15) and Al Simon's video-film
camera (The Billboard, March 26).
All perform generally the same
basic function of simultaneously
beaming out a TV electronic signal
while recording the identical image
on motion picture film.
Camera Vision's blimp, in addi-
tion to a pair of calibrated elec-
tronic and film cameras, housed
manual and remote iris and focus-
ing controls and 33 minutes of film.
The problem of parallax is solved
within the blimp itself.
A mobile control unit that comes
along with the camera contains a
master control room, audio room
and high-speed film processing
room. Several cameras can be
hooked into this setup with each
image being viewed on a monitor
as it is being filmed.
The camera, developed by
Philip H. Miller and Arthur B. Lyons,
over the past six years at a reported
cost of $675,000, can be used for
both black and white and color
filming. Cost of operation is still
in the speculative stage and could
well be the deciding factor in
whether, if any, of the three systems
comes into common use.

Goldwyn Lot
To Namesake
Hollywood, April 23.—
Samuel Goldwyn this week won
his court battle with Mary Pick-
ford over control of the Famous
Avenue lot named after her, pur-
cashing the property for $1,000,000
by topping Miss Pickford's highest
bid of $20,000. The studio is
valued at approximately $3 mil-

CBS-Film Is
Biggest Handler of
Westerns
The usual CBS policy is to se-
lect the rights of a movie and ad-
aptation rights on its network film
schedule. In the case of "Buffalo
Bill," for instance, CBS-Film got
rights to the show's off-market al-
though the studio had a film deal
rights after the first year.
In this form, CBS-Film is
about to get "Champion," the new
show in MGM's "Great Dakota" cy-

Dick Noel
"THE FUNNY BUNNY"
12:00-12:30 PM—Monday thru Friday
WABD—Channel 5—New York—LE 5-1000

* 1st BIRTHDAY—APRIL 12, 1955

Sincere Thanks

To

Du Mont

for the past 52 weeks

Continued from page 2

in the industry, both CBS and NBC
were given a crack at "Dinosaurs"
prior to ABC. That neither saw fit
to take it now leaves a major mis-
take, but one of the main reasons
why they did not still remain—
there was definite resistance to
plugging theatrical ple for free on a
sponsored TV program.
Yet it is precisely for this free
advertising and its success—Dis-
ney's $20,000 Leagues Under the
Sea is the top theater grosser—
that most of the major studios are
aiming for TV. Columbia-producer
Jerry Wald this week, for instance,
held talks with NBC on the possi-
bility of the studio doing an hour-
long show with a nine-minute picture
plug included. Since Columbia
already has a full-fledged telefilm
operation in its subsidiary Screen
Genus, this does not mark a new
entry into the field, but, in a real
pact, Wald talked about the
chances of the studio doing the
program live as well as on film.

Costwise, independent pro-
ducers all feel that they can
turn out the same product for
much less than the majors, and
many are of the opinion that they
are riding out the rough
weeks

Have the Knowhow
Edmund Beloin, a producer ex-
perienced in both fields, de-
notes that television producers have
learned techniques that have cut
the cost of filming just about in
half, and that the majors can
undoubtedly adapt themselves, this
takes time.
Toby London, similarly experi-
enced in both fields, believes the
majors will have to overhaul their
entire bookkeeping system if they
are to compete on an even basis
with television producers. It is now
the practice, for instance, to tag
on a minimum of 40 per cent to
the budget of a picture for studio
overhead. To do this in television
would drive costs beyond reason.
Yet in the case of 20th Centur-

y-Fox, an entire lot is being con-
verted to TV. Therefore, either the
vultures will have to bear the burden
of the theatrical production and
will have to pay part of the freight
of the telefilm operation.
It is for this same reason that
many producers, such as Frank
Laemmle of "Mama" and Guy
Thayer Jr. of Roland Reed Pro-
duction, believe that the introduc-
tion of the net's entry into filming,
creating a situation that anyone
might make a killing shooting will
be wiped out the overhead of managing
costly plant.

The primary concern of inde-
pendent producers is that the major
studios will underfist them by sell-
ing programs at a lower rate for the
same time being. On the other hand,
they point out that at $8 shows per
year, a $5 deficit can mount up rapidly.
Indicating their state of optimism,
none so far has curtailed produc-
tion of pilots because of the ma-
jors TV entry.
we're overwhelmed
AND VERY, VERY GRATEFUL

In less than one week, three completely independent competitions award top honors to WJAR, Radio and Television.

We’re naturally proud of the high standing—as signified by these awards—which WJAR (both AM radio and Television) enjoys.

And, too, we are humbly grateful to all of the industry people who voted us these awards ... as well as to the men and women at WJAR-AM-TV whose efforts made these honors possible.

We feel, very deeply, the responsibility to continue to provide the kind of broadcasting and telecasting services which have won us this outstanding recognition.

WJAR-TV
Billboard Award
First In All New England In Audience Promotion

WJAR-TV
Peabody Award
For Regional Television Public Service

WJAR-AM-TV
Variety
1955 Honor Roll of Radio-TV Stations Plaque Award as Outstanding News Station

POWERFUL 10
PROVIDENCE, RHODE ISLAND

Represented by West Television Corporation
VHF Dominant. But UHF-ers Add Luster, ARB Study Says

WASHINGTON, April 23—New research into the television-glass business is shed by a just-issued American Research Bureau (ARB) which shows the dominance of television stations in market territories can continue to be the dominant ones in its intense competition. The findings are demonstrating a lot more attractiveness to advertisers than has been commonly farsighted by industry observers.

Because the findings comprise a unique compilation of 140 market case histories, the percentage which up to now had to be considered competitive. The ARB study is likely to be used in the Senate committee on Antitrust in the Foreign Commerce Committee's investigation of the television broadcastindustry.

James Soller, ARB's director, said the new report is in keeping with this theory that there is no chance of achieving a local television market. According to Soller, the ARB study avoids general conclusions, a study of the report shows that a large percentage of UHF and VHF stations in national, but not in local, markets.

Generally, if television can get VHF stations, they are not showing a tendency to restrict their use. In New York, as in a small number of markets where VHF stations have managed to obtain network distribution of network stations, VHF's are operating as independent channels. In the majority of cases, the ARB study indicates that a large percentage of stations in these markets.

Findings Contrary

Some of the study's findings were very surprising. For instance, two different cities, Easton and West Chester, showed divergingly different results. In Easton, with an 80 per cent TV households, only 58 per cent reservation. In West Chester, with 85 per cent reservation, more viewers were able to receive the television station's advertising than either of the two VHF station. TV networks took advantage of this situation.

In each city, more than twice as many potential advertisers found their way to the city's VHF station than to the two stations which serve the city.

A study of the findings shows that both VHF stations are giving a market share competition to the VHF station. They alone are able to receive the station's advertising, which is over 50 per cent of the total number of advertisers. VHF stations, however, have been able to attract more advertisers to the market station's advertising than either of the two VHF station. TV networks took advantage of this situation.

Every study in the study shows the most common VHF station is the one that is on the edge of the market. The local, regional, and national advertisers are the most common VHF station advertising.

[Continued from page 3]

Modern Vidfilm Plant

OPENED IN NEW ORLEANS

BY SAM CHASE

NEW ORLEANS, April 23—Johnny Goza, NBC television personality, has recently traveled his "King Calico" to Consolidated Films. The series started in 1925, and was first on NBC for two weeks in 1925, and was first on NBC for the first and last time since.

Currently the series now runs 65 quarter-hour stunts. Consolidated Films, which picked up the property two weeks ago, has already said "King Calico" in the Roddick, Ill., and Kalamazoo, Mich., markets, on a one-week, 52-week schedule. The films are underwritten with a local film association and a feature a puppet show with King Calico and members of his court.

$15 Mil Swap

COMPATIBLE WITH 3-D SYSTEM BEING PERFECTED FOR TV FILM SHOOS

NEW YORK, April 23—A compatible three-dimensional television system for TV film shows has been invented by one-year company here. The system is already used in Japan for showmanship and secondhand, especially with kiddie audiences.

The patented technique, the details of which are a trade secret, does not require any adaptation of the picture to the television set's screen. A new system is to be used for television. The system was designed for Pan-American Pictures, which produces six-movie series, and the Mutual Film Corporation, for which MPA-TEC 3D Marv has produced a new system for the television screen. The system is a novel one, but it is not currently available. The system is being developed by the J. D. Television Corporation headed by Harry Klein. It brought the original invention from an independent group of five years ago. The company is independently owned and operated, and the film and legentertainment company. Hollywood Angeles Television Network in the series titled, "Angels, Americans, and the United Nations," has been playing to a record-breaking 3-D. The difference in this system is that it is different from the Polaroid or color television system, and is being marketed in the field of theatrical film. The depth effect is provided, the left eye being virtually, and the right eye being virtually, the left eye being virtually, while the right eye is almost the same. The cooperative is also working on a color 3-D for the market of what it is called a polychromatic television. It is not nearly perfected in the black-and-white system.
Documentaries To Video for Free by IL

WASHINGTON, April 23—"To live Tomorrow," a public service film put out by the Institute of Life Insurance, Washington, in cooperation with the Federal Civil Defense Administration, will be available for nationwide television when the Institute has announced. The film, a study of human behavior under possible enemy attack, illustrates the EDA's conclusions that "people will not panic in emergency if they are given (3) information promptly, (2) leadership and (3) a job to do. Another free documentary out of Washington this week is "A Nation on Wheels," a film produced by the American Automobile Association on the role of the private automobile in American life. John Retchler, an NBC Washington Bureau announcer, narrates in the role of an old-car fancier.

More Autry Features Loom For Video Use

HOLLYWOOD, April 23—Gene Autry may have the last laugh in his battle with Republic Studios over release of features to TV, Autry, thru the Mitchell J. Hamlung agency, this week began negotiations with Columbia Pictures to picture 32 pic he made for the studio on the television market. Autry has a percentage in the films and in the negotiations with Columbia is trying to purchase the remainder or work out some other mutually agreeable deal.

Autry, together with Roy Rodgers, bought the Super-Craft in an effort too keep Republic from releasing his pre-code fare for TV. Since the Columbia films were made after the war, their availability presumably would have a price-depressing effect on the others, now being handled by MCA.

The Nation's Top Television Programs
As Rated by American Research Bureau

- Top 10 Shows in Each City
- All TV Film Series in All Major Markets

This chart is part of a four-week rating study in which all pertinent data is taken from the American Research Bureau. Each week this chart contains a complete rating of television programs which are broadcast over a four-week span. All cities are covered which want to determine the successful programs of the week. Each show included is that with a rating of 4.0 or over.

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TV FILM PURCHASES

By CHARLOTTE SUMMER

The Falcon," distributed by NBC Film Division, picked up by television and specialty markets this past week, when O'Brien signed for the series over WENI, Buffalo, and Hill's "Benjamin" signed for WPTP, Philadelphia. "Hopalong Cassidy" signed for WCIU and WJAC, and "Zane Grey Westerns" signed for WENI, WMJY, and WTIC, also in Cleveland, and "Budge-Tie" signed for WMJY, San Francisco.

Alex Gottlieb, "Dear Rhodo" producer, arrived in New York on Wednesday (30) for conferences with sponsors for the 1955-56 season. Glennapist, formerly director and writer for KKO-PA, New York, has joined the film service department of CBS-TV, as manager of film production. Norman Land has moved from WOR to account executive at "Chesapeake- Virginia" Programs International, division, with headquarters in New York. Dick McGinley, formerly senior traffic anddry

PRODUCTION DOOR

By BOB SPIELMAN

It's the people behind the cameras, not in front, who are the most essential to making a TV show a success, says Dr. Ivan Reitman, head of the American Society of Cinematographers, who was invited to speak to the announcers. The film director and producer into prominence as theatrical star never could have achieved the same status. All those in front of the camera are essential, but without the work of others, the show would not have been successful.

Laurel Metzler has been named a TV pilot by the William Morris Agency, Title "The Mayflower," it will deal with the adventures of a European professor in an American atmosphere, a role that requires both dramatic and comedic ability.

NBC-TV's Frank Clauser has interviewed the search for new talent, specifically for the upcoming season. The show is aimed at the teen-age audience, who believes it is being staged as a serious drama. A group of teen-agers will be used in the show, and will be chosen for their ability to perform as well as their looks.

Gorham Company, a RJ Reynolds Tobacco Company, added a new member to its staff in the coming season. The show, "The Littlest Showman," features an offshoot of the "Littlest Showman" series, and will be produced by Robert Lawrence, producer-director of "The Mayor." Lawrence has resigned his account executive with WOR, New York, and has joined the NBC Film Division as a television producer.

Weil Packages 26 Costume Features

Weil & Co.'s latest attempt to revitalize their 26 costume series is "Joseph J. Weil." The series has been packaged with the character of the show's producer, and will be featured in a special show on NBC, "The Weil Special." The show will feature clips from the series, along with interviews with the producer. It is expected that the special will bring in a new audience for the series, and will be a significant boost to the show's ratings.

JACKSONVILLE

ALL FILM SERIES AIRING LOCALY, LISTED IN RANK ORDER

1. "Desperate Courage," KSTP
2. "Big Ben's Rules," WJAX
4. "The Young at Heart," WJAX

ALL OTHER LOCAL TELEVISION SERIES AND FEATURES

1. "The High and the Mighty," WJAX
2. "The Big Story," WJAX
5. "The High and the Mighty," WJAX

ALL OTHER LOCAL TELEVISION SERIES AND FEATURES

1. "The High and the Mighty," WJAX
2. "The Big Story," WJAX
5. "The High and the Mighty," WJAX

MINNEAPOLIS-ST. PAUL

TOP 5 LOCAL TELEVISION SERIES AND FEATURES

1. "The High and the Mighty," WJAX
2. "The Big Story," WJAX
5. "The High and the Mighty," WJAX
National 'Inherit's Fine Drama, Superb Star

By BOB FRANCIS

America's most recent produc-tion of drama, which is significant to theater-goers throughout the country, is the New York City premiere of John Galsworthy's 'The Chaffar'.

BROADWAY SHOW-LP

April 23, 1955

DRAMAS

All On All

America

BROADWAY SHOW-LP

All On All

America

MUSICALS

All On All

America

Legit

Kean Sisters' 'Ankles' Are Pretty But Weak

By BOB FRANCIS

The current musical revue, 'Kean Sisters' 'Ankles' Are Pretty But Weak', has finally arrived in New York City. The show features a variety of talented performers and is set to be a hit among theater-goers.

Night Club

Kitt Condescension Ain't Copa-Cetic

By BOB FRANCIS

The new night club, Kitt Condescension, is causing quite a stir among fans of jazz and cabaret. With its talented performers and unique atmosphere, it's sure to be a favorite among those in the city.
JULES PODELL PROUDLY AWARDS
THE COPA BONNET
The Oscar of After-Dark Entertainment

To the STAR of
THE WILL MASTIN TRIO,
SAMMY DAVIS, JR.

JULES PODELL'S
COPACABANA
10 EAST 60 STREET • PLAZA 8-0900
MUSIC-RADIO
THE BILBOARD
Communications to 1564 Broadway, New York 36, N. Y.
APRIL 30, 1955

Penney's Entry Would Soar
Chain Outlets Handling Disks
Execs Study Possibilities, May Run
Test First in Few of 1,644 Stores

By IS HOBINITZ
NEW YORK, April 23-The number of syndicate stores han-
ing phonograph records is due for an upswing, if the remarkable move by the giant J. C. Penney chain are implemented.

Successful is the chain's biggest and larg-
est nornallle outfit in the world with its 1,646 outlets (as of De-
ember 31, 1954), has for years been periodically approached by manu-
facturers to handle their disk prod-
utes. These bids were always re-
jected. But now Penney execs are keenly interested in a detailed inquiry into the possibility of the chain handling records and have already talked with sales chiefs of most major distributors.

Day by day in itself, has added in-
terminable power to the position in the handling of records by Sears Roebuck & Company. The mail order giant began repre-
ting its record set two years ago. All in all, it has 1,600 record departments, and proster philatelists are planning to open one outlet at a time to second line outlets. About 100,000 records are expected to be on disk before the end of this year.

Sears Opera

The Sears operation is consider-
ed by most industry experts that at least one major disk industry has approached Sears to ask it to use its chains to assist store owners in setting up disk operations.

Of all syndicate and variety chains, the ideal man for such a system might be Woolworth's. The company is the largest at retail and the Woolworth's in the territory, which has headquarters in Istanbul, has been approached by a number of disk managers, who formerly worked out of Rochester, Conn., and others, is working on its way to New York. Bill Gallaher, division manager of the East Coast, will move into New York to supervise operations in the New York territory and will take over the sales desk of the chain, which will become the manager of the chain's first outlet in New York.

Meanwhile, is the Columbia distribution company of the Virginia Timmerman Company, with offices in New York, Chicago and Los Angeles, that has been trying to work through Columbia phonograph products for the upstate New York territory for years. The company, run by Columbia, Company, Richard Leivi is general manager of the new franchise.

Altho major discies agree that the trend of retail record sales is up and expect that the record problem by the last quarter of this year, the problem is complicated by the fact that the industry has not made such a long jump with individual stores having their own line of records, as it has been in the past. Many of the outlets will use the floor stock, their own record box op-

Indie Competition

A number of independent record companies have operated with varying degrees of success in the past several years. But many of the independents, especially when they are national in scope, are more than their proportionate share of the industry.

Music-record dealers who, be-

READY NEW MOVE
Major Diskers Mull
Plunge Into Vidfilm

By JUNE BUNDY
NEW YORK, April 23-The major record companies have been urged by record business executives in some time, and one of all them has been told by the executives to consider entering the record set business in a big way this year. However, their response to the suggestion has not been practically every case.

Capitol Records, for instance, according to an executive of the company, has no plans to enter the record set market. For the same reason, the label has decided to keep its efforts on the West Coast.

On the other hand, Decca Rec-
s will undoubtedly handle any 

Columbia Sets
New Sales Org To Boost Pops

NEW YORK, April 23—Columbia will soon make a complete change in its Eastern organization, it was recently announced on the pop market.

Gene Wees, pop sales protec-
tion man, now moved out to New York as district manager of the New York area, which includes Philadelphia, Baltimore, Cleveland, Buffalo, Pittsburgh, Cincinnati and Louis-
ville, according to Mr. Wees and Louis-Wees, head of distrib-
tions in New York, the company has headquarters in Pittsburgh, has already been taking a number of requests as manager, who formerly worked out of Rochester, Conn., some 12 years before, is making the of- fice to New York. Bill Gallaher, division manager of the East Coast, will move into New York to supervise operations in the New York territory and will assume additional duties in the record market.

Columbia will try to establish a chain of record stores similar to the successful one at the grand opening of the new store.

Lainie Tapes D.J.
Segs for Australia

HOLLYWOOD, April 23—Lainie Tapes has completed an Australian 1,600 disc compilation in a projected 35-week series of events, starting with Electrical Industrics, Sydney, Australia. Phillips, distributor for Columbia Records in Austra-

Recover files of $1 million
Suit vs. Col., Distributors

NEW YORK, April 30.—A $1,000,000 damage suit was filed here today against Columbia Records, Inc., and its distributors, for alleged violation of the Copyright Act, which has resulted in the destruction of 1.8 million records and the destruction of other property. The suit was filed here in the Supreme Court, and is based upon the complaint of the plaintiff. The complaint alleges that the destruction of the records was intentional, grossly negligent, and malicious.

Since the suit was filed, the plaintiff has been unable to locate any of the records. The plaintiff states that the records were destroyed by the defendants, and that the destruction was done with the knowledge and consent of the defendants.

Lainie, who is a well-known Australian disc jockey, was heard to say to Radio Record Here, were shipped to Australia this week.

Diaz Promoted
To Pop A&R
Staff at RCA

NEW YORK, April 23.—Herman Diaz, until now artist and repertoire man for RCA Victor's international department, will be promoted to assistant director of A&R and will assume all duties of the position. Diaz will be responsible for the handling of all national and foreign recording artists. Diaz's duties will include supervision of all new and international recording artists and will include all aspects of record production.

Diaz Promotion does not change titles of other A&R men, who are housed in Grace Whitehall and Joe Freeman.

IF YOU'RE OLD AT HEART
Gene Jimee, 11, Establishes
Own Genie Records Firm

NEW YORK, April 23—Eleven-
year-old Gene Jimee, the youngest member of the American Society of Composers, Authors and Publishers, is now the owner of his own record company, Gene Records. The young star was only 11 years old when he signed a contract with Columbia. Jimee's latest release is a new single, "The Best Thing Since Sliced Bread," which was written at the age of nine, has about 30 tunes in it, and is an ode to the harmonica. Jimee's next release features his "I Am a Dancer" in a multi-track harmonica tour de force.

Besides Mother Jimee, the Ideal has added additional talent includ-

Appeals Court
In Reversal on
"12th St. Rag"

Yogol Entitled to Royalties Under
'Composite' Angle

NEW YORK, April 23.—United States Court of Appeals this week reversed a lower court decision in favor of singer- songwriter Vincent L. Labell and held that songwriter Patrick M. Drury was entitled to the renewal rights to "12th St. Rag.

The decision in favor of Yogol was based on an interpretation from a federal judge in a copyright case that the song was "Composite." Time was composed by Edguy L. Brovich and appears on his 1951 album. Yogol's claim was an infringement of the copyright, which was filed in 1962.

The court reversed the lower court's decision and held that Yogol, the songwriter, was entitled to the renewal rights in the song. Yogol was granted a permanent injunction and the court ordered Yogol to pay Yogol $2,500 for future infringement of the copyright.

Diaz Promotion to Pop A&R Staff at RCA

NEW YORK, April 23—Herman Diaz, until now artist and repertoire man for RCA Victor's international department, will be promoted to assistant director of A&R and will assume all duties of the position. Diaz will be responsible for the handling of all national and foreign recording artists. Diaz's duties will include supervision of all new and international recording artists and will include all aspects of record production.

Diaz Promotion does not change titles of other A&R men, who are housed in Grace Whitehall and Joe Freeman.
Pubs Wary of RCA 90%-Sale Royalty

NEW YORK, April 23—Publishers were saying this week that they don't want to hear any more about the proposed RCA sale. The concern is that it would result in lower royalty payments for publishers, who are already operating on the margins. The RCA proposal comes on the heels of several other major music deals in recent months, raising fears of a consolidation in the music industry.

Long岛屿

NEW YORK, April 23—A pro-

vincial decision of great interest to the record industry was handed down recently when Attorney General Thomas E. McCaffrey ruled that the Copyright Act is properly within the jurisdiction of the Federal Circuit Court.

The decision, rendered by Judge Edward W. Brooke of the Federal Circuit Court District here, held that the Copyright Act applies to disputes between Derby Records, Inc., Derby Records, Inc., and the recipient in the bankruptcy proceedings of a record company.

The court ruled that the Copyright Act applies to the sale of records in interstate commerce, and that the plaintiff had standing to bring the suit.

Additionally, in Federal Court the plaintiff can secure a copyright license in the state of residence. In that case, the court would issue a temporary restraining order

Show Deals Cause Disk Confusions

NEW YORK, April 23—Concern-

ing the proposed RCA sale, the music industry has been preoccupied with a flurry of rumors and misunderstandings about the potential implications for record companies. The most recent illustration has been the dispute between the American Federation of Musicians and the American Guild of Authors, Composers and Conductors over the terms of a new record contract.

The most recent illustration has been the dispute between the American Federation of Musicians and the American Guild of Authors, Composers and Conductors over the terms of a new record contract.

Coral Revises Georgia Gibbs

NEW YORK, April 23—New-

ly appointed Georgia Gibbs, who is also known as "The Georgia Gibbs," has been tapped to replace Carol Revis as a judge for the New York State Supreme Court. Gibbs has been a prominent figure in the music industry, having served as a judge in several high-profile copyright cases.

Shaw Artists Shift Staffers

NEW YORK, April 23—The Shaw Artists Corporation, ev-

tually deciding the policy of many other record manufacturers.

RCA Motivation

Announcing the new royalty structure, the record price adjustment specialties (which averaged about 10 per cent or a per cent deal on returns) is responsible for a three-per-cento-

percent increase in the price of records issued by RCA. The adjustment, which amounts to about 50 per cent of the total cost of production, will be made effective on January 1, 1955.

A survey of publishers isolated in the months ahead, it was found that RCA will be the only company that may not raise prices on all records.

The survey, conducted by an independent market research firm, found that RCA will not raise prices on all records. The survey, conducted by an independent market research firm, found that RCA will not raise prices on all records.
VOX JOX

BY JUNE BUNDY

LANZA, L'AMOUR & DRIVE-INS: Maio Lanza's last-minute walkout on his Las Vegas, Nev., ninety date was discussed by Norm Freund, managing director of the Wall Street Music Company. Present until the last moment, Lanza is one of the few musicians who has a loyal following among investors, and he has not been able to take the kind of vacation that other recordings artists have enjoyed. The Wall Street Music Company, which is also in the entertainment business, has been the only one to give Lanza a chance to rest for more than two weeks at a time.

LABOR SAVER

Design Cash Register for Record Biz

CHICAGO, April 23-Bernie Skippel, president of the ABC Radio Network, has received a new device which he is planning to use in theABC Radio Network's studio. The device is a cash register that will eliminate the need for a cashier at the studios. The device is simple to operate and it will save the ABC Radio Network a great deal of money.

The idea has been presented by the ABC Radio Network to the ABC Radio Network's studio. The device is a cash register that will eliminate the need for a cashier at the studios. The device is simple to operate and it will save the ABC Radio Network a great deal of money.

The device is a cash register that will eliminate the need for a cashier at the studios. The device is simple to operate and it will save the ABC Radio Network a great deal of money.

JUKE BOX WRAP-UP

Juke Boxes Around the World—a special section devoted entirely to juke box manufacturers around the world, from Europe, Asia and North and South America. On the epo expedition from America, juke box manufacturers from every corner of the world have sent in their most recent catalogues. The juke box in Western Germany—as popular in Berlin as in New York—has been the subject of a special section in this issue. The juke box in Western Germany—as popular in Berlin as in New York—has been the subject of a special section in this issue.

SPIKE SPEAKS ON AUSTRALIA

Says Disk Market There Important for U.S. Stars

HOLLYWOOD, April 23—The New York Times has reported that Spike to be on a tour of Australia in order to promote his latest recording. Spike has been visiting Australia for some time and he has been very successful in promoting his latest recording. Spike has been visiting Australia for some time and he has been very successful in promoting his latest recording.

FAYE'S RECORD PANNING DRAWS WRATH OF FANS

CHICAGO, April 23—It anybody has any doubts as to the loyalty of record fans, this incident with Fay was right in front of them. Fay, the top ten record seller in the country, has had a problem with a group of record collectors. Fay, the top ten record seller in the country, has had a problem with a group of record collectors. Fay, the top ten record seller in the country, has had a problem with a group of record collectors.
...an over night SMASH!

MR. DEEJAY

MR. OPERATOR

MR. DEALER

Words and Music
By
FRIDDY MORGAN
NORMAN MALKIN

THE SUNNYSIDERS - Kapp
GUY LOMBASSO - Decca
LAWRENCE WELK - Coral
THE BANJO BOYS - Capitol
FRANK YANKOVIC - Columbia
GENE SHELDON & THE ENCORES - MGM
CHET ATKINS & ANITA KERR SINGERS - Victor
THE FOUR BELLS with JIMMY CARROLL ORCH. - Bell
THE SANDPIPERS with MITCH MILLER & ORCH. - Golden
JOHNNY GUARNIERI with Stewart Foster - Camden

And... Watch This One

ZOOM ZOOM ZOOM

THE SUNNYSIDERS - Kapp
VICKIE YOUNG - Capitol

MILLS MUSIC, INC.

SIDNEY MILLS
Gen. Prof. Mgr.

VICKIE YOUNG - Capitol

1619 BROADWAY, NEW YORK 19, N. Y.
5622 HOLLYWOOD BLVD., HOLLYWOOD, CALIF. - PAUL MILLS

BRENT POLLACK
Prof. Mgr.
Two Martinos is Too Many

New York, April 23—Artists frequently change their band arrangements, but rarely when their triumphant success has already gained public attention. However, for the group known as Two Martinos, change may be the keynote. After having enjoyed a solid success on the West Coast, the group is now touring East. Two Martinos, a young, fresh group of talent, is rapidly building a name for itself in the jazz world. With originality and skill, they have captured the attention of jazz aficionados across the nation. The group is comprised of two brothers—Al Martin—who plays drums; Ray Martin, who plays bass; and three other musicians who provide the group's unique sound.

Decca Places Polka Boys on U. S. Tours

New York, April 23—Decca Records has agreed to market several albums of the polka band Polka Boys, which has had a recent triumph in its home country. The band's popularity has grown rapidly in recent months, and Decca Records has decided to capitalize on this trend by releasing albums throughout the United States. The albums will feature the Polka Boys' traditional polka tunes, as well as some new arrangements that have been specially recorded for the U.S. market. The Polka Boys are known for their lively and energetic performances, which are sure to appeal to audiences across the country.

TOUGH DISKER CHOKE

Building Jazz Catalog Is Major Undertaking

By BOB SHAD

Artistic Director, Emarcy Records

Building a jazz catalog is a major undertaking for any record company. Were it as simple as mass-producing records and dropping them onto the streets, a jazz band would have to be in constant motion to keep up with the demand for its music. But it's not that simple. It's much more difficult to build a jazz catalog than it is to produce the elusive blue note. The jazz artists, with their sophisticated classical music, the record label must be able to quickly and efficiently produce high-quality or cheap and cheerful records. It is a complex and delicate process that requires the expertise of many talented people.

Merc. Expands Classic Field

New York, April 23—In an effort to broaden its classical repertoire, Merc. Records is releasing a new series of LPs covering the complete works of a number of classical composers. The first release, comprising five discs, is the complete Beethoven symphonies, which will be available in the new series will be titled "High Fidelity Series." The series is in keeping with Merc.'s program of expanding its classical repertoire, which has been nourished by the activities of the various classical orchestras and performing groups with which Merc. has had a close association with.

The step is in line with Mercury's policy of putting the performing groups associated with the orchestra they are in with. The first disc will feature the first disc, but the entire series is planned for the upcoming season, and the company will be putting it on the market, the series will be available in phonograph and disc form. The entire series will be devoted to the reproduction of the finest performances of the finest orchestras of the world. The discs will be made available in both the United States and Europe.

Victor Inks Jim Reeves

New York, April 23—Steam Shovels, country music's number one man, has signed a new long-term contract with Victor Records. The agreement, worth more than $1 million, will keep Reeves with Victor Records for the next five years. Reeves will continue to record at the studio in Nashville, Tennessee, and the new contract includes the right for Reeves to record in the studio at any time. The new deal is a major boost for Victor Records, which has been struggling to find new talent in the country music field.

EmArcy Inks Gari To Term Contract

Hollywood, April 23—Bobby Shad, EmArcy Records rep, has signed a five-year contract with seasoned jazz trombonist Ralph Gari to a term contract. Gari has been with EmArcy for the past 10 years and has recorded several hit albums. Gari is a versatile musician who has played with some of the top names in the business. The new contract will allow Gari to continue his successful career with EmArcy Records.

Deanna Durbin

During the second week of April, Deanna Durbin is scheduled to begin a series of radio broadcasts over WNEW in New York City. The Durbin shows will be heard on the West Coast and will Feature a blend of music and comedy sketches. The shows will be broadcast Monday through Saturday nights.

Radio Blues Notes

By BILL SIMON

A large segment of the R&B industry turned up in Chicago last week to attend the 10th annual Chicago Cotton Club Festival. The event was sponsored by the Cotton Club Association, and it featured some of the top performers in the R&B field. Among the performers were several notable groups, including the Milkens, the Spanjers, and the Delta Kings. The event was a great success, and it is expected to repeat itself in future years.

Prance and Deck labels are busy lining up a big springtime spiritual gilt. The group cut out at present are the Southern Sons of the Southland, which are operating out on a 35-day one-nighter tour. Shaw Artists is booking. "Ike's" Roy Hopkins is currently at the Blackhawk Hotel in Los Angeles. Savoy's Freddie Mendelson has been busy all week rehearsing Napoleon in Denmark. The Last Chance, which has been on the road for the past 10 months, will hold its last recording deal with the Trumpet label several years back.

Atlantic Records, and the entire industry welcomes President H. B. Alexander back from the service. Let's all hope that Leonard Cres (Cres and Checker Records) in behalf of his son, Marshall. Among the 325 people present were Roy Wake, and George E. Sheen, who has been in charge of Checker Records for a number of years. Etta James, Martha Reeves, and Jerry Weaver (Atlantic) from New York; Mr. and Mrs. (Pop) Causey, who have long been in Cakewalk business, in Newark, N. J.; Charlie Gray from Conneticut, in Detroit, music publisher Harry Goodman, from New York, and several other prominent people were present. Also present were the following groups, who were specially invited guests with several numbers. Gospel Records has signed Big Time Kemper, who will be touring the United States this summer, and a new record deal was signed with the Trumpet label several years back.

The Harttorses, a Bruce Records group, are on the one-nighter circuit. They are currently at the Cotton Club in Chicago. Tomahawk Records is an LP by the unit, Columbus. The Columbus has been written Beretta Howard, the band leader, and it is produced by the Midway Street after World War II. Harry, who is the name of the new Tempest label, is now personal manager of his fine new group, who are coming among some with them. "I'm Loving You Too Wrong."
DECCA HAS BOTH!

A GREAT NEW STAR...

SUSAN HUNTER

and a GREAT NEW SONG—

"NOT YET"

Words and Music by Milton Berle, Robert Mellin and Elaine Mazlish

b/w WAS THAT THE RIGHT THING TO DO

29512 • 9-29512

SEEN AND HEARD LAST TUESDAY NIGHT BY 50 MILLION PEOPLE TUNED TO THE MILTON BERLE TV SHOW
**Chicago**

Joe Delaney of, Label X, was on hand at Studio 19 last Tuesday night to meet with the Chicago Tribune. This was the first full recording session for Delaney's new label, which is expected to be launched in May. The recording session featured a number of well-known Chicago musicians, including drummer Bill Burroughs, saxophonist Jack Nardelli, and pianist Bill Horizon.

**NEW MUSIC AS WRITTEN**

**NEWS REVIEW**

**Berle Airs His 'Not Yet' 19 Times in Hour**

By JUNE BUNDY

NEW YORK, Apr. 14.—Milton Berle gave his new song, "Not Yet" [sic], just about the biggest break he's ever had. And yet, he's still "Not Yet" a candidate for the program. The show was a last-minute decision, and Berle, who has been doing it for the past year, was forced to cancel it because of a scheduling conflict.

**Clerger:Off To Elect New Council Unit**

NEW YORK, Apr. 23.—The Writers' Protective Association has named a council of seven members to be the new governing body of the association. Ballots are to be cast by mail, and the new council will be announced at a meeting on May 17.

**A Great New Sound!**

**Bill Darrel**

**ANXIOUS HEART**

**BOB WINCHESTER**

**THE NOUGHTS**

Columbia - SAN FRANCISCO, CA

**BARBARA BLACK**

**Boyd**

**The Dukes Of Dixieland**

**Marilyn Music* Ltd, Inc.**

**'Strange Lady in Town'**

**Recorded by**

**FRANKIE LANE**

Columbia # 40571

**WITMARK & SONS**

**Copyrighted material**
**TOP SELLERS—**

**POPULAR**

Listed Alphabetically

<table>
<thead>
<tr>
<th>Name</th>
<th>Artist/Producer</th>
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<tbody>
<tr>
<td>Ballad of Dady Crockett</td>
<td>Partwell</td>
</tr>
<tr>
<td>Bigger World</td>
<td>(Mississippi)</td>
</tr>
<tr>
<td>Doggone It, You Did It</td>
<td>The Five Keys</td>
</tr>
<tr>
<td>Foolishly Yours</td>
<td>Inside Out</td>
</tr>
<tr>
<td>Genuine Love</td>
<td>No Letter Today</td>
</tr>
<tr>
<td>Hey, My Love</td>
<td>Nol-5/15-15-VI</td>
</tr>
<tr>
<td>If I May</td>
<td>The Banjo Boys</td>
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<tr>
<td>A Blossom Fell</td>
<td>Andy Griffith</td>
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<tr>
<td>Learnin' the Blues</td>
<td>If I Had Three Wishes</td>
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<tr>
<td>Make Yourself Comfortable</td>
<td>Ko Do Do</td>
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<tr>
<td>The Sand and the Sea</td>
<td>Unchained Melody</td>
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<tr>
<td>Daring Is Yours Beautiful</td>
<td>Les Baxter</td>
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**LATEST RELEASES**

**Numbers 484 to 479**

<table>
<thead>
<tr>
<th>Release</th>
<th>Artist/Producer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run for Your Life</td>
<td>Slone</td>
</tr>
<tr>
<td>Something's Gotta Give</td>
<td>Guy Anthony</td>
</tr>
<tr>
<td>I'll Baby Sit With You</td>
<td>Ferlin Husky</td>
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<tr>
<td>Hey, My Love</td>
<td>Johnnie Ray</td>
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<tr>
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**SPECIALIZED**

**HIGH-FOIDELITY ALBUMS**

Listed Alphabetically

<table>
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<tr>
<th>Release</th>
<th>Name</th>
<th>Artist/Producer</th>
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<tbody>
<tr>
<td>525</td>
<td>I'm a Pink Cat</td>
<td>Tommy Dorsey</td>
</tr>
<tr>
<td>525</td>
<td>You're Not Yer Daddy</td>
<td>Tommy Dorsey</td>
</tr>
<tr>
<td>525</td>
<td>Los Angeles</td>
<td>Tommy Dorsey</td>
</tr>
<tr>
<td>525</td>
<td>The Four Kites</td>
<td>Tommy Dorsey</td>
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<tr>
<td>525</td>
<td>Frank Sinatra Sings</td>
<td>Tommy Dorsey</td>
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<td>525</td>
<td>ee eins</td>
<td>Tommy Dorsey</td>
</tr>
<tr>
<td>525</td>
<td>Mannie Thompson</td>
<td>Tommy Dorsey</td>
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**BEST SELLING—**

**CLASSICAL ALBUMS**

Listed Alphabetically

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<tr>
<th>Release</th>
<th>Name</th>
<th>Artist/Producer</th>
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<tbody>
<tr>
<td>525</td>
<td>Barber</td>
<td>Symphony No. 1, 2 &amp; 4</td>
</tr>
<tr>
<td>525</td>
<td>Beethoven</td>
<td>Symphony No. 9</td>
</tr>
<tr>
<td>525</td>
<td>Brahms</td>
<td>Symphony No. 4</td>
</tr>
<tr>
<td>525</td>
<td>Dvorak</td>
<td>Symphony No. 9</td>
</tr>
<tr>
<td>525</td>
<td>Haydn</td>
<td>Symphony No. 9</td>
</tr>
<tr>
<td>525</td>
<td>Mahler</td>
<td>Symphony No. 1</td>
</tr>
<tr>
<td>525</td>
<td>Mozart</td>
<td>Symphony No. 3</td>
</tr>
<tr>
<td>525</td>
<td>Ravel</td>
<td>Symphony No. 3</td>
</tr>
<tr>
<td>525</td>
<td>Strauss</td>
<td>Symphony No. 4</td>
</tr>
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**THE BILLBOARD**

**ROY ACUFF**

That's What Makes The Juke-Box Play

THE NIGHT SPOTS

**RECORD NO. 3115**

**WELRY FAIRBURN**

It's a Cold, Weary World

SPIITEFUL HEART

**RECORD NO. 3101**

**TOP SELLERS—**

**COUNTRY & HILLBILLY**

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<td>Backstreet Boys</td>
<td>The Hillbillys</td>
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<tr>
<td>525</td>
<td>Backwater Bay</td>
<td>The Hillbillys</td>
</tr>
<tr>
<td>525</td>
<td>Big Dime</td>
<td>The Hillbillys</td>
</tr>
<tr>
<td>525</td>
<td>Blue Moon</td>
<td>The Hillbillys</td>
</tr>
<tr>
<td>525</td>
<td>Down the Line</td>
<td>The Hillbillys</td>
</tr>
<tr>
<td>525</td>
<td>Goldenrod</td>
<td>The Hillbillys</td>
</tr>
<tr>
<td>525</td>
<td>Hillbilly Special</td>
<td>The Hillbillys</td>
</tr>
<tr>
<td>525</td>
<td>I'll Never Be the Same</td>
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</table>
**PHONOS-HIFI**

By STEVE SCHICKEL

1955 HI-FI SHOW PLANS
BROADCAST COVERAGE
Radio City will stage a three-day show beginning September 30. The station will go on the air from a special studio in the building for three days beginning September 30, and will feature a continuous program of hi-fi phonograph records and discussions, with the broadcasting studio in a famous radio and recording studio on hand to make personal appearances during the show. A portion of the studio at the station's regular location will be reproduced at the Radio City House, with members of the station's staff in attendance in a hospitality suite.

**LINER NOTES**

By JOS HOssOWITZ

ANGEL FACTORY-OWNED
DEPOT FOR CHICAGO

An angelic factory-owned depot in Chicago May 1. Formerly owned and operated by Pullman Porters, who ran the depot in that city for Angel. The depot covers one floor of a building, and it will be staffed by a Pullman Porter.

BROOKLYN OPERATIC SOCIETY

RCA Victor is readying a special promotion to launch its Brooklyn Operatic Society, an Operatic Singing "next month." The package contains records, booklets, and other material for each of the 12-LPs, with each devoted to a separate decade. In all, there are 180 recordings, with more than 90 per cent of the selections being never before heard.

Citi Irving Kohlberg and Victor artist and rep, is putting into effect a plan for making the selections from the debut artists. List price of the total package will be $2.00.

**PUBLISHED SALES REPORTS**

The RCA Victor's report for the week, ending with the understanding that Phillips has been named to the executive post. From now on, he will be the manager for Phillips Records.

GREY-TO-RELEASE TWO
IN AMERICAN SERIES

Mercury Records will soon release two new LPs in its American music series, and in promotion of the LPs, the company has decided to offer them to listeners at a generous discount.

**Reviews and Ratings**

New Classical Releases

**MENDELSSOHN: VIOLIN CONCERTO, Tchaikovsky: VIOLIN CONCERTO**

Reviewed by New York Philharmonic (Metropolitan), RCA Victor EM 1837

**SUNDAY IN A MINOR**

Reviewed by Philadelphia Orchestra (Philadelphia), RCA Victor EM 1832

**LEONCARRASO: 1 PAGLIACCI; La Scala Orchestra (London), RCA Victor EM 1835

**Orchestrations**

As a conductor, he has also been active in orchestral music, including the work of the National Symphony Orchestra, of which he is a member. He has composed several works for orchestra, including the "Carlo" symphony, which he has conducted in several performances, and the "Carlo" opera, which he has written and produced.

**Classical Possibilities**

Records listed below show strong initial sales, according to the most recent reports. While new tie has released several reports in recent weeks, few have been as popular as the "Carlo" symphony, which has been in wide circulation since its release.

**Best Selling Popular Albums**

Albums are ranked in order of their national sales in 1955, based on the average weekly sales of top sellers in all market areas.

1. The Student Prince—Mario Lanza, RCA Victor LM 1837
4. Pete Hamilton—Gene Krupa, Capitol C 352
5. Blue Note—Dave Brubeck, Columbia CL 62
6. Arthur Godfrey Presents Carmen Lynett, RCA Victor LM 1839
7. Benny Goodman in Hi-Fi, RCA Victor LM 1837
8. Music to Remember Her—Jackie Gleason, Capitol C 352
9. RCA Victor LM 1837
10. Love Me—Mike LeGrand, Columbia CL 62
11. Deep in My Heart—Dave Brubeck, Columbia CL 62
12. Silk Stockings—Original Cast, RCA Victor LM 1839

**Best Selling Pop Albums**

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Records listed below show strong initial sales, according to the most recent reports. While new tie has released several reports in recent weeks, few have been as popular as the "Carlo" symphony, which has been in wide circulation since its release.
Welcome JOAN REGAN

Everyone's raving about your new record

PRIZE OF GOLD

backed with

TOO MANY HEARTACHES

1542 and 45-1542

LONDON'S TOP 6

LAZY GONDOLIER
Montovani

REMEMBERING
Vico Torriani & Montovani

A BLOSSOM FELL
Dickie Valentine

BEYOND THE STARS
David Whitfield

FINGER OF SUSPICION
Dickie Valentine

TOMORROW
Lita Roza

NEW RELEASES

LET'S HAVE A DING DONG — Winifred Atwell
Fabulous Piano and Rhythm Medley

THAT'S THE WAY LOVE GOES — The Bon-Boons
MAKE MY DREAMS COME TRUE

SOFTLY, SOFTLY — Vic Barrett
A BLOSSOM FELL

MY EYES ARE OPEN WIDE — Bobbie Britton
COULD IT BE

I CAN'T BELIEVE THAT YOU'RE IN LOVE
WITH ME (Inst.) — Malcolm Mitchell

THE LIGHTS OF PARIS — Lee Lawrence
YOU STILL MEAN THE SAME TO ME
**Reviews and Ratings of New Popular Albums**

**LES AND MARILY...**

42

*Candy* (Epic) 

Les Paul and Mary Ford offer some of the prettiest music ever recorded on their latest Capitol album. Together they make such an enjoyable sound for an ever-necessary guitar band and at least a quartet of gait variations. Their unique style is applied in 18 selections and includes such Cap-Stan hits as "Mardi Gras," (1:07) and "On the Barney Hill of the Blues." This band is a pleasure to listen to, as is the pasted sheet music of their repertoire, "Twist and Shout." (1:50)

**BETTY DARNELL SINGS...**

71

"I'm a Benz, Baby, I'm a Benz." With great pride, Betty Darnell recorded this package, which could easily sell a good number. There are purists, and the popular music is being showcased. Betty Darnell is a name worth promoting by such an album as "Twist and Shout." Her style is similar, in effect, to Miss Betty Wright, because of her unique abilities. This album should be in the hands of Betty's fans.

**MUSIC FOR SNOBISH...**

75

Robert Morris (1:47)

Robert Morris is known for his impeccable taste and for presenting high-quality music. His latest offering, "Music for Snobs," is a collection of classical and modern music that is sure to please any connoisseur of fine music. The album includes works by Beethoven, Mozart, and Chopin, among others. This is a must-have for any music lover's collection.

**MOTHER IN MORDS...**

74

June Creffield, Organ (1:42)

This is the 14th Creffield album for female organist June Creffield, and it should be available to all lovers of organ music. The album includes Creffield's version of Bach's "Air," which is a favorite among organ enthusiasts. The album is a testament to Creffield's skill and mastery of the organ, and it is sure to please any lover of classical music.

**CAUCASIAN FOLK SONGS AND DANCES, VOL. 1...**

74

Casablanca, Folk Ensemble (1:18)

This is a fantastic album of folk songs and dances from the Middle East. The ensemble is made up of some of the finest musicians in the region, and their renditions are incredibly authentic. The album includes a variety of traditional songs and dances, and it is sure to transport listeners to another time and place.

**Clifford Brown Ensemble...**

74

Clayton Brown (1:18)

Even in the great mathematical arrangements that is West Coast jazz, Clifford Brown, a reed player of considerable talent, has come from the East Coast to try his hand at composing. The results are not bad at all, although they lack the same depth as the Brown's compositions. The group is well balanced, with a strong rhythm section and a good horn player in Brown, and the music is enjoyable to listen to.
This is RUSTY DRAPER
GOT TWO ONES
I'M SURE YOU'LL LIKE
“THAT’S ALL
I NEED”
AND
“EATIN’ GOOBER PEAS”

TOP SELLING POPS
Dance With Me Henry/Every Road Must Have a Turning
GEORGIA GIBBS MERCURY 70572
Tweedle Dee/You're Wrong, All Wrong
GEORGIA GIBBS MERCURY 70517
Whatever Lola Wants/Oh, Yeah
SARAH VAUGHAN MERCURY 70595
Chop Chop Boom/Don't Be Angry
THE CREW CUTS MERCURY 70597
Ko Ko Mo/Earth Angel
THE CREW CUTS MERCURY 70529
Melody Of Love/La Gandelrina
DAVID CARROLL MERCURY 70516
Blue Mirage/Remember Me
RALPH MATERIE MERCURY 70535
Dixie Danny/No Chance
THE LAURIE SISTERS MERCURY 70548
Keep Me Mind/Little Crazy Quilt
PATTI PAGE MERCURY 70579
My Babe/The Woodpecker Song
THE GAYLORDS MERCURY 70586

HOT NEW POP HITS
THE PENGUINS “Don’t Do It”
AND “Be Mine Or Be A Fool”
MERCURY 70510
DAVID CARROLL “The Blue Scarecrow”
AND “Till We Meet Again”
MERCURY 70506
BILL FARRELL “A Man Called Peter”
AND “Pagliacci”
MERCURY 70509
BUDDY MORROW “There Goes That Train”
AND “Shoeless Joe”
MERCURY 70611
PATTI PAGE “Near To You”
AND “I Love To Dance With You”
MERCURY 70607
DICK CONTINO “Limehouse Blues”
AND “Sleepytime Gal”
MERCURY 70557
HUGO & LUIGI “Crazy Otto Rag”
AND “NOBODY’S SWEETHEART”
“SOMEBODY STOLE MY GAL”
MERCURY 70563
This month two leading trade journals published the results of independent surveys conducted among thousands of retailers. Both came to one identical conclusion: RCA Victor's new low price policy is bringing thousands of new customers into dealers' stores across the nation!
Dealers say:

**RING!**

big boost in sales to overwhelming majority of retailers!

---

In the three short months since RCA Victor's revised price structure went into effect, over-the-counter sales have gone up... profits have climbed steadily... and evidences of new hope, new optimism in the industry are everywhere apparent.

**These are the reasons why**

- RCA Victor's low price of $3.98 for Long Play records has created a huge new market of both old and new customers. This tremendously increased volume more than makes up for the lower-profit-per-unit price. The experience of over 81% of all record dealers proves this to be a fact!

- RCA Victor's simplified price line has cut your selling, inventory and stock control problems to the bone. Instead of a crazy jumble of varying prices, all RCA Victor records and albums now fall into one of just 5 basic price groups. Most important, RCA Victor's simplified price line makes customers' shopping easier... faster... far less confusing.

- RCA Victor has earmarked more than 85% of its total advertising budget to sell new low prices in all major media. Exciting commercials are seen on such top-rated NBC television shows as "Producers' Showcase" and "Caesar's Hour." Network and local radio spots are heard regularly over the country's leading stations! This gigantic advertising effort is paying off from Maine to California in ever-increasing store traffic.

**RCA Victor's goal** is a healthy and profitable dealer structure based on: 1. competitive price; 2. simplified price lines; 3. greater retail discounts on traffic merchandise.

The entire history of American merchandising shows that this is the most dependable formula for greater prosperity in any industry!
The Billboard Music Popularity Charts

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

Chart Comments

The rhythm and blues flavor remains very much with the pop music, according to this week's retail showing. Among the innumerable R&B, energetic tunes we favor "Dance With Me, Henry," "Twisted Joe Dee," "Ko Ko Mo," and "Two Hearts." Ko Ko Mo, "Earth Angel," and "It Ma, Sami!" This week still another R&B smash mixed up its pop chart debut as "I'm Too Busy To Be Angry." Two versions hit the Top 10 chart this week-the original by Nappy Brown and the pop cover by the Crew-Cut, two vocal versions of "Unchained Melody," both of which are doing well in R&B, are well established pop-wise. These are the Al Hibbler and Roy Hamilton versions.

And speaking of music with a bite-Peter Fonda makes another stab at the movies, this time in "Whacha Gonna Do?" and the "Cultural Revolution's Guide to the End." All the R&B hit singles, all moved up from one to four spots, which is the biggest hit hit, "Ray Charles," "I've Got a Way," "Brother Love's Travelling Salvation Show," strengthened its hold on the No. 1 spot. Roy Hamilton's "Back Home In My Neck of the Woods" maintains its spot and appears to be giving the Hibbler version a run for its money. Hibbler's No. 9 while Hamilton is No. 6 on the R&B list. Pop-wise, it's Hibbler 8 and Hamilton 14. But Les Baxter's instrumental version of the picture theme is ahead of both in No. 5.

Best Selling Sheet Music

Tunes are ranked in order of their current popularity and are listed by week and chart week.

<table>
<thead>
<tr>
<th>Chart Week</th>
<th>Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ballad of Davy Crockett</td>
<td>1</td>
</tr>
<tr>
<td>2. Melody of Love</td>
<td>2</td>
</tr>
<tr>
<td>3. Open Up Your Heart</td>
<td>3</td>
</tr>
<tr>
<td>4. Cherry Pink and Apple Blossom White</td>
<td>4</td>
</tr>
<tr>
<td>5. How Important Can It Be?</td>
<td>5</td>
</tr>
<tr>
<td>6. Unchained Melody</td>
<td>6</td>
</tr>
<tr>
<td>7. Twisted Dee</td>
<td>7</td>
</tr>
<tr>
<td>8. Sincerely</td>
<td>8</td>
</tr>
<tr>
<td>9. Open Up Your Heart</td>
<td>9</td>
</tr>
<tr>
<td>10. Play Me Hearts and Flowers</td>
<td>10</td>
</tr>
</tbody>
</table>

*Second Ten*

11. DARLING JE VOUS AIME BEAUCOUP
12. WHATEVER LOLA WANTS
13. PLEDGING MY LOVE
14. TWO HEARTS
15. KO MO
16. DANGER, BREAKTHROAT AHEAD
17. THAT'S ALL I WANT FROM YOU
18. IT MAY SOUND SILLY
19. BREEZE AND I
20. EARTH ANGEL

*England's Top Twenty*

Based on chart surveys with results from England's top music reporters. American published at the end of each year. England's top twenty was based on the chart of Hit Parade. Requests for such chart should be submitted in writing to the publisher of The Billboard at The Billboard, 148 Broadway, New York 3, N. Y.

The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jock and box performances as determined by The Billboard's weekly nationwide surveys.
all it takes is


great arrangement

BO DIDDLEY
BUBBLE BOOGIE
20/47-6121

J O E R E I S M A N ' S
Orchestra
and
Chorus


great harmony

SOUTHERN CROSS
GOTTA BE THIS OR THAT
20/47-6117

THE AMES BROTHERS

ED  GENE  JOE  VIC


great theme

ARMY OF THE LORD
SHAKE THE HAND
OF A STRANGER
20/47-6119

Stuart Hamblen’s
PRAIRIE CHOIR


great lyrics

I TURNED IT DOWN
(from the Republic Picture “Robbers’ Roost”)

ROSES and REVOLVERS
20/47-6118

VAUGHN
MONROE

“New Orthophonic”
High Fidelity Recordings
JUST A FABULOUS RECORD!

(Close Your Eyes)

TAKE A DEEP BREATH

BESAME MUCHO

Sung by...

CORAŁ 61411 (78 RPM) and 9-61411 (45 RPM)

Steve Lawrence  Eydie Gorme

Coral Records
America's Fastest Growing Record Company

www.americanradiohistory.com
DECCA
SPOTLIGHTS
TWO EXCITING
NEW SIDES
BY
THE
MILLS BROS.
OPUS # 1
YES YOU ARE

DECCA 29496 • 9-29496

America's Fastest-Selling Records
## Best Sellers in Stores

### This Week's Best Buys

A BLOSSOM FELL (Shapin, Bensonic, ASCAP)

**IF I MAY** (Roosevelt, BMI)—Nat (King) Cole—Capitol 36065

The singer is once more receiving the solid recognition that has greeted his recent records. New York, Philadelphia, Buffalo, Baltimore, Cleveland, Chicago, Milwaukee, St. Louis, Nashville, and Atlanta were among the territories reporting the disk selling well and moving up at a fast clip. "Blossom" has the edge, although the other disks report keen action on the flip. A previous Billboard "Spotlight" pick.

**HEY, MR. BANJO** (Mills, ASCAP)—The Sunny-valleys—Kapp 113

This bright novelty has moved out of the stepper category into that of a chart contender. Good sales were reported this past week in Boston, New York, Philadelphia, Buffalo, Cleveland, Chicago, Milwaukee, Nashville, Downtown and Denver. Flip is "Zoom, Zoom, Zoom" (Mills, ASCAP).

### Most Played in Juke Boxes

**Ballad of Davy Crockett** (BMI)—B. Hayes—Fortune (BMI)—Cap 3596

**Crazy Otto Medley** (ASCAP)—J. Maddocks—Capitol (BMI)—Dec 3039

**Cherry Medley** (ASCAP)—L. Baxter—Capitol (BMI)—Dec 3039

**Medic** (ASCAP)—Cap 3025

**Ballad of Davy Crockett** (BMI)—Tennessee Ernie Ford—Fortune (BMI)—Cap 3596

**Sincerely** (McGee Sisters)—No More (BMI)—Coral-61322

**Darling Je Vous Aime** (Beaupac)—(ASCAP)—Nat (King) Cole—Capitol 3023

**Cherry Medley** (ASCAP)—L. Baxter—Capitol (BMI)—Dec 3039

**Melody of Love** (ASCAP)—B. Vaught—Joy Ride (ASCAP)—Dec 3597

**Tweedly Dee** (BMI)—G. Gibbons—Dot (BMI)—Dec 1529

**How Important Can It Be?** (ASCAP)—James Jones—This Is My Conversation (ASCAP)—M-G-M 1179

**Joy Ride** (ASCAP)—Dec 3597

**Unchained Melody** (ASCAP)—R. Hamilton—From Here to Eternity (ASCAP)- Epic 9302

**Breeze and I** (ASCAP)—C. Valentine—Un 4

**Two Hearts** (BMI)—P. Boone—Tea for Two (BMI)—Dec 5218

**Open Up Your Heart** (BMI)—Cocktail Club Sunday School—This Is My Conversation (ASCAP)—M-G-M 1179

**Whatever Lola Wants** (ASCAP)—Medley—Marie Elena Rambis (VICAP)-BM-25905

**Honey Babe** (ASCAP)—Mooney—Two Neglect (Mills, ASCAP)—Dec 5218

**Fly Me and Flowers** (ASCAP)—J. Demets—There's a Tavern in the Town (ASCAP)—Capitol 3596

**It's a Sin to Tell a Lie** (ASCAP)—S. Smith and the Redheads—Oh Yeah (ASCAP)—Dec 5218

**Don't Be Angry** (BMI)—Crew Cuts—Chop Chop Boom (BMI)—Dec 5218

**Plantation Boogie** (BMI)—L. Core—Liberace—670289

**Melody of Love** (ASCAP)—Four Aces—Un 5

**Heart of Stone** (BMI)—Forrestan Sisters—Blues for Your Heart (ASCAP)—Dec 5218

**Play Me Hearts and Flowers** (ASCAP)—J. Demets—There's a Tavern in the Town (ASCAP)—Capitol 3596

**Hearts of Stone** (BMI)—Dinah Washington—Blues for Your Heart (ASCAP)—Dec 5218

**Start Me Up** (BMI)—Do the Mambo (BMI)—Dec 5218

**Riddle Me Be a Boogaloo** (BMI)—Nat (King) Cole—Capitol 3023

**Riddle Me Be a Boogaloo** (BMI)—Nat (King) Cole—Capitol 3023

**Melody of Love** (ASCAP)—Four Aces—Un 5

**Let's Do It** (BMI)—Arleen (Ascacp)—Un 5

**Unchained Melody** (ASCAP)—L. Baxter—Un 4

### Most Played by Jockeys

**Ballad of Davy Crockett**—B. Hayes—Fortune (BMI)—Cap 3596

**Cherry Pink and Apple**—B. Hayes—M-G-M—Nat (King) Cole—Capitol 36065

**Dance with Me**—J. Maddocks—Capitol (BMI)—Dec 3039

**How Important Can It Be?**—J. Jones—This Is My Conversation (ASCAP)—M-G-M 1179

**Sincerely**—McGee Sisters—No More (BMI)—Coral-61322

**Tweedly Dee**—G. Gibbons—Dot (BMI)—Dec 1529

**Play Me Hearts and Flowers**—J. Demets—There's a Tavern in the Town (ASCAP)—Capitol 3596

**Melody of Love**—B. Vaught—Joy Ride (ASCAP)—Dec 3597

**Unchained Melody**—L. Baxter—Un 4

**Heart of Stone**—Forrestan Sisters—Blues for Your Heart (ASCAP)—Dec 5218

**Unchained Melody**—L. Baxter—Un 4

**Riddle Me Be a Boogaloo**—Nat (King) Cole—Capitol 3023

**Riddle Me Be a Boogaloo**—Nat (King) Cole—Capitol 3023

**Unchained Melody**—L. Baxter—Un 4

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**Melody of Love**—B. Vaught—Joy Ride (ASCAP)—Dec 3597

**Unchained Melody**—L. Baxter—Un 4

**Heart of Stone**—Forrestan Sisters—Blues for Your Heart (ASCAP)—Dec 5218
Sings

THE DOOR IS STILL OPEN TO MY HEART

MOST OF ALL

DON CORNELL

CORAL
61393 (78 rpm) and
9-61393 (45 rpm)

CORAL RECORDS
America's Fastest Growing Record Company

(A subsidiary of MGM RECORDS, Inc.)
The Billboard Music Popularity Charts

**POPULAR RECORDS**

**Territorial Best Sellers**

For survey week ending April 29

Listings are based on late reports received from top dealers in each of the market listed.

**Atlantic**
1. Ballad of Davy Crockett, P. Parker, Col.
2. Unchained Melody, L. Bacon, Cat.
4. Cheesy Pink and Apple Blossom White
5. This is the End of the Line

**Balti-Wash.**
1. Dance With Me, Henry, G. Gibbs, Mer.
2. Ballad of Davy Crockett, B. Reno, Col.
3. Cheesy Pink and Apple Blossom White
4. Thrill of the City
5. My Heart Tells Me

**Buffalo**
1. Ballad of Davy Crockett, R. Hayne, Col.
2. Dance With Me, Henry, G. Gibbs, Mer.
3. Crazy Otto Medley, J. Bacon, Col.
4. Cheesy Pink and Apple Blossom White
5. Laughing Through a Rain Storm

**Chicago**
1. Cheesy Pink and Apple Blossom White
2. Ballad of Davy Crockett, B. Reno, Col.
3. Dance With Me, Henry, G. Gibbs, Mer.
4. Stoney Monday Medley
5. Cheesy Pink and Apple Blossom White

**Cincinnati**
1. Dance With Me, Henry, G. Gibbs, Mer.
2. Cheesy Pink and Apple Blossom White
3. Flicker, N. Group, Col.
4. Unchained Melody, L. Bacon, Col.
5. Won't Have to Sleep Tonight

**Cleveland**
1. Ballad of Davy Crockett, R. Hayne, Col.
2. Don't Be Long, B. Reno, Col.
3. Unchained Melody, L. Bacon, Cat.
4. Cheesy Pink and Apple Blossom White
5. Dance With Me, Henry, G. Gibbs, Mer.

**Dallas-Fort Worth**
1. L. Bacon, J. Barnett, Col.
2. Cheesy Pink and Apple Blossom White
4. A Hero's Life for a Day
5. Unchained Melody, L. Bacon, Col.

**Denver**
1. Cheesy Pink and Apple Blossom White
2. Ballad of Davy Crockett, T. Ervick, Cap.
3. Melodious, W. Thompson, M.G.M.
4. It's About Time
5. Bad Times in Old Dixie

**Detroit**
1. Don't Be Scared, C. Mirror, Mer.
2. I Like With My Hair on my Head
3. Brave and G. V. V. T. Bacon, Col.
4. On My Home Ground, Col.
5. Many, Many Dreams

**Kansas City**
1. Cheesy Pink and Apple Blossom White
2. Ballad of Davy Crockett, T. Ervick, Cap.
3. Poor, Poor, Poor
5. Unchained Melody, L. Bacon, Col.

**Los Angeles**
1. Cheesy Pink and Apple Blossom White
2. Hurry Home, J. Bacon, Col.
3. Crazy Otto Medley, J. Bacon, Col.
4. Unchained Melody, L. Bacon, Col.
5. Home of the Brave, B. Bacon, Col.

**Milwaukee**
1. Cheesy Pink and Apple Blossom White
2. I'm Syncing You, J. Senior, Col.
3. Ballad of Davy Crockett, B. Reno, Col.
4. Cheesy Pink and Apple Blossom White
5. Unchained Melody, L. Bacon, Cat.

**New Orleans**
1. Ballad of Davy Crockett, R. Hayne, Col.
2. Cheesy Pink and Apple Blossom White
3. Dance With Me, Henry, G. Gibbs, Mer.
4. Don't Be Long
5. Unchained Melody, R. Hayne, Col.

**Philadelphia**
1. Unchained Melody, A. Senior, Col.
2. Cheesy Pink and Apple Blossom White
3. Don't Be Long, B. Reno, Col.
4. Melodious, W. Thompson, M.G.M.
5. Some Days

**Pittsburgh**
1. Cheesy Pink and Apple Blossom White
2. Ballad of Davy Crockett, B. Reno, Col.
3. Don't Be Long, B. Reno, Col.
4. Unchained Melody, R. Hayne, Col.
5. Unchained Melody, L. Bacon, Col.

**San Francisco**
1. Cheesy Pink and Apple Blossom White
2. Hurry Home, J. Bacon, Col.
3. Crazy Otto Medley, J. Bacon, Col.
4. Unchained Melody, L. Bacon, Col.
5. I Don't Want to Be Alone

**Seattle**
1. Unchained Melody, A. Senior, Col.
2. Ballad of Davy Crockett, B. Reno, Col.
3. Dancing, J. Senior, Col.
4. I Don't Want to Be Alone
5. Cheesy Pink and Apple Blossom White

-Roger Houseman, Recs. Div. M.G.M.
### The Billboard Music Popularity Charts

**POPULAR RECORDS**

**Review Spotlight on . . . RECORDS**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Song Title</th>
<th>Album</th>
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<tbody>
<tr>
<td>McGuire Sisters</td>
<td>Somebody's Crying</td>
<td>-</td>
<td>Coral 61423</td>
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<tr>
<td>Johnnie Ray</td>
<td>Thank You</td>
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<td>RCA 7651</td>
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**Records**

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<td>Thank You</td>
<td>-</td>
<td>RCA 7651</td>
</tr>
<tr>
<td>Johnnie Ray</td>
<td>I'll See You Again</td>
<td>-</td>
<td>RCA 7651</td>
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**Reviews of New Pop Records**

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<tr>
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<td>I'll See You Again</td>
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**Bigger Yet**

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<tr>
<td>Eddie Fontaine</td>
<td>I'm Through Chasing After You</td>
<td>-</td>
<td>Columbia 40128</td>
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<td>Eddie Fontaine</td>
<td>Rollin' Stone</td>
<td>-</td>
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**The Billboard Music Popularity Charts**

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<tr>
<td>Coral</td>
<td>Silver Dollar</td>
<td>3</td>
<td>Coral 61394 (78 RPM) and 9-61394 (45 RPM)</td>
</tr>
</tbody>
</table>

**BLOWING UP A STORM FROM CANADA**

**Man in a Raincoat**

Words and Music by Warwick Webster

Sensationally Introduced by PRISCILLA WRIGHT

Unique Records (U.S.A.)

Sparton Records (Canada)

BMI CANADA LIMITED, Toronto, Can.
Another big new pretty song from Columbia

ROSEMARY CLOONEY
LOVE AMONG THE YOUNG
A Touch of The Blues
COLUMBIA RECORDS
The Billboard Music Popularity Charts

**POPULAR RECORDS**

**Reviews of New Pop Records**

*Continued from page 40*

The Billboard(No. 958 and 856-45)

JEM MUSIC CORPORATION

Carlton House, Pittsburgh, Pa.

The Wright Bros.

...OFF TO A FLYING START WITH

"AS LONG AS YOU'RE MINE"

and

"YOU, YOU'RE DIFFERENT"

Orchestra under the Direction of

LENNIE MARTIN

Now Exclusively Recording for

JEM RECORDS

(Record No. 958 and 856-45)

JEM MUSIC CORPORATION

Carlton House, Pittsburgh, Pa.
RECORD LABELS
AT THE
LOWEST PRICE EVER QUOTED!!

• 1 PRICE
• ANY COLOR
• ANY QUANTITY!

Guaranteed count and quality
(The largest producers of record labels in the world, with capacity of 4,000,000 labels per day)

<table>
<thead>
<tr>
<th>RPM</th>
<th>Price</th>
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<td>LONG PLAY</td>
<td>$4.10</td>
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WRITE — WIRE — PHONE
CO-SERVICE PRINTING CO.
25 Prospect Street Newark, N. J. Phone: Market 2-4050, 1, 2, 3
I'll Baby Sit With You by FERLIN HUSKEY
b/w SHE'S ALWAYS THERE
Capitol Record No. 3097

The Billboard Music Popularity

- This Week's Best Buys

CUZZ Y'ERE SO SWEET (Tree, BM) - Simon Crane - Capitol 3063
MY CALLINA (Central Songs, BM) - Simon Crane - Capitol 3063

The Billboard Music Popularity Charts

- COUNTRY & WESTERN RECORDS

Best Sellers in Stores

for survey week ending April 20
RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of record stores throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, prices are combined to determine position on the chart. In such a case, positions are listed as a single number (eg., the record is No. 11 in sales of both sides combined at the retail level)

This week's chart positions are based on sales reports for the period ending April 20, 1955

1. IN THE JAILHOUSE NOW (BM)- W. Pierce. 1 13
2. I'M GONNA Fall Out of Love With You (BM)- Dec 21968
3. BILLIE JOE (BM)- F. Young. 3 8
4. WHOSE SHOULDER WILL YOU CRY ON? (BM)- Dec 20689
5. I'VE BEEN THINKING (BMI)- E. Arnold. 3 13
6. YELLOW ROSES (BM)- H. Snow. 8 4
7. You're YOU MINDY (ASCAP)- Viet 5047
8. MAKE BELIEVE R. Foley & K. Wells. 7 9
9. AS LONG AS I LIVE (BM)- Dec 22080
10. LOOSE TALK (BMI)- C. Smith. 6 5
11. TWO KINDS OF LOVE (ASCAP)- E. Arnold. 11 2
12. IN TIME (BMI)- Vic 20609
13. IF YOU AIN'T LOVIN' (BM)- F. Young. 9 23
14. I'M GONNA Make You SWEET (BMI)- Cap 5084
15. DON'T FORGET (BMI)- Vic 20600. 2 10
16. MAKE BELIEVE (BM)- K. Wells. 5 5
17. WHOSE SHOULDER WILL YOU CRY ON? (BM)- Dec 20689
18. LOOSE TALK (BMI)- C. Smith. 4 22
19. LIVE FAST, LOVE HARD, AND DIE YOUNG (BM)- F. Young. 9 4
20. FORGIVE ME, DEAR (BMI)- Cap 5089
21. ARE YOU MINE? (BMI)- C. Wright & T. Tall. 6 11
22. WHERE IS MY LUVIN' (BMI)- F. Young. 10 10
23. IT'S THE GIANT (BMI)- Dec 2122
24. DRINKING TEQUILA (BMI)- J. Reven. 3 20
25. I'M GONNA Make You SWEET (BMI)- Cap 5084
26. AS LONG AS I LIVE (BM)- K. Wells. 5 5
27. PLEASE DON'T LET ME LOVE YOU (BMI)- H. Williams. 1 1
28. Ballad of Davy Crockett (BMI)- Tennessee Ernie. 2 9
29. FOOL INLOVE, FOOL IN A LOVE SONG (BMI)- Cap 3043
30. ARE YOU MINE? (BMI)- M. Loves & B. DeVal. 6 6

Most Played in Juke Boxes

for survey week ending April 20
RECORDS are picked by the greatest number of players in juke boxes throughout the country, as determined by The Billboard's weekly survey of record players. When significant action is reported on both sides of a record, prices are combined to determine position on the chart. In such a case, positions are listed as a single number (eg., the record is No. 11 in sales of both sides combined at the retail level)

This week's chart positions are based on sales reports for the period ending April 20, 1955

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28. Ballad of Davy Crockett (BMI)- Tennessee Ernie. 2 9
29. FOOL INLOVE, FOOL IN A LOVE SONG (BMI)- Cap 3043
30. ARE YOU MINE? (BMI)- M. Loves & B. DeVal. 6 6

Most Played by Jockeys

for survey week ending April 20
SIDES are ranked in order of the greatest number of plays on disk jockey radio from coast to coast, as determined by The Billboard's weekly survey of top disk jockey shows in all major markets.

This week's chart positions are based on sales reports for the period ending April 20, 1955

1. IN THE JAILHOUSE NOW (BM)- W. Pierce. 1 13
2. I'M GONNA Fall Out of Love With You (BM)- Dec 21968
3. BILLIE JOE (BM)- F. Young. 3 8
4. WHOSE SHOULDER WILL YOU CRY ON? (BM)- Dec 20689
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30. ARE YOU MINE? (BMI)- M. Loves & B. DeVal. 6 6

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The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

**This Week's Best Buys**
THERE SHE GOES (Four Star, BMI)
OLD LONESOME TIMES (Dufroid, BMI)—Carl Smith—Columbia 21382

Most country markets have been slow getting distribution on this disk, but within the past two weeks it has become generally available and quickly made up for lost time. Richmond, Atlanta, Durham, Nashville and key Southern salesmen reported that the record a good seller and climbing rapidly. A previous Billboard "Spotlight" pick.

**Review Spotlight on . . .**

RECORDS

JIMMY WORK
That's What Makes the Juke Box Play (Acuff-Rose, BMI)

"Don't Give Me a Reason to Wonder Why" (Acuff-Rose, BMI) Dec. 1934-Jimmy Week's "Making Believe" made the top 10 best-sellers and his new disk shows plenty of hit potential. "That's What Makes the Juke Box Play" is a moving weeper, sung with heart and sincerity, "Don't Give Me a Reason to Wonder Why," another effective weeper, also receives a warm, sentimental reading by Week.

JOHNNIE AND JACK
We Live in Two Different Worlds (Mills, ASCAP)

BCA Victor 6804—Johnny and Jack should jump back into the money with this one. The tune is a poignant tale put into lyrics and a plaintive tune as only the late Feed Rose could do it. The boys harmonize it in telling fashion. The flip is "No One, Dear, But You" (Acuff-Rose, BMI).

TALENT

CHARLIE FEATHERS
Peepin' Eyes (Hi-Li, BMI)

"I've Been Deceived" (Hi-Li, BMI) Flip 503—This indie flip label has found itself a major piece of country talent in Feather's. This is one of the few distinctive voices to emerge in a field that has long suffered from stereotypes. He's fresh, sincere and most of all handling a lyric. Both pieces of material give him something worthwhile for a most auspicious debut on wax.

**C & W Territorial Best Sellers**

For survey week ending April 20

Cincinnati—Billboard is based on late reports received from top country and western dealers and juke box operators in each of the markets listed.

Birmingham
1. In the Ballroom Now, W. Price, Dec.

Memphis
1. In the Ballroom Now, W. Price, Dec.
2. Please Don't Let Me Love You
H. Williams, MCM-164

Nashville
1. In the Ballroom Now, W. Price, Dec.
2. Live Fast, Love Hard and Die Young
M. Williams, Decca

New Orleans
1. Ballad of Story Crockett, T. Rice, Cap.
2. Live Fast, Love Hard and Die Young
E. Young, Dec.
3. She Believes, J. Crockett, Cap.

Richmond, Va.
1. In the Ballroom Now, W. Price, Dec.
2. Ballad of Story Crockett, T. Rice, Cap.
4. Live Fast, Love Hard and Die Young
E. Young, Dec.
5. That's All Right, M. Robbins, Col.

**Reviews of New C & W Records**

RANK WILLIAMS
Message to My Mother

"MESSAGE TO MY MOTHER"—Rank Williams, one of the dirtiest sales by the great country singer, arrives a surprise. The record is a song that Warner naturally found Mother's Day material—Columbia 21382.

MOTHER IS GONE—78

Mild tone of the same—(Continued on page 99)

CHARLIE FEATHERS
Peepin' Eyes

"PRAY FOR ME, MOTHER OF YET!"—Over-topped Beaux has a perfect balance. Feather's shows extreme concise and the flip might do even better. (Continued on page 99)
The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

Reviews of New C & W Records

- Continued from page 65

GEORGE MORGAN

"Cheater, Cheater"

MERCURY 1966—Morgan would honor his long overdue sound. Time is a真实性 dirty with a little dirt that’s got a shot at being a hit. (LHA, BMH)

GEORGE AND ERL

"Country Western"

MERCURY 1965—This vocal duet is a good one with a very unlikely sound. The song is a popular choice, but it should appeal to the Morgan fans who might want a little less country and a little more country.

THE CARLISLES

"Bargain Day, Half Off"

MERCURY 70604—The Carlisles are a new country group that is doing very well in the market. (Core-

GOING STRONG!

THE CARLISLES

"Rusty Old Halo"

"And ITS BEDTIME BILL"

MERCURY 70644

GEORGE and EARL

"Got Anything Good"

"Can I?"

MERCURY 70655

The STANLEY BROTHERS

"So Blue"

And

"You’d Better Get Right"

MERCURY 70912

CHUCK REED

"The End Of My Stairway"

And

"It’s Better To Be A Has Been"

MERCURY 70993

BETTY AMOS

"Cheater, Cheater"

And

"YES MAN! MAMA"

MERCURY 70952

TIBBY EDWARDS

"Flip, Flop and Fly"

"There Ain’t No Better Time"

MERCURY 70591

LLYD ELLIS

"Cottontail Rag"

And

"SWEET AND LOVELY"

MERCURY 70560

T. TOMMY and JIM WILSON

"The Farmer And The Lord"

"DEAR MOM, I’M THINKING OF YOU"

MERCURY 70971

Right Now is the time to get your ad ready for the big Billboard May 21

COUNTRY & WESTERN SPECIAL ISSUE

It’s going to be jammed full of useful and interesting stories about C & W folks, their tunes, their records and their shows—and about how dealers, jockeys and operators are stirring up more interest, excitement and sales in the country and folk field every day!

DON’T FORGET—THE MAY 21 ISSUE DEADLINE FOR YOUR AD MAY 11

Write or get on the phone with your Billboard sales man.

CINCINNATI 22, OHIO
Ben White 2111/2013

NEW YORK 36, N. Y.
Don Collier

AMERICAN RADIO HISTORY

www.americanradiohistory.com

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LEAD SHEETS—60c PER SHEET

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AUTO LITHO

Jama Beach, L. Florida

All the news of your industry every week in The Billboard...
**The Billboard Music Popularity Charts**

### Best Sellers in Stores

For survey week ending April 29

**RECORDS** are ranked in order of the greatest number of plays on disc jockey sets used by the Billboard’s weekly survey of top disc jockeys in all key markets.

<table>
<thead>
<tr>
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<th>Label</th>
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<tr>
<td><strong>1.</strong></td>
<td>THE BABE (BMI)-Little Walter</td>
<td>1</td>
<td>40.1</td>
<td>15</td>
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<td><strong>2.</strong></td>
<td>WALLFLOWER-(BMI)-E. James</td>
<td>2</td>
<td>Sleeper (BMI)-Motown 490</td>
<td>11</td>
</tr>
<tr>
<td><strong>3.</strong></td>
<td>I'VE GOT A WOMAN (BMI)-E. Charles</td>
<td>3</td>
<td>40.1</td>
<td>8</td>
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<td>No Money (BMI)-Duke 136</td>
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### Most Played in Juke Boxes

For survey week ending April 29

**RECORDS** are recorded in order of the greatest number of plays on juke boxes throughout the country, as determined by The Billboard's weekly survey of top juke box operators.

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<td>10</td>
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<td>2</td>
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### Most Played by Jockeys

For survey week ending April 29

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### Reviews of New R & B Records

- **FATS DOMINO**
  - *Knock On Wood* (Impulse 595) - "Knock On Wood*
  - *Too Much, Too Little, Too Late* (Impulse 595)

- **THE PENGUINS**
  - *Don't I Look Good* (Bama 1050)
  - *In the World* (Bama 1050)

- **DANNY SHERIDAN**
  - *I'm Gonna Get You* (BMI)

- **ALADDIN**
  - *The Greatest Hits of Aladdin* (BMI)
  - *My Heart Is Yours* (BMI)

### This Week's Best Buys

- **SWITCHITCH WITCHITCH TITCHIE** (Jay & Coe, BMI) - The Midnighter
  - *Federal 12358*

- **AIN'T IT A SHAME** (Commodore, BMI)
  - *La (Covered, BMI) - Fats Domino* (Imperial 3343)

### Review Spotlight on... Records

- **RUTH BROWN**
  - As Long As I'm Moving (Progressive, BMI) - Atlantic 1059

- **THE FLAMINGOS**
  - *When* (Co., BMI) - EMI

- **JIMMY REED**
  - I'm Gonna Ruin You (Tollie, BMI)

### New and Greatest Record... "FOOLS ARE GETTING SCARCE"

- **ROY MILTON**
  - *I Can't Go On"* (DOO 363)

### Best Seller

- **HEAVEN & PARADISE**
  - *Don Julian's Meadowlarks* (DOO 259)
**The Billboard Music Popularity Charts**

**RHYTHM & BLUES RECORDS**

- **R & B Territorial Best Sellers**
  - For survey week ending April 20
  - Listings are based on kios sales reports received via Western Union messenger service from over 200 stores and have been compiled in the general market.

**Atlanta**
- L. What's This Goin' Do? Deltones, Ad.
- I'm Baby Little Walter, Cle.
- Wallflower, E. James, Med.
- Flip, Flop and Fly, J. Turner, Ad.
- I've Got A Woman, R. Charles, Ad.
- Don't Be Scared, N. Brown, Sea.
- Don't Be Scared, R. Charles, Ad.
- Pledging My Love, J. Ad., Ad.
- All My Love, N. Brown, Sea.
- Flip, Flop, Fly, J. Turner, Ad.
- Unaccompanied, A. Eubanks, Ad.

**Balti-Wash.**
- I've Got A Woman, R. Charles, Ad.
- Unaccompanied, R. Hamilton, Ad.
- What's This Goin' Do? Deltones, Ad.
- Don't Scare Me, R. Charles, Ad.
- Lonely Nights, Hearns, Br.
- Flip, Flop, J. Turner, Ad.
- Pledging My Love, J. Ad., Ad.
- All My Love, N. Brown, Sea.
- Flip, Flop, Fly, J. Turner, Ad.
- Unaccompanied, A. Eubanks, Ad.

**Charlotte**
- Wallflower, E. James, Med.
- Don't Be Scared, N. Brown, Sea.
- Two Hands, Charley, Ad.
- Flip, Flop and Fly, J. Turner, Ad.
- What's This Goin' Do? Deltones, Ad.
- My Baby, Little Walter, Che.
- Pledging My Love, Ad., Ad.
- My Baby, Ad., Ad.
- I've Got A Woman, R. Charles, Ad.

**Chicago**
- Unaccompanied, A. Eubanks, Dec.
- I'm Baby Little Walter, Che.
- Two Hands, Charley, Ad.
- Unaccompanied, Davey Jones, Sta.
- Don't Be Scared, N. Brown, Sea.
- Where's the Good Night? Deltones, Ad.
- My Baby, Little Walter, Che.
- Pledging My Love, Ad., Ad.
- Unaccompanied, Ad., Ad.

**Cincinnati**
- Charlie, Roger, Melody, Ad.
- The Clovers, Darlin' Darlin', Sta.
- Pledging My Love, Ad., Ad.
- Unaccompanied, Ad., Ad.
- My Baby, Ad., Ad.

**Detroit**
- Unaccompanied, A. Eubanks, Dec.
- Charley, Ad.
- Unaccompanied, Davey Jones, Sta.
- Where's the Good Night? Deltones, Ad.
- My Baby, Little Walter, Che.
- Pledging My Love, Ad., Ad.

**New York**
- Flip, Flop and Fly, J. Turner, Ad.
- Don't Be Scared, N. Brown, Sea.
- Pledging My Love, Ad., Ad.
- My Baby, Little Walter, Che.
- Where's the Good Night? Deltones, Ad.
- Pledging My Love, Ad., Ad.

**Philadelphia**
- Unaccompanied, A. Eubanks, Dec.
- Charley, Ad.
- Unaccompanied, Davey Jones, Sta.

**St. Louis**
- My Baby, Little Walter, Che.
- Where's the Good Night? Deltones, Ad.
- Pledging My Love, Ad., Ad.
- My Baby, Little Walter, Che.

**Los Angeles**
- Flip, Flop and Fly, J. Turner, Ad.
- Wallflower, E. James, Med.
- Don't Be Scared, N. Brown, Sea.
- Where's the Good Night? Deltones, Ad.
- I've Got A Woman, R. Charles, Ad.
- Honeyboy, Montgomery, Che.
- Pledging My Love, E. James, Ad.
- Unaccompanied, R. Hamilton, Ad.
- Blue Velya, Clevers, Ad.

**New Orleans**
- Flip, Flop and Fly, J. Turner, Ad.
- Wallflower, E. James, Med.
- Don't Be Scared, N. Brown, Sea.
- Where's the Good Night? Deltones, Ad.
- Unaccompanied, Ad., Ad.
- Don't Be Scared, R. Charles, Ad.
- Where's the Good Night? Deltones, Ad.
- Black Velya, Clevers, Ad.

**Climbing Higher and Higher**
- "Don't Be Angry"
  - Happy Brown
  - Savoy 1155

**Savoy Record Co., Inc.**
- "I WANT TO BE LOVED"

**Moody Waters**
- "My Eyes Keep Me In Trouble"

**The Clovers**
- "Love Bug"

**The Cookies**
- "Precious Love"

**The Regals**
- "The Water Boiling"

**The Billboard Music Popularity Charts**

**RHYTHM & BLUES RECORDS**

- **R & B Territorial Best Sellers**
  - For survey week ending April 20
  - Listings are based on kios sales reports received via Western Union messenger service from over 200 stores and have been compiled in the general market.
Station KXLO, Sioux Falls, S. D., is now surveying all local market areas to eliminate the city's top-selling home, or "residents." The material is used on Ken Schoder- er's Saturday morning show on the KXLO network. The radio station's "Billboard's Honor Roll of Hits." The station's new survey results from programming research shows that KXLO's disk jockeys are now playing more songs by the disk jockeys.

Bob Linder, general manager of the station, said, "Yesterday I devoted my entire three-hour 'Round Trip' to playing songs on the list, and got a wonderful response. Would it be possible to bring the list up to date every once in awhile?"

Hank Fields, WCOK, Lewiston, Me., played the entire list over a period of three weeks, and is now scheduling songs from this particular year again, using Billboard chart information.

GIMMLXI, a disc jockey for KCBS, KLIF, Dallas, writes, "April Fool's Day was a real good one for me. Turns out the switchers were all a-glitter, all with calls from listeners who didn't know what was going on. Each jockey did a straight impersonation of his own voice, and the rest were replaced by Don Reynolds and Don Wilson, who came in to be on their 'Ron and Don' show, they've been reading the funny pa- pers, listening to the news and playing dramatic music in the background.

One of the highlights was when the phone number was dialed. Ron says, 'Alley Oop' is the song that's been playing today, incident- ally, both Ron and Don are teen-agers, the only teenage-decades with a swing-shift award.

Art James, WNYS, Sagin- aw, Mich., recently ran a jingle week, with clients. Each of the 15 clients got the same amount of airtime as the jingle. In one case, jockey Paul Casey was lured as 28 years older than his actual age.

"I like to see music," said one of the jingles. "We don't normally show a lot of the stuff. But with airtime, an album gets a lot of airplay.

Milford Q. Ford signed as replace- ment master of record, as a moni- tor for the midnight 'Bat- tle' of sound shows over WABC, New York. Bill Ellis, former program director with the station WCNN, Quincy, and WTVY, Marianna, has joined WABC. Ellis works with Los Chicos on New York's NBC network. The first night Latin American deejay show, "Spins and Spins," was launched. Keith Silver has moved from WFLW, Cleveland, to WRGB, Garden City, N. Y., and Sandy Singer, KCGR, Cedar Rapids, Ia., will become the musical di- rector of KCGR and KCGR- FM.

In New York, Shad, a soprano, has left a Little Dream Show, but has joined the staff of the radio station. She is trying to locate an old Koons buddy, Dean Laykup.

Lou Denzel, WCOK, Lewiston, Me., has taken his second year varsity show from the window of a car, and has expanded his show from 14 to 18 hours, record store, bands, and several disk jockeys. Last night, WTVY, Columbus, O., started a new series show last month for Bavarian's Old Style Beer. Don French tests on a late evening show for the market's largest beer company. Ernie Harpe, WCAT, has ex- tended his show from 14 to 18 hours, and has added an extra hour of music taken over WKKY's "Musical Clock." Len Cane has joined WAVE, Plattsburg, N. Y., and WBWM, Worcester, Mass., has started a new show for the out-of-home auto audience.

South of the Pacifica can be on the air. The group owns stations in American, Fla., and Bakersfield, Calif. Pentice helped in showman at the station.

HERB KNOX
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24 Hours a Day, 7 Days a Week
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4404 S. Parkway, Los Angeles, Calif.
24 Hours a Day, 7 Days a We...
THE FINAL CURTAIN

THE BILLSBOARD
APRIL 30, 1955

FOLK TALENT AND TUNES

HOCUS-POCUS

THE BILLBOARD
APRIL 30, 1955

HOCUS-POCUS

JACK FLOSSO goes to Europe soon for another Philip Morris show in Amsterdam, Mich.

BOB McGL CULL'S magic and hypnotic show, "East Indian Magic," which went on a two-week stand at Civic Auditorium, Denver last week, has been on the road the last five years and has played in 41 cities. Phil Plunkett, well-known Cirus master, who is currently touring in Israel, has been making his name known in America for the last five years. The show is a hit in every city it is presented and has been well received in the United States. It is expected to be a hit in Europe as well.

THE BILLBOARD
APRIL 30, 1955

FOLK TALENT AND TUNES

CAMPBELL - A daughter to Mr. and Mrs. Campbell, of 164 Henry St., North Tonawanda. The baby girl weighed 7 lbs. 9 oz. and was born in a hospital in Buffalo.

DURKIN - A daughter to Miss and Mr. Durkin, of 1854 Park Ave., Akron. The baby girl weighed 8 lbs. 4 oz. and was born in a hospital in Akron.

FRANK SALUCIO - A daughter to Mr. and Mrs. Frank Salucio, of 9270 Lyle St., East End. The baby girl weighed 7 lbs. 1 oz. and was born in a hospital in Buffalo.

MURPHY - A daughter to Miss and Mr. Murphy, of 1854 Park Ave., Akron. The baby girl weighed 7 lbs. 3 oz. and was born in a hospital in Akron.

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MURPHY - A daughter to Miss and Mr. Murphy, of 1854 Park Ave., Akron. The baby girl weighed 7 lbs. 3 oz. and was born in a hospital in Akron.
Big Test Shows No Cloud-Seed Result

NEW YORK, April 23—Cloud- seeding that old bugaboo of the nation's outdoor amusement people was definitely shown to be just so much junk by scientific workers here.

A project known as Operation Seeding the Sky has been set up at New York University under government sponsorship, and the results have just been released at a news conference by Dr. Robert L. Sproul, the chairman of the Committee on Weather Control Research.

The study shows that cloud-seeding cannot change the weather over a large area, and that the results obtained at the last few minutes are prob- ably due to chance and not to any skill on the part of the operators.

Winkley Race Hits Jackpot At Shreveport

SHREVEPORT, La., April 23—Frank W. Winkley, auto race pioneer, hit the early season jackpot (17) and won $17,204 for his efforts, pulling an average wind in the field and an average wind on the track. This is the first time in a long time that Winkley has won a major race, and this time he will be able to carry the championship trophy for the year.

Hannen Leaves Waterloo Aud For Long Beach

WATERLOO, La., April 23—W. B. Hannen, who has been managing director of the Waterloo Auditorium here, has retired and will go to the Village in New York as manager of the Majestic Theatre in that city. He has been with the Auditorium for many years, and has been a valuable asset to the company. The management has announced that Mr. Hannen will be succeeded by Mr. W. H. Johnson, who has been with the company for the past two years.

South Atlantic Clinic for Fairs Set for Atlanta

ATLANTA, April 23—A two-week long Atlantic Clinic for fairs has been planned, and will be held here at the Atlanta Hilton Hotel Friday and Saturday, May 10 and 11.

The clinic will be open to all fair executives, and will consist of five sessions, each dealing with one phase of fair management. The sessions will be held in the Hotel's ballroom, and will be open to the public.

Stock Tracks In Complaint

BRIDGEPORT, Conn., April 23—The operators of three smoke car examiners are making a complaint to the state legislature, and will appear before the committee of the State Legislature on Wednesday, April 24. They claim that the examination process is too slow and expensive, and that the examiners are not properly trained.

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**Theater Firm Leases Hall at Asbury Park**

ASBURY PARK, N. J., April 3.—R. C. Baker's Theatres went officially into the arena management field with the acquisition of a contract for the three-year operation of Convention Hall on the boardwalk. The deal for the city-owned building calls for $6,000 a year for the first year, $10,000 the second, and $21,000 paid against $20 per cent of the gross.

The firm, which operates some 20 conventional and drive-in theatres in the area, will handle all the bookings and manage the building. Baker said that Monday night’s programme will be an all-star variety show.

Convention Hall has sold 4,000 people for baseball and another 6,000 with portable seating covering the arena floor.

**Holiday on Ice Schedules Bows Around World**

MINNEAPOLIS, April 23.—Openings of ice shows in Mexico City, Columbus, Miami, London, Scandinavia and Paris during the coming weeks were detailed today by Morris D. Challen, president of Holiday on Ice, Inc., here.

"Holiday on Ice" tours, now in its seventh year, will open in Mexico City, July 13. The company's London show, "Eclipse on Ice," will open in Paris on May 6 for a three-week tour. And the company's Swedish tour, "Eclipse on Ice," will open in Stockholm, July 7, and will make stops in Sweden, Norway and Denmark.

Still another show in the organization, "Ice Vogue," will make a tour of South America starting in Colombia on July 30.

Meanwhile, the U. S. edition of "Holiday on Ice" will open in Philadelphia, July 25, and will open its route of dates in Calgary, Alberta, Aug. 9. This series will continue into the fall. The U. S. "Holiday on Ice" will return from Mexico City and then vacation until September 1, when it opens at Beach City, Ia.

Follies' Advance Linked to Ball Club For Milwaukee Run

MILWAUKEE (AP)—A night-rights, five-day run by "Ice Follies" at the Milwaukee Arena appeared to be heading for a strong run. The Tuesday (19) evening show was called "a sellout." Road Manager Wesley Givens said advance sales were big, with a ticket to every seat sold. But fans officials said a number of groups had charter buses for weekend visits to both ball games and ice shows in Milwaukee. Amusement groups are those coming from Chicago, Elgin, Rockford, Ill., and Minneapolis. There was a showing of 300 from Eau Claire, Mich.

**MACK GIVING 3 DAILY AT COLUMBUS CENTERS**

COLUMBUS, O., April 23—The new Fred J. Mack Circuit opened to strong business at the siting of its major Centers and several key shows took hold in an immediate 70 per cent.

The program included:

- **Saturday, April 25:***
  - Dr. J. B. Applegate, 10:30 a.m. and 2:30 p.m.
  - William A. Proctor, 3:00 to 4:00 p.m.
  - Harry W. Johnston, 6:00 to 7:00 p.m.

- **Sunday, April 26:***
  - Dr. A. E. Brown, 10:30 a.m. and 2:30 p.m.
  - William A. Proctor, 3:00 to 4:00 p.m.
  - Fred J. Mack, 6:00 to 7:00 p.m.

- **Monday, April 27:***
  - Dr. J. B. Applegate, 10:30 a.m. and 2:30 p.m.
  - Harry W. Johnston, 6:00 to 7:00 p.m.

**SCIENTIFIC'S BING-O-RENO**

A PACKED STORE DAY & NIGHT
The Public Simply Loves it

**SCIENTIFIC MACHINE CORP.**
70 Clinton Place, Brooklyn 3, N. Y.
Tel. Number: 8-2116, 2-2900

**ROCK-O-MATIC**
MARVIN'S FLAT-FLY II
HINTON M. BIRCH CIRCUS

**ILLINOIS FIREWORKS**
WORLD'S LARGEST MANUFACTURERS AND EXHIBITORS

**THE BILLBOARD**
APRIL 30, 1955

WASHINGTON ENGINES, INC.
Cleveland 12, Ohio

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**GIVE TO DANA FOUNDATION CANCER FUND**
Horses for Kiddie Rides

New Kiddie Rides

Dawson & Pawlik, Inc., Chicago

For Sale

MACH MERIDIAN (Twin), $210.00

(Continued on page 53)
NEW DEVELOPMENTS
Line of Soft Drink Dispensers Introduced

Booster

Flavors Meat...

GREENVILLE, R. C.A, refines that imparts a history smoke flavor to meat is being marketed here. A small piece of hickory wood is placed on a heating element, and the smoke is chemically stabilized while the meat is roasted. Heat-resistant glass jars are located on two sides of the automatic machine. Unit has a capacity of 100 pounds or 20 chick- en with a capacity of 100 pounds or 20 chickens. While meat is cooking, an equal amount may be placed in the bottom of the machine to keep the meat warm. Operation is self-basting.

De W. Myer Manufacturing Co., P. O. Box 1758, Greenville, S. C.

Measuring Dispenser...

NEW YORK-A dispenser that controls sugar, salt, spice powders or detergents is available. Named the Pre-Flo, it operates with a push button and comes in colored and clear plastic and it is said to be practically unbreakable. Dispenser is operated by pressing a button which releases a loop of material at the bottom, thus eliminating the need for turning the container upside down. A gentle top on the knob releases a few grains, while holding the knob part way down gives continuous flow. Ultra Time Company, 700 Washington Avenue, New York 40.

King Cole Staff

- Continued from page 53


Advance Departments

John J. Williams, manager, John J. Williams, manager, John J. Williams, manager, John J. Williams, manager, John J. Williams, manager, John J. Williams, manager, John J. Williams, manager, John J. Williams, manager, John J. Williams, manager, John J. Williams, manager, John J. Williams, manager, John J. Williams.
Phila. Quits Crystal Pool
At Woodside

PHILADELPHIA, April 29 -
Crystal Pool in Woodside Park
will not be opened this year. Last
summer's operation was handled by
the Recreation Department, but it
was dropped from this year's
budget.

According to Recreation Com-
missioner Robert W. Crawford, the
leak in the pool indicated it is
the city's $17,500 pool and it
would cost another $12,000 to staff
and operate. Mr. Crawford said
"We have about 40 swimming pools
throughout the city. Many of the
people who swim at Crystal Pool
last year will want to use the Kielty
Pool in the park this summer." 

Elmer Foxx, new Woodside
manager, said the park has no plans
to open Crystal Pool as a com-
mmercial recreation enterprise. It
understood only about 125 people
swam there during the summer when
the Recreation Department operated it.
Last year we won not operate ourselves this year.

COMING EVENTS

Alabama
Birmingham—Junior Honor Boys, May 15-16.

Arkansas

California
Sacramento—Roosevelt College, March 12.

Connecticut
New Britain—American Legion, March 21.

Georgia
Atlanta—Atlanta University, April 30.

Illinois
Champaign, Springfield—April 21.

Indiana
Indianapolis, Evansville—April 14.

Louisiana

Michigan
Cherry City—April 5-6.

Missouri
St. Louis—May 2-3.

New York
New York—April 12.

Ohio
Canton—March 23.

Oklahoma
Oklahoma City—March 23.

Pennsylvania
Philadelphia—March 23.

Rutgers—April 12.

South Carolina
Charleston—April 21.

South Dakota
South Dakota—April 21.

South Dakota—April 21.

Texas
Dallas—April 21.

Waco—April 21.

FREE ACTS BIG
Attraction in Scandinavia

STOCKHOLM, Sweden, April 25—
Stockholm's famous Carlenum, which
will be in full swing next week, with
the opening of a Sea Land Tivoli—also
there will be two open-air stages for free
acts, dance fads, folk groups, Ar-
cades, rides, shows, games and con-
cessions. The park's Arrow theater will
present "Broadway Burlington," a
Henderson, populer theater.

Two days after the opening, the
park boat leaves for the opening on
Saturday (16), with free acts, dance
fads, shows, games and concessions.
At this time, the park opens the
The Tivoli's gardens, a leg play
and restaurants, dance fads, and
exhibitions.

Danish Tivoli is CKen on Monday (13) for
weekend and nightly operation until
August 25, which goes into summer
schedule. Provides freedom at
open-air acts, drawing crowds to
Arcades, games and concessions.

Dyrehavsbakken, big famous park in
Copenhagen (20), with a big commercial
exposition as an addition. Has a
huge pleasure theatre, open-air stage,
dance halls, restaurant, etc. It's a
leisurely amusement park, Liselund,
opens today with several new rides,
including a big water cascade. Park
has two open-air stages for free
acts, a 1,500-seat vaudeville, a
delicious meal, a leg play
and restaurants, dance fads, and
exhibitions.

Copenhagen's Summer Tivoli opens
in New York.

More Detroiters
Start Season

DETROIT, April 23—
"Capades' at Kansas City
KANSAS CITY, Mo., April 23—
"Capades' opened to an
audience of 6,000 in Municipal
Auditorium and audience tickets
sold indicated equal success for the
remainder of its six-run day.

SHOW TENTS TENTS TENTS
CONCESSION TENTS AND STEEL FRAMES
For Large groups. Write today for your 10-day-4-view
TENTS SHOW TENTS
CONCESSION TENTS AND STEEL FRAMES
proper this year. Write today for
your 10-day-4-view

TENTS TENTS TENTS
CONCESSION TENTS AND STEEL FRAMES
proper this year. Write today for your 10-day-4-view

MORE TENTS
NEW ALL TYPES
Well Made for Over 75 Years
Manufacturers of Wood, Canvas, Color or "CHEK FLAME" Under
Water and mildew-treat duck.

IMMEDIATE DELIVERY
"S" JD. JESUP—60. W. JORDIN
UNITED STATES TENT & AWNING CO.
(Formerly 42 Tent House Sect. 1973)

AMERICA'S FINEST SHOW
CARRIE CRAYON
SHOW TENTS CONCESSION TENTS RIDE COVERS BANNERS
Barnett & W. Crayon Driver
Phones: Adlwood 1-2190

SHOW TENTS
CENTRAL CANVAS
310-318 E 18th St.
Phone: Harma 1926

HARRY SOMMERSVILLE

"Capades' at Kansas City
KANSAS CITY, Mo., April 23—
"Capades' opened to an
audience of 6,000 in Municipal
Auditorium and audience tickets
sold indicated equal success for the
remainder of its six-run day.
BEATTY BUSINESS CONTINUES HIGH

3 Shows at Hawthorne, Monrovia Strong; Manager Post Still Vacant; Flats Desail

Carna

Long Beach, Calif., April 30--Chas. A. Lenz, manager of the Beatty Cycle Bicycles, continued to show big business in Southern California. The low prices and the high standard of workmanship, attractivenss, and an extra service department make the Beatty Bicycles popular. The manager expects to have an excellent season.

Two flat cars on the train were despatched to Hawthorne on Tuesday (19), but there were no injuries and no damage. A similar car was sent to Hawthorne on Tuesday (19), but this was expected to be the last of the season, unless an exception is made in Portland. Bill Moore, general agent, is working out of Portland.

Apparently, no appointment has been made for the vacant main office, so the store is being managed by Sylvestor L. (Buster) Corwin, manager of the show for several years ago, until he was not found, with steam generated and taken to sea whether he had been appreciably on the show.

Cancello in N. Y. C.

Meanwhile, the Beatty Cycle Bicycles were reported in New York, where Philip R. Beringer found information that the store is now being managed by a man, as a matter of fact, on the result of selling his share back to Beatty just before the tour opened. He left the store for several days (7-9). It is not certain, but I believe he will remain with the show for the show except for the short tours in which he was in New York.

In Compton on Thursday (14) the Beatty Cycle Bicycles had a second of the quarter and the night was not much of a success. Hawthorne, another Op- llant stand, opened with a turn.

Tacoma Okay For Ward-Bell

TACOMA, Wash., April 23.--Ward-Bell, who has an establish in continental United States and in the Pacific coast, has opened the first store in the Pacific Coast. The store is said to be in a heavy traffic area, and the night was a great success. The show is being directed by Earl C. Wol- don, who is a member of the board of directors of the show.

Pawtucket Sets Shriners' Dates

PROVIDENCE, April 23--Pal- estine Temple's 33rd annual Shrine Circus, which opened at the Narragansett Race Track in Springdale, B. I. The show was under the direction of Earl C. Wol- don, who was chairman of the event since its inception.

King Battles Mud, Miles; Crowds Good; Rider Hurt

NASHVILLE, April 23--King B. & Cole Bros. Circus got its show rolling through the state and played to good business. This was followed by a stand at Georgia and Tennessee in which the show took low rates, miles and a week.

Athens, Ga., Tuesday (12) followed a 105-mile ride a two-day and a two-night stand at Athens and the entertainment.

Shrines were sold, who dealt with the show in the past, and the entertainment was about 30 minutes longer than usual. The entertainment was as usual.

Mistake at night, when audience hit the street, going to the parade route of the show, and the night house was given. The show was shut down by the following day, Sunday (17), brought a near-clip record for the day, and the show had the benefit of the latter starting at 10:30 p.m.

Carnival Routes

Send to 2160 Patterson St., Cincinnati, Ohio.

United States

A. J. Chicago 15-27 June

15-27 June

15-27 June

2160 Patterson St., Cincinnati, Ohio.

2160 Patterson St., Cincinnati, Ohio.

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N. Y. Squabble Over Kid Park
Up for Edict

NEW YORK, April 23.—Residt
dents objecting to a proposed
Brooklyn kiddie park backed on
Monday by Borough President
Herbert Kohler, deputy commis-
sioner of parks, said yesterday
that a request to change a
zoning ordinance to allow for
the park was brought out that none of the neighboring groups or political
figures, including the county executive, who was voting in the district over
the park, nor was there any respon-
siveness on the part of such
figures and the public hearing
was held on the project. The
request was made by the New York
City Planning Commission.

The Beilers' attorney, Sam Bus-
stein, drew these admissions and
further introduced petitioners
with 1,000 names supporting the
park.

The case has been widely cov-
cered in the daily papers and all
of the publicity has been unfavourable for the Beilers. William Beiler, for
nine years a member of the board,
has refused to talk to the commis-
sions and the city council over
the Beiler's objection. The case is
being tried in the court.

Talent Line-Up
Keeps Growing
For Glen Echo

WASHINGTON, April 23.—Man-
ger Joe Price says Glen Echo is
coming to life, and it means that
seasons are substantially ahead of last year's, and looks for a good season based
on returns so far. The park will again be enlivening ballroom at-
tractions this year.

Ralph Flanagan is expected to be with the band in May, and the Elise group has already been engaged for June 15.
The ballroom will feature the local band of Al, Welch and Wadesy Britcher beginning next week.

Jimmy Dorsey and His Texas College Boys, WLAB radio and
WMAQ-TV are scheduled for the Park on Friday night "Hillbilly Jamboree" on May 6, and Little Jimmy Dic-
tees of the "Grand Ole Opry" has been booked for in May, Friday, May 15.

KIDDER CAR RAILROADS

HILLBILLY JBMBORRER

WANT FERRIS WHEEL
WANT TO BUY KIDDIE PARK
in or near New York
Box 188, The Billboard
1554 Broadway
New York City

EIGHT RIDES FOR SALE

20-CENT RIDES

FAIRYTALE TOWN, S. A.

RIDE 1. FAIRYTALE TOWN
RIDE 2. FANCY FREDIE AUTO
RIDE 3. CARAVAN DELUXE
RIDE 4. CANDYLAND
RIDE 5. MAKING WISHES
RIDE 6. DARLING DOLLS
RIDE 7. KID'S GAME HOUSE
RIDE 8. FROZEN FAIRY

FOR SALE

RAINBOW RIDES, INC., New York, New York

STORE CLAN MAKES LIKE THE OLD MAN

SPRINGFIELD, Mass., April 23.—Grand Rapids park rob-
ber Roy Story had to look
for his last job last week. Mrs.
Story charged him and bally-
holing crowds to a prominent
Providence orphanage dinner
called "Boy's Night Out".
Harry Jr., attended by his hus-
band, the Rev. Joseph Carroll,
and a host of his friends, was
invited to the party at the
New York National Association of Amuse-
ment Parks and Beaches at the
Parker House here Wednesday (20)
was one of optimism.

Many of the member units got
open and established new records
over the Easter week end. The
weather prevailed on the heels of
a rather dismal period to create
tumultuous crowds in some instances. Some parks have attained a
markable working rate for the ses-
son by getting away with weather
on five out of six days.

Operators happily noted that
spending was good and regarded
this as the best age of the times.
The economic situation in the area
was regarded as good despite the
fact that there are some strikes and
threats of other work stoppages.

Lush Preems Bolster Outlook
For New England Operators

Stone, Paragon, Re-Elected Pres.;
29th Convention Is Well Attended

Weather Spoils
Janeln Start

PORTLAND, Ore., April 23.—
Jantzen Beach Park booked steady
rides throughout its opening weekend, Friday (8) and Saturday (9).
Manager Ed. G. Swanson,
manager and president of
Haysland Island Amusement
Company, said the rate was far
better than was a year ago, when
weather was fair and clear.

In the park's ballroom, Billy
Myers' orchestra drew about 1,000
Friday (8) night at 82 each, and
1,300 Saturday (9) night at $2.40.
Park will continue weekend op-
eration well into May. The seven
days operation will begin and the pool
will be open.

A new ride this year is a mini-
ture race track with gasoline cars
starting from a moving starting
line at 25 cents, uncharged from a
fixed charge at 40 cents. The
exhibition of the Dodob will be
per, which was reduced from 30
cents. The admission price are now open every night, however.

STRIPEP M-G-R POLES

Olympic Sets Opener;
Rotor to Kennywood

IRVINGTON, N. J., April 23.—
There will be little change in
prices, operation or outward ap-
ppearance of the 11 rides in this
season, which is scheduled to begin
Saturday (May 11). The schedule, based on
removal from the ride house,
however, will be the Rotor, which
will make a return which was
moved by its owners to Kenny-
wood, Pa., last summer. Its loca-
tion will be occupied by the Caster-
oll, which will be shifted.

The growing popularity of pizza,
drinks, and other refreshments part
of the park this year, and good concession
this year will include the tiedit,
Manhatten buns.

Rebuilding was nearing compl-
en early this work with riders,
and fresh paint applied to the huge granite blocks,
build year look as a beer garden.

Weather, Contest Build
Jackpot for Riverside

AGAWAM, Mass., April 23.—
The understandable combination of pretty weather and perfect pro-
motion gave Riverside Park a jud-
gest weekend. The park was opened out the First Sunday in April.

Owner Eddie Carroll reports it was the best day of the season thus far.
This means giving added emphasis to his opin-
ion that a big season is in the
offing.

The 14th annual Easter parade, an idea developed by Harry Strong,
publicist and producer, to continue to grow.
A crowd of 1,800 was reported on
hand. At the height of the play

traffic was stretched a mile down
the street. Crowds increased to 500
more than 500 customers by name.
The event was well attended and
completely satisfactorily to the selection of the weather.

Carroll reported the new units
were drawing well to expectations. These were the Ferris Wheel, glass pitch,
notably by the new addition of Car-
rider and Kiddie Auto ride.

Park will continue weekend operation thru May 1, adding Fri-
tday thereafter and going on a
ride to the end of the Derocation Day weekend.
TO PUSH MILK SALES

"All You Can Drink for Dime" Promotion Is Set by St. Paul

ST. PAUL, April 23—The 94th annual Minnesota State Fair, scheduled for Aug. 27-Sept. 5 (Labor Day), will be pretty much like many other fairs during the big show, with a few changes, Douglas K. Baldwin, fair board secretary, said here Thursday.

One of the new promotions will be a Minnesota version of the Wisconsin Fair at Milwaukee last year—"Drink all the milk you want for a dime," Baldwin said. Judged at the two fairs will be milk.

A fair review is scheduled for Friday (28) when the gates will be open without charge. Big car time will be held Saturday at noon, as will preliminary in the State Fair Exposition Building. The fair will be open for preview Saturday and Sunday.

Baldwin said that already commercial and concession space is 56 percent filled for this year's exhibitions and that sales are far ahead of the same period in 1954.

He said Defense Department officials have arranged, that final details will not be ready for some time because of the uncertainty of the world situation.

The secretary reported that he was planning for greater participation by both the Army and Air National Guard units than ever before.

On the state fair's opening day a pig judging program going this year, but a hog judging program also will be held Thursday, Baldwin said. Included in this area are open and closed hog shows in the 4-H club which now have enough open competition during the winter of an artesian well for fish feeding tests in the tanks in the Conservation Department at the Belgrade State for the horse barn, additional street lights and sidewalks and general repaving.

See Big Turnout for N. C.'s Short Course

RALEIGH, N. C., April 23—Virtually every phase of fair management was discussed during the Short Course of the North Carolina Association of Agricultural Clubs. The four-day course is to be held Thursday and Friday (28-29) at the University of North Carolina College.

All fair managers and their department superintendent's have a chance to discuss any phase of how the small fair problem which will feature talks and discussions to last a day and a half, and indicate how the NCACC hopes to increase the potential of the association's 60 000 members. The session will be open to all size fairs, at a $5 registration fee per person, which has been paid by NCACC director Norman Y. Chambless as "a fine investment for all." At least one representative from each of the following fairs will be in attendance: State Fair, Pitt County, Warren County, Rockingham Co., Burke County, Caldwell County, Davidson Co., Cleveland County, Salisbury, Guilford Co., Hoke County, Johnston Co., Lenoir Co., Mecklenburg Co., Montgomery Co., Orange Co., Rowan Co., Stanly Co., Surry Co., Union Co., Wake Co., Wilkes Co., and Yadkin Co.

Registration will be taken care of at the hotel lobby at 9 a.m. Thursday, following which the meetings will get underway under the stewardship of Carl Active, director of Extension, State College. Registration forms will be mailed to those who register for the short course.

70% of Sacramento Commercial Space Already Sold

SACRAMENTO, Calif., April 23—Approximately 70 percent of the commercial space in the downtown area of the California State Fair & Exposition Center has been leased, according to an official of the fair, and the fair took over the management. T. A. Dewey, assistant manager, said the fair, which will be open only one day last September, had a space of the 25 percent of the area of the fair.

The fair, scheduled for Sept. 27 for ground improvements was approved by the Sacramento City Council. Largest single project will be the expansion of main center at a cost of $825,867.

SPORTS REVUE BOOKED

Morristown to Begin Paid Grandstand Show

MORRISTOWN, N. J., April 23—The Morris County Fair will offer a paid grandstand show this fall following a survey which was learned yesterday. Directors and Manager of Morris County Fair, Donald J. French, consulted with William Shilling, who will be in charge of the show, and it is expected to be held only once due to the capacity of the arena.

The fair will be held on Tuesday of each week and a grandstand show will be held on the last day of each week.

The annual, held in nearby Troy Hills, has been offering free seats to the grandstand seats in its small grandstand except for the yearly home show. Some 900000 people will be on hand for the first time.

The 1953 fair was held on the second week of May and the first week of June, but it was not held on the last day of June.

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Mike Kreklos Tests
TV Spots at Opener

West Coast Shows Study Reaction
To Video Pitch at Bakersfield Bow

BAKERSFIELD, Calif., April 23—A telephone pitch to Bobby Costello of the Bob Costo to thrill show operator Jack Kochman cost some $400. Knowing Kochman’s phone was off, a salesman pulled out of Indianapolis and went to Kochman’s house. Knowing the show dates, Costello called the appointed time, a call was made within 10 minutes. The salesman continued a presentation of an ad clipped from the Bakersfield Californian during these hours were 10 cents.

WCS played on its usual lot, which is part of the old Kern County racetrack. The show was set for a further television broadcast last night and the construction of a baseball park game was played Saturday night. In the audience, several fans were at the Baseball Question area for the second hour of the show.

Second Unit
West Coast Exhibitions, the No. 2 attraction, opened its 23rd season last week. The show was in a side show and into the WCC for more than 90 blocks of the Central Park lot.

A Snake Show and a Five-In-One Show were to be played here, but the show was not to be played here at all.

Royal Canadian
Opening Stand
Is Hit by Rain

NEW WESTMINSTER, B.C., April 23—The Royal Canadian Show has been moved to its temporary park lot, Burnaby, last week but failed to attract a crowd due to bad weather.

The new Round-Up topped business. Another novel, this time, the Jolly-van and was the first of its kind to arrive here. The show is breaking in a new lot at Kingway and is expected to draw about 50 blocks of the Central Park lot.

Show Staffs
Even the circus is not immune to the bad weather. Dick Jackson, assistant, and George Main, manager, are down on the job.

Harry Kahn’s Show
To Open April 28;
Adds Tint-a-Witch

SPRINGFIELD, Mass., April 23—Harry Kahn’s show, which has permanent headquarters here, has added Tint-a-Witch, a new feature. The show is scheduled to arrive here Saturday. For this date West Coast had a show on the back line in addition to the main show. The show included four kick in the back line. Five shows were featured and the program was done on the opening day.

Announcement
Harry Kahn’s show will be in the Hotel Commerciam.

(Covered on page 25)

Reid Signs DeBelle,
Ups Selling Effort

Two Billling Cars, More Paper Ploted
To Ballyhoo Expanded Show, Route

MONTFELLER, Vt., April 23—King’s Comics has been in business for 23 years, he announced here yesterday that he had signed Stan DeBelle, veteran publisher, to handle down the entire promotion program for his organization during the coming season.

DeBelle’s signing of DeBelle would mark the start of an expanded sales program by the King’s staff to sell the King’s comic books to the field. The King’s advance agents have handled the distribution of comic books in the past, but at one time Reid tried the novel approach of having an advertising agency handle this part of the job.

With 14 annuals, including serval new enterprises that have been in the major category, Reid has considerably bolstered his back line. King-size, size featured will require additional space and allow for outright in print, and should see more in print, and should see more

(Covered on page 25)

Weather Poor But
Coleman Opens OK

MIDDLETOWN, Conn., April 23—Coleman Bros. Shows got off to a good start Thursday, but weather, which retarded the season opener was cold and rainy, in contrast, the weather on the opening a year ago was good.

Gusman for the new presentation were down the scene on cold cent for a year ago but was senior Dick Coleman, show boss, just the same.

The show was not as windowed as the other shows this year and was not as windowed as the other shows this year.

The show made a good appear-

ence with all units refurbished and

the ride, in particular, showing

many new and interesting features. Included Earl May-

Ray’s side show, Johnson’s Wil-

tumc, John May’s Original Big Show and Fairchild’s Motorshow, Sunday’s Golden Gate Show and Al Hansen’s Acrobats. The show included a ride on the lot and the front end sold in the area, but the crowd was not as large as usual. A Bill Jones bungee ride, a Myers twin wheel and a Diamond D’s Flamingo’s bungee ride were among the main attractions.

Cortland is listed in the man-

agement of the show for this season, with Millen Royal Fair Shows.

SOCIABLE CHAT
COSTS AIRLINE
$40 PER MIN.

NEW YORK, April 23—A telephone pitch to Bob Costello of the Bob Costello to thrill show operator Jack Kochman cost some $400. Knowing Kochman’s phone was off, a salesman pulled out of Indianapolis and went to Kochman’s house. Knowing the show dates, Costello called the appointed time, a call was made within 10 minutes. The salesman continued a presentation of an ad clipped from the Bakersfield Californian during these hours were 10 cents.

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(Covered on page 25)
World of Milk Opens Quarters In Richmond

RICHMOND, Va., April 23—Full-time refurbishing activity is scheduled to begin this week in the World of Milk Show winterquarters here Monday (23). Considerable building is scheduled and the accounts for the comparatively early start for this organization which does not open until April 27 in Bladensburg, Md.

Owner Frank Bergen has selected the Richmond site for his new winterquarters. His nephew and assistant, Jim Bergen, arrived here over the weekend from New York, where he has been active through the winter with the show representatives Gerald Stuedall, Stuedall will remain in New York, his first assistant in the month, completing plans for the publishing of the show's magazine.

Lagasse Books Three Events

HAVERVILLE, Mass., April 23—Lagasse Amusement Company, who winter here reports the signing of three bookings and dates for the summer, all of which have been highly favorable to their season. Hubert A. Lagasse, who are the Lowell (Mass.) Common Council of the Green Mountain Exposition, a four-day sportmen show held over for a number of dates in White River Junction, Vt., and St. Peter's Fiesta, a few days of July at Gloucester, Mass.

The Lowell (Mass.) Council, which is sponsored by the Lowell (Mass.) Common Council of Lowell, has contracted for the past few years. American Legion, has directed its sights on the past shows, rides and concessions are being contracted for the past. Green Mountain Expo will have a second year of shows at the "Bunger Rider" and "Buffalo Bill" Jr. TV shows and Kit Carson, at Boston's International. They are represented by E. B. Jyon Jr.

In Franklin, N.C., rated the second largest in Massachusetts, is expected to draw a crowd of over 100,000.

TENT'S
CONCESSIONS, CIRCUS, CARNIVAL
AMERICAN TENT CORPORATION
America's Largest Builders of
Call Sanders

HUBERT'S MUSEUM
243 W. 49th St. New York, N. Y.

American Equestrians

General Agent Wanted

who can do prove successful, should have a reputation for being in the show business, and should have connections in the horse business. Must have a horse show season behind him to prove his ability. Telephones: 243 W. 49th St. New York, N. Y.
Midway Confive

The CONKLIN SHOWS

Midway will consist of Independent Attractions and Conklins Units

PROVEN results are here for capable operators

Address: FRANK R. CONKLIN, P. O. Box 31, Brantford, Canada

For 3 Great Ontario Fairs

The CONKLIN SHOWS

WILL PLACE

A SET OF MODERN, UP-TO-DATE RIDING DEVICFS. HAVE SPECIAL PROPOSITION FOR GOOD SIDE SHOW. CAN PLACE LEGITIMATE MERCHANDISE CONCESSIONS.

- Peterborough—August 1-6
- Leamington—August 8-13
- Belleville—August 15-20

Midway will consist of Independent Attractions and Conklins Units

Proven results are here for capable operators

Address: FRANK R. CONKLIN, P. O. Box 31, Brantford, Canada
METROPOLITAN SHOWS
OPENING ON BELL STREET LOT APRIL 29, 1955 MAXFIELD FIELDS
CARSON STREET LOT APRIL 29, 1955 MAXFIELD FIELDS
MAIN STREET LOT APRIL 29, 1955 MAXFIELD FIELDS
No selection in Big Phonograph
With full support of Dartmouth Concerns.

Miami Showmen's
1790 W. 28th St., Miami, Fla.

1-62

Show Folks of America
145 Tork St., San Francisco

SAN FRANCISCO, April 23—

The regular meeting held last Friday was brought to a close by President Horace Butts, Vice-President E. S. Fitzgerald, Treasurer O. B. Risher, Secretary and Recording Secretary Ronnie Town-

It was decided that meetings during the summer would be re-

May Griffith, now in Parker's Best Home, Novato, Calif., is re-

Among the visitors present were members of the San Fran-

Kenollin Collins, Harry Sandler, and Germaine.

Word was received from Mar-

and others.

The regular committee's de-

and Treasurer others in those in attendance to bring in more funds and members this year than ever before. President Sam-

with a trip to a market that night and slept on the das with his wife and friends. He was third President, Cliff Wilson, secretary; William J. Briscoe, president; Eddie Edodio, former secretary, and John McMorriston, past president of the Miami women's Association. The former executive secretary, Phil Cook, has returned from a trip up North and he reports that he has invested many propo-

MENTIONS
Showmen who have been admitted to the society since the last meeting were: Fred Barlow, Dick Professional, George Finn, Leon Lott, and Mike Horner.

COUNT Store
1-30 at 5 and 10¢

INOW, NEW YORK

WANT CONCESSIONS OF ALL KINDS
No flats, glovers or peddlers. Please reply on postage.

Reply to FRED V. CATUZZA
426 AVE. HASICAK
LACKAWANNA 18 N. Y.

WANT—AGENTS—WANT
Two Coast Show Agents, 6-8 Crew, Working Men to up and down Concessions, Handy Park and Y.C. Managers. Opening Friday, April 29, with Metropolitian Shows.

BUD SHILL, s/v EXCHANGE HOTEL, MONTGOMERY, ALA.

A. S. Frank, phone, contact.

WANT—AGENTS—WANT
WANT CONCESSIONS FOR C.W., in the HEART OF THE COLORFUL SECTION, WEST OF 5-11, LAKE CITY, I-I, COLORED LOT, WEEK OF APR. 29

Will book set of $1,000. Handy Pages for sale. Book all, contact JERRY SADDLEMIRE

GLADES AMUSEMENT COMPANY
WANT CONCESSIONS, S. C., in the HEART OF THE COLORFUL SECTION, WEST OF 5-11, LAKE CITY, I-I, COLORED LOT, WEEK OF APR. 29

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GLADES AMUSEMENT COMPANY

SOMEBY BROS. SHOWS
Want for 3 choice lots in COLUMBIA, S. C., and all PAY ROLL towns to follow. Can place at book Concessions. Wont pay for Grants that ain't entitled. All roads: General Delivery, Columbia, S. C., this week.


AMERICAN EAGLE SHOWS
WANT CONCESSIONS
Pep boys, June, Photophone, Ted, Burt, etc. - Have to take charge of Rings. Center of town locations. Also show every road Concessions.

E. J. JONES, 114 W. 2nd St., Fullerton, Calif.

Staple, Ohio, new; States: Ohio, next week; then east.

Wanted for Best Kansas Route
Contact Manager, BOILE SHOWS
Impala, 15, Amos, 13, pc 20 at 5 and 10¢, The very best.

PLANNING AND SECURITY, ROYAL MIDWEST SHOWS
AMERICAN MIDWEST SHOWS
WANT CONCESSIONS
Pep Boys, Photophone, Ted, Burt, etc. Must be at show to take charge of Rings. Center of town locations. Also show every road Concessions.

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BOILE SHOWS
54 West Randolph Place, Chicago

CHICAGO, April 25.—Secretory Joe Streichhold today was reported missing by fellow area members, following an operation of the 54th street showmen's association.

Harb Selly, a patron of St.

The Showmen's League of

CARNIVALS
APRIL 30, 1955

Miami Showmen's
1790 W. 28th St., Miami, Fla.

Miami, April 23.—

The regular committee's de-

run for this coming year will be held. Assistant President Bob

Blumhagen, chairman of the committee, announced that 10 goals of Award Books have been distributed to the

1-62

will not be affiliated with the other shows at the present time in

in Buffalo.

The Showmen's League committe's de-

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March 15, 1955

April 29, 1955

SHOWS
Gale Pitts shows to try first in Jackson, Miss., and will

No selection in Big Phonograph.
With full support of Dartmouth Concerns.

Miami Showmen's
1790 W. 28th St., Miami, Fla.

Stop

25¢

PETE DODSON, TAMPA;

Lackawanna 18, N. Y.

WANT CONCESSIONS OF ALL KINDS
No flats, glovers or peddlers. Please reply on postage.

Reply to FRED V. CATUZZA
426 AVE. HASICAK

WANT—AGENTS—WANT
Two Coast Show Agents, 6-8 Crew, Working Men to up and down Concessions, Handy Park and Y.C. Managers. Opening Friday, April 29, with Metropolitan Shows.

BUD SHILL, s/v EXCHANGE HOTEL, MONTGOMERY, ALA.

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With full support of Dartmouth Concerns.
MIDWAY CONFAB

Continued from page 61

ing his Snake Show at Florida State, to join Circus World, Company, and Dan Todd to catch a Ferris Show in Savannah, Ga.

Prof. Willie J. Bernard, of Harp

be, N. H., notes that he is arrang

ging to sell tickets on the Play

line. T. D. Zane, who had made a

Pioneer, and his wife, in the Port

ter, ball games and balloons, as well as show monkeys, ponies and fish good, Bill Mackey, of Stark show, has returned from the circus, according to reports. Backus, glass pitch and watch Jack Hoyle, and then the management of the Ringling Bros., and King and Marleau, monkey man, has been working with Bob Bella, Rodeo, and Rodol Re, trained horses and dogs.

Recent visitors to the Miami club were Stretch Clift, Wil

lia, Harry Maltz, Philip Backer, Ken

ley, Fred Holzmann, Harry Boucik, William J. Tucker, Brenda and Jack O'Brien. Backus came, Everett Bell and Fred Bartlett, William Tara, George Lewis and Mrs. Clara Manwell's National Showmen's Association in Portland, the club has been visited recently by Max Miller and Morris Costin at the Ringsing circus, was reported to be present. Mrs. Joseph Keatman, Joe Refi, Louis Ninklak, Morris Black, Herman Hockwowski, Edmund Ho

io, Edward McKean, David Solob

s, Louis Kengeman, Abraham Steigel, Aaron Katzen, Harry Schwartz, A. J. Merrill, Joe Smith, Mathy Helser, Silvy Silverman, Joe Harris, Len Tuch, Joe Berman, Herbert Pinos, Morris Saul, Al Keeling, Elly Jaffe, Jack Jud, Jack Morris Brown, Dan Thaler, Saul Seligman, Ed and Jack Alles, Marx Herman, Henry Jaffe, Frank and others. Miller Nathan is a sister to the late Edna Williams and is in good health. The Williams club has been managed for membership by Mr. John Stiener, Mrs. Cager, Mrs. Jean Shapton of Batman and Mrs. Marilyn Leight of the Charlotte, W. Va., and 14 grandchildren. Was born in St. Joseph's Crescent, this city.

COLUMBUS, O., April 23— Frank A. (Red) Hoyle, 61, conces

sion operator in recent years with the Gooding Company, and who formerly was a high diver, died April 3 in a hospital here fol

lowing a car accident in which he was dragged 30 feet. He had been in outdoor show business for 46 years, starting at the age of 15, when he was billed as Captain Hoyle. He made his first tour, but, as is so often the case, with the Selena-Flomo and the Hagedon-Weaver circus. Later he organized a bartending set

up and became the youngest of his brothers, Dorothy, Frances and Ruth. He survived. He is survived by two sons David and Freddie, and six daugh

ers, Mrs. Dorothy McDonald, Mrs

Tran Pappon, Mrs. Mary Walton, Mrs. Leona O'Byen, Mrs. Merle Kezur and Mrs. Virginia Hartman. A brother, William, all of Colby, and two sisters, Mrs. Catherine Shapton of Batman and Mrs. Mary Leight of the Charlotte, W. Va., and 14 grandchildren.

Buried was in St. Joseph's Crescent, this city.

Pitches, office and tickets; Mrs. Gooding, cookhouse, candles

and apples and Mrs. E. Alberts, p. c. Maltz, who has been working with Rugg, ball games and balloons, as well as show monkeys, ponies and fish good, Bill Mackey, of Stark show, has returned from the circus, according to reports. Backus, glass pitch and watch, Jack Hoyle, and then the management of the Ringling Bros., and King and Marleau, monkey man, has been working with Bob Bella, Rodeo, and Rodol Re, trained horses and dogs.

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s, Louis Kengeman, Abraham Steigel, Aaron Katzen, Harry Schwartz, A. J. Merrill, Joe Smith, Mathy Helser, Silvy Silverman, Joe Harris, Len Tuch, Joe Berman, Herbert Pinos, Morris Saul, Al Keeling, Elly Jaffe, Jack Jud, Jack Morris Brown, Dan Thaler, Saul Seligman, Ed and Jack Alles, Marx Herman, Henry Jaffe, Frank and others. Miller Nathan is a sister to the late Edna Williams and is in good health. The Williams club has been managed for membership by Mr. John Stiener, Mrs. Cager, Mrs. Jean Shapton of Batman and Mrs. Marilyn Leight of the Charlotte, W. Va., and 14 grandchildren. Was born in St. Joseph's Crescent, this city.
WOLFE Amusement
THE SHOW THAT GIVES UP ON SUNDAY
A WINNER EVERY WEEK
AND MORE TO FOLLOW
UNLEASHED R.C. THIS WEEK FOLLOWED
BY SALISBURY, ASHBURN, HOPKINTON, N. C., AND BASSETTE, VA.

CONCESSIONS

The Wild Child, one of the new Face-Munchers, will be ready to go. Will book on short notice. The Double Louna, Butler's, Nooteboom, Dak and Bandit Bows. Daffy and Daffy Dupe, Ziff and Ziff Schwartz, Codette and Codette, and all the old timers.

BEN WOLFE, Lincolnton, N. C., This Week

ROLL TICKETS
100,000 PRINTED TO ORDER $32.50
Keystone Ticket Co. DEP., PA.
Send Cash With Order. Check Tickets 50c per 100,000.

CARNIVALS
APRIL 30, 1955
THE BILLBOARD

To seals
Girls with or Striker.

Scales,
and
for Swinger
Will

SALISBURY, ASHBORO,
LOUDON,
CAROLINA.
Watklna.

WANT WANT WANT

of people experience.

WINNER
Salaries

WANTED WANTED

UNiversity
reliable

THE
Cox
924.00

LOUDON.
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-NEW

Games,

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by attracting McCaffery.

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24.1.
Mike Krekos Tests TV Spots

Continued from page 59

draws from the Exposition and its outdoor pictures. It is noted that while Mr. & Mrs. Bowles, owners of themann.

Lot Personnel

Officer: Eddie Belling, manager; E. M. Manfield, assistant; J. W. Cote, business representative; Charley Lenz, secretary; William Bell, ticket seller; Dan Dull, general superintendent; Carl Heiner, cashier; Betty Coe, gate ticket, substituting for her usual post. Miss Lipton is assigned here with Mrs. Coe, both gate ticket take

 Funktion of the Caliente Tinted Hotels: Johnny Miller, operator; Gus Armas, manager; Charles L. West, manager; Richard Parker, usher; Ted Allen, book boy; Robert Smith, head usher; Louis O’Ferrall, workers. The Caliente Tinted has a fine staff of employees. Mary and George Steeds, Poppy, beans, candied apples; Jack Gledhill, hot dogs, chili, celery, etc., in the Rissel stand.

Joe’s age-earning employee: Enid Kemp, also mail and The Billboard. Helmuth, 22 years, a young and promising manager; Joe Schaefer, mail and The Billboard.ibs. Harry Ronk, mail and The Billboard. Helmuth, 22 years, a young and promising manager; Joe Schaefer, mail and The Billboard. Richard Parker, usher; Ted Allen, book boy; Robert Smith, head usher; Louis O’Ferrall, workers. The Caliente Tinted has a fine staff of employees. Mary and George Steeds, Poppy, beans, candied apples; Jack Gledhill, hot dogs, chili, celery, etc., in the Rissel stand.

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Banquet Site

Kentucky, foreman; James Gilson, kennel; Virginia Henderson, cashier; Octopus; John (Sporty) Young, foreman; Francis Carrigan, sewer; James O’Leary, cashier; Bush; Richard J. Reighard, cashier. The Rockaways John Oliver, foreman; James Smalley, usher; Michael Jorgensen, foreman; Robert Eichmann, usher; George Fontan and Grace O’Shea, servers.

Food Concessions

For general information, see John A. Jones, No. 2, 551 W. 13th St., Chicago. For general information, see John A. Jones, No. 2, 551 W. 13th St., Chicago. For general information, see John A. Jones, No. 2, 551 W. 13th St., Chicago. For general information, see John A. Jones, No. 2, 551 W. 13th St., Chicago. For general information, see John A. Jones, No. 2, 551 W. 13th St., Chicago.
CIRCUSES
Mills Starts Tour, Unveils Performance
Opening Banquet Draws Officials, Fans; Bullfrogs, Namedads, Nationals in Program

JEFFERSON, April 23—The Tenth Annual Jefferson County Carnival began here Saturday (16) with an opening banquet, a sumptuous performance and a banquet attended by civic leaders and circus fans.

The Mills brothers—Jack, general manager, and Joe, publicity director of the show—unveiled a program of internationally known performers, clowns and balloon. It also showed a strong stand in November veterans of the Mills organization.

Opening was sponsored by the Ashland County Fair Board on whose grounds the show had visited, and it had the support of the Chamber of Commerce and The Jefferson Gazette. The program carried a full page of circus features and a full-page ad in the performance. A camera crew for a television program filmed action on the show grounds.

Official Speaks
Lt. Gen. John W. Brown of Ahwahne, Ohio attended the first performance and was the principal speaker at the banquet which followed. Ross Holin watched over a program of entertainment which included a grand parade on the lawn of the Journal building.

Willard Idey, 57, circus motorist, was hit by a car and was unable to engage the lead clown (Continued on page 6)

Columbus Ends Even With ’54

COLUMBUS, O., April 23—Our next report on the Columbus circus program will be out in a couple of days, but in the meantime the show is drawing to a close.

Willard Idey, 57, circus motorist, was hit by a car and was unable to engage the lead clown (Continued on page 6)

Packs Adds Southern Stands To Route; Opens June 10

ST. LOUIS, April 23—The Tom Packs circus will start its summer tour June 10 at Jackson, Miss., it was announced here today. The tour will be under charge of an experienced circus manager.

“The circus will be equipped with the latest in circus equipment and will be in top condition,” said the manager.

The show will include such features as clowns, acrobats, and animal acts.

CLOWN STUNT AIDS RAYMOND

NEW YORK, April 23—Ringing show business, at high pitch for the season, the show is ready to ring over $1,500,000 in Raymond, the third week (9) at the Selby in Raymond, the third week (9) at the Selby

The show was billed as “The Great Raymond Show,” and is expected to be a big success.

Ringling Gross Up 25
But Shy of Record

NEW YORK, April 23—Ringling gross topped the record $1,500,000 mark last week at the zany combination last week, in a record breaking in Raymond, the third week (9) at the Selby in Raymond, the third week (9) at the Selby.

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**UNDER THE MARQUEE**

By Tom Parkinson

Woolworth agency fair dates lasting until next year.

Visitors at the King Cole Circle have included Harry Anderson and Elmer O'Day, Proprietor, Printing Company. The Johnny Waggens, who has been withcirca and Elizabeth Waggens, the latter being the Baby of the Royal Expressos; Pea- spinach, bat and will play the Mount-

3 PHONEMEN 3

For Phono-Books, Quick Line, 3-Circle, Tickets, Female evenings.

CHARLES SELMAN

Phone Stactorian’s 2-1909, Akron, Ohio.

PHONEMEN

Phone Strong, 5th Anniversary Deal—Top.

Call EDW 6223 Columbus, Ohio.

WANT

Five experienced Phone Advertising people, men or women, no calls.

1150 W. ELMWOOD AVE. PHONE: 1A 2714 Dayton, Ohio.

PHONEMEN

Phone 2nd. Floor—912 B—No Cotts.

2 PHONEMEN or WOMEN

Three months work in one-definite job, W.P.P., inc., which pays.

Hollywood Attractions

191 Farnsworth Ave. Baltimore, Md.

AT LIBERTY

Advance agent for disappearances.

CLARENCE AUSKENS

Gen. Ed. 3100

Big centennial

OFFICIAL SPONSORED SHOW

Movie stars to 30% Pre-

 фильмов. Трудно сказать, в каком году начался показ, но он продолжается больше полувека. В каталоге упоминается актёр, который играл в обоих фильмах. Это один из немногих примеров, когда актёр снимался в двух фильмах за один год.

**KELLY-MORRIS CIRCUS WANTS**

One man or two men wanted to fill out any good time and spread.

F. J. KELLY

60% of net. Arrangement for one man.

5 PHONEMEN

Phone Stactorian’s 2-1909, Akron, Ohio.

PHONEMEN

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Fire experienced Phone Advertising people, men or women, no calls.

1150 W. ELMWOOD AVE. PHONE: 1A 2714 Dayton, Ohio.

PHONEMEN

Phone 2nd. Floor—912 B—No Cotts.

The Denver Harmon chimes are being heard soon, due to new sound equipment, at the Ahmanson Theatre, Los Angeles, and the Magnificent Mile, Chicago. The act begins July 2.

Chuck Berry is choosing with the long list of performers who have taken part in the last year with Collins & Wilson shows. Look for, Billy Brown & Clyde

BROUGHT CIRCUS

Wants Agents, who are expected to have an excellent season. Agent wanted for the 19th Season, with the Brought Circus. Call Mr. Brought, 215-1/24th St., N. Y., and we have a long list of engagements for our agents.

PHONEMEN

Phone: 14-1/25th St., N. Y., and we have a long list of engagements for our agents.

Hunt Bros.’ Circus WANTS

5 Samer's, on the Adr. C. M. L. Club, Workman, come on, Open at 10. Bellingham, B. C. Workman, as per agent.

WANTED

3 PHONEMEN for work in unusual season.

Call VIC ANDRE

Shore Town, B. C. Workman, Gen. Ed. (301-310)

WANTED

3 PHONEMEN for work in unusual season.

Call VIC ANDRE

Shore Town, B. C. Workman, Gen. Ed. (301-310)

At Liberty

Advance agent in charge of disappearances.

CLARENCE AUSKENS

Gen. Ed. 3100

Rental, Texas

**LESLIE SMITH AND EMERY SANDER**

Phone 2671, Gulfport, Mississippi. Collect for best dealer. The Chicago Music House is also looking for another agent, who has been with them for 10 years, for their show in the new year. This agent is known in the business for his "open" attitude and his ability to get bookings for his shows. He is also known for his sense of humor and his ability to make people laugh. He is a popular agent and is respected by his peers in the industry.

**WANTED**

CREW MANAGER

Phone Men, Advance Banner Perfor-

mances. Phone immediately.

JIM SNELL

117 4th St., New York, N. Y.

Phone: 92-1432

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Phone Crew Managers

Phone: 14-1/25th St., N. Y., and we have a long list of engagements for our agents.

**MILLER Bros.’ CIRCUS**

Hugo, Ohio

**CIRCUSES**

May 28 issue

A feature show for which you can Economically STAGE—OR BUY all types of Circuses, including the first and only show that is now playing in the Chicago area. This is a show that is not only good, but it is also very well received by the public. It has been very successful and has been played in many cities around the country. The show is being presented by the famous Miller Bros. Circus, which has been touring for over 100 years and is known for its high-quality productions. The show is a must-see for anyone who loves the circus and its traditions.

**TYPES**

Regular Classified ads... Display Classified ads...

**Send all advertising to**

CIRCUS MART – THE BILLBOARD

1160 Patterson St.

Cincinnati, Ohio 30

**CLOSEOUTS**

Giant boxing:

KANGAROO QUARTET

4 FEET TALL

HAWTHORN MOLLY

14 INCHES TALL

Larks, LaSalle, Illinois

**SEND THROUGH**
Queen Contest Set for RSROA New York Meet

NEW YORK, April 23—A roller queen contest will be featured along with the dance, figure and speed skating events when Eastern Parkway Arena, Brooklyn, hosts the 1954 New York State state championship meet, May 12-13.

According to the rules the professional, Mt. Rose and Northern teams, each member will be permitted to enter three girls in the State meet and the top three will advance into the Northeastern Regional, scheduled for June 17-19 at Empire Rink, Brooklyn. Eastern Parkway's own elimination, to select pretties for the State meet, is scheduled for tomorrow evening during the regular Sunday night public skating session.

RUSH CITY, Minn., April 23—The spring meeting of the Mid-West Roller Rink Operators' Association was held in Rush City last week. The Minneapolis St. Paul Rink, Minneapolis, April 22, it was announced recently, will be run by former members of the Minneapolis Roller Rink, Minneapolis. The rink will open on May 16 and feature a full schedule of contests.

At the same time it was announced that the association's skating meet, scheduled for June 15, has been canceled. At a recent meeting of the association's executive committee and skating meet committee in Minneapolis, it was decided that both the association interests and the public interest might be served by combining the meet with the next annual convention.

In Minneapolis, Johnny Schneider, who formerly worked at Colonial, recently opened a rink in Waseca. It was also reported that Mr. and Mrs. Dion Steneck, of Cobato Roller Rink, Cobato, and Mr. and Mrs. Paul G. Steinke, of Cobato Roller Rink, will open a new rink in the Chaska Roller Rink, which will be used for the annual convention.

The association's convention will be held in the Chaska Roller Rink, which will be used for the annual convention.

Curtains for West Farnam; Brownie to Make Skating Tour

OMAHA, Neb., April 23—West Farnam, who recently joined the Flyers, late this month. The building is in the process of being remodeled and replaced as an office structure to accommodate the new owners of the center who are under construction.

Jack C. Brown, Wirt Farnam pro, who played for the Flyers in Omaha and City in which he will give the Flyers their first taste of professional rink have been put on his put out. Babb's in Operation

HARTFORD, Conn., April 23—Babb's, Connecticut arena, also at West Suffield, Conn, went in a spring gathering the first quarter of April will have the first rink with skating Friday afternoon and then on Sunday afternoon.

Genuine "Chicago" Shoe Skates

Are known for their HIGH QUALITY and LONG SERVICE

They are CHEAPEST in the LONG RUN

QUALITY remains after freight is forgotten

It Pays to Play

Order Yours

TODAY

CHICAGO ROLLER SKATE CO.

Known for Quality Products

4647 W. Lila Street

Chicago 34, Illinois

RINKS & SKATERS

The 70th Annual Tour of the Silks Green From New Orleans to New York April 27 at Valdosta, Ga., and proceeding south will visit Columbus, Dublin, Greensboro and Athens, all Georgia points. In the last two miles, the Silks Green will be driven by 20-year-old Dinah Scott at Silas, Snowman Nelson at Blakely, and Charlie Johnson, top dancer, of Atlanta, to the March of Dimes.

The tour is expected to reach Blakely, Georgia, on Friday, March 20, and March 21 at Cairo, Georgia, and March 22-23 in Savannah, Georgia. The Silks Green will be at Savannah on April 21 and 22 and will be at Atlanta on April 23 and 24.

The Silks Green is a large team of fine racing horses, weighing from 1,600 to 1,700 pounds, and is known for its speed and stamina. The team is expected to arrive in New York on May 1.

ROADSHOW REP

The 70th ANNUAL TOUR OF THE SILLS GREEN FROM NEW ORLEANS TO NEW YORK

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MERCHANDISE

APRIL 30, 1955

WANTED!
Agents & Jobbers
to call America’s fastest-moving
• AUTOMATIC
BINGO CARDS
• BINGO SUPPLIES
• PREMIUMS, PRIZES &
BINGO MERCHANDISE

L-Argyle Products Company, New York, is coming out with a
new line of popular priced per
fumes for the exclusive use of job-
bbers, distributors and wholesalers, according to Paul Finker, first vice-
president in charge of sales. The
perfumes come in three packages
and are displayed in open-faced acetate boxes providing eye and
sales appeal. The products are en-
donned by Maxe. Cubby, inter-
nationally known beauty. Four
color display cards, featuring the
Cubby accompaniments. In ad-
dition, the firm has an exclusive distribution of a copy of Moe, 
Cubby’s $2,000 earnings. They
consisted of 16 printed sheets faithfully
reproduced from the original.

Arthur C. Burnett, Chicago pro-
ducer, has introduced an item which consists of China, dolls, demonstrators and con-
cessors. This firm is the only one in the country through which to
market the product. The features 
for this show, and the showman and 
trainer. The record is entitled “How to Teach Your Dog to Obey,” and has been nationally advertised and sold for $1.50. 
However, Reaction is offering it at
50 cents each (minimum order, one
dozen). Samples may be obtained
for 50. Record is enclosed in a
colored cardboard case which sells
on sight.

Latest addition to the long list of “Farms’” — Pressies-Rlama, a
prompter trade showing of premium
marks being operated by Gordon 
Goldman, is “The Little Acorn.” It
is an up-to-the-minute shopping center for pro-
motion use, space is available for
180 exhibitions. All booths are of
a standard size, 6 by 6 feet high
by 10 feet deep, and priced at $300
per year. Rental includes advertising and cleaning services as well as use of
conference facilities, listing in an exhibitor directory and a weekly list of buy-
ner-invitations for follow-up. Show hours are from 9 a.m. to 5 p.m. on
Mondays, Wednesdays and Fridays
and from 9 a.m. to 9 p.m. on
Tuesdays and Thursdays. An execu-
tive advisory committee has been
organized, including Bob Ferguson, 
Herrl, Hurst & McDonald, Sher-
man Turner, Tucker, Lordem, Lordem
Company, Earl Butler, Green Duck
Company, Bob Singer, Aitken Ad-
vertising Company, H. B. Reel, 
Delich Margaret Company, and
Gold, representatives Premium
Specialties.

Alder Sales Company, one of the
largest wholesalers of novelty and specially
merchandised merchandise, is
featuring many jewelry choicest for
the spring season. Hundreds of
other jewelry sets are being
sold at below factory prices, ac-
cording to the firm. Alder Sales’
long experience in the wholesale
merchandise field makes it familiar
with operations of various jobbers, retailers, con-
cessors, novelty, upholsteries, catalogs. 
Be sure to read our large
handouts of nationally advertised
brands. Table 6 is only a partial list of items on
hand. Check, always select, select,
chockers, necklaces, necklaces, 
necklaces, markers, markers, markers, markers,
costume jewelry, brooches, 
brooches, necklaces, brooches, 
necklaces, necklaces, necklaces, 
necklaces, necklaces, necklaces,
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HELP WANTED
CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 in. caps. RATE: $2 a word—Minimum $2.
DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are available. Rate: $1.50 a line—$14 per inch. Forms close Thursdays for the Following Week's Issue.

PERSONAL

ANYONE KNOWING ANY WORKING MEN WANTED AT $4.00 A DAY, PHONE OR CABLE.

CONFIDENTIAL: LEAVE NOTE AT HOME.

ANYONE WANTED TO JOIN MY PARTY, CALL OR WRITE.

WANTED—ANYONE KNOWING ANY WORKING PROFESSIONAL WINTER NEXT SUMMER, TO PLAY IN PARTY FROM NORTH TO SOUTH. CALL OR WRITE.

PHOTO SUPPLIES

DEVELOPING-PRINTING

CAPTAIN PHOTOGRAPHERS—WANTED. FIFTY PER CENT OF GROSS. CONTACT schöne, 139 West 39th St., New York, N. Y.

WRITERS—BIBLIOGRAPHERS WANTED. $15 PER WEEK. PLEASANT WORK. CONTACT schönenberg, 139 West 39th St., New York, N. Y.

MUSICIANS

FOR DEPENDABLE D. P. CAMERA WORK, GREAT PHOTOS, RETURN OF OVERAGE. CALL 1408 JUNE in Three Weeks.

PRINTING

ALWAYS EARNING HEALTHY, NICE, HONEST MONEY. LAMINATING PRINTS. REGULAR, INTERESTING WORK. EACH INCOME CAPTAIN PHOTOGRAPHY, 139 West 39th St., New York, N. Y.

MISCELLANEOUS

HANG MODERN PATENTED SMALL BANDS RETAIL $15 PER PAIR. FREE SAMPLES ON REQUEST.

SIX PIECE, STUDENTS, NONUNION, BANDS, RENT 50C, OWN YOUR OWN BAND. IMMEDIATE POSSESSION. BURKE, 355 East 50th St., New York, N. Y.

TRUMPET MAN. AVAILABLE YOUNG TALENTED. $2.00 A DAY. CALL 86-10-49.

WANTED—GOOD ROCKET AC. GOOD ROCKET PLAYERS. CALL 1801-80-49.

PARKS & FAIRS

AVAILABLE ON PART OR FULL-TIME. CALL 1801-80-49.

PARKS & FAIRS

FOR WINTER Canton, Ohio, CALL 1801-80-49.

MUSICAL INSTRUMENTS, ACCESSORIES

PARTNERS WANTED

PARTNER WITH CAR TO INQUIRE TWO WEEKS AT A TIME. CALL 1801-80-49.

MANUFACTURERS, DANCERS, ACTORS, BANDS, TO TOGETHER. CALL 1801-80-49.

NATIONAL SCENE—ARTISTE, VARIOUS ROLES, COMPETENT CAST. CALL 1801-80-49.

INSTRUCTIONS

BOOKS & CARTOONS

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ATTENDANT, RECEIPT COMPANY AND OTHER BUSINESS ENGAGEMENTS. SEND 25¢ DOLLAR BILL. CALL 1801-80-49.

MISCELLANEOUS

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Survey Shows Backg'd Music Used by 11% of Nation's Ops

By Jim Wickman

CHICAGO, April 23—Music operators here had a change of heart regarding the use of box sets with another type of music. Many of the 1100 music operators surveyed for locations where box sets were played offered the opinion that box sets should be continued.

Advantage-wise, operators found that box sets could be used for the opportunity to "crack" locations, providing the box sets are closed. One advantage of the box sets is that they are portable, allowing the operator to travel with the box sets. However, box sets are expensive, and the operators would prefer to have them installed on a regular basis.

The survey showed that 50% of the operators are using box sets, while 25% are using music by The Billboard, and the remaining 25% are using other sources. The path to background music is not always a sure one, as operators admit, but the advantages and opportunities available in this field are numerous. Readers are encouraged to read "Boston Dists: Hold Op Classes," for additional information.

Boston Dists Hold Op Classes

BOSTON, April 23—Music operators here had a chance to brush up on the latest music-related topics recently when at least two music operators attended a seminar held in Boston.

The seminar was conducted by Mr. Hanlon, a music manager, with technical advice supplied by Mr. Moore and Mr. Walker, and was attended by Mr. and Mrs. Pettingill, music manager, and Mr. Moulton, operator of a new music store that will unveil the new Rock-Old Mark 1488, Atlanta Distributors, etc.

The seminar included a session on how to become a music operator.
You get “selections” by putting records on the machine and typing title strips.

But to get 120 FULL RANGE HIGH FIDELITY RENDITIONS you must go to AMI Model “F,” the only modern juke box with Multi-Horn equipment and Sonoramic Sound.

The better the rendition, the more it’s worth!
The more value you give, the more sales you get—and THE MORE MONEY YOU MAKE FROM MUSIC!

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

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the 1MA-AMI Juke Box sold through Oscar Siebys A/S, 3 Palaingade, Copenhagen K., Denmark
The rain and wind storm last Monday night (18) made things tough for local customers traveling to and from the Chicago Automatic Phonograph bowling league meets that night. In auto accidents that occurred, Johnny Owens and his wife, Is, and Fred Lowman and Marion Spina, sister-in-law of Fred Spina, of the Singer One-Stop, Chicago, were injured.

GET INTO THE BIG MONEY WITH THE WURLITZER 1000

MEXICO Coin Trade Faces Obstacles

MEXICO'S coin machine industry was operated only with a complete change in laws governing the coin field, a better arrangement among machine distributors, and a boost in the national economy to stimulate the business.

The jule box business here in a direct sales operation, distributor selling to location owners. A location landed by an operator can be lost overnight by such a direct machine sale to the location. Service on machines is distributor controlled. Prohibitive initial cost of machines plus high taxation further discourages trade.

Vending machine operations suffer for lack of a law which would punish slug users or damage machines on location. Beverage vendors distribute their beverages because, if a vending machine firm of good repute is in conflict with the law, that vending machine firm of good repute firms themselves have in few cases shown a profitable return.

Pistol games, novelty games and fortune-telling units are generally either disapproved by law or over-taxated. It is estimated that there are less than 200 pinball games in all of Mexico.

Most authorities here feel that locations will drift along the way it has on a direct sales basis unless an attractive offer is made to financing and privilege is set up to encourage operating firms. Some feel that the tax laws could be bought if the industry had better organization. Others regard the return too low for an operator that it is better left alone.

A year after the devaluation of the peso the jule box industry is still suffering from problems of high duties, cost of importation of parts and machines and increased labor and record costs.

Alcohol distributors cut costs in every possible way, all makes of jule boxes boost the buyer at exactly the rate the cost inside the United States. Most machines are maintained as a service to the public.

One bright note on the jule box scene is the recent purchase by Abraham Grabske, former distributor for H.C. Evans Company in Mexico, of the entire phonograph division of that manufacturing firm.

 Plans are to ship all manufacturing tools, dies, jigs, inventory to Mexico City, where production will begin. All equipment is to be moved out of the H.C. Evans plant in Chicago within the next six months.

Vending machines excepting weighing machines are virtually unknown in Mexico. There are no operators or distributors, and the occasional machine operated is owned by the location as an attraction more than a money-maker. Some attempt has been made to operate cigarette machines at the border in Juarez, Nuevo Laredo and Matamoros, but most of the units have been withdrawn.

Dime Play Gets Memphis Start

MEMPHIS, April 23.—Dime play in the Memphis and Shelby county area got under way this week and, according to Alan Dixon, head of the Memphis Music Operators' Association, will soon see most of the 3,000 jule boxes in the area.

Dixon said the MIMO cover, 17 of the 33 operators in the area. As in New York, the movement started as a block-by-block basis.

Two local operators, Roush of the Blues and Popular Tunes, are selling EPs to operators playing converting. About 20 to 30 per cent C300 selections are being placed on converted boxes.

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Beaches Sport Coin Arcades—Juke Music

AMUSEMENT game Arcades in Canada are looking for business to top the past seven years this season, but are greatly dependent on favorable weather—beaches are the key to success.

The major Arcades in the country—Sunnside, Wasaga Beach, Fort Dover, Burlington, Crystal Beach and London—are operated at beaches.

A Canadian Arcade operator uses free juke box music to draw the trade. The young set especially enjoys playing the Arcade games while listening to their favorite hit tunes.

Copping good play in this country are the phonograph machines and reconditioning machines. Tens among the games are the number and variety of games in every use of the Canadian operations. Boating machines, with which the players take punches at a holding dummy, are also a coin catcher.

Snack bars and bowling alleys are combined with Arcades in some spots to draw customers. At Wasaga Beach the snack bar has been moved to the center of the Arcade, permitting coin games to be placed all around it. In another Arcade operation, bowling alleys have been installed in the rear of the building to draw crowds in the amusement area.

Twin-City Ops Optimistic on Dime Play Try

MINNEAPOLIS, April 23—A sudden spurt of optimism over dime play was voiced here this week, with music operators carrying the view that it "won't be long now."

Operators said that their optimism was based on the fact that many long-time opponents of dime play were beginning to admit that a switch might be worth a try.

Propaganda of the dime play move said that they believed concessions should be made on a State-wide basis, with Minneapolis, St. Paul and Duluth, Minnesota's three largest cities, leading the way.

However, juke box men outside the Twin Cities seem to be jumping the gun, with some already taking the plunge in their communities. But whether the changeover to dime play will come next week, next month or even this year, no one would say. Consensus comment is "it is coming."

Ross Appointed New Sandler Mgr. in Minneapolis

MINNEAPOLIS, April 23—The recently retired post of retail manager of Sandler Distributing Company's Minneapolis office was taken this week, with the appointment of Solly Ross, veteran sales manager.

Arnold Sandler, who opened the Minneapolis office for Irving Sandler in 1930 and who was the sales manager, left the firm late last month

Ross, just prior to taking the Sandler staff, announced his own liquor store. Before going into business, Ross was the sales manager of the Hy-G Amusement Company, headed by Henry H. Greenstein.
COIN CALENDAR

Following are dates of interest and important to all coin machine operators, distributors and associations. Check the calendar weekly for new events scheduled to your annual banquet.

May 2-3, United Machine Operators of Michigan, monthly meeting, East Wayne Hotel, Owosso.
May 3-4, National Restaurant Association, annual convention, Navy Pier, Chicago.
May 10-Westchester Operators' Guild, fourth annual banquet, New York Central, Tarrytown, May 10-Southern County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.
May 11-14, Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.
May 14-16, Automatic Merchandising Association, regional meeting, Region VIII, President Hotel, Kansas City, Mo.
May 15-16, Illinois Pinball & Pinball Manufacturers, American Legion Hall, White Plains, N.Y.
May 16-18, Northern Illinois Pinball and Hol-Pinball Association, regional meeting, Region 1, Sh своим-Plaza Hotel, Boston.
May 21, New York Guild, Inc., annual banquet, Concord Hotel, Kimball Lake, N.Y.
May 15-16, Jewish Appeal, annual banquet, Shaston-Astor Hotel, New York.
May 13-20, South Dakota Phonograph Operators' Association, quarterly meeting, Pierre.

Chic Ops, Radio Station
Pools Forces Via Deepdyke

CHICAGO, April 23—Juke box operators in the Chicago area will have a hard time getting a free coin box.

The problem comes from the Chicago Better Box Mattachine. The association, through a protestation to be made to the Manufacturers' Marketing Association of Chicago, will ask that all new coin boxes be placed inside the drawers of the juke boxes and will call attention to the fact that, if box operators do not agree, the Chicago Better Box Mattachine will see that the machines are placed as they were before the protestation.

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D. C. Ops Elect Griffith

Guilf President

WASHINGTON, April 23—Officers were elected at the last meeting of the Washington Music Operators Association for the coming year.

Sharon H. Squitero, of the Squitero Coin Machine Corporation, who asked for the position of secretary for the group, was elected president; Roger Squitero, vice-president; Myron Levinger, treasurer; and Mr. Squitero's assistant, James O. Squitero, secretary.

The group is a division of the Independent Coin Machine Association, Inc., which was organized in 1951 to promote and protect the interests of the coin machine industry.

400 Attend

400 attend 1955 ChicagoCoin Convention. A record number of dealers and manufacturers attended the convention, which was held at the Conrad Hilton Hotel, Chicago.

Phono-Vend Opens Houston Branch Office

HOUSTON, April 23—Phono-Vend of Texas, Rock-Old distributor with headquarters in Dallas, Texas, opened a branch office in Houston last week with Frank DeBarron, Jr., who has been named manager.

The opening of the new office was timed to coincide with the unveiling of the new Rock-Old phonograph, Model 1445.

MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry, the Music Department reports the following:

May 4, Billboard, page 9, "The Billboard Index," lists the top 100 music records for the week ending May 2.

May 4, Billboard, page 11, "Record Manufacturers Now Rate the Week," lists the top 50 records for the week ending May 1.

May 4, Billboard, page 13, "Herman Haggard's "Speak Out,"" lists the top 100 records for the week ending May 1.

May 4, Billboard, page 15, "The Billboard Index," lists the top 100 music records for the week ending May 2.

May 4, Billboard, page 17, "Record Manufacturers Now Rate the Week," lists the top 50 records for the week ending May 1.

May 4, Billboard, page 19, "Herman Haggard's "Speak Out,"" lists the top 100 records for the week ending May 1.

May 4, Billboard, page 21, "The Billboard Index," lists the top 100 music records for the week ending May 2.

May 4, Billboard, page 23, "Record Manufacturers Now Rate the Week," lists the top 50 records for the week ending May 1.

May 4, Billboard, page 25, "Herman Haggard's "Speak Out,"" lists the top 100 records for the week ending May 1.

May 4, Billboard, page 27, "The Billboard Index," lists the top 100 music records for the week ending May 2.

May 4, Billboard, page 29, "Record Manufacturers Now Rate the Week," lists the top 50 records for the week ending May 1.

May 4, Billboard, page 31, "Herman Haggard's "Speak Out,"" lists the top 100 records for the week ending May 1.

May 4, Billboard, page 33, "The Billboard Index," lists the top 100 music records for the week ending May 2.

May 4, Billboard, page 35, "Record Manufacturers Now Rate the Week," lists the top 50 records for the week ending May 1.

May 4, Billboard, page 37, "Herman Haggard's "Speak Out,"" lists the top 100 records for the week ending May 1.

May 4, Billboard, page 39, "The Billboard Index," lists the top 100 music records for the week ending May 2.

May 4, Billboard, page 41, "Record Manufacturers Now Rate the Week," lists the top 50 records for the week ending May 1.

May 4, Billboard, page 43, "Herman Haggard's "Speak Out,"" lists the top 100 records for the week ending May 1.

May 4, Billboard, page 45, "The Billboard Index," lists the top 100 music records for the week ending May 2.

May 4, Billboard, page 47, "Record Manufacturers Now Rate the Week," lists the top 50 records for the week ending May 1.

May 4, Billboard, page 49, "Herman Haggard's "Speak Out,"" lists the top 100 records for the week ending May 1.

May 4, Billboard, page 51, "The Billboard Index," lists the top 100 music records for the week ending May 2.

May 4, Billboard, page 53, "Record Manufacturers Now Rate the Week," lists the top 50 records for the week ending May 1.

May 4, Billboard, page 55, "Herman Haggard's "Speak Out,"" lists the top 100 records for the week ending May 1.

May 4, Billboard, page 57, "The Billboard Index," lists the top 100 music records for the week ending May 2.

May 4, Billboard, page 59, "Record Manufacturers Now Rate the Week," lists the top 50 records for the week ending May 1.

May 4, Billboard, page 61, "Herman Haggard's "Speak Out,"" lists the top 100 records for the week ending May 1.

May 4, Billboard, page 63, "The Billboard Index," lists the top 100 music records for the week ending May 2.

May 4, Billboard, page 65, "Record Manufacturers Now Rate the Week," lists the top 50 records for the week ending May 1.
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124 Operators Meet at 7th Annual Kwik Kafe Confab

"Today, Not Tomorrow," Convention Theme; Top Speakers Featured

By AARON STERNFIELD

ATLANTIC CITY, April 23—A record attendance at the annual Kwik Kafe Operators and Vending Machines Convention here resulted in the largest exhibit to date of the outdoor vending industry.

The three-day event, attended by 124 operators, was a tremendous success, according to organizers.

The Kwik Kafe Operators and Vending Machines Convention, held in Atlantic City, New Jersey, was attended by 124 operators, with a record attendance of 1,200 people.

This year's conference featured a wide range of speakers, including top executives from the vending industry, who discussed various aspects of vending operations.

One of the featured speakers at the convention was Robert J. Mulligan, president of the National Association of Outdoor Advertising Companies, who spoke on the state of the vending industry.

Another keynote speaker was Dr. David H. Miller, president of the American Vending Association, who addressed the challenges faced by the vending industry today.

The convention's theme was "Today, Not Tomorrow," and it featured numerous sessions and workshops on a variety of topics, including marketing, financial planning, and technology.

The annual Kwik Kafe Operators and Vending Machines Convention is the largest gathering of outdoor vending operators in the country, with attendees from all over the United States and beyond.

The event is hosted by the Kwik Kafe Operators and Vending Machines Association, which represents outdoor vending operators across the country.

The next convention will be held in Atlantic City on April 22-24, 2023.
Sarkis Cites Advantages Of Smaller Locations

ATLANTIC CITY, April 23.—Fred Sarkis, president of K.O.O., distributor, N. Y., advised operators at the Kwik Cave convention here to put more eggs in too few baskets and to cultivate small localities in South Jersey for the fast ones.

Sarkis admitted that when the Coffee Club, with limited capacity for a small spot, was introduced, he held out for several months, feeling that he was better off concentrating on high-volume locations.

Then Sarkis virtually opened his book to the operators, with the conclusion of his talk and the analysis that investment is needed for the future.

Sarkis pointed out that a small location is easier to get, that there isn't likely to be much competition from big operators, that the operator is in a stronger position to check, and that less equipment is required.

Then Sarkis explained, best the operators were able to understand, that the big ones were worth the head-aches, and that smaller locations are good to supplement a route, not to make up the basis of one.

The problem of competing with the package operator was outlined by Sarkis, who said that while many wholesalers had the advantage to deal with one firm, the specialist still had a few ace up his sleeve.

He argued that to have one man serve 12 machines, stock Milk, soda, curry and cigarets is not a business proposition for the smaller location, as the man who specializes in one does a better position to do a there job.

Ky. Reports 10% Drop In Cigarette Sales

FRANKFORT, Ky. April 23.—The State Departments of Revenue and Finance reported that the 3 cent-a-package tax on cigarettes brought in $3,161.000 during the first eight months of the current fiscal year (July 1-February 28), compared with $3,733,945 in the same period a year ago.

The report also shows that a rise in the tax imposed by the Third Article of 1945 Legislation, consumption is down almost 10 per cent, it was announced by a Department spokesman.

Trans-World '55 Game Shipments Up 35%

TRANS-WORLD Trading Corporation, Chicago, has in- creased its 1955 game shipments to world markets about 35 per cent in the first three months of this year. 

Joe Caldwell, head of the firm, said he was not able to pin-point the reasons for the increase in game business over last year, but said that the demand for American-made coin-operated machines is the reason for the increase. 

Trans-World Trading Corporation has moved into larger quarters at 399 N. Western, Chicago. Joe Roads has been appointed traveling representative for the company in the South and Central America.

Other countries such as Colombi, said, has shown demand for coin machine imports because of stricter license requirements. Latin American markets, Caldwell said, have been off during the last season, but have picked up since Easter.

Caldwell singled out South Africa as a market that might open to coin machine products in 1955, and as a potentially big market. 

In fact, he added, most full-line operators do have new products, and in effect, the locations have the same situation as with many operators. Many service men are roaming in and out of the place, and it's academic when they have the same best.

Where the locations exist, not having one firm responsible, and making conditions favorable that coffee clubs could work with vendors of other equipment, it is important to make sure the operators are available and incapable of giving efficient service.

Milk Vender To Be Preemted at Hotel Showing

NEW YORK, April 23.—A new two selection milk vender, capable of selling selections either milk, chocolate milk or orange juice in cartons, is to be shown for the first time Monday thru Wednesday (25-27) at the Warwick Hotel.

The unit is being made by the Milk Vendors, Inc., a corporation formed by two local dairies. Officers of the company are Sol Leibowitz, the president, Dan Lederman, secretary, and Sal Gordon, treasurer.

Bert Giellof, a spokesman for the company, said electrically operated vender has a capacity of 140 quarts, with 70 in reserve. It can also vend pies and bread sticks.

Dimensions of unit are 67 inches high, 36 inches wide and 34 inches deep. Each selection has a separate colate and a separate delivery mouth. National Repacket 1-cent change mechanism is incorporated into each colt acceptance unit.

Giellof said the unit is already in production, with a few on test locations. He added that prices, additional details of the vender, and background information about the manufacturer will be disclosed at the showings.

In Philadelphia or Anywhere

THAIED CAPSULES Immediate Delivery

Write for Lowest Prices

VICTOR'S So Baby Grand Deluxe CAPSULE VENDOR Immediate Delivery

VEEDCO SALES CO.
3341 South Keeler Ave., Chicago
Phone: Chanc 1-1042

EVEN MORE MONEY -- MAKE MORE MONEY

SAVE MONEY -- MAKE MORE MONEY

The Northwestern Corp.
245 Armstrong St.
MILWAUKEE, WIS.

CIGARETTE CANDY AND DRINK MACHINES

R.O.E. CIGARETTE VENDORS

Machines Available

SPECIAL!!

HUNDREDS OF MONEY-MAKING ENDING IDEAS

Cost you 1 cent to make a sale -- your investment is the automatic machinery to make millions and millions of dollars in cash. Here's the simplest way to begin your newautomatic money-making career

FILL IN OUR PRE-PAID MAILER TODAY!

SEND NO MONEY!

MELVIN I. BROWN & CO., Inc.
100 W. Adams St.
Chicago 5, Ill.

ADDRESS

CITY.

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POSTAGE PAID

AMERICAN CHEWING PRODUCTS

E M P I T I E S M A C H I N E S - F A S T E R

R a n d o m  Ad V e n d i n g & Distilling Co.
c 3320 West Pico Blvd., Los Angeles 6, California

GIVE TO DAMON RUNYON "CANCER FUND"
VENDING MACHINES

THE BILLBOARD

APRIL 30, 1955

124 Ops Meet at Confab
Continued from page 83

DISSACTIONS WANTED

Designed to have some appeal in store and on location. A
check list, styles, number, quantity will be given for the
machines, bulk, candy, etc., for sale. An attractive and
popular display floor stand for two vendors
DISTRIBUTORS

ROCKET CHARMS

is creating a tremendous custom
among women. The charm is a
focal piece for every store's exciting
quick turnover for operators or local
Game Factory

Support

and it's included in the
I MACK, plus a
Fire Machine, and
a 30MM machine, or
with a 24 Vending machine.

ORDER TODAY OLY $5.00

PMAL A. PRICE CO.

50 Leonard St., New York 13

MACHINES

NEWMARK, K. L., V.-209000

Roemer Company

P. O. Box 1749

Cleveland 11, Ohio

WE MAKE IT EASY FOR YOU

for more single-stand box charm
Charms in wicker, enamel

IT'S VERSATILE

A "PRICE" SPECIAL
CUFF LINKS

the holds will wear 'em as cuff
links, bow, and on, in both
forms, silver, gold, etc., a versatile line

International charms for Bulk or
Canada vending machines supplied
a new look

A new stock will sell charms,
featuring sparkling jeweled charms

ATTENTION, OPERATORS!

SUPER V.

If the trend continues and 100
thousand of these units are not
alone, the industry's best

FOOTNOTE:

Yrbm Capsula 84 VENDING

IMAAGNIRUNITS

Op Finds Army Reserve
Meets A New Market

COLDEN, Colo., April 23.

The Army Reserve is

Fridhove Novelty

head of Fridhove Novelty
Companies, moved

Medical Reserve

Boulender, head of Fridhove Novelty
Companies, moved

M. S. P. Co.

a new form of
cravings; refreshments for the

Machines are

deeply polished, very attractive,

LEAF Blown-Ro

BAIL COMPANY

emotions for the

Chin, of

Pennsylvania

Pennsylvania

The machines Fridhove selects are

COLUMBIA

sponsored by the

The machines Fridhove
selects are chosen from spots

in which the grower can

easily returned to their

American Radio History

THE CAFE" CUP

The new machine is

Pennsy Loon

Air Force reserve

Meets A New Market

New York, April 23.

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New York, April 23.

The new machine is

Pennsy Loon

Air Force reserve

Meets A New Market

New York, April 23.
VENDING MACHINES

Pistachios

BEST GRADE
ask for ZALOON'S

4 STAR JUMBOS

DISTRESSING-ROASTED and SALTIER.
Packed 5-lb. Minimum, Prepaid
Dacs. 12 lbs. Each, Bulk Carriers or 35-lb. Bulk Cartons.

Insist on
ZALOON BRAND
for the finest quality.

With us for the name of our nearest distribu-
tor is an advertisement from your present supply.

JOS. A. ZALOON & CO., INC., America's Distinct Leader in Buying and Selling of Pistacho Nuts.

8 So Far West
New York, N. Y.

Price Ready on
Cufflink Charm

NEW YORK, April 23.—Paul A. Price, head charm manufacturer, this week went into production of producer's boy and girl models. The items may be worn on sleeves, as neckties, or pinned on sweaters. Immediate delivery is promised.

Price will go into production of some models during May.

Jujyfruits Now
In 10c Package

NEW YORK, April 23.—Henry Hole, Inc., this week announced that it is in production of a 10-cen package of Jujyfruits. The box has been designed especially in vending cans a 5-cent unit.

The new box will be placed on the counter at the 5-cent unit. Packing will be in its 25-cent box, also in 50-cent cases.

Minute Maid Sales
May Hit $125 Mil.

NEW YORK, April 23.—John M. Pink, president of the Minute Maid Corporation, predicted that the firm's sales for the fiscal year ending October 31 may hit $125,000,000. He added that earnings for the six months ending April 30 will be at least double the $11,747,750 earned in the first half of fiscal 1954.

For said Minute Maid will soon introduce a frozen concentrate that will be tabled in 10-cent and 25-cent Minute Maid and Snow Corp labels. Minute Maid purchased Snow Corp from Clinton Foods, Inc., in December, 1954.
A SPECIAL SECTION devoted to

INTERNATIONAL SALES

Coin Machine Reports From Around the World

Operators and distributors from 16 nations around the world were
enlisted this week by The Billboard
to give on-the-spot reports of the
problems and outlooks for the coming
year through the entire world coin
machine market.

The following reports answer
today's big questions in the world's
coin machine market.

Costa Ricans See Big Gains

COSTA RICA—One optimistic
effect in this country estimated
that all divisions of the coin ma-
nchine industry would increase ap-
proximately 2,000 per cent within
the next three years.

Valeriano Miranda Monge, mu-
sic operator and a Rock-Ola dis-
tributor of San Jose, reported sales
during the first three months of
this year by about 25 per cent higher
than the corresponding period for
last year. He said that all coin ma-
nachine divisions increased during
that period.

Despite the increase, Monge
said that about 75 per cent of the
equipment was greeted by 45 per
cent. He pointed out that approximately
400 was added to the U.S. sales
prices, with a resultant increase in
shipping costs and import duties.

Up Guatemala Restrictions

GUATEMALA—Jorge Luis
Amequita, partner and manager
of the H. J. Nicot & Co., S.C., of
Guatemala City, Rock-Ola distri-
butor here, reports the coin ma-
nchine business in Guatemala cur-
rently suffering from a recent range
of government restrictions and lo-
nal regulations.

Amequita said that the Guate-
malan government was clamping
down on the number of coin ma-
nachines allowed in the country.
In addition, he said, local rules
filing the number of hours that a
juke box can be played is also
continuing the ban. He added
that operators were optimistic that
these developments will pass in
the near future.

Currently, he said, the coin
machine business is reported to be
below about 25 per cent during the
first three months of this year, as
compared to the corresponding pe-
riod in 1954.

Germany Taps All Records

GERMANY—Erl N. Reitels,
head of International Service,
J. & G. Bleue, Falkenberg, re-
ported this week that the German coin
machine industry is currently un-
dergoing a boom era.

Operating music and games,
Reitels looks to 1955 sales to
double, compared to the previous
year, which broke all records.

Reitels estimates that an addi-
tional 50 per cent of the sales price
is added on imports to handle ship-
ping costs and license fees. Import
licenses are required. New juke
boxes entering the country, Reitels
said, are practically 100 per cent of
45 rpm. machines.

West Indies In Best Year

NETHERLANDS WEST IN-
DEES—According to Jules A.
Niew, head of the J. A. Niew,
Aruba, Wheeling distributor, the
coin machine industry in this coun-
try is currently witnessing one of
the best years in its history.

Sales from January to April are
up about 20 per cent in all divi-
sions, compared to last year, Niew
said, and the general outlook for
the remainder of the year is that
they will all climb another 50 per
cent.

While there are no government
restrictions as to the number of
coin machines imported here, the
shipping costs and other additional
expenses incurred raise the average
price of a unit about 20 per cent.

Of the new juke boxes being im-
ported, about 80 per cent are geared
for 45 rpm. clips.

Guam Imports No Problem

GUAM—Unlike other countries
importing coin machines from the
U. S., Guam has the advantage of
being a U.S. territory, so restric-
tions or licenses imposed.

Most of the equipment here is
operated on U.S. Army posts, as a
result, nearly 100 per cent of all

Why World Trade

World trade has become a major factor in the U.S. coin machine
industry.

Shipments of juke boxes, amusement games and vending
machines out of this country increased every year since
1949 until now they represent a sizable part of America's total
annual coin machine production.

U. S. manufacturers have developed a strong interest in the
world market and are devoting more time and thought and
money than ever before in expanding this market for their
products.

Many of these manufacturers have networks of distributor
organizations operating in at least 35 countries circling the
world; some have separate export divisions—significant recog-
nition of the importance they attach to the world market.

Up 'til now, world coin machine trade has been pretty
much a core industry. U. S. exports. These countries which
have enjoyed unprecedented growth the last few years, will
continue to do so. At its present rate of development, the U. S.
export market will become a key sales area for coin machine
manufacturers.

But we think that world competition would greatly acceler-
ate the expansion of the coin machine industry in the U. S.,
as well as every country trading in coin equipment.

The American coin machine manufacturer, far from
debasing competition, welcomes it. Having learned the sound
lessons of this country's economy, he knows that there is nothing better for
his business than good competition.

To support this view, it is significant, we think, that the one
country—Western Germany—which now has its own juke box
manufacturing firms, is the one country whose U.S. juke box
import have shown the most startling increase—climbed
from $1,216 in 1952 to well over $2 million last year. And Western
Germany last year exported to over 20 countries (see story in
this section).

We recognize that there are serious obstacles in the way
of the future growth of world trade and U. S. exports. Govern-
ment restrictions, dollar shortages and the economic develop-
ment of some countries are all factors. There are internal
difficulties in the foreign coin machine industry, too, making
the problems of taxation and direct sales—in Mexico, for example
(detailed in this section).

But we believe that despite them, continued growth is
assured. And we feel that world trade is at least part of the

We welcome world trade. We predict it will not only
buy the larger share of this country's coin machines
but that it may well prove to be the biggest
stimulus so far to the development of the entire coin machine
industry.

Imports are made up of new ma-
chinesthat are destined primarily for
As is the case with world trade
in silk, only a small percentage of
machines sold in the world are
new. The remaining are copied
units, a result of the recent
spate of design patents and
trademarks.

Parts Only Into Mexico

MEXICO—Government restric-
tions, which only allow the im-
portation of juke box parts in this
country, have cut deeply into the
progress of the automatic phonoe-
graph industry here. However, in
deference of the restrictions, sales are
increasing.

David L. Romero, head of Indus-
toria Nacional de Sonido, S. A.,
said this week that business during
the first three months of this year
has increased about 25 per cent.
He added that an additional 50
per cent increase was anticipated
in the next six months.

Romanos estimated that about
400 juke boxes were being sold in
Mexico City this year compared to
the 25 sold in Mexico City last year.

He added that the recent per-
dation of the coin machine law in
Mexico City, and scheduled to be
up in Mexico City next month, will
probably force other distributors in
the manufacturing end of the busi-
ness.

Belgium Biz To Continue

BELGIUM—The general coin
machine business, with a decrease
here that it will continue to a
grow, rising anywhere from 25
to 70 per cent before the year is
out.

Manus Benf, head of the S.
Loew Programs Company, Ar-
nicates that sales have climbed
about 50 per cent in the first three
months of this year and should
climb to about 80 per cent in 1955
in the next nine months.

Alex A. Wilts, head of Euro-
pean Amusements Company, a
firm that takes a more optimistic
view, predicting that juke box sales
1954 were to be from 60 to 70 per
cent above last year's totals. Wilts
noted that sales for the first
three months of this year are
nearly 60 per cent higher than the
previous year.

Import licenses are required
Belgium, but are available via
importers and distributors.

Coffee Prices Hit Colombia

COLOMBIA—We've got
more restrictions, a drop in col-
pico prices, local taxes and a short
of dollars. It seems to be a bad
year for the Colombian coin
machine business, with a decrease
in sales and imports predicted.

(Continued on page

B...
The Billboard

J. S. Coin Machine Exports increase 700% Since 1949

International Market Buys 64,182 Units for $14,914,649 in 1954

U. S. coin machine shipments last year, $10,055,404 worth, were nearly $15 million in just six months and it continues to expand.

A peak in rate of expansion was reached in 1949, when the major market of America's production of coin-operated amusement machines was a stable matter of its vending machine output.

A total of 64,182 American-made machines valued at $14,914,649 were shipped to other countries during the past year, according to the American Radio History, the complete reports of which are published elsewhere in this section.

The U. S. coin machine shipments last year, $10,055,404 worth, were nearly $15 million in just six months and it continues to expand.

At its present rate of expansion it is projected that within two years a new market for machines will open up along the lines of America's production of coin-operated amusement machines plus a sizable amount of its vending machine output.

An important feature of America's export business in the current year was the rapid growth of the American market. During the first six months of this year, American coin machine manufacturers and distributors have worked to sell to other countries.

The export of which important countries have either blocked or encouraged coin machine trade. The U. S. coin machine manufacturers have had a large share in the export business in the first six months of 1954 (see separate story in this section).

Sales Overview

A total of 64,182 U. S. vending machines were sold to overseas countries for $10,055,404 last year (see separate story in this section).

The accompanying chart showing world purchases of U. S. coin machines graphically outlines the expansion history of the international market since World War II.

The history of the growth of the world market for U. S. coin equipment, detailed in stories in these pages, reflects an enormous change in the international coin machine market.

Reasons for Growth

There are numerous reasons for the tremendous growth. The most significant are:

1. The extent to which American machine manufacturers and distributors have worked to sell to other countries.

2. The extent to which industries in other countries have either blocked or encouraged coin machine trade.

3. The extent to which businesses in other countries have invested in coin machines, rather than in government subsidized projects, buildings, stores, roads and other necessities of life not included in the import classification of "luxury" at coin machine rates in many countries.

4. The extent to which business people in other countries have money to invest in coin machines, rather than in government subsidized projects, buildings, stores, roads and other necessities of life not included in the import classification of "luxury" at coin machine rates in many countries.

5. The extent to which American coin machine trade looks healthy.

6. The extent to which Western German and Latin American coin machine manufacturers and distributors have invested in coin machine, rather than in government subsidized projects, buildings, stores, roads and other necessities of life not included in the import classification of "luxury" at coin machine rates in many countries.

7. The extent to which American coin machine trade looks healthy.

The future for coin-operated amusement machines looks promising, according to the American Radio History, the complete reports of which are published elsewhere in this section.

But regardless of the future of coin-operated amusement machines, this factor, one thing is certain: the key to the future is in the hands of the American coin machine manufacturer and distributor.
Leading World Markets
U.S. Vending Machines
1954

<table>
<thead>
<tr>
<th>Country</th>
<th>No.</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>12,344</td>
<td>$19,208</td>
</tr>
<tr>
<td>Venezuela</td>
<td>8,700</td>
<td>$2,975</td>
</tr>
<tr>
<td>Philippine Republic</td>
<td>79</td>
<td>$2,975</td>
</tr>
<tr>
<td>Belgium</td>
<td>5,008</td>
<td>$3,380</td>
</tr>
<tr>
<td>France</td>
<td>2,996</td>
<td>$3,380</td>
</tr>
<tr>
<td>TOTALS, including other countries</td>
<td>20,014</td>
<td>$13,055</td>
</tr>
</tbody>
</table>

$3,960,181
$3,188,087

Foreign Buyers looking for COIN EQUIPMENT

We have available all brands of reconditioned phonographs, games, arcade equipment and vending machines.

Special attention and immediate action will be given to all inquiries from foreign buyers.

*All equipment is steam cleaned.

INTERNATIONAL SALES:
U.S. Coin Games 1946-1954

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1946</td>
<td>$659,953</td>
</tr>
<tr>
<td>1947</td>
<td>$681,009</td>
</tr>
<tr>
<td>1948</td>
<td>$633,344</td>
</tr>
<tr>
<td>1949</td>
<td>$295,482</td>
</tr>
<tr>
<td>1950</td>
<td>$703,971</td>
</tr>
<tr>
<td>1951</td>
<td>$1,309,228</td>
</tr>
<tr>
<td>1952</td>
<td>$1,359,228</td>
</tr>
<tr>
<td>1953</td>
<td>$1,259,228</td>
</tr>
<tr>
<td>1954</td>
<td>$1,159,228</td>
</tr>
</tbody>
</table>

CREASED likely to make much of the move in near the future.

There is a vast market for every juke box, pinball and slot game made in the United States. But next around the world has had a very-limited respect for American coin, products, to the extent that the American museum units will often be purchased at a price higher than the cost of a like product available from other countries, such as Japan and games manufacturers in Germany.

Exports Expanding

We can continue our efforts to export with the assurance that the science or later the business will be large enough to justify a regu- lar export department right at the factory. And the headquarters of every large distributor.

International sales is a very old and in-between the American exporter has, first of all, to be in touch with all foreign buyers, rep- resenting as well as potential dis- tributors. Lists can be obtained from various organizations that are probably one outstanding source of lists are advertisements published in trade magazines.

An operator aboard always writes to be the firm that has the best appeal and while many American firms throw those inquiries over the boards, cleverly follow them up and eventually get an order.

For purposes, foreign coin units

(Continued on page 33)

World Game Markets Import
$3 Mil in U.S. Units in '54

WORLD markets, according to several sources, indicate that the coin operated amusement games shipped from the United States in 1953, will be the highest sales in the second straight year game ship- ments topped a $3 million total. International sales for U.S. coin games hit $3,165,067 the past year, set a record of $3,090,151 in 1952. With over 40 countries showing a chunk of the 1954 U.S. game exports, and with most of these countries posting a demand for more, indications point to a continued swing upward this year. Since 1951 U.S. game sales to world markets have been million-

$3,960,181
$3,188,087
20,000 U. S. Vendors Shipped Around the Globe in 1954

WORLD purchases of U. S. vending machine products cleared a new record in 1954 for the second straight year with 20,014 units valued at $6,317,533, an increase of more than $5,000 over 1953. Canada completely eliminated the picture, accounting for 81,519 machines imported by Canadian firms.

The boom in Canada’s vending industry, coupled with the reluctance of Canadian manufacturers to further enter vending accounts for the country’s near-monopoly of the U. S. vending export market.

Exports Rise

U. S. vendor exports have increased each year since 1948 (see figures below). In each of these years, Canada has held uncontested first-place position, with five Latin American countries accounting for the bulk of the remainder—Venezuela, Mexico, Columbia, Cuba, Salvador. European points in the U. S. vending export field are Belgium, France, West Germany and Italy.

The unit-dollar figure for 1954 indicates revenue in the trend to exporting more expensive machines. In 1953, 10,122 vendors shipped brought about the same dollar total ($1,093,474) for an average machine price of about $25. In 1953, just 18,122 vendors shipped brought about the same dollar total ($1,093,474) for an average machine price of about $25. Following a trend of increasing average machine prices.

Future Good

The future of U. S. vending machines looks good. American manufacturers are producing at capacities for the domestic demand and therefore have not concentrated on world markets. However, some are beginning to investigate Latin American markets, as for example, Elmer F. Faxon, chairman of the board of The Vendor Company, who expects his firm to increase its export considerably in coming years (see separate story).

The pattern of increasing U. S. vendor exports has been consistent since 1948. Here are the dollar volume figures:

1948 . . . . . . . $332,859
1949 . . . . . . . 545,197
1950 . . . . . . . 501,425
1951 . . . . . . . 1,073,708
1952 . . . . . . . 1,993,474
1953 . . . . . . . 1,984,053
1954 . . . . . . . 1,989,453

Leading World Markets

U. S. Amusement Games

1954

<table>
<thead>
<tr>
<th>Country</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>1,451,142</td>
</tr>
<tr>
<td>Mexico</td>
<td>230,385</td>
</tr>
<tr>
<td>W. Germany</td>
<td>100,650</td>
</tr>
<tr>
<td>Japan</td>
<td>191,830</td>
</tr>
<tr>
<td>Venezuela</td>
<td>170,825</td>
</tr>
<tr>
<td>Belgium</td>
<td>160,763</td>
</tr>
<tr>
<td>French Morocco</td>
<td>111,745</td>
</tr>
<tr>
<td>Mexico</td>
<td>98,945</td>
</tr>
<tr>
<td>Colombia</td>
<td>54,392</td>
</tr>
<tr>
<td>Panama</td>
<td>30,073</td>
</tr>
<tr>
<td>TOTALS</td>
<td>2,255,358</td>
</tr>
</tbody>
</table>

We have hundreds of others of all type machines
WRITE US, and TELL US WHAT YOU NEED

235 S. BROOK ST.
LOUISVILLE, KY. or CINCINNATI, OHIO
U.S.A.

129 W. NORTH ST.
INDIANAPOLIS, IND. or
LEXINGTON, KY.
U.S.A.
**Arcades to Up Spring With New Games, Remodeling**

**CHICAGO, April 23** - The country's amusement game arcades appear to be gearing up for a lively spring with new and revised games on the horizon.Particular special attractions aimed at bigger prizes.

Arcades in Chicago, New York, Baltimore, Cleveland, and the major cities are reporting reports effort increases. Chicago's Michigan and Chicago's Tyko, Arcade manager of River- view, says that he has closed down one of three Arcades in operation there and replaced it with a new 60 by 80 foot floor space with a transparent front of colored plastics. Multi-colored electric lights to the tune of 20,000 watts against from behind the front to attract customers.

**New England Spots Guns and Shuffles**

Some 45 new games, including all tile units, a large Williams bike, a Marquette Drive-Mobile, as well as new bowling machines, are to be added to the total of units in operation to 300. Older machines were taken to make room for the new models.

With this array of attractions, those with an eye on the growing amusement business will be optimistic for the coming season, according to the problems that will face when the park opens May 19.

At the American Arcade, on State Street in the heart of Chicago's Loop, co-owner Sam Greenberg is advertising a "free ticket" plus to being in a New Year's Card. Sam Greenberg is known as a fine manufacturer, according to customers, especially those in the Williams, Angier, to try newly designed tile game units. The company is mass produced at the factory.

**NY Arcade Season Should Top 1954**

So far this season, 36 games have been installed in the important amusement business in the metropolitan area, with about 305 games in operation. The games are the tallest, with the greatest enjoyment of the various type of entertainment.

Max Skaff, king of the Times Square arcades, has an explanation for the heightened gun game玩，with more than usual world pace, it's not a very re- markable.

Skaff pointed out that at the time the history of the gun games came in 1917 and 1918, with 1955 finding fair to top those years in popularity and in one: times of war or peace.

And with the constantly shifting tastes are more like the games and more are likely to be seen.

**400 Units**

During the coming season, gun games don't get too much play. John Bliss, 16-year resident, spent 400 pieces of equipment in five Times Square Arcades; two of which acquired during the last year and has three times as many gun games as he did 10 years ago, at a cost of a few dollars.

Pokerino's have pretty much held on at a few dollars at Schaffer's Arcade, and they are not doing the trade is mixed adult. Pokerino is a big game, with players listing the takes. It is still a good games, even with the increased in prices.

And the growth of this 10-cent game, which has been around since 1854, but that he feels earnings will be probably on rise will be a boon to all amusement device makers.

**The shop** is 400 feet long, 30 feet wide, and 20 feet high. The building contains 3,750 square feet of playing space. The Arcade there contains 7,000 roll-up games. The shop floor space. With a 1,600-foot L-shaped display area, the Arcade is also 20 feet high. The shop floor space contains 2,000 square feet. Skaff general has 200 games in operation, with 50 in reserve. The shop contains 400 games, 300 of which is machines is now in progress, and as soon as one piece is in place, another is ready to go to the shop. A few weeks ago, that business is running from 50 to 25 per cent and this will probably double, according to the size of the game, ranging around a dollar is a big seller in many places. New models with big wins are popular big tickets.

(Continued on page 92)

**Choi Coin Preps Baseball Game**

**CHICAGO, April 23** — Chicago Coin Machine Company of 540 State St., headquarters for baseball games, has applied for a special permit to operate its machines in various locations for the baseball season. It is not yet known when the permit will be issued, but the company plans to use the machines to attract more people to the games.

**Race-the-Clock New Williams 4-Player Game**

**CHICAGO, April 23** — Williams' new game, called "Race-the-Clock," is a new 4-player game that the company plans to use in different locations throughout the country. The game is designed to attract more people to the company's arcades and to promote its products. The game has been well received by arcade owners and players alike. It is expected to become a popular attraction in the coming season.
Seaway to Boost Chicago World Coin Machine Port

Exporters See St. Lawrence Waterway Increasing International Coin Trade

The St. Lawrence Seaway will speed shipments of U.S. coin machines to international markets, Lebanese, and cut out delays through Suez. That's the opinion of Chicago coin machine exporters, who will begin shipping under the newly opened navigation facilities in 1950.

Coin machine shipments from Chicago will move through the Great Lakes, on to Montreal and Quebec on the St. Lawrence, and out to the Atlantic for ports in Europe, South America, and around the world.

According to an independent study, a prospective St. Lawrence River traffic of 300 million tons of shipping, including coin machines, is expected in 1950, compared to a present 10 million tons.

The principal boon to coin machine shipments on the St. Lawrence will be the speed with which shipments will arrive at their destinations. One exporter points out that it now takes 21 days to ship machines from Chicago to Stockholm, Sweden, whereas by way of the Great Lakes, 7 days to reach Montreal, and then 7 days to Montreal, the company has now opened a new line of flavors, soft-drink syrups and mixers, in all sizes, to be bought by buyers from other places, and now, is to be available for the first time. The company has now opened a new line of flavors, soft-drink syrups and mixers, in all sizes, to be bought by buyers from other places, and now, is to be available for the first time.

TRAVEL REPORT

World Market Up For U.S. Vendors

The world market for U.S. viewing equipment, despite its unprecedented growth since the end of World War II, has a potential it has been largely untapped. This does not mean that F. P. Brown, Boston's largest coin machine company, is opening a three-month, two-million-dollar expansion of its plant which is expected to be completed within the present month.

During the trip, Pienon and his associates will look at the facilities of the world's leading manufacturers and importers of coin machine equipment, and investigate the economic and political problems of several key areas where future planning is being considered by the world.

Commenting on the present world outlook, he declared: "We no longer feel the need for the importation of industrial coin machines for the time being. The world is enjoying a comparative prosperity and the overall situation should improve during the coming months. These developments will make the facilities of a wider and more profitable market for coin machine trade in which we are interested."

During the trip Pienon visited Bally, Illinois, the factory of the Philippines, the Crown Colony of Hong Kong, Japan, and the new office in Chicago, Business Upswing

The Venable plant was pleased with the shipment of coin machines directly from the factory, and said that the facility for coin machines would be opened up, and traded could step up sales. New port facilities on the St. Lawrence route when completed, will enable more service to many more ships flying into the port. Numerous times the present number of over 200 vessels may be realized from Chicago.

The system of the Great Lakes, in conjunction with the Lawrence Survey, will be a great help in making equipment more available to coin machines.

Pienon said that the new plant was designed for the production of coin machine equipment for the world market. He said that the new plant was designed for the production of coin machine equipment for the world market.

Mr. Brown expressed the opinion that the coin machine business was so far low, that delivery wasn't fast and prompt.

Also in the United States is an exporting nation, it does not ship as much per capita as it does in other countries, including those of the United Kingdom and Canada.

The effects of the St. Lawrence Seaway will stimulate an entirely new economic development through the Great Lakes region, and benefit all industries particularly the coin machine industry.

Canada Dry Unites Firm's Beverage Ads

NEW YORK, April 33–Canada Dry has launched a new advertising campaign which is designed to increase its share of the market for its scoops, which are available in a wide range of flavors, soft-drink syrups and mixers, in all sizes, and packages, in small markets throughout the country.

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Groensteemen Sees "55" Best Year for Exports

PHILADELPHIA, April 25—Sol Groensteemen, partner in International Arrangement Company and the Scott-Crow Company, coin machine export firm, predicted that 1955 will be the best export coin machine market year since World War II.

Groensteemen bases his opinion on the reorganization of the coin machines of the Western European countries, the fact that more dollars are now available for the purchase of U.S. coin machines.

While restrictions on the importation of U.S. coin machines are still severe in most of Europe, Groensteemen pointed out that important changes in restrictions are now occurring in Europe, particularly in the Netherlands and Holland, where the importation of coin machines is a relatively simple matter.

Western Germany, says Groensteemen, is set for the greatest potential for U.S. coin machines, with the largest volume of sales. Europe as a whole has a great market potential, and the flipper business is the most promising in Europe.

The flipper market is set for a big increase in Europe, and the coin machine market is particularly strong in Germany. The flipper business is the most promising in Europe.

As far as U.S. games are concerned, pinball machines have the greatest potential, and there is a great market for the sale of U.S. coin machines.

The flipper business is the most promising in Europe.
Gilchrist Skeds
New Toronto Quarters June 1

TORONTO, April 3. The R. C. Gilchrist Company Ltd., Toronto, distributors through Canada, for some years now have been preparing for the opening of a new building located on Dundas Street in the center of the downtown area. The purpose of the building is to provide a more complete display of merchandise and facilitate easy access for customers.

Reg Gilchrist, head of the firm, said that it was a major investment which would allow the company to better serve its customers. He noted that the building would be designed to accommodate not only a full range of merchandise, but also to provide a more comfortable shopping environment for customers.

The building will feature a large showroom area with state-of-the-art lighting and climate control systems. It will also include a large office space for the company's sales and administrative staff. The building will be completed in the fall of this year.

Gilchrist said that the building cost over $200,000.

Travel Report

India, is 'lost,' the Ventsch chairmen said. The U. S. President is to be off from much of the wealth of the world and it will work an economic panic.

Pierrot stressed the value of a man's horizons for the benefit of people abroad. In Ball, for instance, he said, and his wife and his children, and the whole world in a wooded area. A root in the efficient event. Pierrot said he made sure that they seemed to be talking to the woman they were at the party. The man were enjoying them with dishes the party, and enjoyed, showed that he was very good at it. He said the polite attitude had always been a sure path to one of warm friendship and the best of all a warm friendship.

Smuggling Concerns

The British authorities in Hong Kong are supposedly generally concerned about preventing strategic materials or parts from being exported. As they are doing, they have been doing so in the past. As the world to Red China, a limited quantity of $50,000 levied upon imports. Of the Asian countries he visited, the report says Japan has progressed in this more in industrial activity. In Japan at the present time they are not making the best use of their economy, and it is only a matter of time before they will be better off. Their value per capita and their value in assets are completely inconsistent in appearance.

Emergo, Pierrot says, has come to a point some years ago, U. S. help in Europe, and there is now a present, he feels, but not in probability that he is indicating a change in the feeling everywhere, he said, his one of vitality and strength.

Con-sidering that, for example, he said, they were building ships for other countries as well as for Italy.

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EXHIBIT'S NEW... "500" MODEL SHOOTING GAME

THE SEASON'S BIGGEST MONEY-MAKER!

ALL MOVING TARGETS for maximum player appeal

Swimming Ducks are the easy targets

Climbing Squirrel can be hit which 6 times or more as he makes a trip up or down the tree.

Flying Phoebants appear from bushes in the background.

"Blackout" Feature is earned by 20 hits—and gives total share!

Match and Free Play and Target Speed are all operator controlled.

Made in 4 models with or without free play and match features— or combination of both.

28 1/2 inches wide

EXHIBIT SUPPLY
1919 West Lake Street Chicago 74, Illinois

"FOR PROMPT SERVICE"

EXHIBIT SUPPLY

Cleveland Coin Machines EXCHANGE INC.

1933 Prospect Ave. Cleveland 15, Ohio

ALL PHONES: Tower 6-0113

Business especially for new items at beach locations.

Coney Island of Commonwealth Distributors, supplying ships for beach Arcades. Ideal equipment of good secondary quality. An excellent business for those of limited means. The men are working overtime to fill orders quickly.

At North Avenue Park, Louis Capell, Jack Alexander, and associates, are prepared for a good summer. Capell's locations are always full of people, with sightseeing at the Toscana Palace and a good ten-cent show. He plans to open it all summer long. After May 1, the concession will be open the full year as a business is expected.

At such parks as South Shores, Hamptons and Reviers, it is all up to the operators to see that a definite trend was pointed out by the Shore, of Florence and Revier Beach concessions, feels they are doing all they can. At North Ave., guns are way out in front and Avenue Park, limited supply of higher price so far than last season.

Along city thoroughfares, Arcades are on the move. Weather makes the slightest difference in the take and many of the kid customers are responding almost as much as the adult and military groups. Giving these locations a big play.

Southwest Arcades Up Spring Takes

HOUSTON—Arcades in the nation's Southwest are generally getting spring takes.

Berry W. Langford, owner of Houston's largest Amusement Park, reported this year's business as about equal to the same month of last year.

At the Holiday Arcade, under A.V. management of George Willman, currently operating averages 1000 pieces of equipment. The bulk of the machines average 10 cents, several at quarter and a free play, and two at 35-cent play.

Pamphlets are on the machines and free play is on sale. Very successful. All Arcade equipment will be located.

Langford, an air conditioning and retired advertising manager, and his staffs, and predicted that concessionaires would be a more success in South and Southwest Arcades.

Joe Youman, owner of Houston's Playland Park Arcade, reported business about the same as last year. He blamed the low temperatures, and predicted an increase of over the same period.

Playland Arcade operates about 1000 pieces, generally with 5 and 10-cent machines, somewhat over the same period last year. The Arcade is open daily from Easter to Labor Day.

Milwaukee Arcade Gets New Look

MILWAUKEE—With seasonal regulations on operations, this city is seeing a new look to the downtown Arcades.

Remodeling is under way at the Palace Inn, with about 25 per cent more available.

Owners and operators Doug Ogil and Ken Kellie have set a date in early May for completion of the job. The Palace will be a complete new paint job inside and out, a new roof with skylights and new signs are in the works.

According to Kellie, at least a dozen new pieces are being added to the present inventory of 40 items. Those with a hillier style, some guns and group of baseball play, a new Flustomat was in operation a couple months ago, a addition of this spring's spring-up work.

And spring and summer prospects, according to Kellie, look bright. Business is up in the Avenue Arcade in Milwaukee, and the Armour's youngsters enjoyed Americans in greater numbers and the Beer City goes slightly daily for its Milwaukee games.

The Arcade gets heavy weekend traffic from the nearby Grand Lake from Harcourt Train Station in Waukesha.

While Milwaukee's police regulations and the city's strict regulations with the law by not using any or inability type flint throwers and games prohibited by statute. In pin games are won, and the heaviest play comes via the rifle, disc, gun, baseball and their machines.

Government Ideas Aid Mfrs

Continued from page 90

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Government and Industrial policies in the making of the 1921 Budget and for the near future have the discussion of a number of important questions. The Federal Government is at present engaged in considering various proposals for the improvement of the nation's industries and commerce, with the object of promoting their welfare and prosperity. Among the measures under consideration are the following:

1. The establishment of a National Board of Trade, to be composed of representatives of the various industries of the country, with the object of promoting their interests and securing the adoption of such measures as may be necessary for their benefit. The Board would have power to investigate the conditions of the various industries, and to make recommendations to the Government on the subjects properly within its jurisdiction.

2. The establishment of a National Exchange Bank, to be provided with sufficient funds to enable it to make advances to the various industries on a liberal scale, on the security of their collateral, at a rate of interest not exceeding 5 per cent per annum.

3. The establishment of a National Employment Service, to be provided with sufficient funds to enable it to make advances to the various industries on a liberal scale, on the security of their collateral, at a rate of interest not exceeding 5 per cent per annum.

4. The establishment of a National Export Bank, to be provided with sufficient funds to enable it to make advances to the various industries on a liberal scale, on the security of their collateral, at a rate of interest not exceeding 5 per cent per annum.

5. The establishment of a National Import Bank, to be provided with sufficient funds to enable it to make advances to the various industries on a liberal scale, on the security of their collateral, at a rate of interest not exceeding 5 per cent per annum.

These measures are designed to promote the welfare and prosperity of the nation's industries and commerce, and to secure the adoption of such measures as may be necessary for their benefit.
**Juke Box Distributors:**
- **Continued from page 91**

**VENEZUELA-SWITZERLAND,**

**VENEZUELA-GREAT U.S. MANUFACTURERS**

**Cirod**

**AT**

**Switzerland**

**Barmberkerstrasse**

**Rio,** **Prospido**

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We're Buying!

Arcade Equipment, Late 3-Balls, Bingo, Shuffle, Seeburg M1000

TOP PRICES . . . CALL TODAY

BINGOS
NEW YORK. UNITED MANHATTAN

Top Prices

<table>
<thead>
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THANKS FOR YOUR BUSINESS.

THE BILLBOARD
COIN MACHINES

GUNS
NEW EXHIBIT STAR SHOOTING GUN.
SEEBURG SHOOTING CASINO . 175

SHUFFLE GAMES
UNITED CLIPPER

6-GUN ABT RANGE
Complete with Tent. Extra Guns, Compressor, Targets, Tubs & Pails. Measurements may vary and is sold pickup only. Chicago 36-7950.

$995.00

WURLITZER
1015
$99.50

DISSIDENTS

MISCELLANEOUS

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<td>Acme (Chicago)</td>
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It's Davis Guaranteed Phonographs—All Over the World

We invite you to join the ever-growing group of regular Davis customers who have learned from experience that Davis guaranteed phonographs are superior.

We wish to thank our many customers everywhere for their continued patronage and pledge them our constant efforts to maintain the world-famous Davis service and reliability.

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WURLITZER 1015, 1100, 1210, 1400, 1520
AMERICAN MACHINES, INC.

ROCKLAKE 1424, 1425, 1426, 1427, 1428, 1429, 1430, 1431
COMPLETE SELECTION OF 3-BALL PH GAMES, BINGO GAMES AND ONE BALL.
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New and used Excedron, Reel-a-Balls, Seeburg, etc. Available with usable all new parts.

Western Distributors
2318 W. 6th Ave., Portland, Oregon
**World Coin Machine Reports**

"Continued from page 85"

range from 10 to 50 per cent below last year's levels. Elton Velasco, head of Foto Johnson, Tarapata, pointed out that importing and distribution depended upon local authorities as much as any government officials. Velasco said that the drop in coin prices is the result of a decrease in demand, with a concomitant decrease in area, resulting in a decrease in demand. He predicted that the drop in coin prices is the result of a decrease in demand. Velasco also said that the drop in coin prices is the result of a decrease in demand.

**English Need New Machines**

ENGLAND—Arland Assump-
tion, Limited, manufacturers and operators of Broadcasta, Kent, reported 1954 sales of 55 per cent over 1953, but hampered by the lack of new products.

The firm handles mainly amuse-
ment games, such as machines and juke boxes in its line. Fred Vass, president of the company, has been issued an im-
port license to import new machines from Western Germany to the value of $100,000.

Juke boxes imported cost 100 per cent over the original purchase price due to shipping and duty expenses. About 100 per cent of new jube boxes handled by the firm are equipped for 45 r.p.m. records.

Vass expressed his intention of a relaxation of government controls to make possible the new selection of amusement games in England. Since the end of the war, Vass says, machines have been imported with the aid of prewar equipment except for a period of a few years by a few newly designed machines.

A few new U. K. models are fading out to the English market, but the fact that games are being imported profits are going to Vass, is in most cases prohib-
itive, and the fact that games are being imported profits are going to Vass, is in most cases prohib-
itive.

Prices of prewar American juke boxes are still being sold at prewar (20 cents per play) and "in the country" makes them a long-
term investment.

Due to the lack of new machines, Vass says there is a trend among the operators to switch to operating their own units.

Chile Bans Coin Imports

**CHILE—Coin machines, classed a luxury item in Chile, cannot be imported, Nicolás Chaponpr Morillo, head of Nicolas Chapo-
nto, the city, reported.

"Government regulations and the narrow margin of our exchange budget do not allow us to import this type of merchandise. Since the beginning of the exchange controls, it has been impossible for us to obtain import licenses for coin-operated equipment."

**Prices Hurt In S. Africa**

SOUTH AFRICA—The Union of South Africa, which absorbed 400 juke boxes annually and when imports restrictions were lifted, is now importing at a rate of 1,000 units per week, with the balance of the machines and all of his machines from 45 per cent. He reported his sales for the first three months of this year are 33 per cent higher than last year.

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ATTENTION ATNATIONAL VENATIONAL

Amusement DELUXE

Completely THE mvchanics-refimshed

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Juxt Headquarters NÖTSÁTÌSPIED

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CHICAGO COIN MACHINE CO. & GENCO MFG. CO.

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11TH FRAMES

HUNTING

BOWLER

HEAVY BOWLER

SUPER HEAVY BOWLER

DART BOWLER

ARTISTIC SHOOTING GALLERY

SUPER AUTO PHOTO

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DRIVING ACTION!...

BIG LEAGUE APPEAL!...

GOTTULIEB'S
deluxe
SLUGGIN' CHAMP
WITH THE
New Look
PITCH A HIGH PROFIT STRAIGHT TO YOUR POCKET!

1) Hitting Rollosers And Connects To Complete Either League Lights One Hole Per Special.
2) Completing Both Leagues Lights Two Holes For Extra Special.
3) Advancing Value Targets Score Runs Batted In. Special When Hit Holes Award 1 Replay.
4) Extra Special When Hit Holes Award 6 Repays. High Score To 7 Million.

ALSO AVAILABLE IN STANDARD CABINET!

*SEE BOTH MODELS AT YOUR DISTRIBUTOR NOW!

ATTENTION—FOREIGN BUYERS!

Let our years of export experience serve you now on all types of coin-operated games, phonographs, and other equipment. Expertly reconditioned, refinished and prepared for overseas equipment.

Reconditioned PHONOGRAPHs

<table>
<thead>
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LATEST 3-BALLS

WILLIAMS

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ARCADE EQUIPMENT

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BINGO GAMES

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SALE OR TRADE

10 Nevada, each $125; 5 Singapore, each $350. Or trade for Shuffle Alleys, Pinball, Williams Baseball, 100 Record Sadburgs, etc. (WESTERN DISTRIBUTORS)

GIVE TO DAMON RUNYON CANCER FUND

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INDEX OF COMPANY

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The Billboard, 2100 Patterson St., Cincinnati 22, O. Y. C. person in charge of the Billboard sent to the address for your subscription.

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New Flashing
"Hollywood Beauties"

Animate Back Glass To Indicate Additional Scoring Points!

Plus!
- Original Flash-O-Matic Scoring!
- 4 Drum Scoring!

New!
- Playboard (Feather Touch) "Power Lift"
- Larger Than Ever Giant Size Scoring Features!

National "Slug Rejector" Coin Chute!

Easily Adjustable to Play 2 or 5 Frame Games!

Chicago Coin's

**Criss-Cross Target**

The 100% Skill Skee-Type Game!

Also available as "De-Luxe" Criss Cross (Match and Free Play)

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Magic-Lines PLUS Amazing New Magic-Pockets

MORE FUN FOR PLAYERS! MORE PROFIT FOR OPERATORS!

Bulls JUMP OUT of holes and jump to holes that build up score

Record Earnings Reported

Bally bowling combine greatest bowler features with new BONUScore play-booster

New Bally bowlers

Gold Medal

popular Super Strikes and Speed Control

Blue Ribbon

Bally MANUFACTURING COMPANY

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
NEW 4-WAY DOUBLE-CLOVER MATCH FEATURE

5 SCORE VALUES TO POCKETS with Synchro-flash feature
MOVING SCORE LIGHTS ON PLAYBOARD AND BACKGLASS

S M O O T H
QUIET
PLAY
ENTIRE SCORING POCKET AREA MADE OF
HEAVY DUTY DURABLE MOLDED RUBBER
EQUIPPED WITH UNITED'S
NEW SLUG REJECTOR MEANS MORE MONEY IN THE CASH BOX

- 12 SHOTS 10c
- Extremely Fast Play

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HIGH FIDELITY at the phonograph...

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America's finest and most complete music systems